

READY TO
refresh



PERIOD 11 MARKETING & PRODUCT GUIDE
JANUARY 1 - JANUARY 28, 2023

Period 11 Marketing & Product Guide

Participating DONE			Participating DONE		
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P11 Aeroplan SPEND AND GET 2X THE POINTS

Earn 2X the bonus points on every purchase of 2 or more products on Aeroplan bonus offer. This offer will be supported by in-store signage and on LCBO.com.

Key Dates: Period 11 only (January 1 - 28, 2023)

Participating Stores

All Stores

Participating Products

All products with Aeroplan bonus offer

Aeroplan Offer: Earn 2X the bonus points on every purchase of 2 or more products on Aeroplan bonus offer.

Signage Components & Merchandising Instructions

Components	Image
<p>Generic End Aisle Backer Card</p> <ul style="list-style-type: none"> Install the 2x Bonus Event backer card on end aisles with Aeroplan offers. <p>ENG/BIL Re-order# 23P11-BC-GEN5</p>	
<p>Seasonal Banner Insert</p> <ul style="list-style-type: none"> Install the 2x Bonus Event seasonal banner insert. <p>ENG Re-order# 23P11-SB1/BIL Re-order# 23P11-SB2</p>	
<p>Perpendicular Shelf Talker</p> <ul style="list-style-type: none"> Install the 2x Bonus Event perpendicular shelf talkers throughout the store to raise awareness of the Aeroplan Offer. <p>ENG Re-order# 23P11-AP1/BIL Re-order# 23P11-AP2</p>	

P11-13 Aeroplan 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.

Key Dates: Period 11-13 (January 1 - March 25, 2023)




Participating Stores

All Stores

Signage Components & Merchandising Instructions

Components	Image
<p>Period 11-13 Aeroplan Exterior Banners</p> <ul style="list-style-type: none"> Display in the Aeroplan Exterior Banner placement outside the store. 	
<p>ENG Re-order# 23P11-EB3/BIL Re-order# 23P11-EB4</p>	
<p>Aeroplan Shelf Talkers</p> <ul style="list-style-type: none"> Install the Aeroplan shelf talkers in-section and on applicable displays. 	
<p>ENG/BIL Re-order # AIM-23P11-ANS</p>	
<p>Operational Aeroplan Bin Tag Pop-Out</p> <ul style="list-style-type: none"> Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers. Ensure the old 2x2 Perpendicular Shelf Talkers are removed at the time of installation of the new signage solution. 	
<p>ENG Re-order # 23OP-AP20/BIL Re-order # 23OP-AP21</p>	
<p>Operational Aeroplan In-section Perpendicular Shelf Talker</p> <ul style="list-style-type: none"> 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. 	
<p>ENG Re-order# 23OP-AP14/BIL Re-order# 23OP-AP15</p>	

Signage Components & Merchandising Instructions

Components	Image
<p>Operational Aeroplan End Aisle Blade Sign</p> <ul style="list-style-type: none">Install the Aeroplan Blade Signs on every other End Aisle, beginning at End Aisle #5.	
<p>ENG Re-order# 23OP-AP8/BIL Re-order# 23OP-AP9</p>	
<p>Operational Aeroplan Aeroplan Front Door Decal</p> <ul style="list-style-type: none">Continue to display the 8x8 decal on the left side of the second door.	
<p>ENG Re-order# 23OP-AP10/BIL Re-order# 23OP-AP11</p>	
<p>Operational Aeroplan Aeroplan Cash Desk Decal</p> <ul style="list-style-type: none">Continue to display the Aeroplan decal on the Cash Counter.	
<p>ENG Re-order# 23OP-AP12/BIL Re-order#23OP-AP13</p>	

Period 11 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
893	J.P. Wiser's Deluxe	750	60
935	Captain Morgan White Rum	750	50
1040	Gordons Gin	750	50
1222	Wiser's Special Blend	750	50
1487	Crown Royal	750	60
2089	Lamb's Palm Breeze	750	50
2196	Captain Morgan Dark Rum	750	50
4101	Remy Martin VSOP	750	200
4788	Captain Morgan Gold Rum	750	50
8094	Deinhard Green Label Riesling Mosel	750	50
10357	Crown Royal Peach	750	60
14066	Molson Ultra	6 x 473	80
14977	Sogrape Grao Vasco Dao	750	50
15282	18.8 Vodka	750	75
15979	Furnace Room Beardmore Kolsch	473	27
15980	Furnace Room Chicken Man Pale Ale	473	28
16178	Crystal Head Onyx	750	250
16544	St Remy Signature	750	100
16546	On The Rocks Hornitos Margarita	375	150
18574	Jim Beam Honey	750	225
18575	Jim Beam Red Stag	750	225
19303	Crown Royal Whisky & Cola	473	10
19423	Madre Mezcal	750	150
21378	Jim Beam White Label Bourbon	750	125
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	80
21465	Angel's Envy	750	160
22192	Grant's Triplewood 12YO	750	200
24325	Canadian Club & Ginger Ale	473	15
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	50
24809	Truly Strawberry Lemonade	473	10
24957	Dr. McGillicuddy's Coffee	750	100
25104	Luksusowa Vodka	1750	300
26679	On The Rocks Knob Creek Old Fashioned	375	150
27373	Folonari Valpolicella Classico Doc	3000	100
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	80
27464	Dewar's Japanese Smooth	750	75
27666	PJ's Pumpkin Spice Cream	750	40
27682	Oggi Botter Pinot Grigio Doc .	3000	100
27777	Monnet VSOP With Box Cognac	700	120
27797	Ruffino Il Ducale Toscana Igp	750	40
28460	Gray Jay Deluxe Canadian Whisky	750	100
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	90
30282	18.8 Gin	750	75
34637	Canadian Club Premium	1750	200

Period 11 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
45898	Bacardi Superior White Rum (P.E.T)	1750	130
49726	Yukon Jack	750	120
53082	Alberta Pure Vodka (P.E.T)	1750	200
53991	Barefoot Merlot	750	40
78840	Citra Montepulciano D'Abruzzo	1500	75
83188	Fuzion Shiraz Malbec	750	76
112672	Wiser's Special Blend (P.E.T)	1750	120
114934	Golden Wedding (P.E.T)	1750	100
131391	Smirnoff Vodka (P.E.T)	1140	75
142745	Waterloo Craft Lager	473	10
145367	Lindemans Bin 50 Shiraz	750	50
170142	Zonin Valpolicella Ripasso Superiore Doc	750	125
177717	Carling Ice	473	16
183582	Captain Morgan Dark Rum (P.E.T)	1750	120
192922	Seagram's 83	1140	200
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	120
211110	Wyborowa Vodka	1140	50
215558	Cattos Rare Blended Scotch	1140	250
216820	Finlandia Vodka	1140	200
216929	Smirnoff Vodka	1140	75
217042	Bell's Original Scotch Whisky	1140	75
217588	Kamora Coffee Liquor	1140	100
217687	Canadian Club Premium	1140	200
225698	The Kraken Black Spiced Rum	750	100
231571	Seagrams 83 (P.E.T)	1750	350
234039	Captain Morgan Gold Rum (P.E.T)	1750	120
240143	Lamb's Classic White Rum (P.E.T)	1140	75
240150	Polar Ice Vodka	1140	75
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	50
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	50
250498	Castello Del Poggio Moscato Frizzante	750	75
254722	Silent Sam Vodka	1140	75
258954	Spicebox	750	100
260364	Megalomaniac Homegrown Red VQA	750	50
261305	Peninsula Ridge Cabernet Merlot VQA	750	80
263780	Licor 43	750	110
267781	Voga Moscato Frizzante	750	55
281931	Santa Rosa Malbec	1500	85
292177	Phillips Butter Ripple Schnapps	750	100
297648	Voga Pinot Grigio Igt	375	35
300681	Coors Light	6 × 473	80
302380	Mezzacorona Pinot Grigio Trentino	750	75
305607	Seagrams 83	750	150
311928	Canadian Club Classic 12 Year Old	750	150

