



**Period 5 Marketing & Product Guide**  
**JULY 17 - AUGUST 13, 2022**

# Period 5

## Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 5



## Promotional Programs

Aeroplan RTD Promotion  
Aeroplan Wines of California Promotion  
Aeroplan Wines of Germany Promotion  
Period 5 Aeroplan Offers

**Feature Fixture A:** Trending Light Summer Whites

**New & Seasonal Fixture:** New products and offers for P5. Stores should maintain their P3 category sign and bin strips.

**Entrance Table:** Blackberry Mojito

**Mini Thematic A:** Giftable: Gins For All Occasions

**Mini Thematic B:** Giftable: Summery Sparkling Wines

**Mini Thematic C:** Discover LCBO's Summer Hot List

**Front Nesting Table:** Easy-To-Make Backyard Cocktails

**Middle Nesting Table:** BBQ Wines

**Block Pile A:** Easy Just Add Lime

**Block Pile B:** Easy One-Pour Summer Seltzers

**Block Pile C:** Top Picks For Watching The Game

**Block Pile D:** Hennessey (XBP) | Georgian Bay (S1)

Long Weekend Super Sale (July 29-31)

Belaire Enhanced Display

Wines Block Pile

End Aisle Backer Cards

P5 Summer Hot List Picks Perpendicular Shelf Talkers

Front End Merchandiser

**UPDATED** Staff Picks Impulse Display

**UPDATED** Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

P4-P6 Fireball Whisky Dispenser



## Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

Flex Space

## Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

# Operational Signage

## SAFE SHOPPING SIGNAGE

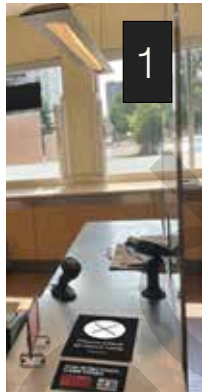
As regulations and mandates begin to ease in Ontario, we have taken the opportunity to reevaluate our Safe Shopping signage package. Some components may now be removed, and others will be updated to the new Black/White Operational colour scheme.

[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
- Aeroplan 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
- Aeroplan 6”w x 8”h Cash Desk Decal
- [Cash Register Numbers: Reference details on cash register numbering rollout here](#)



### Additional Components

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

# Aeroplan RTD PROMOTION

Customers can now earn **100 Bonus Aeroplan Points when you buy any 8 participating RTD products**. This offer applies to any combination of 8 SKUs from the participating sku list.

All stores will be participating with bin ticket extension and perpendicular shelf talkers. Select stores will receive a "Earn 100 Bonus Points" backer card and new branded Aeroplan 8-pack carrier and header sign. **Please note in P6 the Aeroplan offer will change to 8 participating beer products. Signage will remain the same for P6.**

## Key Dates (Period 5 - Period 6)

### Participating Stores

All Stores

### Participating Products

Aeroplan Offer: **100 Bonus Aeroplan Points when you buy any 8 participating RTD products**.

LCBO#	Description	Size (mL)	Aeroplan Offers
14483	Ace Hill Raspberry Vodka Soda	355	5
14706	Little Buddha Cc Grilled Pineapple Rosemary-Vodka	355	7
14918	Well Hibiscus Infused Lemonade	355	5
19134	Absolut Mango Mule	355	25
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	20
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	20
19167	Landshark Seltzer Pinapple Mango	473	5
20351	Bud Light Seltzer Mango	473	20
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	5
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5
24324	Mxd Sour Cherry	473	5
24327	Brock Street Raspberry Lemon Vodka Soda	473	23
24328	Jaw Drop Blue Blast Vodka Cooler	473	10
24341	Mott's Clamato Caesar Chipotle Lime	458	5
24342	Black Fly Rum Pina Colada	4 x 400	25
24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	15
24346	Jack Daniels Tennessee Honey Lemonade	473	25
24360	Black Fly Tequila Margarita Strawberry	4 x 400	25
24366	Weekender Blue Raspberry	500	15
24369	Nude Pink Lemonade	355	10
24376	Twisted Tea Slightly Sweet	473	25
24379	Bobby Classic Margarita	473	5

## Participating Products

LCBO#	Description	Size (mL)	Aeroplan Offers
24381	Coors Seltzer Blue Raspberry	473	25
24385	Bacardi Pina Colada	355	10
24387	One, Two Tea! White Tea	473	30
24391	Vizzy Strawberry Lemonade	473	25
24399	Hail Caesar Korean BBQ	473	25
24401	Collective Arts Lemon Squeezy	355	2
24404	Smirnoff Vodka Soda Berry Blast	355	5
24409	Chula Margarita	355	20
24410	Landshark Seltzer Passionfruit Strawberry	473	5
24424	Georgian Bay Pear Gin Smash	473	5
24426	Black Fly Vodka Crushed Pineapple Punch	473	10
24429	Corona Tropical Raspberry Lemon	355	20
24808	Oween Blueberry Acai Vodka Beverage	473	5
24925	American Vintage Hard Iced Tea Peach	473	20
25315	Topo Chico Strawberry Guava	473	24
26548	Walter Craft Caesar - Classic	458	25
166090	Jack Daniel's And Cola Tall Can	473	24
225771	Black Fly Tequila Margarita (P.E.T)	4 x 400	25
407437	Black Fly Vodka Grapefruit	4 x 400	25
407775	Snapple Spiked Peach Tea Vodka	458	5

## ALL STORES

All stores will be participating with bin ticket extension and perpendicular shelf talkers:

## Signage Components & Merchandising Instructions

### Components

### Image

#### In-section Bin Ticket Extension

English Re-order# 23P5-APB4

Bilingual Re-order# 23P5-APB5

- All stores must use these bin ticket extensions to highlight the participating products in-section.



#### In-section Perpendicular Shelf Talker

English Re-order# 23P5-APB2

Bilingual Re-order# 23P5-APB3

- All stores must install the perpendicular shelf talkers throughout the RTD section to raise awareness of the Aeroplan Offer.



## 8-PACK CARRIER STORES

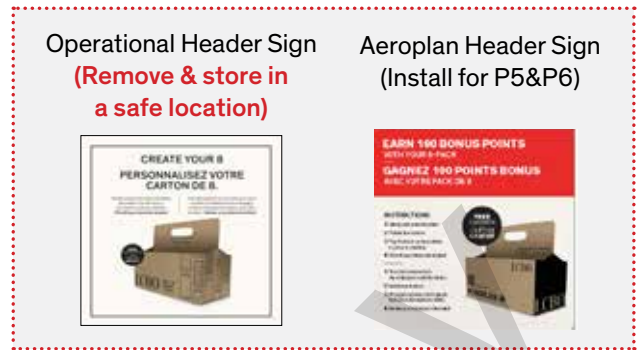
Select stores will receive an new Aeroplan 8-pack carrier and header sign:

### Aeroplan 8-Pack Merchandiser Header Sign

English Re-order# 23P5-BCS1

Bilingual Re-order# 23P5-BCS2

- **This sign replaces the operational header sign until the end of P6.**
- Remove the operational header sign and replace with the Aeroplan version.
- **NOTE:** Operational header signs should be kept in a safe place for re-use in P7. Header Signs will be available for reorder at Customer Care Retail Support if any become lost or damaged.



### Aeroplan 8-Pack Carrier

- **The Aeroplan 8-Pack Carrier will be shipped to participating stores for start of Period 5. No additional inventory will be available.**
- Display the Aeroplan 8-Pack carriers on the metal merchandiser for both Period 5 & Period 6.
- Fill the merchandiser with flat/unfolded carriers on all hooks, on both sides. Position the metal merchandiser in a prominent location near the front of your beer or RTD sections.



## DISCRETIONARY END AISLE STORES

The below stores will receive an end aisle backer card to build a display with the participating products on their Discretionary Promo End Aisle:

1, 3, 4, 5, 6, 10, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 153, 154, 156, 164, 165, 167, 168, 171, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 208, 209, 210, 211, 212, 214, 217, 218, 226, 227, 228, 233, 234, 242, 243, 244, 249, 252, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 311, 312, 321, 324, 325, 329, 334, 340, 343, 344, 345, 346, 353, 355, 358, 359, 360, 361, 367, 368, 371, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 416, 417, 425, 428, 431, 434, 436, 437, 444, 445, 452, 456, 457, 459, 465, 469, 470, 485, 486, 490, 491, 494, 495, 497, 500, 501, 505, 521, 522, 526, 532, 533, 534, 537, 539, 540, 544, 545, 547, 549, 551, 553, 554, 555, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 632, 634, 635, 639, 641, 642, 644, 645, 646, 648, 649, 652, 653, 654, 655, 657, 658, 660, 661, 671, 676, 677, 680, 684, 686, 693, 694, 698, 699, 700, 702, 703, 741, 747, 748, 749, 751, 755, 758, 771, 776

### End Aisle Backer Card

English/Bilingual Re-order# 23P5-APB1

- Use the end aisle backer card to build a display with the participating products on an available discretionary promo end aisle.



# Aeroplan WINES OF CALIFORNIA PROMOTION

Customers can now earn **50 Bonus Aeroplan Points when you spend \$75 or more on any California wines.** This offer applies to all California wines, including Vintages. All stores will be participating with perpendicular shelf talkers. Select stores will receive blade signs to bookend the California Wines section.

**Key Dates (July 17 - August 13, 2022), , Participating Stores - All Stores**

## Participating Products

All California wines, including Vintages

**Aeroplan Offer: 50 Bonus Aeroplan Points when you spend \$75 or more on any California wines**

## Signage Components & Merchandising Instructions

### Components

### Image

### ALL STORES

All stores will be participating with perpendicular shelf talkers:

### Wines of California In-section Perpendicular Shelf Talker English Re-order# 23P5-APC5/Bilingual Re-order# 23P5-APC6

- All stores must install the perpendicular shelf talkers throughout the California section to raise awareness of the Aeroplan Offer.
- Note: stores will be sent additional perpendicular shelf talkers to merchandise throughout the Vintages section.**



### BLADE SIGN STORES

The below stores will receive 2 blade signs to bookend the California wines section by placing the blade signs at either end of the section:

1, 3, 4, 5, 6, 10, 12, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 29, 31, 33, 35, 36, 38, 40, 41, 44, 51, 55, 57, 58, 60, 62, 64, 65, 68, 70, 72, 74, 79, 80, 82, 83, 85, 90, 93, 95, 97, 99, 102, 106, 115, 124, 130, 132, 140, 143, 144, 145, 148, 149, 150, 154, 156, 163, 164, 168, 171, 179, 182, 187, 188, 191, 195, 197, 198, 199, 200, 201, 202, 207, 209, 210, 211, 212, 214, 217, 218, 221, 223, 226, 227, 228, 233, 237, 243, 244, 248, 249, 250, 252, 253, 255, 260, 263, 265, 268, 269, 278, 279, 287, 288, 295, 296, 298, 300, 310, 311, 324, 325, 326, 329, 333, 334, 340, 341, 344, 346, 351, 353, 354, 355, 358, 359, 360, 361, 367, 371, 372, 373, 378, 381, 383, 384, 385, 386, 387, 390, 391, 392, 393, 394, 397, 398, 401, 403, 404, 407, 411, 412, 415, 416, 417, 420, 425, 426, 427, 430, 431, 432, 436, 437, 441, 443, 444, 445, 452, 453, 456, 457, 459, 461, 465, 470, 477, 481, 482, 483, 485, 486, 490, 491, 494, 495, 497, 499, 500, 501, 505, 509, 511, 512, 515, 521, 522, 523, 526, 528, 532, 533, 534, 536, 538, 544, 545, 546, 547, 549, 551, 553, 554, 555, 556, 559, 566, 568, 569, 573, 575, 579, 580, 585, 586, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 640, 641, 643, 645, 649, 651, 652, 653, 655, 657, 658, 661, 670, 675, 677, 680, 685, 694, 698, 699, 700, 702, 703, 706, 741, 751, 754, 771, 776



### Wines of California Blade Sign English Re-order# 23P5-APC1/ Bilingual Re-order# 23P5-APC2



# Aeroplan WINES OF GERMANY PROMOTION

Customers can now earn **100 Bonus Aeroplan Points when you purchase any 2 or more wines from Germany (excluding Sparkling)**. This offer applies to all German wines, excluding Sparkling.

All stores will be participating with perpendicular shelf talkers. Select stores will receive an end aisle backer card to build a discretionary end aisle.

## Key Dates (July 17 - August 13, 2022)

### Participating Stores

All Stores

### Participating Products

All German wines, excluding Sparkling

Aeroplan Offer: **100 Bonus Aeroplan Points when you purchase any 2 or more wines from Germany**

## ALL STORES

All stores will be participating with bin ticket extension and perpendicular shelf talkers:

### Signage Components & Merchandising Instructions

#### Components

#### Image

#### Wines of Germany In-section Bin Ticket Extension

English Re-order# 23P5-APG6

Bilingual Re-order# 23P5-APG7

- All stores must use these bin ticket extensions to highlight the participating products in-section.



#### Wines of Germany In-section Perpendicular Shelf Talker

English Re-order# 23P5-APG4

Bilingual Re-order# 23P5-APG5

- All stores must merchandise the perpendicular shelf talkers throughout the Germany section to raise awareness of the Aeroplan Offer.



# Aeroplan WINES OF GERMANY

Discretionary End Aisle (EA-W5)

The following stores will display the participating German wines on their discretionary end aisle:

## Participating Stores

1, 10, 38, 83, 115, 154, 164, 187, 217, 243, 346, 355, 383, 385, 398, 412, 417, 438, 486, 499, 523, 619, 623, 624, 776

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

## Key Dates (July 17 - August 13, 2022)

### Discretionary End Aisle Participating Products (Promo Code: EA-W5)

Use the End Aisle backer card to build a display with the participating products on an available Discretionary End Aisle:

LCBO#	Description	Size (mL)	Aeroplan Offers
8094	Deinhard Green Label Riesling Mosel	750	<p><b>Buy any 2+ participating products and get 100 Aeroplan points.</b></p>
22537	RELAX Pinot Grigio	750	
24212	Wanderlust Adventurous White	750	
24213	Original G 'HomeLand' Riesling Franken	750	
336735	Baden Gewürztraminer	750	
621888	Relax Riesling Mosel	750	

## Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 23P5-APG1)
- Shelf Talkers ENG (Re-order # 23P5-APG2) / BIL (Re-order # 23P5-APG3)

## Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Merchandise the shelf talkers in front of participating products.



# Aeroplan

## OPERATIONAL SIGNAGE

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. The operational signage is to remain in place until further notice.

### P5 Aeroplan Offers Key Dates (July 17 - August 13, 2022)

#### Participating Stores

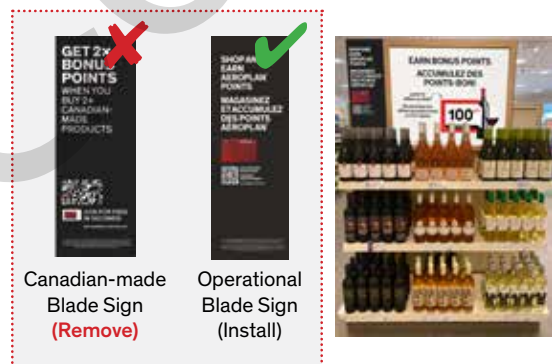
All Stores

#### Signage Components & Merchandising Instructions

#### NEW End Aisle Blade Sign

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

- Remove and recycle the Canadian-made Blade Sign and replace with the operational Aeroplan version.
- Install blade signs on every other end aisle, beginning with end aisle #2.
- Note: Operational Blade Signs will be available for reorder at Customer Care Retail Support if any become lost or damaged.**



#### NEW Period 5 Pre-Printed Aeroplan Shelf Talkers

English/Bilingual Re-order # AIM-23P5-ANS

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



#### Aeroplan Exterior Banners

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

- Continue to display the Aeroplan Exterior Banner.



#### Aeroplan Front Door Decal

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

- Continue to display the 8x8 decal on the left side of the second door.



## Signage Components & Merchandising Instructions

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### Aeroplan Seasonal Banner Insert

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

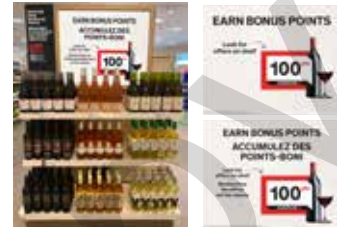
- Continue to display the Aeroplan Seasonal Banner Insert.



### Aeroplan Generic End Aisle Backer Card

English/Bilingual Re-order# 23OP-AP5

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



### Aeroplan In-section Perpendicular Shelf Talker

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

- 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.



### Aeroplan Cash Desk Decal

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

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



### Bonus Aeroplan Points Perpendicular Shelf Talkers

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

- 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).



## Period 5 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
42	Canadian Club Premium	750	60
729	Blue Nun Deutscher Tafelwein	750	30
1099	Johnnie Walker Red Label	750	60
1222	Wiser's Special Blend	750	50
1487	Crown Royal	750	60
1784	Grand Marnier Cordon Rouge	750	90
2881	Pisse-Dru Beaujolais	750	50
7369	Beefeater Dry	375	30
10232	1800 Silver Tequila	375	80
10946	Fireball Pack Carrier	6 × 50	60
11572	XOXO Moscato	750	40
12618	Stoneleigh Lighter Sauvignon Blanc	750	40
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	100
14355	Appleton Estate 12YO Rare	750	100
14483	Ace Hill Raspberry Vodka Soda	355	5
14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	20
14706	Little Buddha Cc Grilled Pineapple Rosemary-Vodka	355	7
14918	Well Hibiscus Infused Lemonade	355	5
15026	Brugal 1888	750	150
15760	Slow Press Cabernet Sauvignon	750	100
16094	Hendrick's Lunar Gin	750	150
16178	Crystal Head Onyx	750	250
16345	Peller Family Vineyards Cab Merlot Crtn	1000	30
16363	Cono Sur Pinot Noir Organic	750	100
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	60
16868	18.8 Gin Ddp	750	60
16903	Storyteller Lager	473	20
17846	Corona Extra	6 × 355	30
17933	Top Shelf Vodka Ddp	1140	150
18998	Lisbon By Night Red Blend	750	30
19134	Absolut Mango Mule	355	25
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	20
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	20
19167	Landshark Seltzer Pinapple Mango	473	5
19338	Good Natured Crisp Chardonnay VQA	750	80
19442	Sol	6 × 330	40
19774	Cesari Valpolicella Doc Essere	750	111
19855	Kingston 62 Gold	750	50
20054	Mare Di Sirena Pinot Grigio	750	10
20069	Goose Island Juice Island Hazy IPA	473	5
20351	Bud Light Seltzer Mango	473	20
20807	Tribute Cabernet Sauvignon	750	100
21265	Gray Jay Deluxe Canadian Whisky Ddp	750	75
21384	Small Mercy Easy Going Red	750	40

## Period 5 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
21441	Honest Lot Sauvignon Blanc	750	80
21532	Grant's Sherry Cask 8YO Finish	750	120
21876	Sheep Dog Peanut Butter Whiskey	750	120
22089	Hop Valley Bubble Stash	473	27
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	60
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	5
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5
24324	Mxd Sour Cherry	473	5
24327	Brock Street Raspberry Lemon Vodka Soda	473	23
24328	Jaw Drop Blue Blast Vodka Cooler	473	10
24341	Mott's Clamato Caesar Chipotle Lime	458	5
24342	Black Fly Rum Pina Colada	4 x 400	25
24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	15
24346	Jack Daniels Tennessee Honey Lemonade	473	25
24360	Black Fly Tequila Margarita Strawberry	4 x 400	25
24366	Weekender Blue Raspberry	500	15
24369	Nude Pink Lemonade	355	10
24376	Twisted Tea Slightly Sweet	473	25
24379	Bobby Classic Margarita	473	5
24381	Coors Seltzer Blue Raspberry	473	25
24385	Bacardi Pina Colada	355	10
24387	One, Two Tea! White Tea	473	30
24391	Vizzy Strawberry Lemonade	473	25
24399	Hail Caesar Korean BBQ	473	25
24401	Collective Arts Lemon Squeezy	355	2
24404	Smirnoff Vodka Soda Berry Blast	355	5
24409	Chula Margarita	355	20
24410	Landshark Seltzer Passionfruit Strawberry	473	5
24424	Georgian Bay Pear Gin Smash	473	5
24426	Black Fly Vodka Crushed Pineapple Punch	473	10
24429	Corona Tropical Raspberry Lemon	355	20
24808	Oween Blueberry Acai Vodka Beverage	473	5
24925	American Vintage Hard Iced Tea Peach	473	20
24931	Gaze White Peach Moscato Wine Cocktail	375	20
24957	Dr. McGillicuddy's Coffee	750	100
25036	No Boats On Sunday Pear Cider	473	5
25315	Topo Chico Strawberry Guava	473	24
26548	Walter Craft Caesar - Classic	458	25
34595	Patron Silver Tequila	750	150
38117	>V) Riesling Elevation St Urban (Vineland)	750	80
40626	Charm Soju Liquor	360	15
49726	Yukon Jack	750	100
54353	Stoneleigh Marlborough Pinot Noir	750	50
63305	Peller Family Vineyards Red Crtn	1000	30

## Period 5 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
65367	Eastdell Pinot Grigio VQA	750	40
68551	Peller Family Vineyards Rosé Tetra	1000	30
71647	Polar Ice Vodka (P.E.T)	750	50
73809	Carlsberg Beer	500	10
85456	Colio Dry White	1500	125
89862	Girls' Night Out Rosé VQA	750	120
103341	Canadian Club Premium (P.E.T)	750	60
104299	>The Prisoner Red Blend	750	200
111526	Nederburg Cabernet Sauvignon	750	100
112672	Wiser's Special Blend (P.E.T)	1750	120
131870	Bushmills Malt 10 Year Old	750	200
135566	Polar Ice Vodka	750	50
137810	Campo Viejo Rioja Reserva	750	50
143750	Spinelli Cabernet Sauvignon	750	10
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	100
166090	Jack Daniel's And Cola Tall Can	473	24
175026	Funf 5 German Riesling Rhein	750	50
175042	Girls' Night Out Pineapple Mango Tango	750	50
192922	Seagram's 83	1140	200
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	125
204560	Highland Park 12 Yr Old Single Malt	750	200
216903	Banff Ice Vodka.	1140	75
217067	Galliano Vanilla	375	50
221887	>Robert Mondavi Napa Valley Sauvignon Blanc	750	150
225615	Brugal Anejo	750	100
225771	Black Fly Tequila Margarita (P.E.T)	4 x 400	25
231571	Seagrams 83 (P.E.T)	1750	300
237792	Icebox Long Island Iced Tea	1140	100
240150	Polar Ice Vodka	1140	75
242339	Alberta Pure Vodka (P.E.T)	1140	75
253302	Luksusowa Vodka	750	100
255844	Era Montepulciano D'Abruzzo Doc Organic	750	80
255869	Era Merlot Igt Organic	750	80
267781	Voga Moscato Frizzante	750	55
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	30
285585	Masi Bonacosta Valpolicella Classico Doc	750	145
305607	Seagrams 83	750	150
306001	Colio Dry White Bag In Box	4000	250
308288	Whitehaven Sauvignon Blanc	750	100
337667	Havana Club Original 3 Year Old	750	75
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	100
382713	Nederburg Sauvignon Blanc	750	100
391177	Sipsmith London Dry Gin	750	250

## Period 5 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
407437	Black Fly Vodka Grapefruit	4 × 400	25
407775	Snapple Spiked Peach Tea Vodka	458	5
417196	Grey Goose Vodka	1140	150
417576	Stock 84 Spirit	1140	300
422345	Moosehead Lager	6 × 473	119
451336	>Tom Gore Cabernet Sauvignon	750	100
454876	>Ghost Pines Merlot Winemaker's Blend	750	100
477885	Polar Ice Vodka (P.E.T)	1750	120
478412	Old Style Pilsner Can	473	6
479980	Macallan 12 YO Double Cask	750	200
484204	Malfy Gin Con Limone	750	90
487181	Spier Signature Chardonnay	750	100
488593	Relax Bubbles	750	50
492223	Pelee Island Rouge Bag In Box	3000	200
494369	Southern Comfort (P.E.T)	200	40
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120
507467	Josh Cellars Legacy Red	750	100
514463	Whitley Neill Original London Dry Gin	750	200
517904	Wiser's Special Blend Canadian Whisky	750	50
524363	Santa Carolina Cabernet Sauvignon	1500	100
526061	Collingwood Double Barrel Whisky	750	120
549113	1800 Anejo Tequila	750	200
569905	Carnivor Zinfandel	750	100
595280	>Porcupine Ridge Syrah	750	75
626325	>Osoyoos Larose Le Grand Vin Okanagan VQA	750	120
648592	Frisky Beaver Red VQA	750	40
667097	Peller Family Vineyards Sauvignon Blanc	750	30
671164	>St.Francis Cabernet Sauvignon	750	100
718940	Goats Do Roam Red	750	40



# Discover LCBO's Summer Hot List

## SIGNAGE GALLERY

### Overview

As the days get longer and the weather turns warm, we're all thinking about the ways we can celebrate the few short weeks of summer that we have. Whether it's enjoying the outdoors, trying something new, or celebrating everything Canada has to offer, at the LCBO we've got all the tips and tricks to help you make the most of your summer with the latest drinks, recipes, and food pairings.

And just like last year, we've organized it into an assorted list that every Ontarian can enjoy. The LCBO Summer Hot List. It's the true sign that summer has arrived, full of inspiration for the hottest summer products and activities.

**The LCBO Summer Hot List is back and better than ever and we want to build excitement about it.**



### Signage Ship Date

The Period 5 signage components will be shipped to stores beginning **July 8, 2022**.

Period 5 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 [retailfield@lcbo.com](mailto:retailfield@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-23P5-MUSIC-CD | Music USB Reorder# AIM-23P5-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 3 - Period 6.**

## Exterior Banners

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

### PRIORITY OF EXTERIOR BANNERS:

- 1 Summer Hot List
- 2 Aeroplan Rewards
- 3 ShopLCBO.com
- 4 Repeat Thematic Banner: Summer Hot List



### 1 Summer Hot List



Re-order#  
23P3-EB1  
(English)

Re-order#  
23P3-EB2  
(Bilingual)

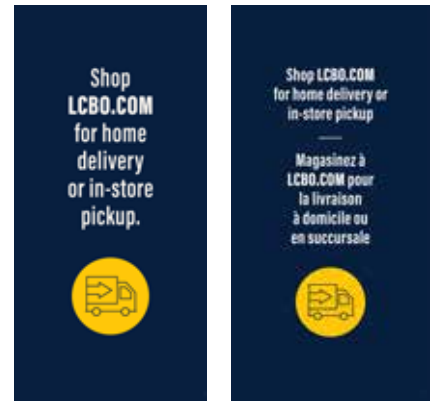
### 2 Aeroplan Rewards



Re-order#  
23OP-AP6  
(English)

Re-order#  
23OP-AP7  
(Bilingual)

### 3 ShopLCBO.com



Re-order#  
23P3-EB5  
(English)

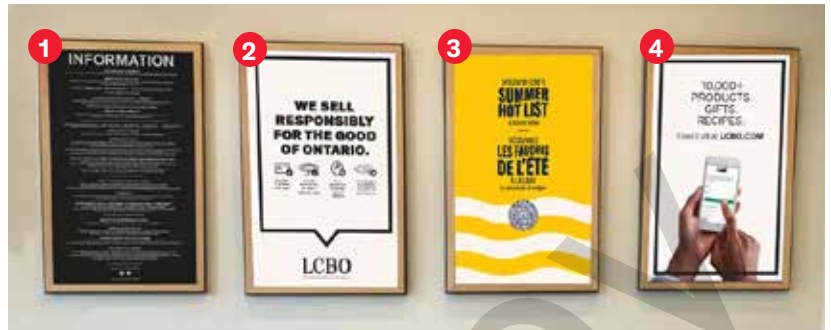
Re-order#  
23P3-EB6  
(Bilingual)

**NOTE: Signage will remain up for Period 3 - Period 6.**

## Window Show Cards

**Dimensions:** 28”w x 45”h

**Install:** In the Showcard frame.



### PRIORITY OF WINDOW SHOW CARDS (based on the number of frames available)

- 1 Information Board (Operational) Install in the show card frame closest to the office.
- 2 Responsible Service (Operational) Install in the vestibule if there are 2 show card frames in that location.
- 3 Summer Hot List (Seasonal Thematic) Install in the vestibule.
- 4 Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

**Note:** Any additional frames should display Seasonal Thematic show cards.

#### 1 Information Board



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

#### 2 Responsible Service



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

#### 3 Seasonal Thematic: Summer Hot List



Re-order# 23P3-WS1  
(English + Bilingual)

#### 4 Same Day Pick Up **OR** Generic Ecomm (not both)



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

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

**NOTE: Signage will remain up for Period 3 - Period 6.**

# Transparencies

## Perimeter Transparency Horizontal

Vendor installed



Spirits Image ENG/BIL



Wines Image ENG/BIL



eCOMM ENG/BIL



Same Day Pickup ENG/BIL

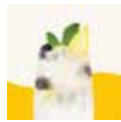
Only 1 version to be displayed in store depending on service available:  
eCOMM generic message OR Same Day Pickup version

## Perimeter Transparency Square

Vendor installed



Summer Hot List  
ENG/BIL



Image



Same Day Pickup  
ENG/FRE



eCOMM  
ENG/BIL

## Perimeter Transparency Vertical

Vendor installed

### Small Vertical Transparencies



Summer Hot List  
ENG/BIL



eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

### Medium Vertical Transparencies



Summer Hot List  
ENG/BIL



eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

### Large Vertical Transparencies



Summer eComm  
Hot List 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



# New P5 End Aisle Backer Cards

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

23P5-BC1



EA 1

23P5-BC2A



PREMIUM EA 2A

23P5-BC2B



STANDARD EA 2B

23P5-BC3



EA 3

23P5-BC4



EA 4

23P5-BC10



EA 10

## End Aisles 5-9 & 11-20 Generic Backer Cards

NOTE: Signage will remain up for Period 3 - Period 6.

23P3-BC-GEN1



Generic Spirits/  
RTD Image

23P3-BC-GEN2



Generic Wine Image

23P3-BC-GEN3



Generic Beer/  
Cider Image

23P3-BC-GEN4



Generic eCOMM

23OP-AP5



Aeroplan Loyalty

# Summer Hot List

## MERCHANDISING SIGNAGE

### Overview

The LCBO Summer Hot List is here to help you make the most of the season by expertly curating the hottest drinks and inspiration for everything you're doing this summer.

All stores will receive new P5 Hot List Picks and Employee Name Perpendicular Shelf Talkers to highlight products inspired by the Summer Hot List. The "Ask Me" Name Stickers are to remain in place until the end of P6.

### Key Dates (P3 - P6)

### Participating Stores - All Stores

### Signage Components & Merchandising Instructions

---

#### **NEW** P5 Employee Name Hot List Picks Perpendicular Shelf Talkers

All stores will receive new Employee Name Perpendicular Shelf Talkers for the start of P5. Let customers know your favourite local products for summer. Use a black Sharpie Marker and print your name on the shelf talker. Install shelf talkers in front of recommended product in section.

Re-order Code: ENG (Re-order # AIM-23P5-SHL1) / BIL (Re-order # AIM-23P5-SHL2)



#### **NEW** P5 Hot List Picks Perpendicular Shelf Talkers

All stores will receive new Hot List Picks Perpendicular Shelf Talkers for the start of P5. These pre-printed perpendicular shelf talkers will highlight local products inspired by the Summer Hot List. Install shelf talkers in front of participating product in section.

Re-order Code: ENG (Re-order #AIM-23P5-SHL3) / BIL (Re-order #AIM-23P5-SHL4)



#### P3-P6 "Ask Me For My Summer Hot List Picks" Staff Name Badge Stickers

Continue to display the Name Badge Stickers provided in P3 to highlight local products inspired by the Summer Hot List.

Re-order Code: ENG (Re-order # 23P3-NT1) / BIL (Re-order # 23P3-NT2)



# 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

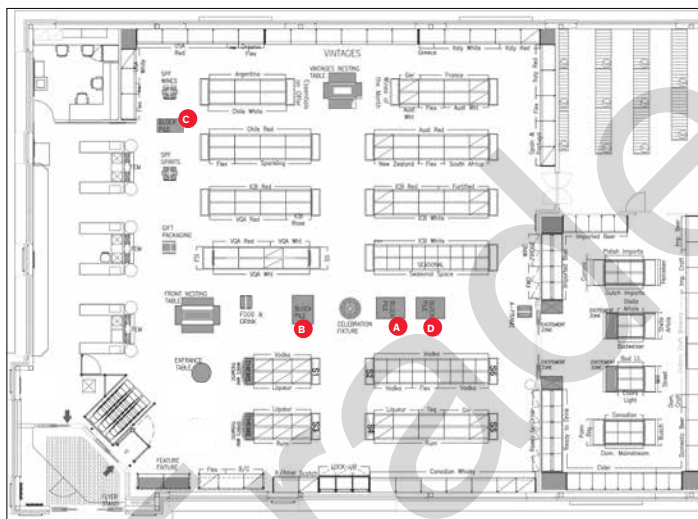
Middle Nesting Table/Celebration Fixture : DD

**A** Block Pile A (SBA): Easy Just Add Lime

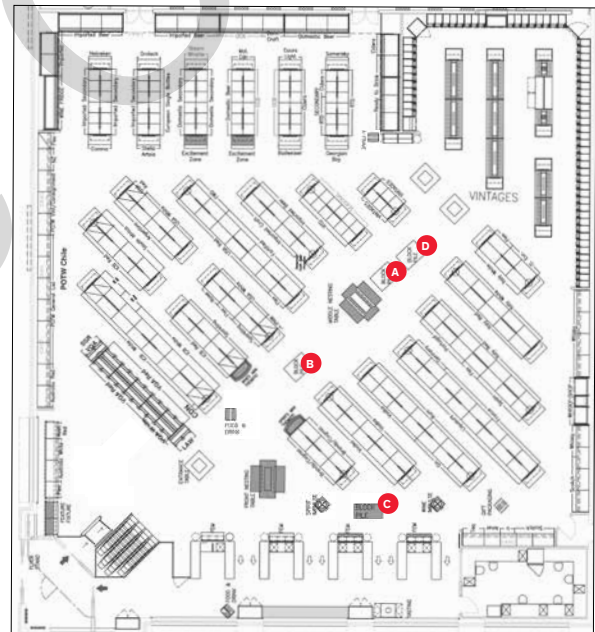
**B** Block Pile B (SBB): Easy One-Pour Summer Seltzers

**C** Block Pile C (SBC): Top Picks For Watching The Game

**D** Block Pile D: Hennessey (XBP) | Georgian Bay (EA-S1)



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

Trending: Light Summer Whites



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

**Key Dates (July 17 - August 13, 2022)**

## 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 "Trending: Light Summer Whites" ENG/BIL (Re-order # 23P5-FF1)
- Category Sign Solid Colour (Re-order # 23P5-FF2)
- Bin Strips - solid colour (Re-order # 23P5-FF3)
- Box Sign ENG/BIL (Re-order # 23P5-FF4)
- Shelf Talkers ENG (Re-order # 23P5-FF11) / BIL (Re-order # 23P5-FF12)

Featuring a selection of light and refreshing white wines including new seasonal products.

## 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).
- Merchandise the category sign and box sign.
- Install branded shelf talkers on the feature fixture display.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.

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



## Participating Products

LCBO#	Description	Size (mL)	Offers
5322	Aveleda Vinho Verde	750	Wine Fridge
13700	The Beachhouse Sauvignon Blanc	1500	\$2.00 LTO
17483	Citra Pinot Grigio Terre Di Chieti	750	
20054	Mare Di Sirena Pinot Grigio	750	10 APP
24486	Le Val Sauvignon Blanc Pouch	1500	
24492	Lolea No2 White Sangria	750	VA: Lolea Branded Bottle Opener (rep-applied)
25461	Mindful Pinot Grigio VQA	750	\$2.00 LTO
144865	Wayne Gretzky Riesling VQA	750	\$2.00 LTO
176461	Folonari Soave Doc	750	
263574	Errazuriz Estate Series Sauvignon Blanc	750	\$2.00 LTO
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00 LTO
340380	Two Oceans Sauvignon Blanc	750	Wine Fridge
492314	Vieni Bruce Trail White VQA	750	\$1.00 LTO
507475	Trapiche Reserve Pinot Grigio	750	\$1.50 LTO
580183	Blu Giovello Pinot Grigio	750	\$2.00 LTO
581124	XOXO Light Pinot Grigio	750	\$1.00 LTO
620617	Collavini Pinot Grigio	1500	\$3.50 LTO
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00 LTO, Wine Fridge
643114	Josh Cellars Sauvignon Blanc	750	\$2.00 LTO

**4ft. Feature Fixture**



**8ft. Feature Fixture**



**CAN'T MISS: SUMMER ROSÉS**  
**MAINTENANT EN STOCK : LES ROSÉS D'ÉTÉ**

**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**



**CAN'T MISS: SUMMER ROSÉS**  
**MAINTENANT EN STOCK : LES ROSÉS D'ÉTÉ**

**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

## Can't Miss: Summer Rosés

**Key Dates (July 17 - August 13, 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 summer season.

### Signage Components

**Note:** All stores will receive a new set of shelf talkers for the start of P5. Stores should maintain their Summer category signs and bin strips.

- **New** Shelf Talkers ENG (Re-order # 23P5-NS4) / BIL (Re-order # 23P5-NS5)
- Category Sign "Can't Miss: Summer Rosés" ENG/BIL (Re-order # 23P3-NS1)
- Category Sign Solid Colour (Re-order # 23P3-NS2)
- Bin Strips - solid colour (Re-order # 23P3-NS3)

### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise your seasonal Rosé assortment on the fixture.
- Install branded shelf talkers on the feature fixture display.
- Continue to display the Summer category sign/bin strips.

### 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	23758	Aveleda Fonte Rosé	750
13245	Argento Rosé	750	23759	Les Jamelles Clair De Rosé	750
13488	Perrin Studio By Miraval	750	23760	Doppio Passo Primitivo Rosato Igt Puglia	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	480467	Radio Boka Rosé Vdt Castilla	750
20359	Expression Cabernet Franc Rosé VQA	750	483040	Francois Dulac Cotes De Provence	750
21623	Freixenet Rosé Igt	750	632513	Lab Rosé Lisboa Vr	750
23745	Campo Viejo Crisp Rosé	750	639856	Megalomaniac Homegrown Rosé VQA	750
23755	Pasqua Romeo & Juliet Pinot Grigio Rosé	750	642884	D'Ont Poke The Bear Rosé VQA	750
23757	S De La Sablette - Coteaux Varois Rosé	750	647149	Calvet Rosé, Languedoc Aop (Pouch)	1500

# Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Blackberry Mojito



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

**Key Dates (July 17 - August 13, 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
935	Captain Morgan White Rum	750	VA: Tin Cup (rep-applied)
337667	Havana Club Original 3 Year Old	750	75 APP
520320	Bacardi Superior	1140	\$1.00 LTO + VA: Tin Cup (rep-applied)

A blackberry twist on the refreshing, rum-based Mojito cocktail is perfect for fresh-berry season. The muddled blackberries create a naturally beautiful purple-ombre cocktail, while adding a hint of berry sweetness.

## 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 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.

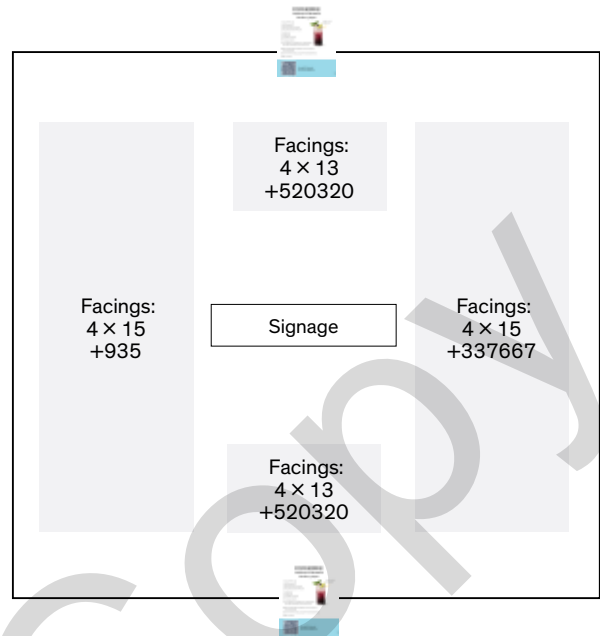
## Signage Components

- Square Entrance Table Sign  
ENG (Re-order # 23P5-ET1) / BIL (Re-order # 23P5-ET2)
- Round Entrance Table Sign  
ENG (Re-order # 23P5-ET3) / BIL (Re-order # 23P5-ET4)
- Shelf Talkers  
ENG (Re-order # 23P5-ET5) / BIL (Re-order # 23P5-ET6)
- Recipe Shelf Talkers  
ENG (Re-order # 23P5-ET7) / BIL (Re-order # 23P5-ET8)

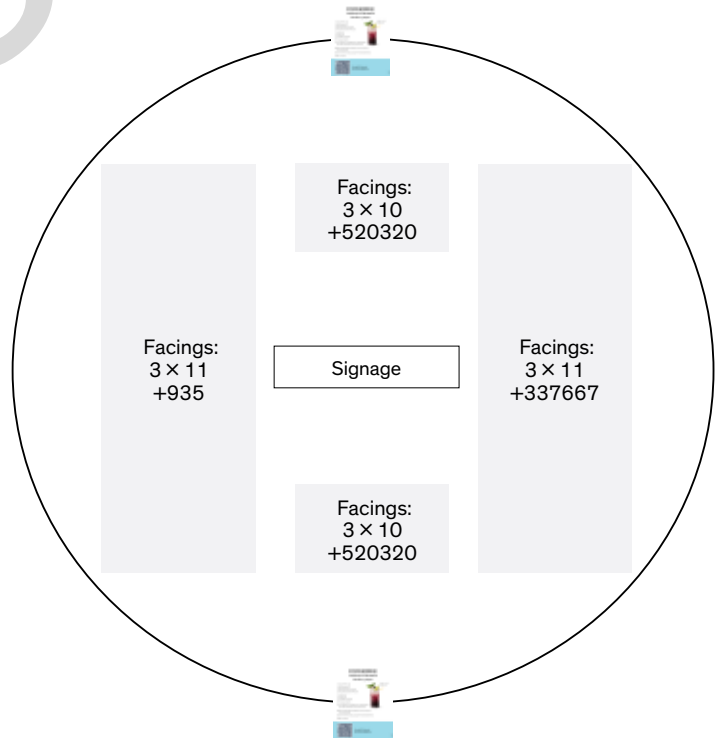


Recipe Shelf Talker

## Planogram - Square Table



## Planogram - Round Table



# Spirits (MI-A) MINI THEMATIC A

Giftable: Gins For All Occasions



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

**Key Dates (July 17 - August 13, 2022)**

## Participating Stores

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

Selection of  
Deluxe/Premium and  
Flavoured Gins.

## Participating Products

LCBO#	Description	Size (mL)	Offers
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00 LTO
16859	Dixon's Wicked Blueberry Gin	750	\$4.00 LTO
22449	Hendrick's Neptunia	750	\$3.00 LTO
22454	Tanqueray Blackcurrant Royale	700	Necktag VA (rep-applied)
129940	Aviation Gin	750	\$2.00 LTO
319673	Bombay Sapphire East London Dry Gin	750	\$1.50 LTO
358556	Dillon's Gin 22 Unfiltered	750	\$2.00 LTO
374231	Ungava Gin	750	\$2.00 LTO
448597	Georgian Bay Gin	750	VA: 355 mL sample of NEW Smash flavours (rep-applied)
557470	Empress 1908 Gin	750	\$3.00 LTO
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00 LTO
636068	Malfy Gin Rosa	750	VA: Malfy con Arancia 50 mL (rep-applied)



## Signage Components

- Category sign ENG/BIL (Re-order # 23P5-MTA1)
- Backer card ENG/BIL (Re-order # 23P5-MTA2)
- Shelf talkers ENG (Re-order # 23P5-MTA3) / BIL (Re-order # 23P5-MTA4)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the summer gift bags on each shelf of the fixture.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.



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

# Wines (MI-B) MINI THEMATIC B

Giftable: Summery Sparkling Wines



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

**Key Dates (July 17 - August 13, 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
25515	Saintly Sparkling Brut VQA	750	\$2.00 LTO
217273	Mumm Cuvee Napa Brut Prestige	750	\$2.50 LTO
253948	Martini & Rossi Asti	750	\$1.50 LTO
277186	Zonin Prosecco Brut 1821 Doc	750	\$3.00 LTO
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00 LTO
394577	Fiol Prosecco Doc	750	\$2.00 LTO
464776	Louis Bouillot Perle Noire	750	\$2.00 LTO
487694	La Marca Prosecco Doc	750	\$2.00 LTO
577148	Villa Conchi Brut Seleccion	750	\$2.00 LTO

## Signage Components

- Category sign ENG/BIL (Re-order # 23P5-MTB7)
- Backer card ENG/BIL (Re-order # 23P5-MTB8)
- Shelf talkers ENG (Re-order # 23P5-MTB9) / BIL (Re-order # 23P5-MTB10)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the summer gift bags on each shelf of the fixture.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.

Selection of Sparkling Wines Gifts for Summer Celebrations.

GIFTABLE: SUMMERY SPARKLING WINES  
CADEAUX PARFAITS: VINS MOUSSEUX DE SAISON



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



# Beer (MI-C) MINI THEMATIC C

Discover LCBO's Summer Hot List



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

**Key Dates (July 17 - August 13, 2022)**

## Participating Stores

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

This display will feature a selection of Radlers from a variety of local craft breweries.

## Participating Products

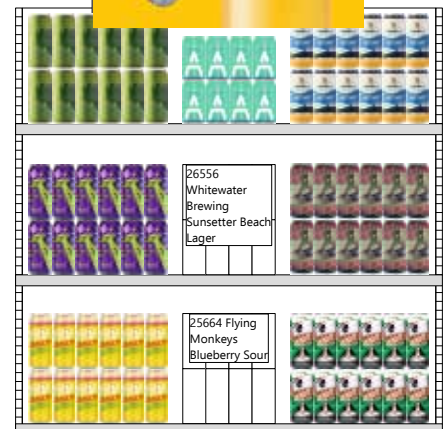
LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
10815	Collective Arts Hazy State	473	\$0.20	LCBO Warehouse
14953	Amsterdam Fria Cerveza	473		3842 - Amsterdam Brewing Company
15116	Cowbell Brewing Co. Hazy Days Ipa	473	\$0.20	458 - Cowbell Brewing Co.
16465	Ace Hill Low-Cal Mexican Lager	1420		LCBO Warehouse
17396	Cameron's Cruising Through The Galaxy Hazy	473		413 - Cameron's Brewing Co.
25664	Flying Monkeys Blueberry Sour	473		6309 - Flying Monkeys Craft Brewery
26556	Sunsetter Beach Lager	473		8454 - Whitewater Brewing Company
242545	Great Lakes Canuck Pale Ale	473		1929 - Great Lakes Brewing Co. Inc.
508580	Wellington Upside Ipa	473	\$0.25	4826 - Wellington County Brewery Inc

## Signage Components

- Backer card ENG/BIL (Re-order# 23P5-BC10)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Easy-to-make Backyard Cocktails (Premium Flight + Standard Flight)

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

### Key Dates (July 17 - August 13, 2022)

#### Participating Stores

There are TWO flights of stores during P5. 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, 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, 609, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698, 703, 748

#### Signage Components

- Table Sign Large ENG (Re-order # 23P5-FNT1) / BIL (Re-order # 23P5-FNT2)
- Table Sign Small ENG (Re-order # 23P5-FNT3) / BIL (Re-order # 23P5-FNT4)
- Premium Shelf Talkers  
ENG (Re-order # 23P5-FNT15) / BIL (Re-order # 23P5-FNT16)
- Standard Shelf Talkers  
ENG (Re-order # 23P5-FNT25) / BIL (Re-order # 23P5-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.
- Merchandise the pre-printed shelf talkers in-section and on the table.