Period 11 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	60
321562	McGuinness Peach Schnapps	750	40
337667	Havana Club Original 3 Year Old	750	60
339895	Waterloo IPA	473	10
350397	Banff Ice Vodka	750	200
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
358309	Carmen Gran Reserva Cabernet	750	100
361501	Carpineto Dogajolo Rosso Toscano Igt	750	75
377622	Laroche Viognier De La Chevaliere	750	100
382028	Smirnoff Vanilla Flavoured Vodka	750	60
385286	Iceberg Vodka (P.E.T)	375	60
393090	Monasterio De Las Vinas Crianza Carinena	1500	50
396671	360 Double Chocolate Vodka	375	40
398032	Dr. McGillicuddy Intense Butterscotch	750	100
407866	Lindemans Bin 85 Pinot Grigio	1500	75
417576	Stock 84 Spirit	1140	150
419770	>Wines Of Substance Cabernet Sauvignon	750	190
431106	Creekside Cabernet Merlot VQA	750	40
433623	Guinness Blonde American Lager	473	10
439661	Fireball (P.E.T)	200	40
446468	Ketel One	375	40
446633	Citra Montepulciano D'Abruzzo Doc	750	50
447953	Fireball Whisky Shooter	750	120
454074	Olmecca Altos Plata	750	80
454462	Banff Ice Vodka (P.E.T)	1750	200
454710	The Kraken Black Spiced Rum	1750	150
458679	Lindemans Bin 40 Merlot	750	50
460501	United Stars Mukuzani Dry, Kakheti.	750	50
460519	United Stars Alazanis Valley Off Dry, Kakheti	750	50
463661	Yellowstone Select Bourbon Whiskey	750	150
472332	Wayne Gretzky Red Cask Whisky	750	120
478412	Old Style Pilsner Can	473	16
479923	Stalk & Barrel Blue Blend	750	200
485169	Colio Blush Rosé	1500	125
488411	Carling	6 x 473	80
491803	Southern Comfort (P.E.T)	375	80
491811	Southern Comfort	750	140
493254	Roscato Rosso Igt Provincia Di Pavia	750	30
500512	Captain Morgan Original Spiced Rum	750	60
507467	Josh Cellars Legacy Red	750	100
517904	Wiser's Special Blend Canadian Whisky	750	50
520718	Sour Puss Raspberry Liquor	375	50
524363	Santa Carolina Cabernet Sauvignon	1500	100
539312	Josh Cellars Rosé	750	100

Period 11 Aeroplan Offers

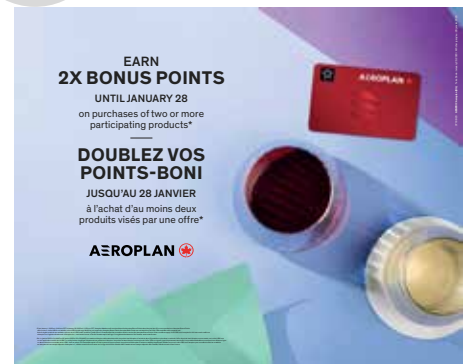
LCBO#	Description	Size (mL)	Aeroplan Offers
552505	Canyon Road Cabernet Sauvignon	750	25
552513	Canyon Road Chardonnay	750	25
553164	Nutrl Soda Lemon	473	10
565713	Reif Estate Cabernet/Merlot VQA	750	100
571901	Tequila Rose Strawberry Cream	1140	150
573402	Bearface 7yo Triple Oak Canadian Whisky	750	100
582775	Baf Heritage Du Conseiller Pinot Noir	750	75
605964	O'Darby's Irish Cream Liquor	1140	60
627802	Yellow Tail Chardonnay	750	80
628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	100
631176	McGuinness Triple Sec	750	40
631200	McGuinness Blue Curacao	750	40
631457	McGuinness Cherry Brandy	750	40
634410	Yellow Tail Pinot Grigio	1500	100
636209	Roku Gin	750	200
638130	Dillon's Vodka	750	50
638239	Alario Sauvignon Blanc	750	75
638247	Alario Cabernet Sauvignon	750	75
666040	Nutrl Vodka Soda Pineapple	473	10
667113	Peller Family Vineyards Cabernet Sauvignon	750	30
669226	Voga Pinot Grigio	750	55
718940	Goats Do Roam Red	750	40
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	100

P11-13 Ready to Refresh SIGNAGE GALLERY

Are you trying to make lighter choices this year with lower sugar options? Make an evening memorable while reaping the rewards of impressive savings and offers? Maybe you're planning your menu for the Superbowl and want to know that you're getting the most out of your budget.

Any of these moments, whether they're yours today, or someday in the future, are shaped by what you care about. We understand the desire to seek out options that resonate with you, and at the LCBO, it's easy to make choices that reflect what matters most to you in any moment, big or small.

It all leads back to one perfect choice, one that upholds your core values and flavour as an individual.



Signage Ship Date

The Period 11 signage components will be shipped to stores beginning **December 21, 2022**.

Period 11 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 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-23P11-MUSIC-CD | Music USB Reorder# AIM-23P11-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.

Signage is to remain in place for the duration of P11-13

Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

- 1 Ready to Refresh
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Repeat Thematic Banner: Ready to Refresh



1 Ready to Refresh

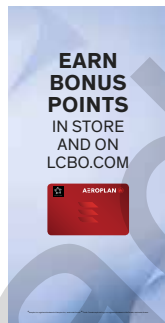


Re-order#
23P11-EB1
(English)



Re-order#
23P11-EB2
(Bilingual)

2 Aeroplan Rewards

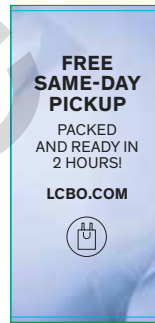


Re-order#
23P11-EB3
(English)



Re-order#
23P11-EB4
(Bilingual)

3 Same Day



Re-order#
23P11-EB5
(English)



Re-order#
23P11-EB6
(Bilingual)

Generic Ecomm



Re-order#
23P11-EB7
(English)



Re-order#
23P11-EB8
(Bilingual)

Signage is to remain in place for the duration of P11-13

Window Show Cards

Dimensions: 28”w x 45”h

Install: In the Show card 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 Ready to Refresh (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
(Bilingual)

3 Seasonal Thematic



Re-order# 23P11-WS1
(English + Bilingual)

3 Same Day

Generic Ecomm



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

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

Signage is to remain in place for the duration of P11-13

Transparencies

Perimeter Transparency Horizontal

Vendor installed



Ready to Refresh ENG/BIL



Image



eCOMM ENG/BIL

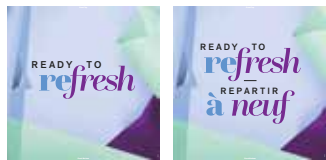


Same Day Pickup ENG/BIL

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

Perimeter Transparency Square

Vendor installed



Ready to Refresh ENG/BIL



Image



Same Day Pickup
ENG/BIL



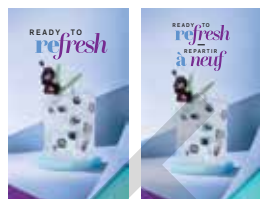
eCOMM
ENG/BIL



Perimeter Transparency Vertical

Vendor installed

Small Vertical Transparencies



Ready to Refresh
ENG/BIL

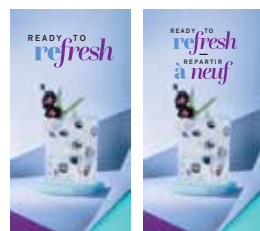


eComm
ENG/BIL

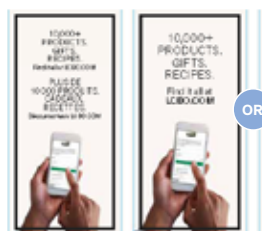


Same Day Pickup
ENG/BIL

Medium Vertical Transparencies



Ready to Refresh
ENG/BIL

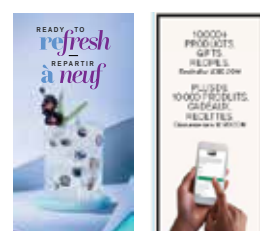


eComm
ENG/BIL



Same Day Pickup
ENG/BIL

Large Vertical Transparencies



Ready to
Refresh BIL



eComm
BIL

Backlit Tasting Bar Insert (Signage must remain in place for P11-13)

Dimensions: 21 15/16" w x 32 9/16" h
Install: In the frame on the portable Tasting Bar.



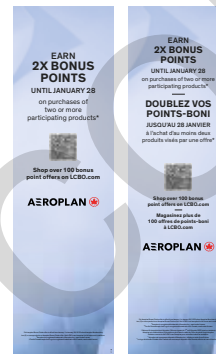
ENG Re-order #23P11-TB1
BIL Re-order #23P11-TB2



Seasonal Banner Insert (P11 only)

Dimensions: 20" w x 70" h
Install: In the Metal Hero Banner Stand (store entrance).

Note: The Aeroplan 2X Bonus Event seasonal banner insert will be replaced in P12.



ENG Re-order #23P11-SB1
BIL Re-order #23P11-SB2



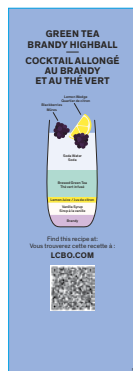
End Aisle 1, 2 & 4 Blade Signs (P11 only)

Install: Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

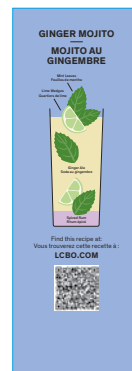
Note: There will not be a cocktail blade sign for End Aisle 3. All blade signs will be replaced in P12.