Summer is all about enjoying great company, good weather and easy and delicious products/solutions. No matter what your go-to spirit of choice is, the LCBO has the perfect fuss-free recommendation for you. This display will feature a selection of high volume Super Premium and Deluxe Spirit brands ideal for summer entertaining and gifting.

## Participating Products

Flights	LCBO#	Description	Size (mL)	Offers
Flight A Premium	42	Canadian Club Whisky	750	60 APP
	1487	Crown Royal Whisky	750	60 APP + Necktag: Recipe Booklet
	14355	Appleton Estate 12 Year Old Rare	750	100 APP
	22449	Hendrick's Neptunia	750	\$3.00 LTO
	25141	Lobos 1707 Tequila Reposado	750	
	34595	Patron Silver Tequila	750	150 APP
	334110	Ciroc Peach Spirit Drink	750	VA: 50 mL Ciroc (rep-applied)
	363770	Ketel One Vodka	1140	\$3.00 LTO
	417196	Grey Goose Vodka	1140	150 APP
	597559	Tito's Handmade Vodka	750	\$2.00 LTO
	609362	Casamigos Mezcal	750	

Flight B Standard	1099	Johnnie Walker Red Label Scotch Whisky	750	60 APP
	1784	Grand Marnier Cordon Rouge	750	90 APP
	19441	Dejado Tequila Blanco 100% Agave	750	
	19749	Teremana Blanco Tequila	750	
	95935	Grey Goose Vodka	750	
	417295	Ciroc	750	
	456095	Ketel One Vodka	750	Necktag: Recipe Booklet
	557470	Empress 1908 Gin	750	\$3.00 LTO
	628990	Tito's Handmade Vodka	1140	VA: Tito's 50 mL (rep-applied)
	705418	El Dorado Special Reserve 15 Year Old Rum	750	\$5.00 LTO



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

### Premium Flight



Front View



Back View

Top View (Back)

Facings: 5x8 +609362	Facings: 4x6 +22449	Facings: 5x8 +25141
Facings: 6x8 +609362	Facings: 5x6 +22449	Facings: 6x8 +25141

Facings: 5x7 +417196
Facings: 5x7 +417196

Facings: 8x3 +609362	Facings: 6x2 +34595	Facings: 8x3 +25141
Signage		
Facings: 6x3 +14355	Facings: 4x3 +1487	Facings: 8x3 +597559

Facings: 5x7 +363770
Facings: 5x7 +363770

Facings: 6x8 +42	Facings: 3x9 +1487	Facings: 6x8 +334110
Facings: 5x8 +42	Facings: 3x9 +1487	Facings: 4x8 +14355

Top View (Front)

### Standard Flight



Front View



Back View

Top View (Back)

Facings: 5x7 +557470	Facings: 4x6 +705418	Facings: 5x8 +417295
Facings: 6x7 +557470	Facings: 4x6 +705418	Facings: 6x8 +417295

Facings: 6x9 +456095
Facings: 6x9 +456095

Facings: 8x3 +557470	Facings: 6x2 +1784	Facings: 8x3 +417295
Signage		
Facings: 8x4 +1099	Facings: 8x3 +19749	Facings: 7x2 +628990

Facings: 6x8 +95935
Facings: 6x8 +95935

Facings: 6x10 +1099	Facings: 6x8 +19441	Facings: 5x6 +628990
Facings: 5x10 +1099	Facings: 5x8 +19441	Facings: 4x6 +628990

Top View (Front)

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

### Premium Flight



Top View (Back)

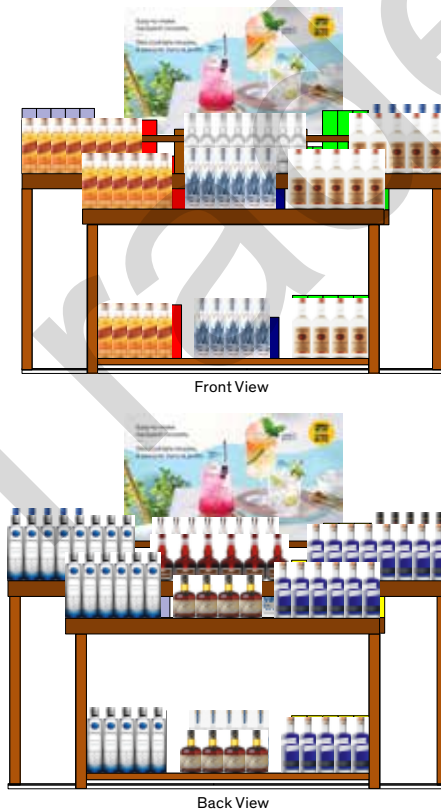
Facings: 5×8 +609362	Facings: 4×6 +22449	Facings: 5×8 +25141
Facings: 6×8 +609362	Facings: 5×6 +22449	Facings: 6×8 +25141

Facings: 8×3 +609362	Facings: 6×2 +34595	Facings: 8×3 +25141
Facings: 5×7 +417196	Signage	Facings: 5×7 +363770
Facings: 6×3 +14355	Facings: 4×3 +1487	Facings: 8×3 +597559

Facings: 6×8 +42	Facings: 3×9 +1487	Facings: 6×8 +334110
Facings: 5×8 +42	Facings: 3×9 +1487	Facings: 4×8 +14355

Top View (Front)

### Standard Flight



Top View (Back)

Facings: 5×7 +557470	Facings: 4×6 +705418	Facings: 5×8 +417295
Facings: 6×7 +557470	Facings: 4×6 +705418	Facings: 6×8 +417295

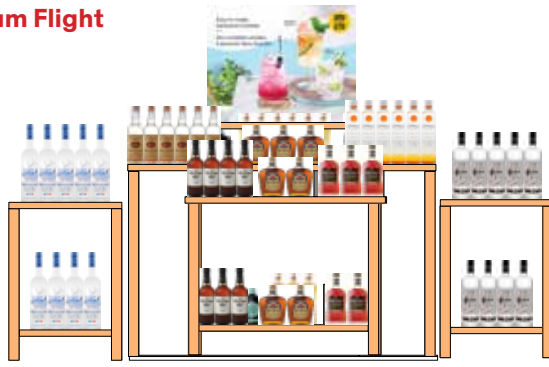
Facings: 8×3 +557470	Facings: 6×2 +1784	Facings: 8×3 +417295
Facings: 5×5 +456095	Signage	Facings: 5×5 +95935
Facings: 8×3 +1099	Facings: 8×3 +19749	Facings: 5×2 +628990

Facings: 6×10 +1099	Facings: 6×8 +19441	Facings: 5×6 +628990
Facings: 5×10 +1099	Facings: 5×8 +19441	Facings: 4×6 +628990

Top View (Front)

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

### Premium Flight



Front View



Back View

Top View (Back)

Facings: 2x8 +22449	Facings: 3x6 +25141	Facings: 2x8 +34595
---------------------------	---------------------------	---------------------------

Facings: 3x6 +22449	Facings: 3x8 +25141	Facings: 3x5 +34595
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Facings: 5x6 +417196
----------------------------

Facings: 5x2 +22449
---------------------------

Facings: 6x3 +25141
---------------------------

Facings: 6x4 +609362
----------------------------

Facings: 5x6 +363770
----------------------------

Signage

Facings: 4x6 +417196
----------------------------

Facings: 6x4 +597559
----------------------------

Facings: 3x4 +1487
--------------------------

Facings: 6x4 +334110
----------------------------

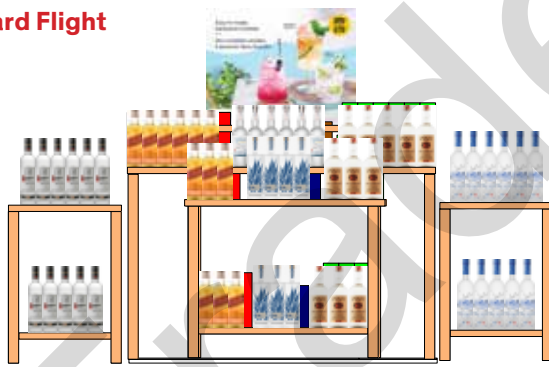
Facings: 4x6 +363770
----------------------------

Facings: 4x8 +42	Facings: 2x9 +1487	Facings: 3x8 +14355
------------------------	--------------------------	---------------------------

Facings: 3x8 +42	Facings: 2x9 +1487	Facings: 2x8 +14355
------------------------	--------------------------	---------------------------

Top View (Front)

### Standard Flight



Front View



Back View

Top View (Back)

Facings: 3x7 +557470	Facings: 3x6 +705418	Facings: 3x8 +417295
----------------------------	----------------------------	----------------------------

Facings: 3x7 +557470	Facings: 3x6 +705418	Facings: 3x8 +417295
----------------------------	----------------------------	----------------------------

Facings: 6x7 +456095
----------------------------

Facings: 6x3 +557470
----------------------------

Facings: 4x2 +1784
--------------------------

Facings: 6x3 +417295
----------------------------

Facings: 6x7 +95935
---------------------------

Signage

Facings: 5x7 +456095
----------------------------

Facings: 6x4 +1099
--------------------------

Facings: 6x4 +19749
---------------------------

Facings: 5x3 +628990
----------------------------

Facings: 5x7 +95935
---------------------------

Facings: 3x10 +1099	Facings: 4x8 +19441	Facings: 3x6 +628990
---------------------------	---------------------------	----------------------------

Facings: 3x10 +1099	Facings: 3x8 +19441	Facings: 3x6 +628990
---------------------------	---------------------------	----------------------------

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: 2×8 +22449	Facings: 3×6 +25141	Facings: 2×8 +34595
Facings: 3×6 +22449	Facings: 3×8 +25141	Facings: 3×5 +34595

Facings: 5×2 +22449	Facings: 6×3 +25141	Facings: 6×3 +609362
Facings: 3×4 +417196	Signage	Facings: 3×4 +363770
Facings: 6×3 +597559	Facings: 3×4 +1487	Facings: 6×3 +334110

Facings: 4×8 +42	Facings: 2×9 +1487	Facings: 3×8 +14355
Facings: 3×8 +42	Facings: 2×9 +1487	Facings: 2×8 +14355

Top View (Front)

### Standard Flight



Front View



Back View

Top View (Back)

Facings: 3×7 +557470	Facings: 3×6 +705418	Facings: 3×8 +417295
Facings: 3×7 +557470	Facings: 3×6 +705418	Facings: 3×8 +417295

Facings: 6×3 +557470	Facings: 4×2 +1784	Facings: 6×3 +417295
Facings: 4×4 +456095	Signage	Facings: 3×4 +95935
Facings: 6×4 +1099	Facings: 6×4 +19749	Facings: 5×3 +628990

Facings: 3×10 +1099	Facings: 4×8 +19441	Facings: 3×6 +628990
Facings: 3×10 +1099	Facings: 4×8 +19441	Facings: 3×6 +628990

Top View (Front)

A

# Display Program (BP-SBA)

## BLOCK PILE A

Easy: Just Add Lime



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

**Key Dates (July 17 - August 13, 2022)**

### Participating Stores

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

Corona is the perfect warm-weather beer. This display includes a free reusable bottle VA when you purchase two Corona 6-packs (17818 | 6x330mL).

### Participating Products

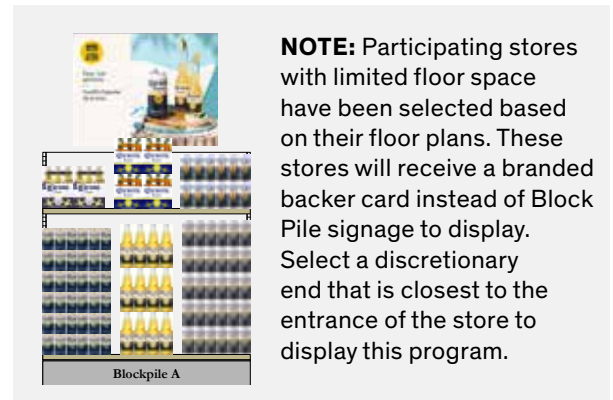
LCBO#	Description	Size (mL)	Offers
17817	Corona Extra (275/TBS)	6 × 473	
17818	Corona Extra (275/TBS)	6 × 330	VA: Water Bottle
17846	Corona Extra (275/TBS)	6 × 355	30 APP
17853	Corona Extra (275/TBS)	473	
22683	Corona Extra (275/TBS)	710	
611566	Coronita Extra (LCBO Warehouse)	6 × 207	

**Value-add: Buy two 6-packs of Corona Extra (17818 | 6 × 330 mL) get Water Bottle.** The supplier will be providing the value-add and merchandiser display to all participating stores for the start of the promotion.



### Signage Components

- Supplier Provided Merchandiser
- Pole Toppers  
ENG (Re-order # 23P5-BPA1) / BIL (Re-order # 23P5-BPA2)
- Cut Case Backer Card  
ENG (Re-order # 23P5-BPA3) / BIL (Re-order # 23P5-BPA4)
- Riser Wrap - solid colour (Re-order # 23P5-BPA5)
- Pricer Cards  
ENG (Re-order # 23P5-BPA7) / BIL (Re-order # 23P5-BPA8)
- Shelf Talkers  
ENG (Re-order # 23P5-BPA9) / BIL (Re-order # 23P5-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P5-BPA11)



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

### Merchandising Instructions

- 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.
- Merchandise the value-add display beside the participating product (17818 | 6 × 330 mL).



B

# Display Program (BP-SBB) BLOCK PILE B

Easy: One-Pour Summer Seltzers



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

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

**Key Dates (July 17 - August 13, 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
24316	White Claw Hard Seltzer Pineapple	473	
24358	Cottage Springs Blueberry Vodka Water	355	
24381	Coors Seltzer Blue Raspberry	473	25 APP
24388	Vizzy Blackberry Lemon	473	
24404	Smirnoff Vodka Soda Berry Blast	355	5 APP
24534	High Noon Grapefruit	355	
25315	Topo Chico Strawberry Guava	473	24 APP
25490	Cruise Mango Dragonfruit	473	\$0.25 LTO

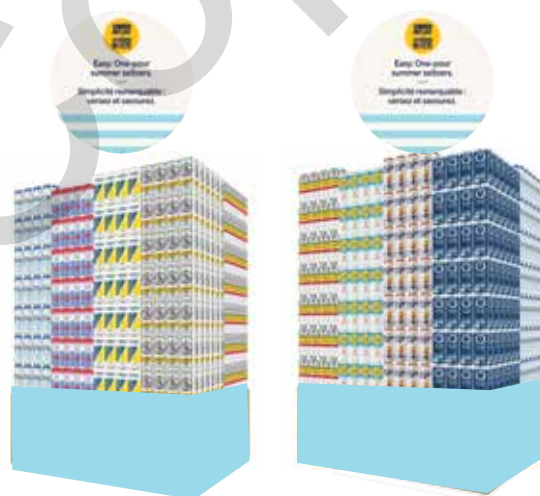
## Signage Components

- Pole Toppers  
ENG (Re-order # 23P5-BPB1) / BIL (Re-order # 23P5-BPB2)
- Cut Case Backer Card  
ENG (Re-order # 23P5-BPB3) / BIL (Re-order # 23P5-BPB4)
- Riser Wrap - solid colour (Re-order # 23P5-BPB5)
- Pricer Cards  
ENG (Re-order # 23P5-BPB7) / BIL (Re-order # 23P5-BPB8)
- Shelf Talkers  
ENG (Re-order # 23P5-BPB9) / BIL (Re-order # 23P5-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P5-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.

Easy one-pour seltzers in a range of flavours are the go-to drinks for summer.



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

C

# Display Program (BP-SBC)

## BLOCK PILE C

Top Picks For: Watching The Game

Top picks for:  
Watching the game.

Nos sélections  
favorites pour les  
jours de match.

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

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

**Key Dates (July 17 - August 13, 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
117	Bacardi Superior White Rum	750	VA: Blue Jays Shirt (rep-applied)
19147	Nutrl Vodka Soda Cherry	473	
24365	Nutrl Vodka Soda Raspberry	473	
135566	Polar Ice Vodka	750	50 APP, Necktag: Blue Jays Crew Day Contest
477885	Polar Ice Vodka (P.E.T)	1750	120 APP, Necktag: Blue Jays Crew Day Contest
520353	Bacardi Spiced Rum	750	VA: Blue Jays Shirt (rep-applied)
666032	Nutrl Vodka Soda Grapefruit	473	\$0.15 LTO
905976	Budweiser (275/TBS)	473	\$0.20 LTO

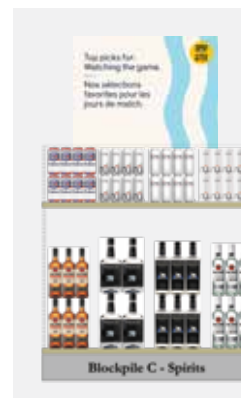
Blue Jays Partnership display featuring Polar Ice Vodka, Bacardi Rum, Budweiser and Nutrl. Polar Ice and Bacardi will have a rep-applied Blue Jays t-shirt value-add. Budweiser and Nutrl will have Blue Jay themed special packaging.



### Signage Components

- Pole Toppers  
ENG (Re-order # 23P5-BPC1) / BIL (Re-order # 23P5-BPC2)
- Cut Case Backer Card  
ENG (Re-order # 23P5-BPC3) / BIL (Re-order # 23P5-BPC4)
- Riser Wrap - solid colour (Re-order # 23P5-BPC5)
- Pricer Cards  
ENG (Re-order # 23P5-BPC7) / BIL (Re-order # 23P5-BPC8)
- Shelf Talkers  
ENG (Re-order # 23P5-BPC9) / BIL (Re-order # 23P5-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P5-BPC11)

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



### Merchandising Instructions

- 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.

# Display Program

## BLOCK PILE D

Hennessey + Georgian Bay

### Hennessey Block Pile | Promo Code: XBP

#### Overview

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 (July 17 - August 13, 2022)

#### Participating Stores

1, 149, 171, 195, 198, 253, 329, 346, 360, 390, 416, 619, 698, 703

#### Participating Products

LCBO#	Description	Size (mL)	Offers
8284	Hennessey VS Cognac	750	VA: Caribana Parade Essentials Sunglasses and Handheld fan (rep-applied)
245688	Hennessey VS Cognac	375	
605576	Hennessey VS Cognac	200	VA: Caribana Parade Essential Golf Towel (rep-applied)

#### Signage Components

- Pricer Card ENG (Re-order # 23P5-BPD3) / BIL (Re-order # 23P5-BPD4)

#### Merchandising Instructions

- 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 participating products.
- Install the pricer cards in front of the participating products.



Supplied by Agent

# Georgian Bay Block Pile | Promo Code: EA-S1

## Overview

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 (July 17 - August 13, 2022)

### Participating Stores

15, 21, 22, 31, 38, 115, 130, 148, 154, 156, 164, 187, 226, 243, 263, 288, 334, 371, 385, 393, 394, 404, 437, 438, 443, 445, 452, 486, 499, 500, 523, 545, 573, 590, 623, 624, 630, 631, 632, 641, 741, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
13909	Georgian Bay Canadian Whisky	750	\$1.50 LTO, VA: Watermelon Smash Can 355 mL
446559	Georgian Bay Vodka	750	\$1.50 LTO, VA: Watermelon Smash Can 355 mL
448597	Georgian Bay Gin	750	VA: Sample of NEW Smash Flavours 355 mL

### Signage Components

- Pricer Card ENG (Re-order # 23P5-BPD1) / BIL (Re-order # 23P5-BPD2)

### Merchandising Instructions

- 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 participating products.
- Install the pricer cards in front of the participating products.



Supplied by Agent

# Display Program BLOCK PILE

**UPDATED** Long Weekend Super Sale (July 29 – 31)

## ACTION:

- Additional products have been added to the Long Weekend Super Sale. New signage components will be shipped to stores the week of July 25<sup>th</sup>.
- Recycle the "Beer Super Sale" signage previously provided and replace with the new "Long Weekend Super Sale" signage.



Beer Super Sale Signage  
(Recycle)



Long Weekend Super Sale  
(Install)

## Participating Stores

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

**Key Dates (July 29 - 31, 2022)**

## Participating Products

LCBO#	Description	Size (mL)	Offers	Notes
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$ 6.00 LTO	Products will <b>NOT</b> be force-allocated to participating stores. Please ensure sufficient stock is ordered.
15373	White Claw Variety Pack #1	12 × 355	\$6.00 LTO	
19153	Cottage Springs Raspberry Lime Vodka Box	4000	\$5.00 LTO	
24407	Nutrl The Mixed	12 × 355	\$4.00 LTO	
24427	Cottage Springs Vodka Iced Tea Box	4000	\$5.00 LTO	
321794	Smirnoff Ice	24 × 330	\$10.75 LTO	
110320	No Name Beer	6 × 341	\$3.30 LTO	Product will be force-allocated to participating stores.

## Signage Components

- Pole Toppers ENG/BIL
- Cut Case Backer Card ENG/BIL
- Riser Wrap - solid colour
- Pricer Cards ENG/BIL
- Shelf Talkers ENG/BIL
- End Aisle Backer Card BIL

## Merchandising Instructions

- 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 products.
- Merchandise the pricer card in front of the participating products.
- Install the shelf talkers in front of the participating product in section.



# Belaire

## ENHANCED DISPLAY

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.

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

### Key Dates (July 17 - August 13, 2022)

#### Participating Stores

1, 171, 198, 228, 329, 346, 362, 416, 632, 776

#### Participating Products

LCBO#	Description	Size (mL)
19037	Luc Belaire Luxe Sparkling Rosé	750
25280	Luc Belaire Gold Sparkling	750
25281	Luc Belaire Bleu Sparkling	750
540104	Luc Belaire Rare Sparkling Rosé	750
632356	Luc Belaire Rare Luxe Demi Sec Sparkling	750

#### Signage Components

- Supplier produced merchandiser/display

#### Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Agents will deliver the merchandiser to participating locations.
- Use the supplier produced merchandiser to build a display with the participating products.
- Ensure the display is set up in the power aisle.



Supplied by Agent

# Display Program

## WINES BLOCK PILE

\$2.00 Off Customer Favourites

This block pile display will highlight top selling customer favourite wines. To take advantage of customer traffic, participating stores will build this display in the Power Aisle. The below products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion.

### Key Dates (July 17 - August 13, 2022)

#### Participating Stores

1, 15, 17, 19, 21, 22, 25, 31, 38, 41, 44, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 148, 149, 187, 195, 198, 211, 221, 226, 227, 243, 253, 263, 329, 334, 346, 359, 385, 394, 397, 398, 438, 470, 489, 522, 523, 542, 579, 632, 652, 694, 703

#### Participating Products

LCBO#	Description	Size (mL)	Offers
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00 LTO
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00 LTO
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00 LTO
487694	La Marca Prosecco Doc	750	\$2.00 LTO
539312	Josh Cellars Rose	750	\$2.00 LTO
738823	>Liberty School Cabernet Sauvignon	750	\$2.00 LTO
962886	>La Crema Sonoma Coast Chardonnay	750	\$2.00 LTO

#### Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- The above products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion.
- Build the block pile display in the Power Aisle, in line with other displays.
- Print LTO Pricer Cards at store level for participating products on AccessVia Web dSignShop.
- Merchandise the pricer cards in front of the corresponding products.



# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

BBQ Wines (New Zealand & Australia)

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

**Key Dates (July 17 - August 13, 2022)**

### Participating Stores

Please refer to the Participation Lookup page for information

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

Outdoor entertaining with wines from New Zealand & Australia. With light whites and robust reds, paired with a menu to match, there's something to suit just about every palate.

### Participating Product

LCBO#	Description	Size (mL)	Offers
19255	Matua Pinot Grigio Marlborough	750	\$2.00 LTO
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00 LTO
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50 LTO
293043	Stoneleigh Marlborough Sauvignon Blanc	750	Flex Space, \$2.00 LTO, Wine Fridge
302349	Rosemount Diamond Shiraz	750	\$2.00 LTO
308288	Whitehaven Sauvignon Blanc	750	100 APP, Wine Fridge
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00 LTO
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00 LTO
620054	Babich Sauvignon Blanc	750	\$2.00 LTO
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00 LTO
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00 LTO
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	VA: Kim Crawford Stackable Wine Sleeve

**Value-add: Kim Crawford Stackable Wine Sleeves.** The supplier will be providing the value-add to all participating stores for the start of the promotion. Merchandise the value-add beside the participating product (991950 | Kim Crawford Marlborough Chardonnay Unoaked)

### Signage Components

- Table Sign Large ENG (Re-order # 23P5-MNT1) / BIL (Re-order # 23P5-MNT2)
- Table Sign Small ENG (Re-order # 23P5-MNT3) / BIL (Re-order # 23P5-MNT4)
- Celebration Fixture Drum Sign ENG (Re-order # 23P5-MNT5) / BIL (Re-order # 23P5-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P5-MNT7)
- Shelf Talkers ENG (Re-order # 23P5-MNT8) / BIL (Re-order # 23P5-MNT9)

### 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.
- Merchandise the value-add beside the participating product (991950 | Kim Crawford Marlborough Chardonnay Unoaked).



## Middle Nesting Table Planograms





Front View



Back View

Top View (Back)

Facings: 5x8 +302349	Facings: 5x8 +695080	Facings: 5x8 +311795	
Facings: 5x8 +302349	Facings: 4x8 +22199	Facings: 5x8 +311795	Facings: 4x8 +621623



Facings: 5x3 +22199	Facings: 5x3 +302349	Facings: 4x2 +695080	Facings: 5x3 +311795	Facings: 5x3 +621623
Signage				
Facings: 7x3 +19255	 Facings: 1x2 VA	Facings: 8x3 +991950	 Facings: 1x2 VA	Facings: 6x2 +308288

Facings:  
6x8  
+285544

Facings:  
5x8  
+285544

Facings:  
6x8  
+285544

Facings:  
5x8  
+285544

Facings: 5x8 +19255	 Facings: 1x2 VA	Facings: 5x7 +991950	 Facings: 1x2 VA	Facings: 5x8 +620054
Facings: 5x8 +19255	Facings: 5x8 +991950	Facings: 4x8 +620054		

Top View (Front)

## Celebration Fixture Planograms



Front View



Back View

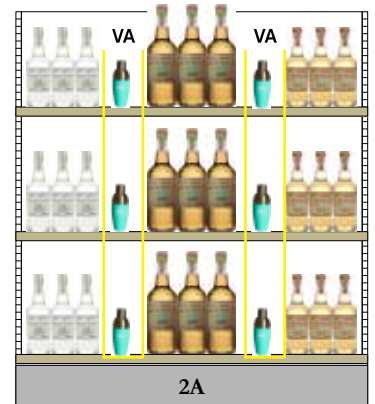
# Period 5 END AISLES



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	10157	Jameson Irish Whiskey	750	VA
	17055	Jameson Cold Brew Irish Whiskey	750	LTO
	275933	Jameson Irish Whiskey	1750	LTO
<b>Value-add: Jameson Paddle Ball Set</b> with the purchase of Jameson Irish Whiskey (10157   750 mL).				

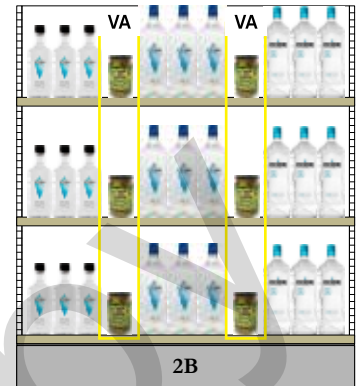


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2A</b> <b>Premium</b>	24924	Casamigos Reposado Tequila	1750	LTO
	386789	Casamigos Tequila Blanco	750	VA
	388694	Casamigos Tequila Reposado	750	LTO + VA
<b>Value-add: Casamigos Mini Shaker</b> with the purchase of Casamigos Tequila Blanco (386789   750 mL) or Casamigos Tequila Reposado (388694   750 mL).				

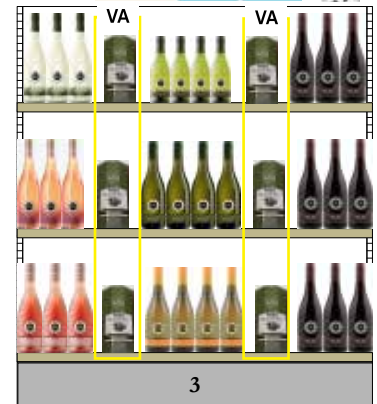




	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2B</b> <b>Standard</b>	227413	Iceberg Vodka	1140	VA
	446567	Iceberg Vodka (PET)	750	LTO
	544155	Iceberg Vodka (PET)	1750	VA
<b>Value-adds:</b>				
<ul style="list-style-type: none"> <li>• <b>Matt &amp; Steve Pickles 750 mL</b> with the purchase of Iceberg Vodka (227413   1140 mL).</li> <li>• <b>50 mL Iceberg (rep-applied/attached to product)</b> with the purchase of Iceberg Vodka (PET) (544155   1750 mL).</li> </ul>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3</b>	18947	Kim Crawford Illuminate Sauvignon Blanc	750	LTO
	24084	Kim Crawford Illuminate Rosé	750	VA
	35386	Kim Crawford Sauvignon Blanc	750	VA
	160085	Kim Crawford Sauvignon Blanc	375	
	626390	Kim Crawford Pinot Noir	750	VA
	650325	Kim Crawford Rosé	750	VA
	991950	Kim Crawford Chardonnay	750	VA
	<b>Value-add: Kim Crawford Stackable wine sleeves</b> with the purchase of Kim Crawford (24084   750 mL), (35386   750 mL), (626390   750 mL), (650325   750 mL), or (991950   750 mL).			



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4A</b> <b>Premium</b>	19820	Havana Club Cuban Smoky	750	LTO
	53140	Havana Club 7 Year Old Rum	750	VA
	443903	Havana Club Anejo Reserva Rum	750	LTO
<b>Value-add: Havana Club Slides</b> with the purchase of Havana Club 7 Year Old Rum (53140   750 mL).				





**End Aisle #4B**  
**Standard**

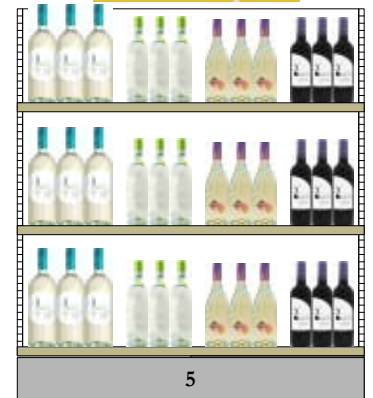
LCBO#	Description	Size (mL)	Offers
53140	Havana Club 7 Years Old	750	VA
400671	Havana Club Original 3 Year Old	1140	VA
443903	Havana Club Anejo Reserva	750	LTO

**Value-add: Havana Club Slides** with the purchase of Havana Club 7 Year Old Rum (53140 | 750 mL) or Havana Club Original 3 Year Old (400671 | 1140 mL).



**End Aisle #5**

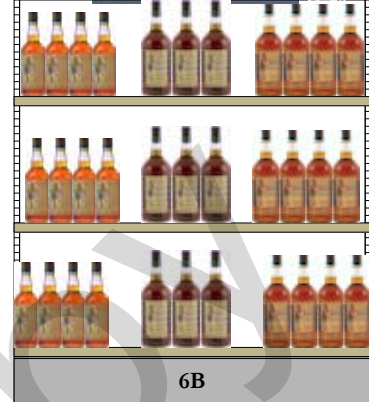
LCBO#	Description	Size (mL)	Offers
10233	Oggi Botter Pinot Grigio Doc	1500	
19853	Botter Oggi Pinot Grigio Doc Organic	750	LTO
86421	Oggi Botter Primitivo Puglia Igt	750	
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	LTO



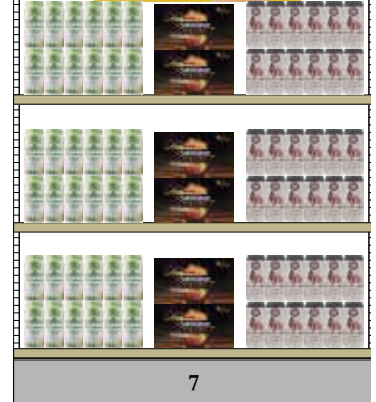
**End Aisle #6A**  
**Premium**

LCBO#	Description	Size (mL)	Offers
64659	Captain Morgan Private Stock Rum	750	LTO
500546	Captain Morgan Original Spiced Rum (PET)	1750	
617688	Captain Morgan Original Spiced Rum	1140	LTO





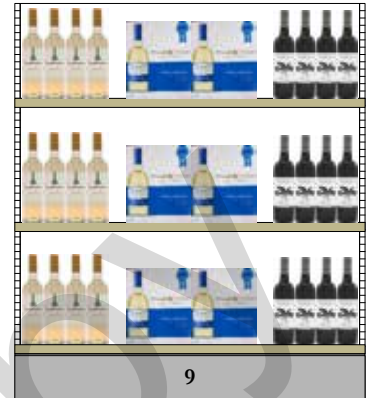
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6B</b> <b>Standard</b>	24437	Sailor Jerry	1750	LTO
	80127	Sailor Jerry Spiced Rum	750	LTO
	217257	Sailor Jerry Spiced Rum	1140	LTO



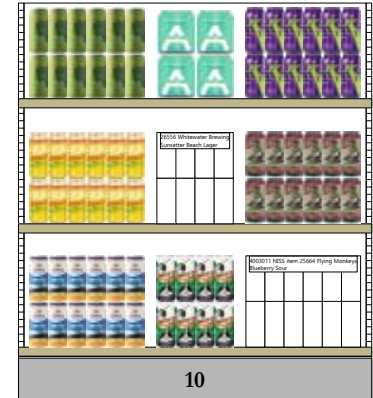
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	25035	Somersby Wild Garden Orchard Apple	473	LTO
	184796	Strongbow Cider	8 x 440	LTO
	394015	Brickworks Ciderhouse Batch: 1904	473	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	21938	White Claw Variety Pack #2	12x355	
	24359	Cottage Springs Vodka Soda Mixed 24 Pack	24x355	
	24431	Coors Seltzer Fruit Splash Variety Pack	12x355	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	609875	Eastdell Black Cab VQA	750	LTO
	621110	Jackson-Triggs Pinot Grigio	750	LTO
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO

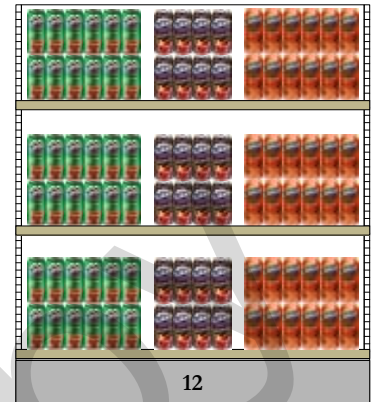


	LCBO#	Description	Size (mL)	Offers
<b>Beer/Cider Mini Thematic C End Aisle #10</b>	10815	Collective Arts Hazy State (LCBO Warehouse)	473	LTO
	14953	Amsterdam Fria Cerveza (3842)	473	
	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO
	16465	Ace Hill Low-Cal Mexican Lager (LCBO Warehouse)	4 x 355	
	17396	Cameron's Cruising Through The Galaxy Hazy (413)	473	
	25664	Flying Monkeys Blueberry Sour (6309)	473	
	26556	Sunsetter Beach Lager (8454)	473	
	242545	Great Lakes Canuck Pale Ale (1929)	473	
	508580	Wellington Upside IPA (4826)	473	LTO

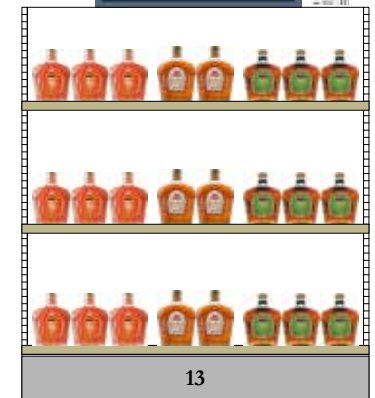


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	545160	Tito's Handmade Vodka	1750	LTO
	597559	Tito's Handmade Vodka	750	LTO
	628990	Tito's Handmade Vodka	1140	VA

**Value-add: Tito's 50 mL (rep-applied/attached to product) with the purchase of Tito's Handmade Vodka (PET) (628990 | 1140 mL).**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	24341	Mott's Clamato Caesar Chipotle Lime	458	APP
	334805	Mott's Clamato Extra Spicy Caesar	458	
	491324	Mott's Clamato Pickled Caesar	458	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	10357	Crown Royal Peach	750	
	403519	Crown Royal Apple	750	LTO
	476911	Crown Royal Vanilla	750	LTO



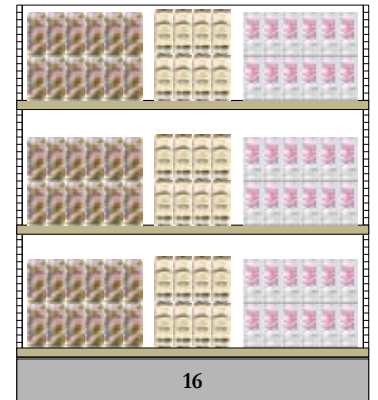
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	337535	Santa Carolina Reserva Sauvignon Blanc	750	LTO
	406843	Jacob's Creek Moscato	1500	VA
	541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauvignon	750	LTO
<b>Value-add: Somersby Cider (rep-applied/attached to product) with the purchase of Jacob's Creek Moscato (406843   1500 mL).</b>				



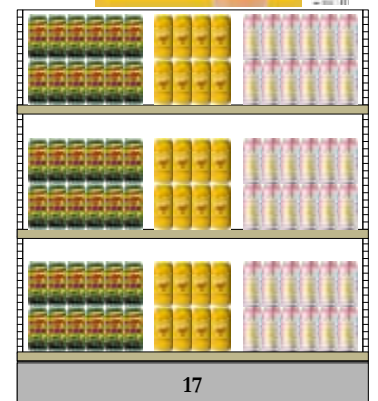
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	225243	Stoli Vodka	750	LTO
	225250	Stoli Vodka	1140	
	272716	Stoli Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	14918	Well Hibiscus Infused Lemonade	355	APP
	24346	Jack Daniels Tennessee Honey Lemonade	473	LTO, APP
	24401	Collective Arts Lemon Squeezy	355	LTO, APP



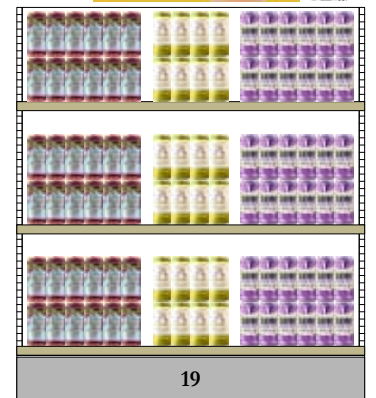
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
	21689	Zap! Pink Lemonade Sour IPA (6699)	473	
	446831	Maclean's Farmhouse Blonde (9719)	473	



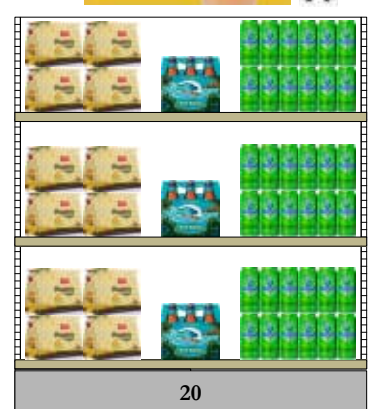




	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	5959	Baileys Original Irish Cream	750	
	19419	Baileys Deliciously Light	750	LTO
	392308	Baileys Vanilla Cinnamon	750	VA
<b>Value-add: Captain Morgan Sliced Apple 50 mL (rep-applied/ attached to product) with the purchase of Baileys Vanilla Cinnamon (392308   750 mL).</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	497214	Ardiel Dry Apple Cider (LCBO Warehouse)	473	LTO
	497719	Family Tree Apple Cider Puddicome (LCBO Warehouse)	473	LTO
	515098	Shiny Apple Cider Rosé (LCBO Warehouse)	473	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	19581	Mill Street Original Organic Lager (1950)	6 × 355	LTO
	492017	Steam Whistle (5577/275/TBS)	6 × 473	OCB
	497339	Kona Big Wave Golden Ale (LCBO Warehouse)	6 × 355	LTO

# Wines of Germany Discretionary End Aisle

Promo Code: EA-W5

## Overview

Merchandise the participating products on an available Discretionary End Aisle. Install the backer card and shelf talkers on the display.

**Key Dates (July 17 - August 13, 2022)**

## Participating Stores

1, 10, 38, 83, 115, 154, 164, 187, 217, 243, 346, 355, 383, 385, 398, 412, 417, 438, 486, 499, 523, 619, 623, 624, 776

## Participating Products

LCBO#	Description	Size (mL)	Offers
8094	Deinhard Green Label Riesling Mosel	750	<b>Aeroplan Points: Buy any 2+ participating products and get 100 Aeroplan points.</b>
22537	RELAX Pinot Grigio	750	
24212	Wanderlust Adventurous White	750	
24213	Original G 'HomeLand' Riesling Franken	750	
336735	Baden Gewürztraminer	750	
621888	Relax Riesling Mosel	750	

## Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 23P5-APG1)
- Shelf Talkers ENG (Re-order # 23P5-APG2) / BIL (Re-order # 23P5-APG3)

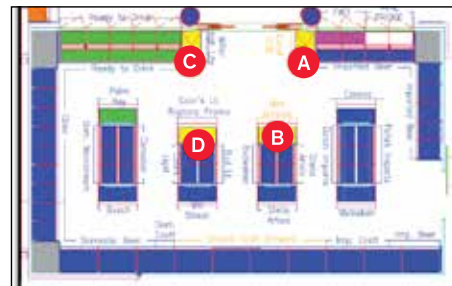
## Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Merchandise the shelf talkers in front of participating products.



# BEER EXCITEMENT ZONE

(A, B, C, D)



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

## Key Dates (July 17 - August 13, 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	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	296244	Guinness Draught	4 × 440	LCBO Warehouse	VA: BBQ Sauce
	442731	Kilkenny Irish Ale	4 × 500	LCBO Warehouse	
	<b>Value-add/Merchandiser: Purchase 2 Guinness Draught (296244   4 × 440 mL) 4-packs and receive Bull's-Eye Guinness BBQ Sauce.</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.				
<b>B</b> New/ Seasonal (EA - EZB)	25695	Wellington Brewery Blowout Cherry Vanilla Sour	473	4826 - Wellington County Brewery Inc	
	25045	High Park New Friends Session Ipa	473	179 - Lost Craft	
<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)	311779	Bud Light	6 × 473	275 - The Beer Store	\$1.00 LTO
	311787	Budweiser	6 × 473	275 - The Beer Store	VA: BBQ Sauce & Spice Mix
	904334	Budweiser	6 × 355	275 - The Beer Store	
	<b>Value-add/ Merchandiser: Purchase 2 Budweiser (311787   6 × 473 mL) 6-packs and receive BBQ sauce &amp; Spice Mix.</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.				
<b>D</b> End Aisle (EA - EZD)	14987	Muskoka Craft Lager	6 × 473	LCBO Warehouse	
	14988	Muskoka Detour	6 × 473	LCBO Warehouse	VA: Beer Glass
	19994	Muskoka Tread Lightly	6 × 473	LCBO Warehouse	
	<b>Value-add/Merchandiser: Purchase 2 Muskoka Detour (14988   6 × 473 mL) 6-packs and receive Muskoka Beer Can Glass.</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:** Best for Bold barbecues. Purchase 2 Guinness Draught (296244 | 4 × 440 mL) 4-packs and receive Bull's-Eye Guinness BBQ Sauce.

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

**Beer Excitement Zone C:** Best for Toasting Summer Moments. Purchase 2 Budweiser (311787 | 6 × 473 mL) 6-packs and receive BBQ sauce & Spice Mix.

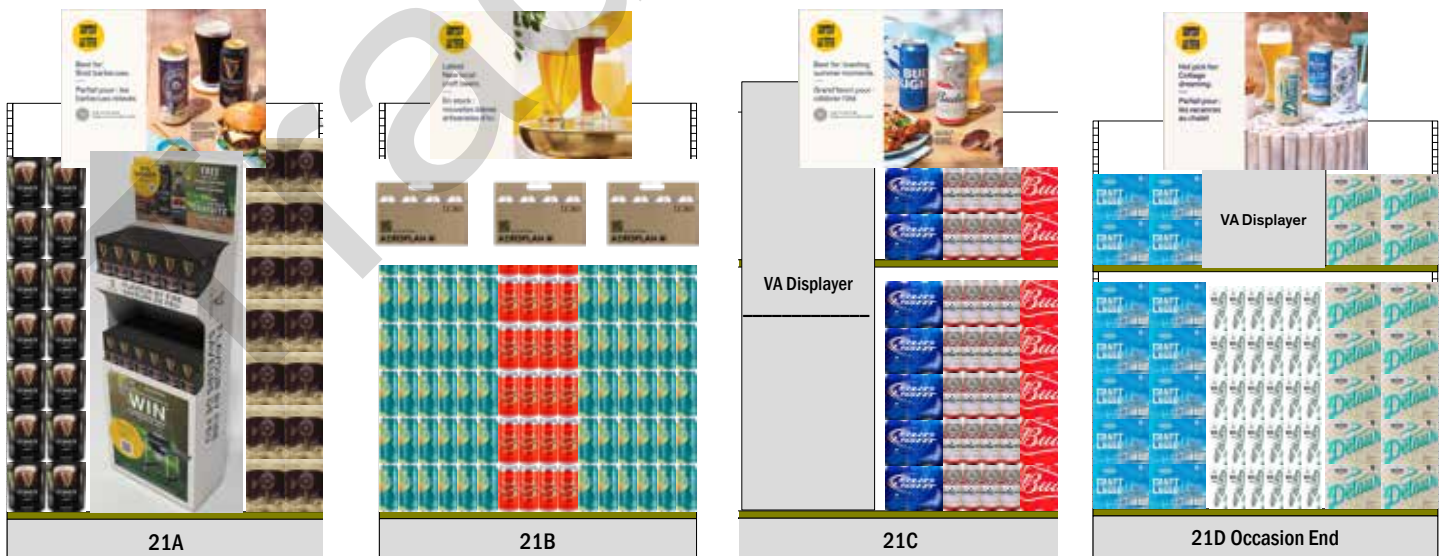
**Beer Excitement Zone D:** Hot Picks for Cottage Dreaming. Purchase 2 Muskoka Detour (14988 | 6 × 473 mL) 6-packs and receive Muskoka Beer Can Glass.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 23P5-BEZ1)
- B. P3-P6 Generic Beer Backer Card ENG/BIL (Re-order # 23P3-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 23P5-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 23P5-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P5-BEZ5) / BIL (Re-order # 23P5-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P5-BEZ7) / BIL (Re-order # 23P5-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 P6.