EA1 Lean Rickey
ENG (Re-order # 23P11-BS1)
BIL (Re-order # 23P11-BS4)



EA2 Green Tea Brandy Highball
ENG (Re-order # 23P11-BS2)
BIL (Re-order # 23P11-BS5)



EA4 Ginger Mojito
ENG (Re-order # 23P11-BS3)
BIL (Re-order # 23P11-BS6)



EA1 Lean Rickey
Backer Card & Blade Sign Example

End Aisles Backer Cards

End Aisles 1-4 & 10 Backer Cards

Note: All backer cards and blade signs will be replaced in P12.

23P11-BC1



EA1AB (P11 only)

23P11-BC2



EA2AB (P11 only)

23P11-BC3A



EA3A (P11 only)

23P11-BC3B



EA3B (P11 only)

23P11-BC4



EA4AB (P11 only)

23P11-BC10



EA10 (P11 only)

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

Note: The Aeroplan generic backer card will be replaced in P12. All other generic backer cards will remain in place for P11-P13.

23P11-BC-GEN1



Ready to Refresh (P11-13)

23P11-BC-GEN2



Wine Cocktail Beer Image (P11-13)

23P11-BC-GEN3



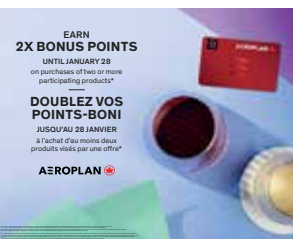
Same Day (P11-13)

23P11-BC-GEN4



Generic Ecomm (P11-13)

23P11-BC-GEN5



Aeroplan (P11 only)

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): Game Day with Lighter Brews

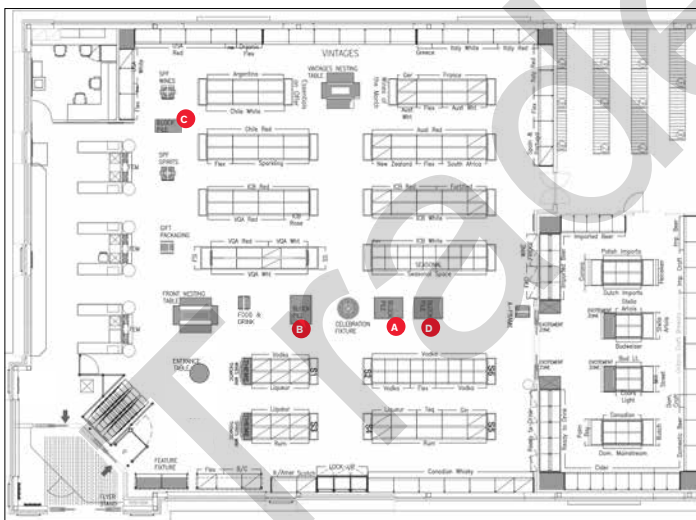
B Block Pile B (SBB): Ready to Refresh with Low-Sugar Coolers

C Block Pile C (SBC): Aeroplan

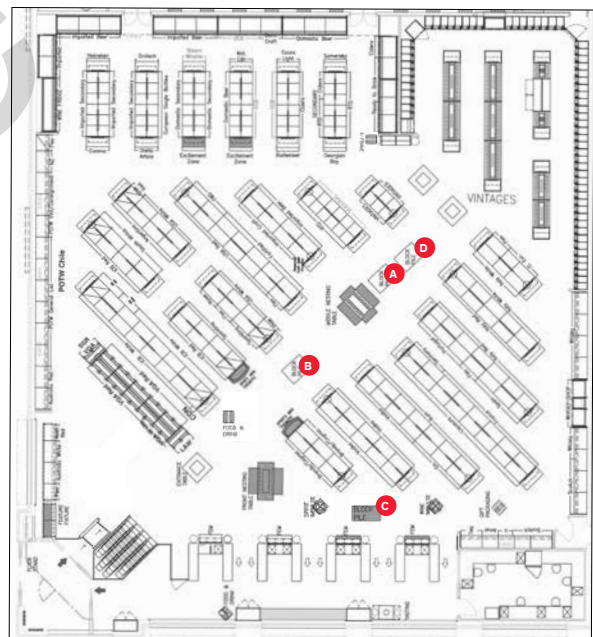
D Block Pile D (XBP): NFL

Case Savings Wines Block Pile

Enhanced Displays: Nutri Vodka (FSL-A), Non-Alcohol (EA-W5), Lunar New Year (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

Hot Deals on Spirits

Save
on popular
spirits.
Épargnez
sur les spiritueux
populaires.

This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

Feature Fixture A
will feature Spirits
with great LTOs and
Aeroplan Offers.

Participating Products

LCBO#	Description	Size (mL)	Offers
16643	Polar Ice Arctic Extreme Vodka (PET)	750	\$1.00 LTO
16833	Goldschlager	750	\$4.00 LTO
19419	Baileys Deliciously Light	750	\$2.00 LTO
21437	Wayne Gretzky Red Cask Whisky 1.14L	1140	\$4.00 LTO
21532	Grant's Sherry Cask 8 YO Finish	750	\$5.00 LTO
21876	Sheep Dog Peanut Butter Whiskey	750	\$4.00 LTO
34637	Canadian Club Whisky (PET)	1750	200 APP
181636	Sobieski Vodka	750	\$3.00 LTO
318618	Plantation Grande Reserve	750	\$1.50 LTO
324863	Jim Beam Black Kentucky Bourbon 6 Year Old	750	\$3.00 LTO
436279	Hornitos Plata Tequila	750	
636209	Roku Gin	750	200 APP
640995	Ketel One Botanical Peach and Orange Blossom	750	\$2.00 LTO

Signage Components

- Category Sign ENG/BIL (Re-order # 23P11-FF1)
- Blank Category Sign - Solid Colour (Re-order # 23P11-FF2)
- Bin Strips - Solid Colour (Re-order # 23P11-FF3)
- Box Sign "Save On Popular Spirits" ENG/BIL (Re-order # 23P11-FF4)
- Shelf Talkers ENG (Re-order # 23P11-FF11) / BIL (Re-order # 23P11-FF12)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the category sign, bin strips and box sign.
- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section. Bilingual designated stores must display Bilingual signage.
- 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.

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



NEW & SEASONAL FIXTURE

Aeroplan: Earn 2X Bonus Points



This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

Feature Fixture B will feature an assortment of large format Spirits with Aeroplan Offers. Signage will promote the Aeroplan 2X the points bonus offer.

Participating Products

LCBO#	Description	Size (mL)	Offers
18574	Jim Beam Honey	750	225 APP
18575	Jim Beam Red Stag	750	225 APP
21378	Jim Beam White Label Bourbon	750	125 APP
22192	Grant's Triple Wood Blended Scotch Whisky	750	200 APP
53082	Alberta Pure Vodka (PET)	1750	200 APP
114934	Golden Wedding Whisky (PET)	1750	100 APP
211110	Wyborowa Vodka	1140	\$1.00 LTO + 50 APP
216903	Banff Ice Vodka	1140	VA: Canadian Club 1858 50 mL
242339	Alberta Pure Vodka (P.E.T)	1140	VA: On The Rocks 100 mL
258954	Spicebox Canadian Spiced Whisky	750	100 APP
454462	Banff Ice Vodka (PET)	1750	200 APP
454710	The Kraken Black Spiced Rum	1750	150 APP
573402	Bearface 7 Year Old Triple Oak Canadian Whisky	750	100 APP
605964	O'Darby's Irish Cream Liquor	1140	60 APP

Signage Components

- Category Sign ENG/BIL (Re-order # 23P11-NS1)
- Blank Category Sign - Solid Colour (Re-order # 23P11-NS2)
- Bin Strips - Solid Colour (Re-order # 23P11-NS3)
- Shelf Talkers ENG (Re-order # 23P11-NS4) / BIL (Re-order # 23P11-NS5)
- Box Sign "Earn 2X Bonus Points" ENG/BIL (Re-order # 23P11-NS6)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the category sign, bin strips and box sign.
- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section. Bilingual designated stores must display Bilingual signage.
- 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.



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

4ft. Feature Fixture



8ft. Feature Fixture



Trade

Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Verde Mary



This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

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
400754	Iceberg Vodka	750	\$1.00 LTO + VA: Rimmer
456095	Ketel One Vodka	750	VA: Cocktail Spoon
638130	Dillon's Vodka	750	50 APP

In the spirit of this culinary adventurousness, we offer the Verde Mary, a green version of the classic brunch staple the Bloody Mary.