# 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 (July 17 - August 13, 2022)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
16897	Great Lakes Brewery - Burst!	473	1929 - Great Lakes Brewing Co. Inc.
19268	Beau's Full Time Ipa	473	9654 - Beau's All Natural Brewing / 275 - The Beer Store
20265	Flying Monkeys Worlds Away Modern Lager	473	6309 - Flying Monkeys Craft Brewery
25047	Muskoka Drifter	473	LCBO Warehouse
492017	Steam Whistle	6×473	5577 - Steam Whistle Brewing / 275 - The Beer Store
549873	Collective Arts Jam Up The Mash	473	LCBO Warehouse

### 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-23P5-OCB1) / BIL (Re-order #AIM-23P5-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (July 17 - August 13, 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)
19369	Saison Du Tracteur American Saison	600
25020	St-Ambroise IPA Mix Pack	1892
25021	Deschutes King Crispy Pilsner	1420
25024	Cigar City Frost Proof Belgian-Style White	1420
25617	Upstreet Rhuby Social Strawberry Rhubarb Wit	473
25025	Westmalle Extra	330
25026	Mas Agave Clasica Grapefruit Barrel Aged Series	355
25027	Duchesse Cherry	330

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-23P5-ICB1) / BIL (Re-order #AIM-23P5-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). Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

### Key Dates (July 17 - August 13, 2022)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00 LTO
17369	Sandbanks Route 33 White VQA	750	\$2.00 LTO
200535	Konzelmann Chardonnay Unoaked VQA	750	\$1.50 LTO
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00 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

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P5-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# NIVQA067)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P5-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#  
NIVQA067)



## **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 (July 17 - August 13, 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
65367	Eastdell Pinot Grigio VQA	750	40 APP
89862	Girls' Night Out Rose VQA	750	120 APP

#### **Signage Components**

- Shelf Talkers ENG/BIL (Re-order # AIM-23P5-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P5-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 (July 17 - August 13, 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
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00 LTO



#### Signage Components

- **Signage Kit (Re-order # AIM-23P5-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 (July 16, 2022 Release)

#### Mandatory Participating Stores

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

#### Important Note

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)
278861	Berne Inspiration Rosé 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 (July 17 - August 13, 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-23P5-VLTO1)**

### Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
454876	Ghost Pines Winemaker's Blend Merlot	750	100 APP	738823	Liberty School Cabernet Sauvignon	750	\$2.00 LTO
342584	Miraval Rosé	750	100 APP	591313	Malivoire Farmstead Gamay	750	\$2.00 LTO
626325	Osoyoos Larose Le Grand Vin	750	120 APP	405175	Michael David Freakshow Cabernet Sauvignon	750	\$3.00 LTO
595280	Porcupine Ridge Syrah	500	75 APP	316570	Oyster Bay Sauvignon Blanc	750	\$2.00 LTO
221887	Robert Mondavi Winery Napa Valley Sauvignon Blanc	750	150 APP	285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50 LTO
671164	St. Francis Cabernet Sauvignon	750	100 APP	712463	Primus The Blend	750	\$2.00 LTO
104299	The Prisoner Red Blend	750	200 APP	350900	Robert Oatley Signature Series Chardonnay	750	\$2.00 LTO
451336	Tom Gore Cabernet Sauvignon	750	100 APP	449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00 LTO
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	80 APP	226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00 LTO
269852	Willm Gewurztraminer Reserve	750	30 APP	37911	San Pedro 1865 Selected Vineyards Cabernet Sauvignon	750	\$2.00 LTO
59311	7 Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO	408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$3.00 LTO
948158	Anselmi San Vincenzo	750	\$2.00 LTO	89029	Tawse Sketches of Niagara Riesling	750	\$2.00 LTO
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	\$3.00 LTO	356220	Tommasi Amarone della Valpolicella Classico	750	\$5.00 LTO
261867	Fabre Montmayou Reserva Malbec	750	\$2.00 LTO	547869	Trapiche Medalla Malbec	750	\$2.00 LTO
286278	Flat Rock Chardonnay	750	\$2.00 LTO	21987	Virgen Natural Malbec	750	\$1.50 LTO
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00 LTO	419770	Wines of Substance Cabernet Sauvignon	750	\$3.00 LTO
962886	La Crema Sonoma Coast Chardonnay	750	\$2.00 LTO	413179	Zenato Amarone della Valpolicella Classico	750	\$3.00 LTO
444687	La Posta Fazzio Malbec	750	\$1.50 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 (July 17 - August 13, 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
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00 LTO

#### Signage Components & Merchandising Instructions

##### Signage re-order code: AIM-23P5-VBP

#### Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by August 14, 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 August 14, 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 August 14, 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

## Summer 2022 Gift Packaging & Gift Cards

The Summer 2022 gift packaging, gift cards and carriers were shipped in Period 3. All Inventory has been allocated to stores.



**Summer Enhanced Paper Gift Bag**  
LCBO# 24720 • \$2.95



**Summer Reusable Double Bottle Gift Bag**  
LCBO# 24549 • \$1.50



**Summer Reusable Large Gift Bag**  
LCBO# 24550 • \$1.95



**Summer Gift Card & Carrier**  
Gift Card: LCBO# 24482  
Carrier: LCBO# 24483

## 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 Merchandiser
<b>Gifting Items</b>						
+24720 Summer Enhanced Paper Gift Bag	✓	✓	✓		✓	
+24549 Summer Reusable Double Bottle Gift Bag	✓			✓		
+24550 Summer Reusable Large Gift Bag	✓			✓		
<b>Gift Cards &amp; Carriers</b>						
+24482 Summer Gift Card			✓			✓
+24483 Summer 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
Brown Spirits	12195	Grand Marnier Cordon Rouge	375
	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)
14665	Good Vines White Wine Spritz	355
14868	Bodacious Moscato Rosé Can	250
19301	Pixie Petite Rosé Spritzer	355
21037	Pelee Island Lola Cabernet Franc Cab Sauv VQA	250
21038	Pelee Island Lola Secco Sparkling VQA	250
24485	Gold Prosecco (Bottega)	200
24487	Ruffino Prosecco	375
24490	Champagne Victoire Brut Prestige	375
24491	Champagne Victoire Brut Rosé	375
24998	Bask Rosé Spritz	355
24999	Bask Green Tea Peach Hard Sparkling Water	355
25126	Good Fortune Lavender Lemonade Hard Seltzer Spkl	355
25219	Taylor Fladgate Chip Dry & Tonic	250
647313	Joiy Rosé Sparkling	250



### 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 (July 17 - August 13, 2022)

### Participating Stores:

#### FSA (Sparkling/Rosé)

1, 4, 5, 10, 15, 19, 21, 22, 23, 25, 31, 38, 58, 65, 130, 148, 149, 150, 156, 164, 187, 212, 217, 226, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 355, 358, 359, 360, 367, 371, 381, 385, 386, 390, 391, 393, 394, 404, 407, 416, 417, 432, 437, 445, 452, 459, 470, 491, 495, 497, 499, 511, 523, 542, 556, 579, 585, 586, 590, 593, 601, 609, 614, 619, 623, 624, 630, 631, 632, 641, 649, 665, 670, 698, 702, 703

#### 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, 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 (Sparkling/Rosé) and FSF (Organic) 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

- P3-P6 FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P3-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P5-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P5-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P5-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P5-FS5)
- Shelf Talkers ENG (Re-order # 23P5-FS6) / BIL (Re-order # 23P5-FS7)
- Bin Strips - solid colour (Re-order # 23P5-FS8)



## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space “Can't Miss: Summer Rosés”</b>				
	11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750	
	13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
	14867	Sandbanks Summer Rosé VQA	750	
	19062	Sandbanks Sparkling Rosé VQA	750	
	20359	Expression Cabernet Franc Rosé VQA	750	
	24971	Good Natured Rosé VQA	750	
	24972	Speck Bros. F. Tree The Merry Widow Rosé VQA	750	
	24973	Offshore Hang Ten Rosé VQA	750	
	48819	Creekside Cabernet Rosé VQA	750	
	639856	Megalomaniac Homegrown Rosé VQA	750	
642884	D'Ont Poke The Bear Rosé VQA	750		
<b>(FSB) USA - California Flex Space “Must-have: Everyday Cali Wines”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	13686	Bread & Butter Pinot Noir	750	
	18486	Bread & Butter Rosé	750	
	19261	Bread & Butter Chardonnay	750	\$2.00 LTO, Wine Fridge
	21474	Bread & Butter Cabernet Sauvignon	1500	
	647644	Bread & Butter Cabernet Sauvignon	750	\$2.00 LTO
<b>(FSC) Europe - Italy/SE Flex Space “Hot: Provence wines rosés”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	23757	S De La Sablette - Coteaux Varois Rose	750	
	234575	Terres De Saint Louis Rose Varois En Provence AOC	750	
	319392	Château la Tour de l'Évêque Rosé	750	
	325076	Caves d'Esclans Whispering Angel Rosé	750	
	342584	Miraval Rosé	750	100 APP
	452573	Mimi en Provence Grande Réserve Rosé	750	
	483040	Francois Dulac Cotes De Provence	750	
<b>(FSD) Australia/New Zealand Flex Space “Trending: New Zealand Whites”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	12618	Stoneleigh Lighter Sauvignon Blanc	750	40 APP
	54353	Stoneleigh Marlborough Pinot Noir	750	50 APP
	293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00 LTO
	324228	Stoneleigh Latitude Sauvignon Blanc	750	
<b>(FSE) Chile/Argentina Flex Space “Top pick for: South African Wines + BBQ”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	111526	Nederburg Cabernet Sauvignon	750	100 APP
	281311	The Pavillion Chenin Blanc	750	\$1.50 LTO
	292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	\$2.00 LTO
	340380	Two Oceans Sauvignon Blanc	750	Wine Fridge
	457119	Big Bill Cabernet Sauvignon	750	\$2.00 LTO
	487181	Spier Signature Chardonnay	750	100 APP
	595280	Porcupine Ridge Syrah	750	75 APP
	718940	Goats do Roam Red	750	40 APP

# Planoguides

## Sparkling Flex Space



## USA Flex Space



## EUROPE Italy/SE Flex Space



## Australia/New Zealand Flex Space



## Chile/Argentina 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

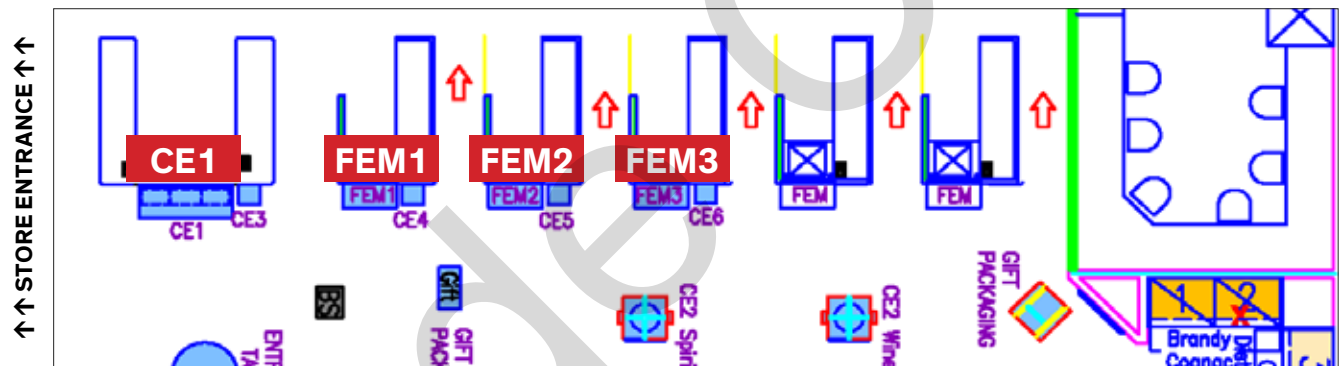
The Front End Merchandiser program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores.

## Key Dates (July 17 - August 13, 2022)

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 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 (July 17 - August 13, 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
381996	Smirnoff Raspberry Flavoured Vodka	375	
479899	Crown Royal Apple	375	\$1.00 LTO

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P5-SP2) / BIL (Re-order #AIM-23P5-SP3)
- "Mix with Soda" Shelf Talker ENG (Re-order #AIM-23P5-SP4) / BIL (Re-order #AIM-23P5-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 Soda" shelf talker is installed in the bin strip channel on the fixture.



"Mix with Soda"  
Shelf Talker



# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

## Participating Stores:

**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

**FEM2:** 1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 82, 115, 130, 148, 149, 150, 156, 164, 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, 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

**FEM3:** 1, 5, 10, 15, 21, 25, 31, 35, 38, 40, 82, 130, 148, 149, 164, 217, 226, 233, 252, 253, 288, 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

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P5-FEM1) / BIL (Re-order #AIM-23P5-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P5-FEM3) / BIL (Re-order #AIM-23P5-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P5-FEM5) / BIL (Re-order #AIM-23P5-FEM6)

## 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.

## Participating Products

	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	10232	1800 Silver Tequila	375	80 APP
	267161	Jose Cuervo Especial Gold	375	\$1.00 LTO
Wines/Wine in Cans (FEM2)	194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375	
Brown Spirits/Liqueurs (FEM3)	9522	J.P. Wiser's Deluxe Whisky	375	\$1.00 LTO



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

# Staff Picks IMPULSE DISPLAY

UPDATED

The Staff Picks Program is being reintroduced at the LCBO. This is a great way to educate and share our favourite products with customers, at the last touchpoint in their customer journey. **This is a sold program. Participation is mandatory.**

**Key Dates (July 17 - August 13, 2022)**

**Participating Stores - All Stores**

*Please keep in mind, while setting up Staff Picks Displays at the Cash Desk:*

**HEIGHT:** Please ensure you do not exceed the height of the counter.

Recommendation: If you are placing the flats on risers, please only stack 3 flats high (5 high if not using the riser)

**ORIENTATION:** Please ensure the orientation of the riser box or flat is positioned so that the short side of the display faces the customer. This opens up more space for the customer to load products onto the counter (refer to the photo shown at right).



## Signage Component & Merchandising Instructions

### Pricer Card Sticker

ENG (Re-order #23P5-SPP1) / BIL (Re-order #23P5-SPP2)

- Using the generic Operational Price Card shells (#692111), print Pricer cards for each Staff Pick product displayed.
- Affix the Staff Pick sticker to the top right corner of the Pricer Card, as shown on the example to the right.
- Stores will be forced a package of 50 Operational Pricer Cards for the Staff Picks launch the week of July 20th.
- Pricer Card Stickers will ship the week of July 28th.



### Riser Wrap ENG (Re-order #23P5-SPP3) / BIL (Re-order #23P5-SPP4)

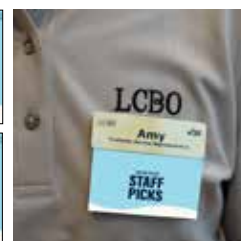
- Install the riser wrap around the display.
- Riser Wraps will ship the week of July 28th.



### Employee Name Badge Sticker

ENG (Re-order #23P5-NT1) / BIL (Re-order #23P5-NT2)

- The Staff Name Badge Stickers gives you a great opportunity to identify yourself as an expert and recommend your favourite products to customers.
- It is designed to be affixed to the lower portion of the back of the existing name tag, and hangs down approximately 1.5".



# Beer, Cider, RTD IMPULSE DISPLAY

**UPDATED**

To allow room at the Cash End for the Staff Picks Program, the Beer, Cider & RTD Impulse Displays will be relocated to either between the Special Promotions Fixture Displays or before the cash desks (in the middle of the floor).

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

## Key Dates (July 17 - August 13, 2022)

### Participating Stores

1, 5, 10, 15, 17, 18, 22, 23, 25, 26, 31, 35, 36, 38, 40, 41, 44, 51, 55, 57, 58, 62, 64, 65, 74, 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, 207, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 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, 753, 756, 758, 771, 776

### Merchandising Instructions

- To accommodate Staff Picks displays at Cash End, Stores participating in the BCRTD Impulse Display Program should relocate their displays to one of the following locations:
  - In front of cash desks, in the middle of the floor
  - In between Special Promotion Fixtures
- Install the pricer cards in front of participating products.



MIDDLE OF THE FLOOR,  
IN FRONT OF CASH DESKS



IN BETWEEN SPF FIXTURES

### Signage Components

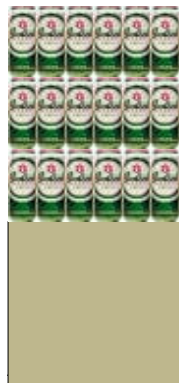
- Pricer Card ENG (Re-order #AIM-23P5-FEM7) / BIL (Re-order #AIM-23P5-FEM8)

**CE3**



25273 | FI!Ng Cucumber  
Mint Vodka Soda | 355 mL  
\$0.20 LTO

**CE4**



535294 | Grolsch Premium  
Pilsner (LCBO Warehouse)  
500 mL | \$0.25 LTO

**CE5**



25275 | Bulletproof Pink  
Grapefruit Blood Orange  
Verbena | 473 mL

**CE6**



688671 | Thornbury Craft Wild  
Blueberry Elderflower Cider  
(LCBO Warehouse) | 473 mL

# THE COLD ROOM SPIRITS DISPLAY (CM)

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

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

**Key Dates (July 17 - August 13, 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
16546	On The Rocks Hornitos Margarita	375	
26678	On The Rocks Effen Cosmopolitan	375	\$3.00 LTO
26679	On The Rocks Knob Creek Old Fashioned	375	\$3.00 LTO



## Signage Components

- A-Frame Sign ENG (Re-order#23P5-AF1) / BIL (Re-order#23P5-AF2)
- Shelf Talker ENG (Re-order#23P5-AF3) / BIL (Re-order#23P5-AF4)

## Merchandising Instructions

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





# The Cold Room

## FIREBALL WHISKY DISPENSER

Now through the end of Period 6, a select number of stores will display a Fireball Whisky merchandiser in their Beer Cold Rooms. This merchandiser will house the Fireball 50mL 6-Pack format.

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

### Key Dates (Period 4 - Period 6)

#### Participating Stores

1, 10, 19, 23, 31, 33, 40, 41, 49, 51, 57, 58, 65, 74, 82, 83, 85, 93, 130, 139, 144, 150, 156, 164, 175, 187, 188, 195, 208, 209, 211, 212, 227, 228, 229, 233, 237, 244, 245, 250, 258, 263, 276, 279, 287, 288, 291, 300, 310, 312, 329, 334, 351, 358, 359, 360, 363, 367, 370, 387, 391, 394, 398, 401, 402, 407, 427, 443, 454, 459, 470, 481, 485, 490, 491, 495, 497, 501, 509, 522, 539, 556, 587, 605, 609, 627, 633, 641, 652, 653, 654, 667, 670, 684, 691, 694, 706, 741, 751, 771

#### Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 6 Pack Carrier	6 x 50	60 APP

#### Signage Components

- Supplier produced merchandiser/display

#### Merchandising Instructions






- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Agents will deliver the supplier produced merchandiser to the participating locations. Use this to display the Fireball 6 Pack Carrier.
- Ensure the display is set up against the wall in the Beer Cold Room, allowing traffic to flow around the merchandiser.
- The merchandiser is to stay up for P4, P5 and P6.



Supplied by Agent

# ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	End Aisles 5-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P5-ST1 BIL: 23P5-ST2	
On Shelf	Premium End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P5-ST12 BIL: 23P5-ST13	
On Shelf	Premium End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P5-STVA5 BIL: 23P5-STVA6	
On Shelf	Premium End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P5-STVA7 BIL: 23P5-STVA8	
On Shelf	Standard End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P5-ST14 BIL: 23P5-ST15	
On Shelf	Standard End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P5-STVA9 BIL: 23P5-STVA10	
On Shelf	Standard End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P5-STVA11 BIL: 23P5-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P5-ST3 BIL: 23P5-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P5-ST5 BIL: 23P5-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P5-ST7 BIL: 23P5-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P5-ST9 BIL: 23P5-ST20	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Generic Blank Pricer Cards (Operational) 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.	Pricer Cards 8" w x 7" h	692111	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P5-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	AIM-23P5-ANS	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-23P5-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	10157	Jameson Irish Whiskey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		17055	Jameson Cold Brew Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		275933	Jameson Irish Whiskey	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2A	24924	Casamigos Reposado Tequila	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		386789	Casamigos Tequila Blanco	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		388694	Casamigos Tequila Reposado	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2B	227413	Iceberg Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		446567	Iceberg Vodka (P.E.T)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		544155	Iceberg Vodka (P.E.T)	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	3	18947	>Kim Crawford Illuminate Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24084	Kim Crawford Illuminate Rosé	750	VA, FFB
<input type="checkbox"/>	<input type="checkbox"/>		35386	>Kim Crawford Marlborough Sauvignon Blanc	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		160085	>Kim Crawford Marlborough Sauvignon Blanc	375	
<input type="checkbox"/>	<input type="checkbox"/>		626390	>Kim Crawford Marlborough Pinot Noir	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		650325	>Kim Crawford Hawke's Bay Rosé	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	VA, MNT
<input type="checkbox"/>	<input type="checkbox"/>	4A	19820	Havana Club Cuban Smoky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		53140	Havana Club 7 Years Old	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		443903	Havana Club Anejo Reserva	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4B	53140	Havana Club 7 Years Old	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		400671	Havana Club Original 3 Year Old	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		443903	Havana Club Anejo Reserva	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5	10233	Oggi Botter Pinot Grigio Doc	1500	
<input type="checkbox"/>	<input type="checkbox"/>		19853	Botter Oggi Pinot Grigio Doc Organic	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		86421	Oggi Botter Primitivo Puglia Igt	750	
<input type="checkbox"/>	<input type="checkbox"/>	6A	239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		64659	Captain Morgan Private Stock Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	6B	617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24437	Sailor Jerry	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		80127	Sailor Jerry Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	217257	Sailor Jerry Spiced Rum	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25035	Somersby Wild Garden Crushed Apple (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		184796	Strongbow Cider (LCBO Warehouse)	8 × 440	LTO
<input type="checkbox"/>	<input type="checkbox"/>		394015	Brickworks Batch:1904 Cider (1950)	473	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	8	21938	White Claw Variety Pack #2	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		24359	Cottage Springs Vodka Soda Mixed 24 Pack	24 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	9	609875	Eastdell Black Cab VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		621110	Jackson-Triggs Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		669465	Peller Family Vineyards Pinot Grigio	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		10815	Collective Arts Hazy State (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		14953	Amsterdam Fria Cerveza (3842)	473	
<input type="checkbox"/>	<input type="checkbox"/>		15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16465	Ace Hill Low-Cal Mexican Lager (LCBO Warehouse)	4 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	10	17396	Cameron's Cruising Through The Galaxy Hazy (413)	473	
<input type="checkbox"/>	<input type="checkbox"/>		25664	Flying Monkeys Blueberry Sour (6309)	473	
<input type="checkbox"/>	<input type="checkbox"/>		26556	Sunsetter Beach Lager (8454)	473	
<input type="checkbox"/>	<input type="checkbox"/>		242545	Great Lakes Canuck Pale Ale (1929)	473	
<input type="checkbox"/>	<input type="checkbox"/>		508580	Wellington Upside IPA (4826)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		545160	Tito's Handmade Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	597559	Tito's Handmade Vodka	750	LTO, FNT
<input type="checkbox"/>	<input type="checkbox"/>		628990	Tito's Handmade Vodka	1140	VA, FNT
<input type="checkbox"/>	<input type="checkbox"/>		24341	Mott's Clamato Caesar Chipotle Lime	458	APP
<input type="checkbox"/>	<input type="checkbox"/>	12	334805	Mott's Extra Spicy Caesar	458	
<input type="checkbox"/>	<input type="checkbox"/>		491324	Motts Clamato Pickled Caesar	458	
<input type="checkbox"/>	<input type="checkbox"/>		10357	Crown Royal Peach	750	
<input type="checkbox"/>	<input type="checkbox"/>	13	403519	Crown Royal Apple	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		476911	Crown Royal Vanilla	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	337535	Santa Carolina Sauvignon Blanc Reserva	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		406843	Jacob's Creek Moscato	1500	VA
<input type="checkbox"/>	<input type="checkbox"/>		541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	225243	Stolichnaya Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		225250	Stolichnaya Vodka	1140	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>		272716	Stolichnaya Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	14918	Well Hibiscus Infused Lemonade	355	APP
<input type="checkbox"/>	<input type="checkbox"/>		24346	Jack Daniels Tennessee Honey Lemonade	473	LTO, APP
<input type="checkbox"/>	<input type="checkbox"/>		24401	Collective Arts Lemon Squeezy	355	LTO, APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	17	15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		21689	Zapl Pink Lemonade Sour IPA (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/>		446831	Maclean's Farmhouse Blonde (9719)	473	
<input type="checkbox"/>	<input type="checkbox"/>	18	5959	Baileys Irish Cream	750	
<input type="checkbox"/>	<input type="checkbox"/>		19419	Baileys Deliciously Light	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		392308	Baileys Vanilla Cinnamon	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	19	497214	Ardiel Dry Apple Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		497719	Family Tree Apple Cider Puddicome (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		515098	Shiny Apple Cider Rosé (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	19581	Mill Street Original Organic Lager (1950)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>		492017	Steam Whistle (5577/275/TBS)	6 × 473	OCB
<input type="checkbox"/>	<input type="checkbox"/>		497339	Kona Big Wave Golden Ale (LCBO Warehouse)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	935	Captain Morgan White Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		337667	Havana Club Original 3 Year Old	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	11868	Whitley Neill Rhubarb & Ginger	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16859	Dixon's Wicked Blueberry Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22449	Hendrick's Neptunia	750	FNT, LTO
<input type="checkbox"/>	<input type="checkbox"/>		22454	Tanqueray Blackcurrant Royale	700	VA
<input type="checkbox"/>	<input type="checkbox"/>		129940	Aviation Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		319673	Bombay Sapphire East London Dry Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		358556	Dillon's Gin 22 Unfiltered	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		374231	Ungava Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		448597	Georgian Bay Gin	750	S1, VA
<input type="checkbox"/>	<input type="checkbox"/>		557470	Empress 1908 Gin	750	FNT, LTO
<input type="checkbox"/>	<input type="checkbox"/>	635508	Drumshanbo Gunpowder Irish Gin	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	636068	Malfy Gin Rosa	750	VA	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			25515	Saintly Sparkling Brut VQA	750	LTO
			217273	Mumm Cuvee Napa Brut Prestige	750	LTO
			253948	Martini & Rossi Asti	750	LTO
			277186	Zonin Prosecco Brut 1821 Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO
			394577	Fiol Prosecco Doc	750	LTO
			464776	Louis Bouillot Perle Noire	750	LTO
			487694	La Marca Prosecco Doc	750	LTO, Wine Fridge
			577148	Villa Conchi Brut Seleccion	750	LTO
			42	Canadian Club Premium	750	APP
			1487	Crown Royal	750	APP, VA
			14355	Appleton Estate 12YO Rare	750	APP
			22449	Hendrick's Neptunia	750	Mini Thematic, LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Premium Flight</b>	25141	Lobos 1707 Tequila Reposado	750	
			34595	Patron Silver Tequila	750	APP
			334110	Ciroc Peach	750	VA
			363770	Ketel One Vodka	1140	LTO
			417196	Grey Goose Vodka	1140	APP
			597559	Tito's Handmade Vodka	750	End Aisle, LTO
			609362	Casamigos Mezcal	750	
			1099	Johnnie Walker Red Label	750	APP
			1784	Grand Marnier Cordon Rouge	750	APP
			19441	Dejado Tequila Blanco 100% Agave	750	
			19749	Teremana Blanco Tequila	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Standard Flight</b>	95935	Grey Goose Vodka	750	
			417295	Ciroc Original Unflavoured	750	
			456095	Ketel One Vodka	750	VA
			557470	Empress 1908 Gin	750	Mini Thematic, LTO
			628990	Tito's Handmade Vodka	1140	End Aisle, VA
			705418	El Dorado Special Reserve 15 Year Old Rum	750	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	17817	Corona Extra (275/TBS)	6 × 473	
			17818	Corona Extra (275/TBS)	6 × 330	VA
			17846	Corona Extra (275/TBS)	6 × 355	APP
			17853	Corona Extra (275/TBS)	473	
			22683	Corona Extra (275/TBS)	710	
			611566	Coronita Extra (LCBO Warehouse)	6 × 207	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	24316	White Claw Hard Seltzer Pineapple	473	
			24358	Cottage Springs Blueberry Vodka Water	355	
			24381	Coors Seltzer Blue Raspberry	473	APP
			24388	Vizy Blackberry Lemon	473	
			24404	Smirnoff Vodka Soda Berry Blast	355	APP
			24534	High Noon Grapefruit	355	
			25315	Topo Chico Strawberry Guava	473	APP
			25490	Cruise Mango Dragonfruit	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	117	Bacardi Superior White Rum	750	VA
			19147	Nutrl Vodka Soda Cherry	473	
			24365	Nutrl Vodka Soda Raspberry	473	
			135566	Polar Ice Vodka	750	APP, Necktag Contest
			477885	Polar Ice Vodka (P.E.T)	1750	APP, Necktag Contest
			520353	Bacardi Spiced Rum	750	VA
			666032	Nutrl Vodka Soda Grapefruit	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Hennessy	905976	Budweiser (275/TBS)	473	LTO
			8284	Hennessy VS Cognac	750	VA
			245688	Hennessy VS Cognac	375	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Georgian Bay	605576	Hennessy VS Cognac	200	VA
			13909	Georgian Bay Canadian Whisky	750	S1, LTO, VA
			446559	Georgian Bay Vodka	750	S1, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	Long Weekend Super Sale	448597	Georgian Bay Gin	750	S1, VA
			4431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	LTO
			15373	White Claw Variety Pack #1	12 × 355	LTO
			19153	Cottage Springs Raspberry Lime Vodka Box	4000	LTO
			24407	Nutrl The Mixed	12 × 355	LTO
			24427	Cottage Springs Vodka Iced Tea Box	4000	LTO
			110320	No Name Beer	6 × 341	LTO
321794	Smirnoff Ice	24 × 330	LTO			

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Belaire Block Pile	19037	Belaire Luxe Rosé Sparkling	750	
			25280	Brut Gold Sparkling Luc Belaire	750	
<input type="checkbox"/>	<input type="checkbox"/>		25281	Bleu Sparkling Luc Belaire	750	
			540104	Belaire Rare Rosé Sprkling Magnum (Soverign)	1500	
			632356	Belaire Luxe Sparkling (Sovereign Brands)	750	
		Wines Block Pile	99408	Woodbridge By Robert Mondavi Chardonnay	750	LTO
			394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO
			399428	Jackson-Triggs Sauvignon Blanc	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		487694	La Marca Prosecco Doc	750	LTO
			539312	Josh Cellars Rose	750	LTO
			738823	>Liberty School Cabernet Sauvignon	750	LTO
			962886	>La Crema Sonoma Coast Chardonnay	750	LTO
		Middle Nesting Table/ Celebration Fixture	19255	Matua Pinot Grigio Marlborough	750	LTO
			22199	Jacob's Creek Double Barrel Shiraz	750	LTO
			285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO
			293043	Stoneleigh Marlborough Sauvignon Blanc	750	Flex Space, LTO, Wine Fridge
			302349	Rosemount Diamond Shiraz	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		308288	Whitehaven Sauvignon Blanc	750	APP, Wine Fridge
			311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	LTO
			316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO
			620054	Babich Sauvignon Blanc	750	LTO
			621623	Yellow Tail Cabernet Sauvignon	750	LTO
		695080	Hardys Stamp Series Shiraz/Cabernet	1500	LTO	
		991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	End Aisle, Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	296244	Guinness Draught (LCBO Warehouse)	4 × 440	Value Add
			442731	Kilkenny Irish Ale (LCBO Warehouse)	4 × 500	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	25045	High Park New Friends Session IPA (179)	473	
			25695	Wellington Brewery Blowout Cherry Vanilla Sour (4826)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	311779	Bud Light (275/TBS)	6 × 473	LTO
			311787	Budweiser (275/TBS)	6 × 473	Value Add
			904334	Budweiser (275/TBS)	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	14987	Muskoka Craft Lager (LCBO Warehouse)	6 × 473	
			14988	Muskoka Detour (LCBO Warehouse)	6 × 473	Value Add
			19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	16897	Great Lakes Brewery - Burst!	473	
			19268	Beau's Full Time IPA	473	
			20265	Flying Monkeys Worlds Away Modern Lager	473	
			25047	Muskoka Drifter	473	
			492017	Steam Whistle	6 × 473	
			549873	Collective Arts Jam Up The Mash	473	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	19369	Saison Du Tracteur American Saison	600	
			25020	St-Ambroise IPA Mix Pack	1892	
			25021	Deschutes King Crispy Pilsner	1420	
			25024	Cigar City Frost Proof Belgian-Style White	1420	
			25617	Upstreet Rhuby Social Strawberry Rhubarb Wit	473	
			25025	Westmalle Extra	330	
			25026	Mas Agave Clasica Grapefruit Barrel Aged Series	355	
			25027	Duchesse Cherry	330	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	10485	Pelee Island Lola Pinot Grigio VQA	750	LTO
			17369	Sandbanks Route 33 White VQA	750	LTO
			200535	Konzelmann Chardonnay Unoaked VQA	750	LTO
			504241	Henry Of Pelham Cabernet/Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	65367	Eastdell Pinot Grigio VQA	750	APP
			89862	Girls' Night Out Rosé VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
			356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: July 16	278861	Berne Inspiration Rosé 2021	750	
			927186	Clos Henri Petit Clos Sauvignon Blanc 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	286278	Flat Rock Cellars Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	381996	Smirnoff Raspberry Flavoured Vodka	375	
			479899	Crown Royal Apple	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	10232	1800 Silver Tequila	375	APP
			267161	Jose Cuervo Especial Gold	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	9522	J.P. Wiser's Deluxe	375	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	25273	Fl!Ng Cucumber Mint Vodka Soda	355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	535294	Grolsch Premium Pilsner (LCBO Warehouse)	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	25275	Bulletproof Pink Grapefruit Blood Orange Verbena	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	688671	Thornbury Craft Wild Blueberry Elderflower Cider (LCBO Warehouse)	473	
			16546	On The Rocks Hornitos Margarita	375	
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	26678	On The Rocks Effen Cosmopolitan	375	LTO
			26679	On The Rocks Knob Creek Old Fashioned	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Fireball Whisky Display	10946	Fireball 6 Pack Carrier	6 × 50	APP

# Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65	66		
R1	Vodka A	638734 Deep Eddy Lemon	750	LTO											Y	Y
R2	Vodka B	242339 Alberta Pure Vodka (P.E.T)	1140	APP								Y	Y	Y	Y	Y
R3	Vodka C	Store Manager's Discretion										Y	Y	Y	Y	Y
R4	Vodka D	216903 Banff Ice Vodka	1140	APP, VA	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	545392 Smirnoff Berry Blast	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	602920 Flor De Cana 5 Year Rum Anejo Clasico	750	LTO												Y
R7	Rum B	446021 Bacardi Coconut Rum	750	LTO								Y	Y	Y	Y	Y
R8	Rum C	14354 Appleton Estate 8YO Reserve	750	LTO								Y	Y	Y	Y	Y
R9	Rum D	633271 Gosling's Bermuda Black Seal Rum	750	LTO								Y	Y	Y	Y	Y
R10	Rum E	492520 Bacardi 8 Year Old Reserva Gold Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	631853 Maverick Barnburner Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	472332 Wayne Gretzky Red Cask Whisky	750	LTO								Y	Y	Y	Y	Y
R13	Canadian Whisky C	474585 J.P. Wiser's Apple Whisky	750	LTO								Y	Y	Y	Y	Y
R14	Canadian Whisky D	21692 Montenegro Select Aperitivo	750	VA		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	434092 Crown Royal Northern Harvest Rye	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	395582 Auchentoshan American Oak, Lowland	750	LTO								Y	Y	Y	Y	Y
R17	Scotch B	21309 The Glenlivet Caribbean Reserve Single Malt Scotch	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	216721 Tanqueray London Dry Gin	1140	LTO								Y	Y	Y	Y	Y
R19	Liqueurs A	16079 Martini Fiero	750	LTO											Y	Y
R20	Liqueurs B	600981 Hpnotiq Liquor	750	LTO								Y	Y	Y	Y	Y
R21	Liqueurs C	477836 Malibu Coconut Rum	750	LTO								Y	Y	Y	Y	Y
R22	Liqueurs D	2253 Disaronno Amaretto	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	173542 Tequila Don Julio Blanco	750													Y
R24	Brandy B	1925 Courvoisier VA	750	LTO								Y	Y	Y	Y	Y
R25	Tequila A	450932 Jose Cuervo Tradicional Reposado	750	LTO											Y	Y
R26	Ontario Blend A	19339 Good Natured Merlot Gamay Noir VQA	750	LTO								Y	Y	Y	Y	Y
R27	Ontario Blend B	16394 Peller Family Vineyards Pinot Grigio Crtn	1000	LTO								Y	Y	Y	Y	Y
R28	Ontario Blend C	621219 Pelee Island Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	132506 XOXO Pinot Grigio/Chardonnay	1500	LTO								Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	617662 Diabolica Red VQA	750	LTO								Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	14870 Wayne Gretzky Rosé VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	331025 Jackson-Triggs Cabernet Sauvignon	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	467662 Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO											Y	Y
R34	Ontario VQA B	457341 Muskoka Lakes Blueberry Wine	750	LTO											Y	Y
R35	Australia/New Zealand A	142117 Lindemans Bin 65 Chardonnay	750	LTO											Y	Y
R36	Australia/New Zealand B	21379 Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	LTO											Y	Y
R37	Australia/New Zealand C	68254 Yellow Tail Pinot Grigio	750	LTO								Y	Y	Y	Y	Y
R38	Australia/New Zealand D	506691 Wolf Blass Yellow Label Shiraz	750	LTO	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	Y	Y	Y	Y	Y
R40	USA B	383885 The Show Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	483263 Don David Reserve Malbec	750	LTO											Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R42 Chile B	370924	Trapiche Pure Malbec	750	LTO	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	533307	Silk & Spice Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	165845	Gran Feudo Rosé	750	LTO									Y	Y
R46 France South B	16396	Champagne Victoire Brut Rosé	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	LTO									Y	Y
R48 Italy Central A	385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO									Y	Y
R49 Italy Central B	589101	Ruffino Lumina Pinot Grigio Igt	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	340570	Val D'Oca Prosecco DOCG	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	16180	Carlo Pellegrino, Marsala Superiore	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	92114	Loios White	750	LTO										Y
R53 Southern Europe B	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO									Y	Y
R54 Germany A	20979	Juliet Prosecco Rosé Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	367276	Jacob's Creek Moscato Rosé	750	LTO, Wine Fridge									Y	Y
R56 Sparkling B	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	676841	Red Stripe Lager (LCBO Warehouse)	6 × 330	LTO										Y
R58 Ontario Beer B	14400	Coors Original (275/TBS)	6 × 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	20029	Black Oak 20 Hazy Years (5262)	473											Y
R60 Beer 2	26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	514851	Okanagan Apple Cider (LCBO Warehouse)	473					Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing (275/TBS)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	APP			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	667303	Blue Lobster Vodka Soda	473				Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	24366	Weekender Blue Raspberry	500	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	21544	Smirnoff Pink Lemonade	750	LTO	Diageo Canada Inc.
C2: Canadian Whisky	33928	J.P. Wiser's Deluxe	1750	LTO	Corby Spirit And Wine Limited
C3: Ontario Non VQA Blend	70052	Peninsula Ridge Shiraz VQA	750	LTO	M.Andrew Fine Wines, Beers & Spirits
C4: French Blend	427377	Porta 6, Vr Lisboa	750	LTO	Boldworks Corporation
C5: Fixed Store Location	413062	Two Oceans Cabernet Sauvignon/ Merlot	1500	LTO	PMA Canada Ltd.
C6: Vodka	17886	H2 Craft Hibiscus & Rose Petal Gin Ddp	750	LTO	Global Beverage Imports
C7: Scotch	11248	Baileys Espresso	750	LTO	Diageo Canada Inc.
C8: Liqueurs	311928	Canadian Club Classic 12 Year Old	750	LTO	Beam Suntory
C9: Ontario Blends	17472	Trius Baco Noir VQA	750	LTO	Andrew Peller Limited
C10: France Red	392597	Chloe Chardonnay	750	LTO	Corby Spirit And Wine Limited

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	144857	Konzelmann Shiraz Barrel Aged VQA	750	LTO	Konzelmann Estate Winery
D2: Discovery Wines 2	143164	Cusumano Nero D'Avola Terre Sicilane Igt	750	LTO	Fwm Canada
D3: Discovery Wines 3	358838	Wakefield Promised Land Cabernet Sauvignon	750	LTO	Vin Vino Wine Merchants Inc.
D4: Discovery BSM 1	24567	Rocky Point Sour Lime Lager (3450)	355	LTO	Sinnott Road Inc.
D5: Discovery BSM 2	26164	Lagunitas IPA (LCBO Warehouse)	500	LTO	Heineken Canada Inc.
D6: Discovery BSM 3	24327	Brock Street Raspberry Lemon Vodka Soda	473	APP	Brock Street Brewing Company
D7: Discovery Spirits 1	12195	Grand Marnier Cordon Rouge	375	LTO, Necktag	Forty Creek Distillery Ltd
D8: Discovery Spirits 2	311944	Canadian Club Classic 12 Year Old	1750	LTO	Beam Suntory
D9: Discovery Spirits 3	25554	Dirty Devil Vodka	750	Value Add	Halpern Enterprises

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	19239	Porta 6 White	750	LTO	Boldworks Corporation

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
943	Mouton Cadet Bordeaux Red Aoc	750	\$2.00	
1925	Courvoisier VA	750	\$5.00	Shelf Extender
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender
9522	J.P. Wiser's Deluxe	375	\$1.00	FEM3
10216	Kahlua Coffee Liquor	1140	\$1.00	
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	goLOCAL
10815	Collective Arts Hazy State	473	\$0.20	Mini Thematic
11248	Baileys Espresso	750	\$1.00	Comm. Extender
11573	Vodkow	750	\$3.00	
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	Mini Thematic
11939	Victoria Park Cabernet Sauvignon	750	\$2.00	
12195	Grand Marnier Cordon Rouge	375	\$1.50	Discovery Extender, Necktag
13700	The Beachhouse Sauvignon Blanc	1500	\$2.00	Feature Fixture A
13909	Georgian Bay Canadian Whisky	750	\$1.50	S1, Value Add
14354	Appleton Estate 8YO Reserve	750	\$2.00	Shelf Extender
14400	Coors Original	6 × 473	\$1.00	Shelf Extender
14485	Ace Hill Lemon Vodka Soda	355	\$0.20	
14618	Smirnoff Vodka & Soda White Peach Rosé	4 × 355	\$1.00	
14870	Wayne Gretzky Rosé VQA	750	\$2.00	Shelf Extender
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00	
14915	Dillon's Rye Whisky	750	\$3.00	
15004	Twisted Tea Mix	12 × 355	\$2.00	
15012	Northern Keep Vodka	750	\$2.75	
15116	Cowbell Brewing Co. Hazy Days IPA	473	\$0.20	Mini Thematic
15717	Flying Monkeys The Mutants Are Revolting	473	\$0.20	End Aisle
16079	Martini Fiero	750	\$2.00	Shelf Extender
16180	Carlo Pellegrino, Marsala Superiore	750	\$2.75	Shelf Extender
16225	Bees Knees	355	\$0.20	
16392	Gran Passione Prosecco Doc Spumante	750	\$3.00	
16394	Peller Family Vineyards Pinot Grigio Crtn	1000	\$1.00	Shelf Extender
16396	Champagne Victoire Brut Rosé	750	\$3.00	Shelf Extender
16479	Nutrl Vodka	375	\$1.50	
16549	Rumchata Limon	750	\$1.00	
16859	Dixon's Wicked Blueberry Gin	750	\$4.00	Mini Thematic
17055	Jameson Cold Brew Irish Whiskey	750	\$3.00	End Aisle
17369	Sandbanks Route 33 White VQA	750	\$2.00	goLOCAL