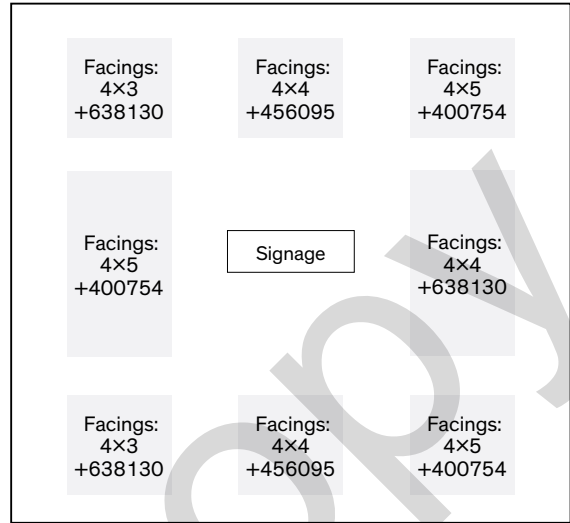
Merchandising Instructions

- 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.

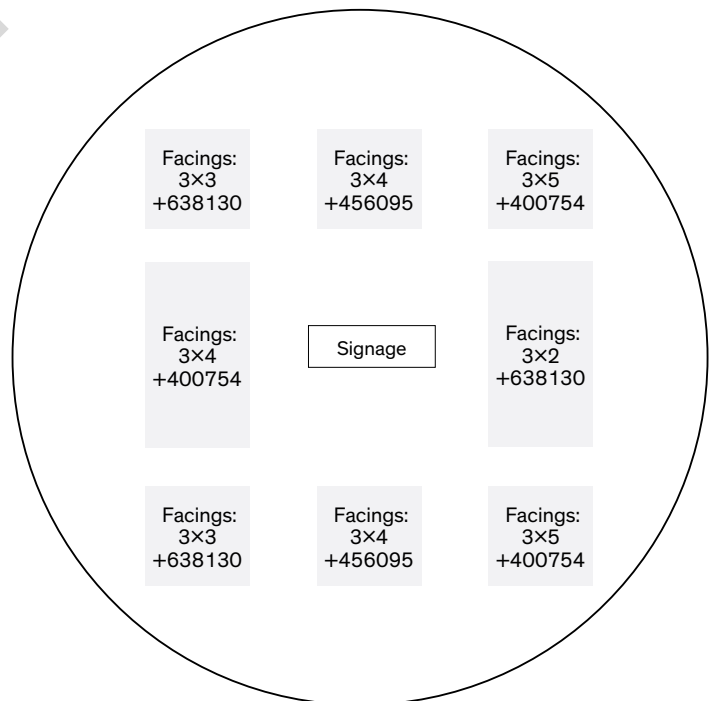
Signage Components

- Entrance Table Sign ENG (Re-order # 23P11-ET1) / BIL (Re-order # 23P11-ET2)
- Shelf Talkers ENG (Re-order # 23P11-ET3) / BIL (Re-order # 23P11-ET4)

Planogram - Square Table



Planogram - Round Table



Spirits (MI-A) MINI THEMATIC A

Gifts For Cocktail Fans



This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

Featuring an assortment of cozy Spirit gifts to keep you warm this winter. Merchandise the Valentine's Day gift bags on the fixture.

Participating Products

LCBO#	Description	Size (mL)	Offers
307	Seagrams V.O. Whisky	750	Necktag
984	Alberta Premium Whisky	750	VA: Canadian Club 1858 50 mL
17047	Captain Morgan Sliced Apple Spiced Rum	750	VA: Liquid VA 50 mL
21465	Angel's Envy Whiskey	750	S1, 160 APP, Necktag
24096	Campari Negroni	375	VA: Valentine's Day Greeting Card
80127	Sailor Jerry Spiced Rum	750	Necktag
292177	Phillips Butter Ripple Schnapps	750	100 APP, Necktag
398032	Dr. McGillicuddy's Intense Butterscotch	750	100 APP, Necktag, BPC
447953	Fireball Cinnamon Whisky	750	120 APP, Necktag
476911	Crown Royal Vanilla	750	\$1.50 LTO, VA: CR Vanilla Recipe Necktags
520718	Sour Puss Raspberry	375	50 APP, Necktag
570366	Bacardi Spiced Rum	1140	\$1.50 LTO



Signage Components

- Category sign ENG/BIL (Re-order # 23P11-MTA1)
- Backer card ENG/BIL (Re-order # 23P11-MTA2)
- Shelf talkers ENG (Re-order # 23P11-MTA3) / BIL (Re-order # 23P11-MTA4)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise 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.
- Install the Valentine's Day gift bags on the fixture the week of January 15th. Please refer to the planogram.



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

Wines (MI-B) MINI THEMATIC B

Gifts for the Host



This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

Featuring an assortment of best value wines under \$20. Merchandise the Valentine's Day gift bags on the fixture.

Participating Products

LCBO#	Description	Size (mL)	Offers
6395	20 Bees Cabernet Merlot VQA	750	\$1.50 LTO
16327	Calvet Brut Celebration Rose	750	\$2.00 LTO
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$1.00 LTO
25010	Santa Julia Reserva Cabernet Sauvignon Cabernet Franc	750	\$2.00 LTO
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00 LTO
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00 LTO
426981	Beronia Elaboración Especial Tempranillo	750	\$3.00 LTO
504241	Henry Of Pelham Cabernet Merlot VQA	750	\$2.00 LTO
602615	Angus The Bull Cabernet Sauvignon	750	\$2.00 LTO

GIFTS FOR THE HOST
CADEAUX POUR L'HÔTE



Signage Components

- Category sign ENG/BIL (Re-order # 23P11-MTB7)
- Backer card ENG/BIL (Re-order # 23P11-MTB8)
- Shelf talkers ENG (Re-order # 23P11-MTB9) / BIL (Re-order # 23P11-MTB10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise 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.
- Install the Valentine's Day gift bags on the fixture the week of January 15th. Please refer to the planogram.



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

Beer (MI-C) MINI THEMATIC C

Ready to Refresh with Lighter Local Brews



This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

This display will feature assortment of lighter local brews.

Participating Products

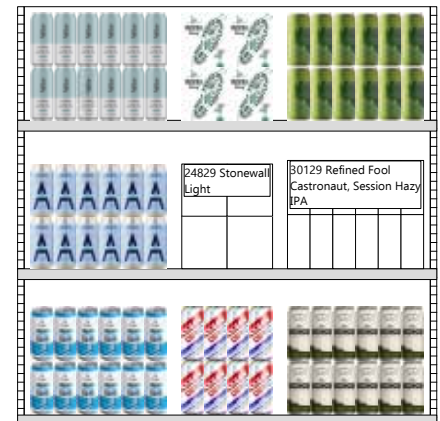
LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
10815	Collective Arts Hazy State	473		LCBO Warehouse
17117	Rally Trail Blazer	473	\$0.20	3431 - Rally Beer Company Limited
19994	Muskoka Tread Lightly	6 × 473	\$1.00	LCBO Warehouse
24826	Ace Hill Carb Free	4 × 355		LCBO Warehouse
24829	Stonewall Light	4 × 355		LCBO Warehouse
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	\$0.20	458 - Cowbell Brewing Co.
30129	Catstronaut, Session Hazy IPA	473		5732 - Refined Fool Brewing Company
481515	Bench Brewing Balls Falls Session IPA	473		798 - Bench Brewing Company
646620	Beyond The Pale Clean Cut	473	\$0.25	7672 - Beyond The Pale Brewing Company

Signage Components

- Backer card ENG/BIL (Re-order# 23P11-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

Ready to Refresh with Lighter Cocktails

This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

The Front Nesting Table features an assortment of big brand spirits.