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17472	Trius Baco Noir VQA	750	\$1.50	Comm. Extender
17690	Trius Brut Rose Sparkling (Andrew Peller)	750	\$3.00	
17823	Stella Artois	6 × 330	\$1.00	
17886	H2 Craft Hibiscus & Rose Petal Gin Ddp	750	\$2.00	Comm. Extender
18877	Cabot Trail Maple Cream	1140	\$2.00	
18942	Spade & Sparrows Rosé	750	\$3.00	Necktag
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00	End Aisle
19061	Good Fortune Spk Wine Spritz C. Orange Flower	355	\$0.20	Wine Fridge
19239	Porta 6 White	750	\$1.50	Green Extender
19255	Matua Pinot Grigio Marlborough	750	\$2.00	Middle Nesting Table
19261	Bread & Butter Chardonnay	750	\$2.00	Flex Space, Wine Fridge
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	Shelf Extender
19347	Founder's Original Bourbon Sour	355	\$0.15	
19419	Baileys Deliciously Light	750	\$2.00	End Aisle
19581	Mill Street Original Organic Lager	6 × 355	\$1.00	End Aisle
19748	Grow Wild Ravishing Rosé VQA	750	\$2.00	Wine Fridge
19820	Havana Club Cuban Smoky	750	\$3.00	End Aisle
19853	Botter Oggi Pinot Grigio Doc Organic	750	\$2.00	End Aisle
19922	Barone Montalto Pinot Grigio	1500	\$1.00	
20137	Hop City Misfit Mango Passionfruit IPA	473	\$0.20	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00	
20362	Finlandia Vodka	750	\$1.00	
20710	Duca Di Saragnano Chianti Governo	750	\$1.50	
20979	Juliet Prosecco Rosé Doc	750	\$2.00	Shelf Extender
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$2.00	Shelf Extender
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	\$2.00	Shelf Extender
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	\$2.00	
21544	Smirnoff Pink Lemonade	750	\$1.00	Comm. Extender
21987	19 Virgen Malbec Organic Domaine Jean Bousquet	750	\$1.50	
22074	Top Shelf Butter Tart Liquor Ddp	375	\$1.00	
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	Middle Nesting Table
22449	Hendrick's Neptunia	750	\$3.00	Mini Thematic, Front Nesting Table
24346	Jack Daniels Tennessee Honey Lemonade	473	\$0.25	End Aisle, APP
24387	One, Two Tea! White Tea	473	\$0.25	APP
24401	Collective Arts Lemon Squeezy	355	\$0.15	End Aisle, APP
24428	Cazadores Paloma	1750	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
24432	Georgian Bay Mango Tequila Smash	6 × 355	\$1.00	
24437	Sailor Jerry	1750	\$2.00	End Aisle
24567	Rocky Point Sour Lime Lager	355	\$0.25	Discovery Extender
24924	Casamigos Reposado Tequila	1750	\$10.00	End Aisle
24952	Amarula Plant Based	750	\$3.00	
25009	Casillero Del Diablo Reserva Chardonnay	750	\$2.00	
25035	Somersby Wild Garden Crushed Apple	473	\$0.25	End Aisle
25273	FLiNG Cucumber Mint Vodka Soda	355	\$0.20	CE3
25397	Sleeman Clear 2.0	6 × 355	\$1.55	
25461	Mindful Pinot Grigio VQA	750	\$2.00	Feature Fixture A
25462	Mindful Rosé VQA	750	\$2.00	
25490	Cruise Mango Dragonfruit	473	\$0.25	Seasonal Block Pile B
25515	Saintly Sparkling Brut VQA	750	\$2.00	Mini Thematic
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	
26164	Lagunitas IPA	500	\$0.30	Discovery Extender
26308	Michelob Ultra Organic Gold	6 × 473	\$1.00	Shelf Extender
26678	On The Rocks Effen Cosmopolitan	375	\$3.00	Cold Room Spirits
26679	On The Rocks Knob Creek Old Fashioned	375	\$3.00	Cold Room Spirits
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
33928	J.P. Wiser's Deluxe	1750	\$1.00	Comm. Extender
35840	Zubrowka Bison Vodka	750	\$1.50	
37911	V) Cabernet Sauvignon 1865 (Tarapaca)	750	\$2.00	
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	VL1
64659	Captain Morgan Private Stock Rum	750	\$1.00	End Aisle
68254	Yellow Tail Pinot Grigio	750	\$1.00	Shelf Extender
70052	Peninsula Ridge Shiraz VQA	750	\$2.00	Comm. Extender
77933	Rev (P.E.T)	473	\$0.25	
80127	Sailor Jerry Spiced Rum	750	\$2.00	End Aisle
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.00	
89029	>V) Riesling Sketches Of Niagara (Tawse)	750	\$2.00	
92114	Loios White	750	\$1.50	Shelf Extender
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	
116038	Metaxa Seven Star	750	\$2.00	
129940	Aviation Gin	750	\$2.00	Mini Thematic
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	Shelf Extender
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.30	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	Shelf Extender
143164	Cusumano Nero D'Avola Terre Sicilane Igt	750	\$2.00	Discovery Extender
143891	Peroni Nastro Azzurro	500	\$0.25	
144857	Konzelmann Shiraz Barrel Aged VQA	750	\$1.50	Discovery Extender
144865	Wayne Gretzky Riesling VQA	750	\$2.00	Feature Fixture A
148007	Czechvar Premium Lager	500	\$0.35	
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	Shelf Extender
157883	Montes Reserva Cabernet Sauvignon	750	\$2.00	
165308	Colio Extra Dry White	1500	\$1.00	
165845	Gran Feudo Rosé	750	\$1.50	Shelf Extender
184796	Strongbow Cider	8 x 440	\$1.55	End Aisle,
189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00	
200535	Konzelmann Chardonnay Unoaked VQA	750	\$1.50	goLOCAL
209221	Absolut Vodka	1140	\$2.00	
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	
216721	Tanqueray London Dry Gin	1140	\$1.00	Shelf Extender
217257	Sailor Jerry Spiced Rum	1140	\$3.00	End Aisle
217273	Mumm Cuvee Napa Brut Prestige	750	\$2.50	Mini Thematic
217653	Captain Morgan Spiced	1140	\$1.50	
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00	
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Shelf Extender
225243	Stolichnaya Vodka	750	\$1.20	End Aisle
225698	The Kraken Black Spiced Rum	750	\$2.00	
226944	>Rodney Strong Cab Sauv Sonoma County	750	\$3.00	
229047	Yellow Tail Bubbles Rosé	750	\$2.00	Wine Fridge
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	\$2.00	End Aisle
253948	Martini & Rossi Asti	750	\$1.50	Mini Thematic
260307	Hollandia Lager Beer	500	\$0.25	
261867	V) Malbec Reserva(Bodegas Fabre Sa)	750	\$2.00	
263574	Errazuriz Estate Series Sauvignon Blanc	750	\$2.00	Feature Fixture A
263780	Licor 43	750	\$2.00	Necktag
267161	Jose Cuervo Especial Gold	375	\$1.00	FEM1
267245	Jose Cuervo Especial Gold Tequila	1140	\$3.00	
270447	Guinness Draught Beer	500	\$0.25	
272716	Stolichnaya Vodka	1750	\$2.00	End Aisle
275933	Jameson Irish Whiskey	1750	\$2.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	Wine Fridge
277186	Zonin Prosecco Brut 1821 Doc	750	\$3.00	Mini Thematic
281311	The Pavillion Chenin Blanc	750	\$1.50	Flex Space
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Middle Nesting Table
285767	Gallo Family Vineyards White Zinfandel	750	\$1.00	
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	OWS
289835	Peller Family Vineyards Dry White	1500	\$1.50	
292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	\$2.00	Flex Space
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Middle Nesting Table, Flex Space, Wine Fridge
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Feature Fixture A
300699	Molson Canadian	6 × 473	\$1.00	
302349	Rosemount Diamond Shiraz	750	\$2.00	Middle Nesting Table
305144	Jackson-Triggs Chardonnay Bag In Box	4000	\$3.00	
311779	Bud Light	6 × 473	\$1.00	EZH
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Middle Nesting Table
311928	Canadian Club Classic 12 Year Old	750	\$2.75	Comm. Extender
311936	Canadian Club Classic	1140	\$1.50	
311944	Canadian Club Classic 12 Year Old	1750	\$2.00	Discovery Extender
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00	Middle Nesting Table
316844	Bombay Sapphire London Dry	750	\$1.00	
319673	Bombay Sapphire East London Dry Gin	750	\$1.50	Mini Thematic
328419	Carib Lager	6 × 330	\$1.00	
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	Shelf Extender
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	
337535	Santa Carolina Sauvignon Blanc Reserva	750	\$2.00	End Aisle
337949	Heineken Lager	500	\$0.20	
340570	Val D'Oca Prosecco DOCG	750	\$2.00	Shelf Extender
350900	>Robert Oatley Signature Series Chardonnay	750	\$2.00	
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00	VL1
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$2.00	
358556	Dillon's Gin 22 Unfiltered	750	\$2.00	Mini Thematic
358838	Wakefield Promised Land Cabernet Sauvignon	750	\$2.00	Discovery Extender
363770	Ketel One Vodka	1140	\$3.00	Front Nesting Table
366633	Ron Diplomatico Reserva Exclusiva Rum	750	\$5.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
367276	Jacob's Creek Moscato Rosé	750	\$2.00	Shelf Extender, Wine Fridge
370924	Trapiche Pure Malbec	750	\$2.00	Shelf Extender
374231	Ungava Gin	750	\$2.00	Mini Thematic
375071	Calmel & Joseph Villa Blanche Chardonnay Pays	750	\$3.00	
383059	Sleeman Original Draught	6 × 473	\$2.00	
383885	The Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$2.00	Shelf Extender
388694	Casamigos Tequila Reposado	750	\$4.00	End Aisle, Value Add
392597	Chloe Chardonnay	750	\$3.00	Comm. Extender
394015	Brickworks Batch:1904 Cider	473	\$0.30	End Aisle
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Mini Thematic
394577	Fiol Prosecco Doc	750	\$2.00	Mini Thematic
395582	Auchentoshan American Oak, Lowland	750	\$3.00	Shelf Extender
398693	Naughty Neighbour American Pale Ale	473	\$0.25	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
400754	Iceberg Vodka	750	\$1.00	
403519	Crown Royal Apple	750	\$2.00	End Aisle
405175	>Freakshow Cabernet Sauvignon	750	\$3.00	
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	\$3.00	
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	\$1.00	Comm. Extender
413179	>(V) Amarone Ci Valpolicella (Zenato)	750	\$3.00	
418590	Modelo Especial	6 × 355	\$1.00	
418657	Lily Sparkling Wine VQA	750	\$1.00	
419770	>Wines Of Substance Cabernet Sauvignon	750	\$3.00	
427377	Porta 6, Vr Lisboa	750	\$2.00	Comm. Extender
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00	
431239	Faxe Premium Lager	500	\$0.25	
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	
434092	Crown Royal Northern Harvest Rye	750	\$3.00	Shelf Extender
441519	Pelee Pebbles Red	1500	\$1.00	
443903	Havana Club Anejo Reserva	750	\$1.50	End Aisle
444687	19la Posta Fazzio Malbec	750	\$1.50	
446021	Bacardi Coconut Rum	750	\$1.00	Shelf Extender
446559	Georgian Bay Vodka	750	\$1.50	S1, Value Add
446567	Iceberg Vodka (P.E.T)	750	\$1.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
449207	>Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Shelf Extender
452169	Vieni Bruce Trail Red VQA	750	\$1.00	
457119	Big Bill Cabernet Sauvignon	750	\$2.00	Flex Space
457341	Muskoka Lakes Blueberry Wine	750	\$1.00	Shelf Extender
464388	Sogrape Vila Regia, Douro	750	\$1.00	Shelf Extender
464776	Louis Bouillot Perle Noire	750	\$2.00	Mini Thematic
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Shelf Extender
470823	Pelee Island Merlot	750	\$1.00	
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Shelf Extender
474585	J.P. Wiser's Apple Whisky	750	\$1.50	Shelf Extender
476911	Crown Royal Vanilla	750	\$2.00	End Aisle
477836	Malibu Coconut Rum	750	\$1.50	Shelf Extender
479899	Crown Royal Apple	375	\$1.00	CE1
481366	High River Canadian Whisky	750	\$3.00	
483263	Don David Reserve Malbec	750	\$2.00	Shelf Extender
486001	XOXO Pinot Grigio Sangria	750	\$1.00	
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
487694	La Marca Prosecco Doc	750	\$2.00	Mini Thematic, Wine Fridge
489351	Gahan Blueberry Ale	473	\$0.25	
491290	Pop Shoppe Hard Cream Soda	473	\$0.25	
492314	Vieni Bruce Trail White VQA	750	\$1.00	Feature Fixture A
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$3.00	Shelf Extender
497214	Ardiel Dry Apple Cider	473	\$0.25	End Aisle
497339	Kona Big Wave Golden Ale	6 x 355	\$1.00	End Aisle
497719	Family Tree Apple Cider Puddicome	473	\$0.20	End Aisle
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	goLOCAL
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	Shelf Extender
507475	Trapiche Reserve Pinot Grigio	750	\$1.50	Feature Fixture A
508580	Wellington Upside IPA	473	\$0.25	Mini Thematic
515098	Shiny Apple Cider Rosé	473	\$0.50	End Aisle
518407	Blue Nun 24k Gold Edition Sparkling	750	\$2.00	
520320	Bacardi Superior	1140	\$1.00	Front Entrance Table, Value Add
526327	Georges Duboeuf Beaujolais	1500	\$3.00	
529354	Pelee Island Pelee Pink VQA	750	\$2.00	
533307	Silk & Spice Red	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
535294	Grolsch Premium Pilsner	500	\$0.25	CE4
539312	Josh Cellars Rosé	750	\$2.00	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	End Aisle
544833	Miller Genuine Draught	6 × 355	\$1.00	
545160	Tito's Handmade Vodka	1750	\$4.00	End Aisle
545392	Smirnoff Berry Blast	750	\$1.00	Shelf Extender
547869	18 Medalla Malbec	750	\$2.00	
557470	Empress 1908 Gin	750	\$3.00	Mini Thematic, Front Nesting Table
574533	Magnotta Pinot Grigio Venture Series VQA	750	\$1.50	
575357	3 Speed Lager 568	568	\$0.25	
577148	Villa Conchi Brut Seleccion	750	\$2.00	Mini Thematic
580183	Blu Giovello Pinot Grigio	750	\$2.00	Feature Fixture A
581124	XOXO Light Pinot Grigio	750	\$1.00	Feature Fixture A
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	Shelf Extender, Wine Fridge
591313	>Gamay VQA (Malivoire Wine Co.)	750	\$2.00	
594127	Vineland Cabernet Franc VQA	750	\$2.00	
597559	Tito's Handmade Vodka	750	\$2.00	End Aisle, Front Nesting Table
600981	HpnotiQ Liquor	750	\$2.50	Shelf Extender
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	Shelf Extender
609248	Moosehead Radler	473	\$0.20	Necktag Contest
609875	Eastdell Black Cab VQA	750	\$2.00	End Aisle
617647	Amsterdam Blonde	568	\$0.25	
617662	Diabolica Red VQA	750	\$2.00	Shelf Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	End Aisle
620054	Babich Sauvignon Blanc	750	\$2.00	Middle Nesting Table
620104	Angels Gate Sussreserve Riesling VQA	750	\$1.50	
620617	Collavini Pinot Grigio	1500	\$3.50	Feature Fixture A
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	End Aisle, Wine Fridge
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Feature Fixture A, Wine Fridge
631853	Maverick Barnburner Whisky	750	\$2.00	Shelf Extender
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	Mini Thematic
638734	Deep Eddy Lemon	750	\$1.00	Shelf Extender
643114	Josh Cellars Sauvignon Blanc	750	\$2.00	Feature Fixture A

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	Flex Space
666032	Nutrl Vodka Soda Grapefruit	473	\$0.15	Seasonal Block Pile C
666917	Creemore Premium Lager	473	\$0.25	
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	End Aisle
676841	Red Stripe Lager	6 × 330	\$1.00	Shelf Extender
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00	Middle Nesting Table
697623	Michelob Ultra	6 × 355	\$1.00	
705418	El Dorado Special Reserve 15 Year Old Rum	750	\$5.00	Front Nesting Table
712463	V) Primus The Blend (Alto Casablanca)	750	\$2.00	
738823	>Liberty School Cabernet Sauvignon	750	\$2.00	
905976	Budweiser	473	\$0.20	Seasonal Block Pile C
907147	Alexander Keith's India Pale Ale	473	\$0.20	
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	
962886	>La Crema Sonoma Coast Chardonnay	750	\$2.00	



## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
42	Canadian Club Premium	750	60	Front Nesting Table
729	Blue Nun Deutscher Tafelwein	750	30	
1099	Johnnie Walker Red Label	750	60	Front Nesting Table
1222	Wiser's Special Blend	750	50	
1487	Crown Royal	750	60	Front Nesting Table, VA
1784	Grand Marnier Cordon Rouge	750	90	Front Nesting Table
2881	Pisse-Dru Beaujolais	750	50	
7369	Beefeater Dry	375	30	
10232	1800 Silver Tequila	375	80	FEM1
10946	Fireball Pack Carrier	6 × 50	60	Block Pile (select stores)
11572	XOXO Moscato	750	40	
12618	Stoneleigh Lighter Sauvignon Blanc	750	40	
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	100	
14355	Appleton Estate 12YO Rare	750	100	Front Nesting Table
14483	Ace Hill Raspberry Vodka Soda	355	5	
14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	20	
14706	Little Buddha Cc Grilled Pineapple Rosemary-Vodka	355	7	
14918	Well Hibiscus Infused Lemonade	355	5	End Aisle
15026	Brugal 1888	750	150	
15760	Slow Press Cabernet Sauvignon	750	100	
16094	Hendrick's Lunar Gin	750	150	
16178	Crystal Head Onyx	750	250	
16345	Peller Family Vineyards Cab Merlot Crtn	1000	30	
16363	Cono Sur Pinot Noir Organic	750	100	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	60	Necktag Contest
16868	18.8 Gin Ddp	750	60	
16903	Storyteller Lager	473	20	
17846	Corona Extra	6 × 355	30	Seasonal Block Pile A
17933	Top Shelf Vodka Ddp	1140	150	
18998	Lisbon By Night Red Blend	750	30	
19134	Absolut Mango Mule	355	25	
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	20	
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	20	
19167	Landshark Seltzer Pinapple Mango	473	5	
19338	Good Natured Crisp Chardonnay VQA	750	80	
19442	Sol	6 × 330	40	
19774	Cesari Valpolicella Doc Essere	750	111	
19855	Kingston 62 Gold	750	50	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
20054	Mare Di Sirena Pinot Grigio	750	10	Feature Fixture A
20069	Goose Island Juice Island Hazy IPA	473	5	
20351	Bud Light Seltzer Mango	473	20	
20807	Tribute Cabernet Sauvignon	750	100	
21265	Gray Jay Deluxe Canadian Whisky Ddp	750	75	
21384	Small Mercy Easy Going Red	750	40	
21441	Honest Lot Sauvignon Blanc	750	80	
21532	Grant's Sherry Cask 8YO Finish	750	120	
21876	Sheep Dog Peanut Butter Whiskey	750	120	
22089	Hop Valley Bubble Stash	473	27	
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	60	
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	5	
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5	
24324	Mxd Sour Cherry	473	5	
24327	Brock Street Raspberry Lemon Vodka Soda	473	23	Discovery Extender
24328	Jaw Drop Blue Blast Vodka Cooler	473	10	
24341	Mott's Clamato Caesar Chipotle Lime	458	5	End Aisle
24342	Black Fly Rum Pina Colada	4 × 400	25	
24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	15	Shelf Extender
24346	Jack Daniels Tennessee Honey Lemonade	473	25	End Aisle, LTO
24360	Black Fly Tequila Margarita Strawberry	4 × 400	25	
24366	Weekender Blue Raspberry	500	15	Shelf Extender
24369	Nude Pink Lemonade	355	10	
24376	Twisted Tea Slightly Sweet	473	25	
24379	Bobby Classic Margarita	473	5	
24381	Coors Seltzer Blue Raspberry	473	25	Seasonal Block Pile B
24385	Bacardi Pina Colada	355	10	
24387	One, Two Tea! White Tea	473	30	LTO
24391	Vizzy Strawberry Lemonade	473	25	
24399	Hail Caesar Korean BBQ	473	25	
24401	Collective Arts Lemon Squeezy	355	2	End Aisle, LTO
24404	Smirnoff Vodka Soda Berry Blast	355	5	Seasonal Block Pile B
24409	Chula Margarita	355	20	
24410	Landshark Seltzer Passionfruit Strawberry	473	5	
24424	Georgian Bay Pear Gin Smash	473	5	
24426	Black Fly Vodka Crushed Pineapple Punch	473	10	
24429	Corona Tropical Raspberry Lemon	355	20	
24808	Qween Blueberry Acai Vodka Beverage	473	5	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
24925	American Vintage Hard Iced Tea Peach	473	20	
24931	Gaze White Peach Moscato Wine Cocktail	375	20	
24957	Dr. McGillicuddy's Coffee	750	100	
25036	No Boats On Sunday Pear Cider	473	5	
25315	Topo Chico Strawberry Guava	473	24	Seasonal Block Pile B
26548	Walter Craft Caesar - Classic	458	25	
34595	Patron Silver Tequila	750	150	Front Nesting Table
38117	>V) Riesling Elevation St Urban (Vineland)	750	80	
40626	Charm Soju Liquor	360	15	
49726	Yukon Jack	750	100	
54353	Stoneleigh Marlborough Pinot Noir	750	50	Flex Space
63305	Peller Family Vineyards Red Crtn	1000	30	
65367	Estdell Pinot Grigio VQA	750	40	OWS
68551	Peller Family Vineyards Rosé Tetra	1000	30	
71647	Polar Ice Vodka (P.E.T)	750	50	Necktag Contest
73809	Carlsberg Beer	500	10	
85456	Colio Dry White	1500	125	
89862	Girls' Night Out Rosé VQA	750	120	OWS
103341	Canadian Club Premium (P.E.T)	750	60	
104299	>The Prisoner Red Blend	750	200	
111526	Nederburg Cabernet Sauvignon	750	100	Flex Space
112672	Wiser's Special Blend (P.E.T)	1750	120	
131870	Bushmills Malt 10 Year Old	750	200	
135566	Polar Ice Vodka	750	50	Seasonal Block Pile C, Necktag Contest
137810	Campo Viejo Rioja Reserva	750	50	
143750	Spinelli Cabernet Sauvignon	750	10	
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	100	
166090	Jack Daniel's And Cola Tall Can	473	24	
175026	Funf 5 German Riesling Rhein	750	50	
175042	Girls' Night Out Pineapple Mango Tango	750	50	
192922	Seagram's 83	1140	200	
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	125	
204560	Highland Park 12 Yr Old Single Malt	750	200	
216903	Banff Ice Vodka.	1140	75	Shelf Extender, Value Add
217067	Galliano Vanilla	375	50	
221887	>Robert Mondavi Napa Valley Sauvignon Blanc	750	150	
225615	Brugal Anejo	750	100	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
225771	Black Fly Tequila Margarita (P.E.T)	4 × 400	25	
231571	Seagrams 83 (P.E.T)	1750	300	
237792	Icebox Long Island Iced Tea	1140	100	
240150	Polar Ice Vodka	1140	75	Necktag Contest
242339	Alberta Pure Vodka (P.E.T)	1140	75	Shelf Extender
253302	Luksusowa Vodka	750	100	
255844	Era Montepulciano D'Abruzzo Doc Organic	750	80	
255869	Era Merlot Igt Organic	750	80	
267781	Voga Moscato Frizzante	750	55	
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	30	
285585	Masi Bonacosta Valpolicella Classico Doc	750	145	
305607	Seagrams 83	750	150	
306001	Colio Dry White Bag In Box	4000	250	
308288	Whitehaven Sauvignon Blanc	750	100	Middle Nesting Table, Wine Fridge
337667	Havana Club Original 3 Year Old	750	75	Front Nesting Table
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	100	Flex Space
382713	Nederburg Sauvignon Blanc	750	100	
391177	Sipsmith London Dry Gin	750	250	
407437	Black Fly Vodka Grapefruit	4 × 400	25	
407775	Snapple Spiked Peach Tea Vodka	458	5	
417196	Grey Goose Vodka	1140	150	Front Nesting Table
417576	Stock 84 Spirit	1140	300	
422345	Moosehead Lager	6 × 473	119	
451336	>Tom Gore Cabernet Sauvignon	750	100	
454876	>Ghost Pines Merlot Winemaker's Blend	750	100	
477885	Polar Ice Vodka (P.E.T)	1750	120	Seasonal Block Pile C, Necktag Contest
478412	Old Style Pilsner Can	473	6	
479980	Macallan 12 YO Double Cask	750	200	
484204	Malfy Gin Con Limone	750	90	
487181	Spier Signature Chardonnay	750	100	Flex Space
488593	Relax Bubbles	750	50	
492223	Pelee Island Rouge Bag In Box	3000	200	
494369	Southern Comfort (P.E.T)	200	40	
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120	
507467	Josh Cellars Legacy Red	750	100	
514463	Whitley Neill Original London Dry Gin	750	200	
517904	Wiser's Special Blend Canadian Whisky	750	50	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
524363	Santa Carolina Cabernet Sauvignon	1500	100	
526061	Collingwood Double Barrel Whisky	750	120	
549113	1800 Anejo Tequila	750	200	
569905	Carnivor Zinfandel	750	100	
595280	>Porcupine Ridge Syrah	750	75	Flex Space
626325	>Osoyoos Larose Le Grand Vin Okanagan VQA	750	120	
648592	Frisky Beaver Red VQA	750	40	
667097	Peller Family Vineyards Sauvignon Blanc	750	30	
671164	>St.Francis Cabernet Sauvignon	750	100	
718940	Goats Do Roam Red	750	40	Flex Space