Participating Product

LCBO#	Description	Size (mL)	Offers
893	J.P. Wiser's Deluxe Whisky	750	60 APP + VA: Cocktail Shaker
21556	McGuinness Elderflower	750	VA: Cocktail Shaker
135566	Polar Ice Vodka	750	\$1.00 LTO + VA: Cocktail Shaker
209213	Beefeater London Dry Gin	1140	\$1.00 LTO + VA: Cocktail Shaker
321562	McGuinness Peach Schnapps	750	40 APP + VA: Cocktail Shaker
337667	Havana Club Original 3 Year Old	750	60 APP + VA: Cocktail Shaker
454074	Olmecca Altos Plata	750	80 APP + VA: Cocktail Shaker
631176	McGuinness Triple Sec	750	40 APP + VA: Cocktail Shaker
631200	McGuinness Blue Curaçao	750	40 APP + VA: Cocktail Shaker
631457	McGuinness Cherry Brandy	750	40 APP + VA: Cocktail Shaker

VA: Free cocktail shaker with purchase of any participating product. The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Table Sign ENG (Re-order # 23P11-FNT1) / BIL (Re-order # 23P11-FNT2)
- Shelf Talkers ENG (Re-order # 23P11-FNT3) / BIL (Re-order # 23P11-FNT4)
- VA Shelf Talkers ENG (Re-order # 23P11-FNT5) / BIL (Re-order # 23P11-FNT6)

Merchandising Instructions

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



VA Shelf Talker

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



front view

Facings: 4x10 +135566	Facings: 4x8 +209213	Facings: 4x7 +454074
Facings: 5x10 +135566	Facings: 5x8 +209213	Facings: 5x7 +454074

Facings: 4x10 +135566
Facings: 4x10 +135566

Facings: 3x3 +321562	Facings: 3x3 +21556	Facings: 3x3 +631176	Facings: 3x3 +631200	Facings: 3x3 +631457
Facings: 3x3 +321562	Facings: 3x3 +21556	Facings: 3x3 +631176	Facings: 3x3 +631200	Facings: 3x3 +631457

Facings: 5x8 +337667
Facings: 5x8 +337667

Facings: 6x9 +893	Facings: 6x8 +209213	Facings: 6x8 +337667
Facings: 5x9 +893	Facings: 5x8 +209213	Facings: 5x8 +337667



back view

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



front view

Facings: 4x10 +135566	Facings: 4x8 +209213	Facings: 4x7 +454074
Facings: 5x10 +135566	Facings: 5x8 +209213	Facings: 5x7 +454074

Facings: 3x3 +321562	Facings: 3x3 +21556	Facings: 3x3 +631176	Facings: 3x3 +631200	Facings: 3x3 +631457
Facings: 3x3 +321562	Facings: 3x3 +21556	Facings: 3x3 +631176	Facings: 3x3 +631200	Facings: 3x3 +631457

Facings: 6x9 +893	Facings: 6x8 +209213	Facings: 6x8 +337667
Facings: 5x9 +893	Facings: 5x8 +209213	Facings: 5x8 +337667



back view

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



front view



back view

Facings: 3×10 +135566	Facings: 3×8 +209213	Facings: 3×7 +454074
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Facings: 3×10 +135566	Facings: 3×8 +209213	Facings: 3×7 +454074
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Facings: 4×8 +135566	Facings: 2×3 +321562	Facings: 2×4 +21556	Facings: 2×4 +631176	Facings: 2×4 +631200	Facings: 2×3 +631457	Facings: 4×8 +337667
Facings: 4×8 +135566	Facings: 2×3 +321562	Facings: 2×4 +21556	Facings: 2×4 +631176	Facings: 2×4 +631200	Facings: 2×3 +631457	Facings: 4×8 +337667

Facings: 4×9 +893	Facings: 3×8 +209213	Facings: 4×8 +337667
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Facings: 3×9 +893	Facings: 3×8 +209213	Facings: 3×8 +337667
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7Ft Nesting Table Planogram (For stores that do not have end tables)



front view



back view

Facings: 3×10 +135566	Facings: 3×8 +209213	Facings: 3×7 +454074
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Facings: 3×10 +135566	Facings: 3×8 +209213	Facings: 3×7 +454074
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Facings: 2×3 +321562	Facings: 2×4 +21556	Facings: 2×4 +631176	Facings: 2×4 +631200	Facings: 2×3 +631457
Facings: 2×3 +321562	Facings: 2×4 +21556	Facings: 2×4 +631176	Facings: 2×4 +631200	Facings: 2×3 +631457

Facings: 4×9 +893	Facings: 3×8 +209213	Facings: 4×8 +337667
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Facings: 3×9 +893	Facings: 3×8 +209213	Facings: 3×8 +337667
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ENHANCED OCCASION LUNAR NEW YEAR

Lunar New Year Nesting Table

Promo Code: FSN-B

Overview

Lunar New Year 2023 (the year of Rabbit) falls on Sunday, the 22nd of January. The Lunar New Year is a time of family reunion; family member gathers at each other's homes for visits and shared meals.

This is a sold program. Participation is mandatory. Stores will need to order stock as this is not forced.

Key Dates (Jan 1 - 28, 2023)

Nesting Table Participating Stores

10, 38, 149, 164, 355, 452, 486

Enhanced Occasions Participating Stores

217, 511

Participating Products

LCBO#	Description	Size (mL)	Offers
4101	Remy Martin VSOP Cognac	750	200 APP
8284	Hennessy VS Cognac	750	
11689	Gold Bar Whiskey	750	
17823	Stella Artois	6x330	VA: Stella Artois Lunar New Year Chalice
21465	Angel's Envy Whiskey	750	160 APP
24682	Rabbit Hole Cavehill Bourbon Whiskey	750	
28587	Suntory World Whisky AO	700	
29687	Remy Martin XO Chinese New Year Holiday Giftbox	750	
29716	Johnnie Walker Blue CNY Year Of The Rabbit	750	
31199	Chivas Royal Salute 21 Year Old Scotch Whisky	750	
43703	Hennessy VSOP Cognac	750	
292615	Jameson Black Barrel	750	
332965	Choya 23 Ume Fruit Liqueur	700	
386177	Remy Martin 1738 Accord Royal Cognac	750	
388306	Inniskillin Vidal Icewine	375	
417196	Grey Goose Vodka	1140	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	

VA: Free Stella Artois Lunar New Year Chalice Limited Edition with purchase of Stella Artois (17823 | 6 x 330 mL). The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components





- Table Sign ENG (Re-order # 23P11-FNT32) / BIL (Re-order # 23P11-FNT33)
- Shelf Talkers ENG (Re-order # 23P11-FNT34) / BIL (Re-order # 23P11-FNT35)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the Nesting Table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.



front view

		Facings: 3x3 +17823		
Facings: 3x8 +21465	Facings: 3x7 +417196	Facings: 3x7 +492520		



Facings: 6x11 +388306
Facings: 6x11 +388306

Facings: 3x3 +8284	Facings: 3x3 +29716	Facings: 3x4 +11689	Facings: 3x3 +43703
Facings: 3x3 +31199	Facings: 3x2 +386177	Facings: 3x4 +29687	Facings: 3x3 +4101

Facings: 4x7 +332965
Facings: 4x7 +332965



back view

Facings: 3x7 +292615	Facings: 3x6 +28587	Facings: 3x8 +24682
	Facings: 3x3 +17823	

Lunar New Year Discretionary End Aisle

Promo Code: EA-S1

Overview

Lunar New Year 2023 (the year of Rabbit) falls on Sunday, the 22nd of January. The Lunar New Year is a time of family reunion; family member gathers at each other's homes for visits and shared meals. Participating stores will merchandise the Lunar New Year products on an available Discretionary End Aisle.

This is a sold program. Participation is mandatory. Stores will need to order stock as this is not forced.

Key Dates (Jan 1 - 28, 2023)

Discretionary End Aisle Participating Stores

177, 310, 360, 390, 444, 523, 564, 580, 584, 585, 590, 619, 623, 629, 630, 703

Participating Products

LCBO#	Description	Size (mL)	Offers
8284	Hennessy VS Cognac	750	
11689	Gold Bar Whiskey, California, USA	750	
17823	Stella Artois	6 x 330	VA: Stella Artois Lunar New Year Chalice
21465	Angel's Envy	750	160 APP
24682	Rabbit Hole Cavehill Bourbon Whiskey	750	
28587	Suntory World Whisky Ao	700	
29687	Remy Martin XO Chinese New Year Holiday Giftbox	750	
29716	Johnnie Walker Blue Cny - Year Of The Rabbit	750	
292615	Jameson Black Barrel	750	
417196	Grey Goose Vodka	1140	

Signage Components

- End Aisle Backer Card ENG/BIL
- Shelf Talkers - print at store level

Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using using AccessVia Web dSign Shop.



A

Display Program (BP-SBA)

BLOCK PILE A

Game Day with Lighter Brews



This is a sold program. Participation is mandatory.

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

Key Dates (Jan 1 - 28, 2023)

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
84210	Mill Street Original Organic Lager (1950)	6 × 341	\$1.00 LTO
311779	Bud Light (275/TBS)	6 × 473	\$1.00 LTO
311787	Budweiser (275/TBS)	6 × 473	Contest
496968	Michelob Ultra (275/TBS)	6 × 473	\$1.00 LTO
904334	Budweiser (275/TBS)	6 × 355	\$1.00 LTO
908665	Bud Light (275/TBS)	6 × 355	\$1.00 LTO

Contest: Enter to Win an NFL Hoodie. Contest details will be communicated on the supplier provided merchandiser display.

Signage Components

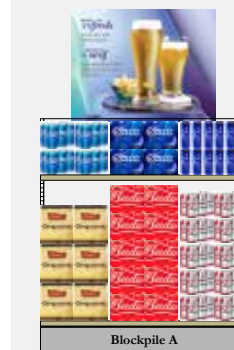
Note: Signage is to remain in place for P11 & P12. Only shelf talkers and pricer cards will be updated in P12.

- Pole Topper Sign ENG (Re-order # 23P11-BPA1)
BIL (Re-order # 23P11-BPA2)
- Riser Wrap - solid colour (Re-order # 23P11-BPA3)
- Pricer Cards ENG (Re-order # 23P11-BPA4)
BIL (Re-order # 23P11-BPA5)
- Shelf Talkers ENG (Re-order # 23P11-BPA6)
BIL (Re-order # 23P11-BPA7)
- End Aisle Backer Card BIL (Re-order # 23P11-BPA8)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap for both P11 & P12.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- Merchandise the supplier provided merchandiser display beside the product: 311787 Budweiser 6×473 mL.

Celebrate the big game with Budweiser, Mill Street, Bud Light & Michelob Ultra.



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

B

Display Program (BP-SBB) BLOCK PILE B

Ready to Refresh with low-sugar coolers



This is a sold program. Participation is mandatory.

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

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
12171	Nude Vodka Soda 12 Can Mixer Pack	12 x 355	
19147	Nutrl Vodka Soda Cherry	473	\$0.20 LTO
24318	White Claw Iced Tea Lemon	473	\$0.20 LTO
24404	Smirnoff Vodka Soda Berry Blast	355	
24407	Nutrl The Mixed	12 x 355	\$2.00 LTO
24809	Truly Strawberry Lemonade	473	10 APP
553164	Nutrl Soda Lemon	473	10 APP
666040	Nutrl Vodka Soda Pineapple	473	10 APP

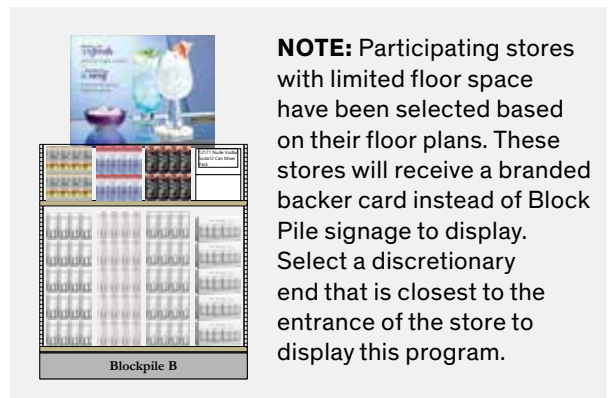
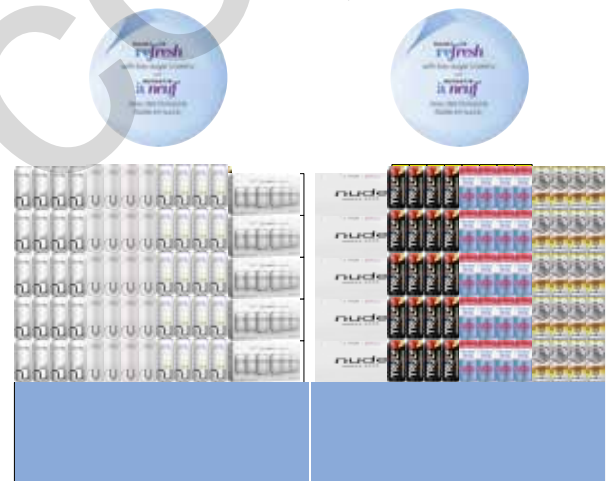
Signage Components

- Pole Topper Sign ENG (Re-order # 23P11-BPB1)
BIL (Re-order # 23P11-BPB2)
- Riser Wrap - solid colour (Re-order # 23P11-BPB3)
- Pricer Cards ENG (Re-order # 23P11-BPB4)
BIL (Re-order # 23P11-BPB5)
- Shelf Talkers ENG (Re-order # 23P11-BPB6)
BIL (Re-order # 23P11-BPB7)
- End Aisle Backer Card BIL (Re-order # 23P11-BPB8)

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.

Tap into the health and wellness trend post-holiday with the RTD category. This display will feature assortment of low-sugar coolers.



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

Aeroplan



This is a sold program. Participation is mandatory.

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

Key Dates (Jan 1 - 28, 2023)

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)	APP
25104	Luksusowa Vodka	1750	300
45898	Bacardí Superior White Rum	1750	130
217588	Kamora Coffee Liquor	1140	100
231571	Seagram's 83 Whisky	1750	350
398032	Dr. McGillicuddy's Intense Butterscotch	750	100
571901	Tequila Rose Strawberry Cream	1140	150

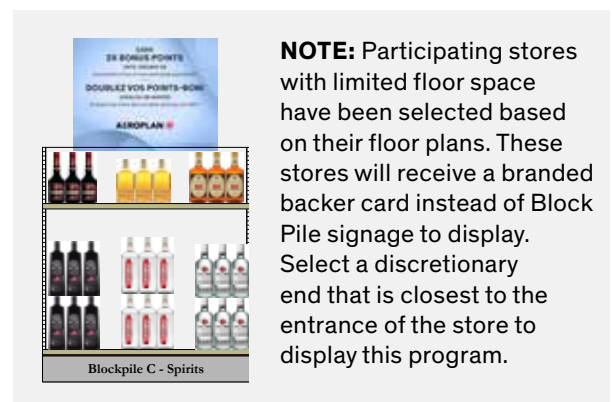
Signage Components

- Pole Topper Sign ENG (Re-order # 23P11-BPC1)
BIL (Re-order # 23P11-BPC2)
- Riser Wrap - solid colour (Re-order # 23P11-BPC3)
- Pricer Cards ENG (Re-order # 23P11-BPC4)
BIL (Re-order # 23P11-BPC5)
- Shelf Talkers ENG (Re-order # 23P11-BPC6)
BIL (Re-order # 23P11-BPC7)
- End Aisle Backer Card BIL (Re-order # 23P11-BPC8)

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.

Popular spirits with great Aeroplan offers. The display will feature an assortment of large format spirits.



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

Display Program (XBP)

BLOCK PILE D

NFL

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.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

1, 15, 21, 22, 31, 38, 115, 130, 148, 149, 154, 156, 164, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 371, 385, 393, 394, 398, 404, 412, 437, 438, 443, 445, 452, 486, 499, 500, 522, 523, 545, 573, 590, 619, 623, 624, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	VA: Smirnoff NFL Jersey Bottle Sleeves
1487	Crown Royal Whisky	750	60 APP + VA: NFL Purple Crown Bag
10357	Crown Royal Peach	750	60 APP
131391	Smirnoff Vodka	1140	75APP
318709	Captain Morgan Original Spiced Rum	750	60 APP + VA: Captain NFL Jersey Bottle Sleeve
500512	Captain Morgan Original Spiced Rum	750	60 APP

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # 23P11-BPD1) / BIL (Re-order # 23P11-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 (Example only)

Enhanced Display

NUTRL VODKA (FSL-A)

Key Dates (Jan 1 - 28, 2023)

Participating Stores

1, 17, 22, 23, 25, 27, 31, 34, 36, 38, 41, 51, 55, 65, 74, 82, 83, 90, 102, 106, 130, 132, 145, 148, 150, 156, 164, 168, 171, 191, 200, 209, 211, 212, 221, 226, 227, 243, 250, 253, 263, 287, 298, 300, 325, 329, 334, 346, 351, 358, 359, 360, 361, 373, 381, 383, 386, 390, 391, 392, 394, 401, 404, 407, 412, 416, 417, 427, 428, 431, 432, 437, 438, 443, 445, 457, 459, 481, 485, 490, 491, 497, 499, 501, 523, 534, 536, 545, 551, 554, 555, 556, 566, 569, 575, 590, 602, 609, 616, 617, 619, 623, 631, 632, 633, 634, 640, 648, 655, 670, 684, 694, 699, 700, 703, 706, 741, 748