## Aeroplan RTD Promotion

LCBO#	Description	Size (mL)	APP
14483	Ace Hill Raspberry Vodka Soda	355	5
14706	Little Buddha Cc Grilled Pineapple Rosemary-Vodka	355	7
14918	Well Hibiscus Infused Lemonade	355	5
19134	Absolut Mango Mule	355	25
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	20
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	20
19167	Landshark Seltzer Pinapple Mango	473	5
20351	Bud Light Seltzer Mango	473	20
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	5
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5
24324	Mxd Sour Cherry	473	5
24327	Brock Street Raspberry Lemon Vodka Soda	473	23
24328	Jaw Drop Blue Blast Vodka Cooler	473	10
24341	Mott's Clamato Caesar Chipotle Lime	458	5
24342	Black Fly Rum Pina Colada	4 x 400	25
24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	15
24346	Jack Daniels Tennessee Honey Lemonade	473	25
24360	Black Fly Tequila Margarita Strawberry	4 x 400	25
24366	Weekender Blue Raspberry	500	15
24369	Nude Pink Lemonade	355	10
24376	Twisted Tea Slightly Sweet	473	25

## Aeroplan RTD Promotion

LCBO#	Description	Size (mL)	APP
24379	Bobby Classic Margarita	473	5
24381	Coors Seltzer Blue Raspberry	473	25
24385	Bacardi Pina Colada	355	10
24387	One, Two Tea! White Tea	473	30
24391	Vizzy Strawberry Lemonade	473	25
24399	Hail Caesar Korean BBQ	473	25
24401	Collective Arts Lemon Squeezy	355	2
24404	Smirnoff Vodka Soda Berry Blast	355	5
24409	Chula Margarita	355	20
24410	Landshark Seltzer Passionfruit Strawberry	473	5
24424	Georgian Bay Pear Gin Smash	473	5
24426	Black Fly Vodka Crushed Pineapple Punch	473	10
24429	Corona Tropical Raspberry Lemon	355	20
24808	Qween Blueberry Acai Vodka Beverage	473	5
24925	American Vintage Hard Iced Tea Peach	473	20
25315	Topo Chico Strawberry Guava	473	24
26548	Walter Craft Caesar - Classic	458	25
166090	Jack Daniel's And Cola Tall Can	473	24
225771	Black Fly Tequila Margarita (P.E.T)	4 × 400	25
407437	Black Fly Vodka Grapefruit	4 × 400	25
407775	Snapple Spiked Peach Tea Vodka	458	5

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
166	Sogrape Mateus Rosé	750	Limited Edition Sleeve		166
307	Seagrams V.O.	750	Fireball 50 mL		307
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL		620
984	Alberta Premium Whisky	750	Canadian Club 1858 50 mL		984
12167	Metamorphosis Indigo Gin Ddp	750	H2 Hibiscus Gin 50 mL		12167
17818	Corona Extra	6 × 330	Water Bottle	Seasonal Block Pile A	17818
25554	Dirty Devil Vodka	750	Caesar Rim Mix	Discovery Extender	25554
53140	Havana Club 7 Years Old	750	Flip Flops	End Aisle	53140
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL		216226
216978	Seagrams V.O.	1140	Fireball 50 mL		216978
311787	Budweiser	6 × 473	Free BBQ Sauce or Spice Mix	EZH	311787
400671	Havana Club Original 3 Year Old	1140	Branded Flip Flops	End Aisle	400671
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL		438960
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL		454462
491811	Southern Comfort	750	Fireball 50 mL		491811
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL		517136
536805	Spirit Of York Gin	750	Spirit of York Coffee Bitters 50 mL		536805
541755	Spirit Of York Vodka	750	Spirit of York Coffee Bitters 50 mL		541755
628990	Tito's Handmade Vodka	1140	Tito's 50 mL	End Aisle, FNT	628990

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
117	Bacardi Superior White Rum	750	Blue Jays Shirt	Seasonal Block Pile C
166	Sogrape Mateus Rosé	750	Limited Edition Sleeve	
307	Seagrams V.O.	750	Fireball 50 mL	
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
935	Captain Morgan White Rum	750	Festive Tin Cups	Front Entrance
984	Alberta Premium Whisky	750	Canadian Club 1858 50 mL	
1487	Crown Royal	750	Recipe Booklet	FNT, APP
1743	Ruffino Chianti	750	Cocktail glass	
2485	Sauza Silver	750	Hornitos Reposado 50 mL	
3558	Gibson's Finest Rare 12 Years Old	750	Gibson's Bold 50 mL	
4705	20 Bees Chardonnay Unoaked VQA	750	Eastdell Black Cab 200 mL	
8284	Hennessy VS Cognac	750	Caribana Parade Essentials: Sunglasses and Handheld Fan	Seasonal Block Pile D

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
10157	Jameson Irish Whiskey	750	Paddle Powel	End Aisle
12167	Metamorphosis Indigo Gin Ddp	750	H2 Hibiscus Gin 50 mL	
12197	Five Farms Single Batch Irish Cream Liqueur	750	Tequila Rose 50 mL	Necktag
13587	Bacardi Gold (P.E.T)	1140	Bacardi Spiced 50 mL	
13909	Georgian Bay Canadian Whisky	750	Watermelon Smash Can 355 mL	S1, LTO
14988	Muskoka Detour	6 × 473	Free Beer Can Glass With Purchase	EZD
14996	Hollandia Lager	4 × 500	Bonus Hollandia Beer Can	
16833	Goldschlager	750	Sheep Dog 50 mL	
17818	Corona Extra	6 × 330	Water Bottle	Seasonal Block Pile A
18441	Carolans Irish Cream	1750	Carolans Coffee Pack	
18574	Jim Beam Honey	750	Jim Beam Black 50 mL	
20091	Sleeman Clear 2.0 Peach	473	Koozie	
20934	Glenmorangie X	750	Prosyro Bar Syrup	
21555	Tia Maria Matcha Cream Liqueur	750	Tia Maria 50 mL	
21692	Montenegro Select Aperitivo	750	Frexinet 200 mL	Shelf Extender
22454	Tanqueray Blackcurrant Royale	700	Neck Tags	Mini Thematic
24084	Kim Crawford Illuminate Rosé	750	Stackable Wine Sleeve	EA, VA, FFB
24085	Santa Carolina Reserva Rosé	750	Handfuel Raw Nuts & Wild Berries 40g	FFB
24492	Lolea No2 White Sangria	750	Lolea Branded Bottle Opener	FFA
25086	Somersby Mixer Pack	6 × 473	Bonus Can (Wild Garden)	
25396	Sleeman Clear 2.0 Lime	473	Koozie	
25554	Dirty Devil Vodka	750	Caesar Rim Mix	Discovery Extender
31062	Ruffino Orvieto Classico Doc	750	Cocktail Glass	Wine Fridge
31930	Seagrams V.O.	1750	Sheep Dog 2 × 50 mL	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Stackable Wine Sleeve	End Aisle
42606	Ruffino Chianti	1500	Cocktail Glass	
53140	Havana Club 7 Years Old	750	Flip Flops	End Aisle
112995	Beringer Main & Vine Pinot Grigio	750	Ice Molds	
113241	Cazadores Anejo Tequila	750	Cazadores Branded Pitcher	
114934	Golden Wedding (P.E.T)	1750	Evan Williams 50 mL	
134940	Adesso Chardonnay D'Italia	1500	Wireless Ear Buds	
143040	Hornitos Reposado Tequila	750	Salt Shot Glass	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	Gibson's Bold 50 mL	
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL	
216655	Absolut Vodka	1750	Absolut Mango Mule 355 mL	
216887	Freixenet Carta Nevada Brut Cava	750	Glassware	
216903	Banff Ice Vodka	1140	Canadian Club 100% Rye 50 mL	Shelf Extender, APP



## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
216978	Seagrams V.O.	1140	Fireball 50 mL	
217786	Jim Beam White Label Bourbon	1140	Maker's Mark 50 mL	
227413	Iceberg Vodka	1140	Matt & Steve Pickles	End Aisle
229583	Kronenbourg 1664 Blanc	6 × 330	Spice Rub	
242107	No. 3 London Dry Gin	750	Luxardo Bitter Bianco 50 mL - White Negroni	
250266	Girls' Night Out Very Berry Bomba	1500	Softlips	
270892	Jackson-Triggs Merlot Bag In Box	4000	Bask Green Tea Can 355 mL	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	Bask Green Tea Can 355 mL	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	Bask Green Tea Can 355 mL	
296244	Guinness Draught	4 × 440	Bull's-Eye Guinness BBQ Sauce 425 mL	EZA
311787	Budweiser	6 × 473	Free BBQ Sauce or Spice Mix	EZH
326025	Basil Hayden Straight Bourbon	750	Julep Strainer	
334110	Ciroc Peach	750	Ciroc 50 mL	Front Nesting Table
335059	Super Bock	6 × 330	Branded Bottle Opener	
338079	Alize Gold Passion Liquor	750	Diplomatico Reserva 50 mL	
350397	Banff Ice Vodka	750	Canadian Club 100% Rye 50 mL	
369009	Pinnacle Vodka	750	Northern Keep 50 mL	
382747	Tequila Rose Strawberry Cream Liqueur	750	Brokers Gin 50 mL	Necktag
386789	Casamigos Tequila Blanco	750	Casamigos Mini Shaker	End Aisle
388694	Casamigos Tequila Reposado	750	Casamigos Mini Shaker	End Aisle, LTO
392308	Baileys Vanilla Cinnamon	750	Captain Morgan Sliced Apple 50 mL	End Aisle
398016	Dr. McGillicuddy Intense Peach	750	Dr. McGillicuddy's Coffee 50 mL	
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. McGillicuddy's Coffee 50 mL	
400671	Havana Club Original 3 Year Old	1140	Branded Flip Flops	End Aisle
406843	Jacob's Creek Moscato	1500	Somersby Cider	End Aisle
408286	Lolea No 1 Red Sangria Spain	750	Lolea Branded Bottle Opener	
432724	Naked Grape Pinot Grigio Bag In Box	4000	Bask Rose Spritz Can 355 mL	
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL	
446559	Georgian Bay Vodka	750	Watermelon Smash Value Add 355 mL	S1, LTO
448597	Georgian Bay Gin	750	Sample of NEW Smash Flavours 355 mL	S1, Mini Thematic
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	
456095	Ketel One Vodka	750	Recipe Booklet	Front Nesting Table
467811	Ruffino Prosecco	750	Cocktail Glass	
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Bottle Stopper	Wine Fridge
491811	Southern Comfort	750	Fireball 50 mL	
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	
517987	Ezra Brooks Black Label Bourbon Whiskey	750	Rebel Bourbon 50 mL	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
520320	Bacardi Superior	1140	Bacardi Branded Tin Cup	Front Entrance Table, LTO
520353	Bacardi Spiced Rum	750	Blue Jays Shirt	Seasonal Block Pile C
536805	Spirit Of York Gin	750	Spirit of York Coffee Bitters 50 mL	
541755	Spirit Of York Vodka	750	Spirit of York Coffee Bitters 50 mL	
544155	Iceberg Vodka (P.E.T)	1750	Iceberg 50 mL	End Aisle
545194	Top Shelf Vodka	750	Top Shelf Gin 50 mL	
545871	Ruffino Lumina Pinot Grigio Igt	1500	Cocktail Glass	
549030	Sombra Joven Mezcal	750	Veladora Shot Glass	
572461	Adesso Chardonnay D'Italia	750	Pocket Socket	
572552	Signal Hill Canadian Whisky	750	Crystal Head Vodka or Signal Hill Whiskey 50 mL	
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Spice Rub	
605162	Broker's Premium London Dry Gin	750	Five Farms 50 mL	Necktag
605576	Hennessy VS Cognac	200	Caribana Parade Essential Golf Towel	Seasonal Block Pile D
626390	>Kim Crawford Marlborough Pinot Noir	750	Stackable Wine Sleeve	End Aisle
628990	Tito's Handmade Vodka	1140	Tito's 50 mL	End Aisle, FNT
636068	Malfy Gin Rosa	750	Malfy con Arancia 50 mL	Mini Thematic
638130	Dillon's Vodka	750	Dillon's Rose Gin 50 mL	
649723	Adesso Merlot D'Italia	1500	Wireless Ear Buds	
650325	>Kim Crawford Hawke's Bay Rosé	750	Stackable Wine Sleeve	End Aisle
666883	Henninger Lager	6 × 500	Bonus Henninger Beer Can	
668947	Lindemans Bin 85 Pinot Grigio	750	Reusable Produce Bag	
697797	Salvador's Original Margarita (P.E.T)	1750	Ezra Brooks 50 mL	
991950	Kim Crawford Marlborough Chardonnay Unoaked	750	Stackable Wine Sleeve	EA, MNT

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
11928	Gato Negro Chardonnay	1500	Diversity and Inclusion	
12195	Grand Marnier Cordon Rouge	375	Grand Margarita Recipe Necktag	Discovery Extender, LTO, Necktag
12197	Five Farms Single Batch Irish Cream Liqueur	750	Five Farms Cocktail Recipe	Value Add
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	Blue Jays Crew Day Contest	APP
18941	Spade & Sparrows Pinot Grigio	750	Brand Awareness	
18942	Spade & Sparrows Rosé	750	Brand Awareness	LTO
19444	Spade & Sparrows Pinot Noir	750	Brand Awareness	
24930	Spade & Sparrows Cabernet Sauvignon	750	Brand Awareness	
46946	Taylor Fladgate Late Bottled Vintage Port	750	Fathers Day Gift	
71647	Polar Ice Vodka (P.E.T)	750	Blue Jays Crew Day Contest	APP
71746	Tullamore Dew Irish Whiskey	750	O'Everyone	
79129	Gato Negro Sauvignon Blanc	1500	Diversity and Inclusion	Wine Fridge
116426	Frontera Cabernet Sauvignon	750	Enter to Win a Frontera Wireless Speaker	
135566	Polar Ice Vodka	750	Blue Jays Crew Day Contest	Seasonal Block Pile C, APP
160994	Trivento Malbec Reserve	750	Enter to Win a Trivento *FIRE PIT*	
240150	Polar Ice Vodka	1140	Blue Jays Crew Day Contest	APP
263780	Licor 43	750	QR Code to Cocktail Recipes	LTO
280719	Gato Negro Cabernet Sauvignon	1500	Diversity and Inclusion	
382747	Tequila Rose Strawberry Cream Liqueur	750	TR Cocktail Recipe	Value Add
469643	Rossi D'Asiago Limoncello Snaps	750	Tie in with PR Campaign	
477885	Polar Ice Vodka (P.E.T)	1750	Blue Jays Crew Day Contest	Seasonal Block Pile C, APP
553917	Frontera After Midnight Dark Red Blend	750	Enter to Win a Frontera Wireless Speaker	
582411	Gato Negro Merlot	1500	Diversity and Inclusion	
605162	Broker's Premium London Dry Gin	750	Brokers Gin Cocktail Recipe	Value Add
609248	Moosehead Radler	473	Radler Refresh	LTO
639047	Wolfhead Grapefruit Vodka	750	Unleashed in Pink	
639732	Gato Negro Cabernet Merlot	1500	Diversity and Inclusion	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Distributor	Force Allocated/ Store Order
BEZ 21A	296244	Guinness Draught	4 × 440	Diageo Canada Inc.	LCBO Warehouse	Store Order
	442731	Kilkenny Irish Ale	4 × 500	Diageo Canada Inc.	LCBO Warehouse	Store Order
BEZ 21B	25045	High Park New Friends Session IPA	473	Lost Craft	179 - Lost Craft	Store Order
	25695	Wellington Brewery Blowout Cherry Vanilla Sour	473	Wellington County Brewery	4826 - Wellington County Brewery Inc	Store Order
BEZ 21C	311779	Bud Light	6 × 473	Labatt Breweries Ontario	275 - The Beer Store	Store Order
	311787	Budweiser	6 × 473	Labatt Breweries Ontario	275 - The Beer Store	Store Order
	904334	Budweiser	6 × 355	Labatt Breweries Ontario	275 - The Beer Store	Store Order
BEZ 21D	14987	Muskoka Craft Lager	6 × 473	Lakes Of Muskoka Cottage Brewery	LCBO Warehouse	Store Order
	14988	Muskoka Detour	6 × 473	Lakes Of Muskoka Cottage Brewery	LCBO Warehouse	Store Order
	19994	Muskoka Tread Lightly	6 × 473	Lakes Of Muskoka Cottage Brewery	LCBO Warehouse	Store Order
Beer Block Pile (SBA)	17817	Corona Extra	6 × 473	Labatt Breweries Ontario	275 - The Beer Store	Forced
	17818	Corona Extra	6 × 330	Labatt Breweries Ontario	275 - The Beer Store	Forced
	17846	Corona Extra	6 × 355	Labatt Breweries Ontario	275 - The Beer Store	Forced
	17853	Corona Extra	473	Labatt Breweries Ontario	275 - The Beer Store	Forced
	22683	Corona Extra	710	Labatt Breweries Ontario	275 - The Beer Store	Forced
	611566	Coronita Extra	6 × 207	Labatt Breweries Ontario	LCBO Warehouse	Forced
Block Pile C (SBC)	905976	Budweiser	473	Labatt Breweries Ontario	275 - The Beer Store	Forced
Mini Thematic C End Aisle #10	10815	Collective Arts Hazy State	473	Collective Arts Brewing Limited	LCBO Warehouse	Store Order
	14953	Amsterdam Fria Cerveza	473	Amsterdam Brewing Co. Limited	3842 - Amsterdam Brewing Company	Store Order
	15116	Cowbell Brewing Co. Hazy Days IPA	473	Blyth Brewing/Cowbell	458 - Cowbell Brewing Co.	Store Order
	16465	Ace Hill Low-Cal Mexican Lager	4 × 355	Ace Beverage Group	LCBO Warehouse	Store Order
	17396	Cameron's Cruising Through The Galaxy Hazy	473	Cameron's Brewing Company	413 - Cameron's Brewing Co.	Store Order
	25664	Flying Monkeys Blueberry Sour	473	Flying Monkeys Craft Brewery	6309 - Flying Monkeys Craft Brewery	Store Order
	26556	Sunsetter Beach Lager	473	Whitewater Brewing	8454 - Whitewater Brewing Company	Store Order
	242545	Great Lakes Canuck Pale Ale	473	Great Lakes Brewing Co	1929 - Great Lakes Brewing Co. Inc.	Store Order
508580	Wellington Upside IPA	473	Wellington County Brewery	4826 - Wellington County Brewery Inc	Store Order	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Distributor	Force Allocated/ Store Order
EA 7A 7B	25035	Somersby Wild Garden Crushed Apple	473	Carlsberg Canada Inc.	LCBO Warehouse	Forced
EA 7A 7B	184796	Strongbow Cider	8 × 440	Molson Coors Canada	LCBO Warehouse	Forced
EA 7A 7B	394015	Brickworks Batch:1904 Cider	473	Trillium Beverage Inc/ Mill Street	1950 - Trillium Beverage Inc.	Forced
EA 17	15717	Flying Monkeys The Mutants Are Revolting	473	Flying Monkeys Craft Brewery	6309 - Flying Monkeys Craft Brewery	Forced
EA 17	21689	Zap! Pink Lemonade Sour IPA	473	Nickel Brook Brewing	6699 - Nickel Brook Brewing Company	Forced
EA 17	446831	Maclean's Farmhouse Blonde	473	Maclean's Ales Inc	9719 - Maclean's Ales	Forced
EA 19	497214	Ardiel Dry Apple Cider	473	Dionysus Wines & Spirits Ltd.	LCBO Warehouse	Forced
EA 19	497719	Family Tree Apple Cider Puddicome	473	M.andrew Fine Wines,Beers&Spirits	LCBO Warehouse	Forced
EA 19	515098	Shiny Apple Cider Rosé	473	Trajectory Beverage Partners	LCBO Warehouse	Forced
EA 20	19581	Mill Street Original Organic Lager	6 × 355	Trillium Beverage Inc/ Mill Street	1950 - Trillium Beverage Inc.	Forced
EA 20	492017	Steam Whistle	6 × 473	Steam Whistle Brewing	5577 - Steam Whistle Brewing / 275 - The Beer Store	Forced
EA 20	497339	Kona Big Wave Golden Ale	6 × 355	Craft Brand Company Inc.	LCBO Warehouse	Forced
R57: Ontario Beer A	676841	Red Stripe Lager	6 × 330	Glazer's Of Canada	LCBO Warehouse	Forced
R58: Ontario Beer B	14400	Coors Original	6 × 473	PMA Canada Ltd.	275 - The Beer Store	Forced
R59: Beer 1	20029	Black Oak 20 Hazy Years	473	Mark Anthony Wine & Spirits	5262 - Black Oak Brewing Company Ltd	Forced
R60: Beer 2	26308	Michelob Ultra Organic Gold	6 × 473	Pelee Island Winery	LCBO Warehouse	Forced
R61: Beer 3	514851	Okanagan Apple Cider	473	Maverick Distillery Limited	LCBO Warehouse	Forced
R62: Beer 4	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	PMA Canada Ltd.	275 - The Beer Store	Forced
D4: Discovery BSM 1	24567	Rocky Point Sour Lime Lager	355	Sinnott Road Inc.	3450 - Something In The Water Inc.	Forced
D5: Discovery BSM 2	26164	Lagunitas IPA	500	Heineken Canada Inc.	LCBO Warehouse	Forced

Program	LCBO#	Description	Size (mL)	Agent	Distributor	Force Allocated/ Store Order
	16897	Great Lakes Brewery - Burst!	473	162 - Great Lakes Brewing Co	1929 - Great Lakes Brewing Co. Inc.	Store Order
	19268	Beau's Full Time IPA	473	679 - Steam Whistle Brewing	9654 - Beau's All Natural Brewing / 275 - The Beer Store	Store Order
<b>Ontario Craft Beer End Aisle</b>	20265	Flying Monkeys Worlds Away Modern Lager	473	877 - Flying Monkeys Craft Brewery	6309 - Flying Monkeys Craft Brewery	Store Order
	25047	Muskoka Drifter	473	899 - Lakes Of Muskoka Cottage Brewery	LCBO Warehouse	Store Order
	492017	Steam Whistle	6 x 473	679 - Steam Whistle Brewing	5577 - Steam Whistle Brewing / 275 - The Beer Store	Store Order
	549873	Collective Arts Jam Up The Mash	473	1438 - Collective Arts Brewing Limited	LCBO Warehouse	Store Order
<b>Impulse Display: CE4</b>	535294	Grolsch Premium Pilsner	500	Asahi Canada	LCBO Warehouse	Forced
<b>Impulse Display: CE6</b>	688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	Colio Estate Wines	LCBO Warehouse	Forced

## PERIOD 5

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>JULY 17</p> <p><b>Start of Period 5</b></p>  <p>Install Brand Spotlight Nesting Tables</p> <p><b>APP START DATE</b></p>	18	19	20	21	22	23
24	25	26	27	28	 <p><b>Beer Super Sale</b> July 29 - 31</p>	30
31	<p>AUGUST 1</p> <p><i>Civic Holiday</i> (Select stores open)</p>	2	3	4	5	6
7	8	9	10	11	12	<p>13</p> <p><b>End of Period 5</b></p>  <p><b>APP END DATE</b></p>

# LCBO