Participating Products

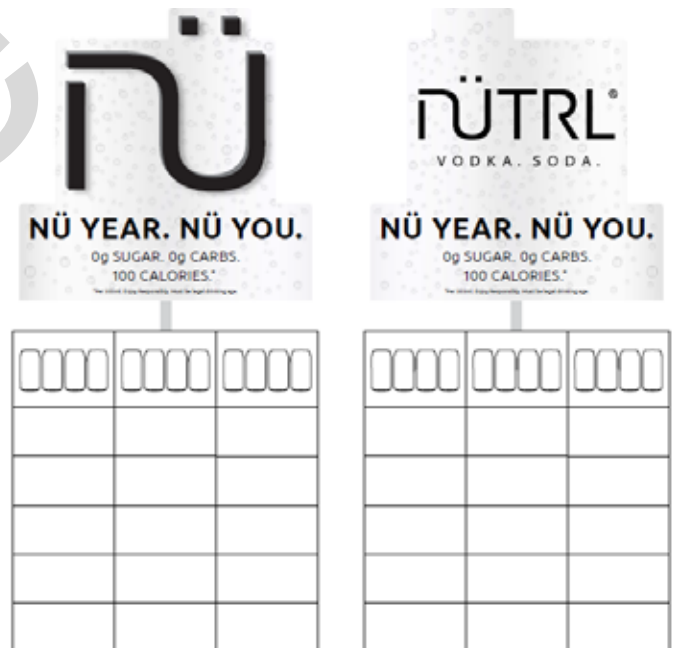
LCBO#	Description	Size (mL)	Offers
19147	Nutrl Vodka Soda Cherry	473	\$0.20 LTO
24365	Nutrl Vodka Soda Raspberry	473	
24407	Nutrl The Mixed	12 x 355	\$2.00 LTO
666032	Nutrl Vodka Soda Grapefruit	473	\$0.20 LTO

Signage Components

- Supplier Provided Pole Topper Sign
- Pricer Cards - printed at store level

Merchandising Instructions

- The supplier will be providing the pole topper sign to the selected stores in time for the start of the promotion.
- Please build this block pile display in an available location in your store.
- Print pricer cards at store level for participating products on AccessVia Web dSignShop.
- Install the pole topper sign and merchandise the pricer cards in front of the participating products.



Supplied by Agent (Example only)

Display Program

CASE SAVINGS WINES BLOCK PILE

Overview

Select stores will build a block pile display with their top-selling 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 (Jan 1 - 28, 2023)

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)	LTO
68924	Gnarly Head Cabernet Sauvignon	750	\$2.00
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00
97119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00

Merchandising Instructions

- **Stores will not be forced allocated inventory. The above products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion. Please ensure sufficient stock is ordered.**
- Build the block pile display in the Power Aisle, in line with other displays.
- Install the cut case backer card and merchandise the pricer cards in front of the corresponding products.

Signage Components

- Cut Case Backer Card
ENG (Re-order # 23P11-BPW1)
BIL (Re-order # 23P11-BPW2)
- Pricer Card
ENG (Re-order # 23P11-BPW3)
BIL (Re-order # 23P11-BPW4)



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Ready To Refresh With Low-Sugar Wines

This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

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
8979	Rodet CdRhône AOC	750	\$2.00 LTO
13295	Matua Sauvignon Blanc Hawke's Bay	1140	\$2.00 LTO
19725	Cupcake Light Hearted Chardonnay	750	\$2.00 LTO
20865	Ventoux Grande Reserve Des Challieres	750	\$2.00 LTO
21524	On Point. Crisp White	750	\$1.00 LTO
25461	Mindful Pinot Grigio VQA	750	\$1.50 LTO
25462	Mindful Rosé VQA	750	\$1.50 LTO
27727	Bask Cabernet Sauvignon	750	\$1.00 LTO
27728	Bask Pinot Grigio	750	\$1.00 LTO
27732	High Road Cellars Cabernet Merlot	750	\$1.00 LTO
279661	L'Orangerie Rose Pays D'OC	750	\$2.00 LTO
292110	La Mascota Cabernet Sauvignon	750	\$2.00 LTO

Customers are always looking for ways to more meaningful choices, whether it's resolutions at the start of a new year or a lifestyle choice. The LCBO can help with a wide selection of lighter options to meet their needs like wines low in sugar that are still great tasting.

Signage Components

- Table Sign ENG (Re-order # 23P11-MNT1) / BIL (Re-order # 23P11-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 23P11-MNT3) / BIL (Re-order # 23P11-MNT4)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P11-MNT5)
- Shelf Talkers ENG (Re-order # 23P11-MNT6) / BIL (Re-order # 23P11-MNT7)

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.

Middle Nesting Table Planograms



front view



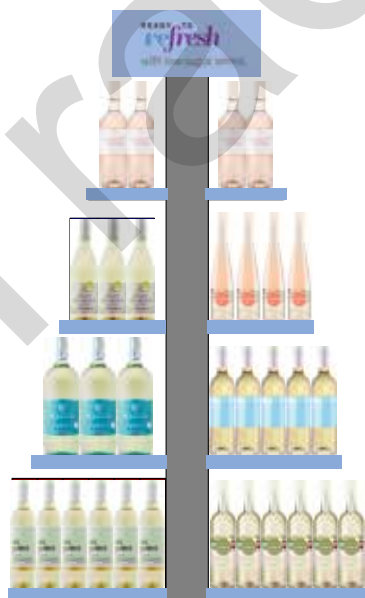
back view

Facings: 5x8 +27732	Facings: 5x8 +292110	Facings: 5x8 +8979
Facings: 5x8 +27732	Facings: 5x8 +292110	Facings: 5x8 +8979

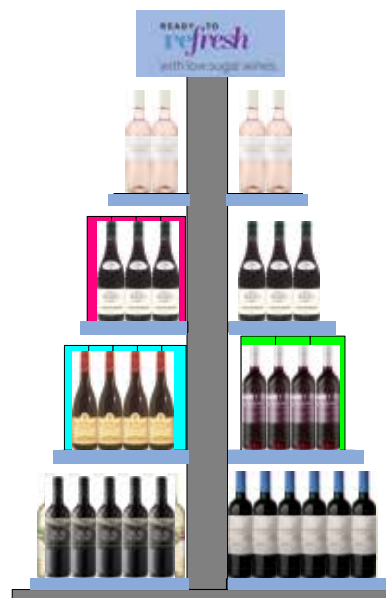
Facings: 6x8 +279661	Facings: 6x3 +27728	Facings: 5x2 +13295	Facings: 6x3 +27727	Facings: 6x3 +20865	Facings: 6x9 +25462
	Facings: 5x8 +279661	Facings: 6x3 +27728	Facings: 5x2 +13295	Facings: 6x3 +27727	

Facings: 5x8 +19725	Facings: 5x8 +21524	Facings: 5x8 +25461
Facings: 5x8 +19725	Facings: 5x8 +21524	Facings: 5x8 +25461

Celebration Fixture Planograms



front view



back view

Period 11

END AISLES

End Aisle #1A Premium

LCBO#	Description	Size (mL)	Offers
380303	Smirnoff Blueberry Flavoured Vodka	750	VA
381962	Smirnoff Green Apple Flavoured Vodka	750	
382028	Smirnoff Vanilla Flavoured Vodka	750	APP

VA: Kettle Cooked Chips (near pack)



Lean Rickey Cocktail Blade Sign
ENG (Re-order # 23P11-BS1) / BIL (Re-order # 23P11-BS4)

- Install Cocktail Blade Sign on End Aisle 1A.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



End Aisle #1B Standard

LCBO#	Description	Size (mL)	Offers
22017	Smirnoff Vodka (P.E.T)	750	VA
38505	Smirnoff Vodka (P.E.T)	1750	VA
216929	Smirnoff Vodka	1140	APP

VA: Kettle Cooked Chips (near pack)



Lean Rickey Cocktail Blade Sign
ENG (Re-order # 23P11-BS1) / BIL (Re-order # 23P11-BS4)

- Install Cocktail Blade Sign on End Aisle 1B.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
End Aisle #2	16544	St Remy Signature	750	APP, VA
	19035	St Remy XO Brandy	375	VA
	557108	St Remy XO Brandy	750	VA

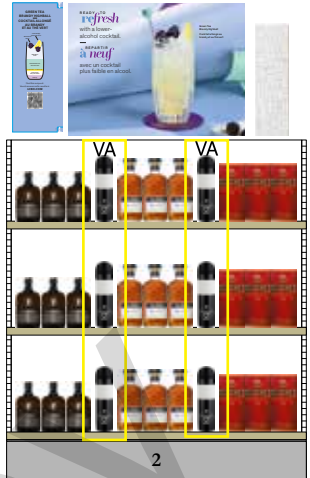
Value-Adds:

- 16544 St Remy Signature 750 - Bitters (on pack, rep-applied)
- 19035 St Remy XO Brandy 375 - Coffee (on pack, rep-applied)
- 557108 St Remy XO Brandy 750 - Coffee Press (near pack)



**Green Tea Brandy Highball Cocktail Blade Sign
ENG (Re-order # 23P11-BS2) / BIL (Re-order # 23P11-BS5)**

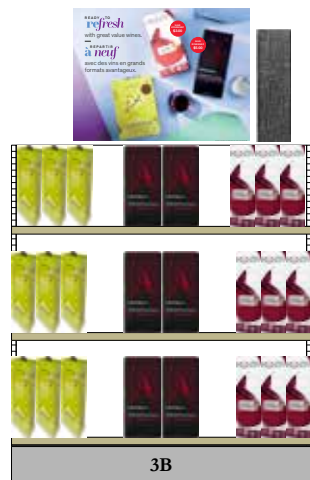
- Install Cocktail Blade Sign on End Aisle 2.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
End Aisle #3A Premium	27348	La Vieille Ferme Luberon Blanc Aoc	3000	LTO
	27373	Folonari Valpolicella Classico Doc	3000	APP
	27682	Oggi Botter Pinot Grigio Doc	3000	APP



	LCBO#	Description	Size (mL)	Offers
End Aisle #3B Standard	27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	
	27386	Franzia Cabernet Sauvignon Bib	3000	LTO
	27389	Apothic Red Blend Bib	3000	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #4	217554	Captain Morgan Dark Rum	1140	VA
	217653	Captain Morgan Original Spiced Rum	1140	LTO
	217745	Captain Morgan White Rum	1140	

VA: Kettle Cooked Chips (near pack)



Ginger Mojito Cocktail Blade Sign
ENG (Re-order # 23P11-BS3) / BIL (Re-order # 23P11-BS6)

- Install Cocktail Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	16785	Peller Family Vineyards Light Pinot Grigio	750	LTO
	18947	>Kim Crawford Illuminate Sauvignon Blanc	750	LTO
	493254	Roscato Rosso Igt Provincia Di Pavia	750	APP



	LCBO#	Description	Size (mL)	Offers
End Aisle #6	12452	Bodega Toro Centenario Malbec	750	LTO
	270017	Jacob's Creek Reserve Chardonnay	750	LTO
	447060	Deakin Estate Sauvignon Blanc	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO

Ecomm

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CUEILLETTE
LE JOUR MÊME GRATUITE
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	LCBO#	Description	Size (mL)	Offers
End Aisle #8	9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
	535641	Vicente Faria Animus Douro, Do	750	LTO
	588962	Mezzomondo Negroamaro Puglia lgt	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	18426	Forty Creek Nanaimo Bar Cream	750	LTO
	281378	Forty Creek Cream Liquor	750	
	350561	Forty Creek Cream Liquor	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	10815	Collective Arts Hazy State (LCBO Warehouse)	473	
	17117	Rally Trail Blazer (3431)	473	LTO
	19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LTO
	24826	Ace Hill Carb Free (LCBO Warehouse)	4 × 355	
	24829	Stonewall Light (LCBO Warehouse)	4 × 355	
	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	LTO
	30129	Catstronaut, Session Hazy IPA (5732)	473	
	481515	Bench Brewing Balls Falls Session IPA (798)	473	
	646620	Beyond The Pale Clean Cut (7672)	473	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	30834	Canadian Club Classic 12 Year Old	1140	VA
	311928	Canadian Club Classic 12 Year Old	750	APP
	311944	Canadian Club Classic 12 Year Old	1750	VA
Value-Adds:				
<ul style="list-style-type: none"> • 30834 Canadian Club Classic 12 Year Old 1140 - Canadian Club 100% Rye 50 mL (on pack, rep-applied) • 311944 Canadian Club Classic 12 Year Old 1750 - Canadian Club 100% Rye 2 × 50 mL (on pack, rep-applied) 				



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	1222	Wiser's Special Blend	750	APP
	112672	Wiser's Special Blend (P.E.T)	1750	APP
	216671	Wisers Special Blend	1140	VA
VA: Wiser's Deluxe 50 mL (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	491803	Southern Comfort (P.E.T)	375	APP
	491811	Southern Comfort	750	APP
	491829	Southern Comfort	1140	VA
VA: Fireball 200 mL (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	12287	Jackson-Triggs Cabernet Sauvignon Light	750	LTO
	27757	High Road Cellars Pinot Grigio	750	LTO, Wine Fridge
	27919	XOXO Sauvignon Blanc Light	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	2691	Tanqueray London Dry Gin	750	LTO
	96263	Tanqueray London Dry Gin	1750	
	216721	Tanqueray London Dry Gin	1140	VA
VA: Cocktail Spoon (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	54866	Bulleit Bourbon Frontier Whiskey	750	LTO
	350611	Bulleit Rye	750	VA
	439075	Bulleit Bourbon 10 YO	750	
VA: Crown Northern Harvest Rye 50 mL (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	27658	Peller Family Vineyards Sparkling Pinot Grigio	750	LTO
	216887	Freixenet Carta Nevada Brut Cava	750	LTO

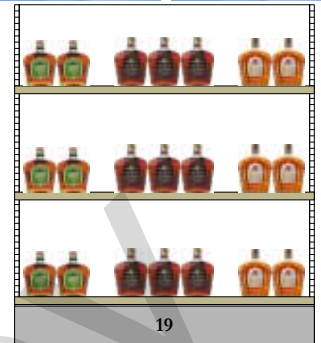


	LCBO#	Description	Size (mL)	Offers
End Aisle #18	225698	The Kraken Black Spiced Rum	750	APP
	318683	The Kraken Black Spiced Rum	1140	LTO
	366534	The Kraken Black Spiced Rum	375	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	224352	Crown Royal Black	750	
	403519	Crown Royal Apple	750	
	476911	Crown Royal Vanilla	750	MT, LTO, VA
VA: CR Vanilla Recipe Necktags (on pack, rep-applied)				

Ecomm	Same Day
SHOP LCBO.COM FOR HOME DELIVERY OR IN-STORE PICKUP MAGASINEZ À LCBO.COM POUR LA LIVRAISON À DOMICILE LA CUEILLETTE EN BOUTIQUE	FREE SAME-DAY PICKUP PARCOURRIR EN BOUTIQUE CUEILLETTE LE JOUR MÊME GRATUITE PRÊTE EN 1 HEURE! LCBO.COM
OR	



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	15012	Northern Keep Vodka	750	VA
	88799	Alberta Pure Vodka (P.E.T)	750	VA
	350397	Banff Ice Vodka	750	APP, VA

Value-Adds:

- 15012 Northern Keep Vodka 750 - On the Rocks Cosmo 100 mL (on pack, rep-applied)
- 88799 Alberta Pure Vodka (P.E.T) 750 - Canadian Club 1858 50 mL (on pack, rep-applied)
- 350397 Banff Ice Vodka 750 - Canadian Club 50 mL (on pack, rep-applied)

2X BONUS POINTS DOUBLEZ VOS POINTS BONI ASTROPLAN II	
	20

Non-Alcohol Wines 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. **Participation is mandatory.**

Key Dates (Jan 1 - 28, 2023)

Participating Stores

1, 4, 5, 10, 15, 18, 19, 21, 25, 31, 35, 38, 41, 84, 115, 149, 154, 164, 212, 214, 217, 243, 295, 355, 371, 384, 394, 398, 404, 407, 412, 415, 417, 437, 445, 452, 485, 486, 494, 495, 522, 534, 537, 553, 554, 602, 609, 619, 623, 624, 630, 641, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
22500	Bottega 0 Rosé	750	
28152	Nozeco	750	
28153	Luna De Murviedro Sparkling Rosé	750	
28154	Martini Dolce	750	\$1.00 LTO
28557	Tarapaca De-Alcoholized Sauvignon Blanc	750	

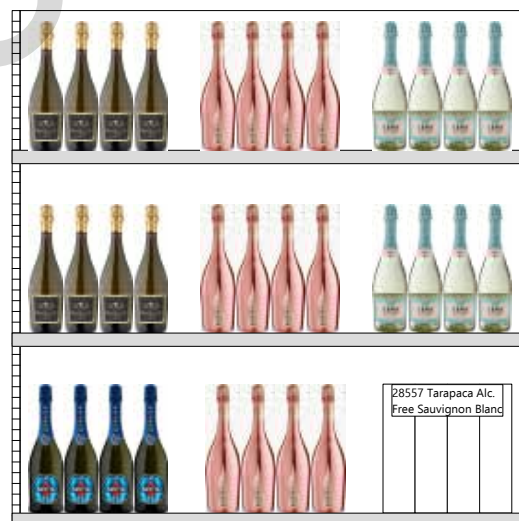
Important Note: Some products will be arriving late. Merchandise products on the end as they arrive, expand and contract facings of the participating SKU's as needed to accommodate late arrivals

Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 23OP-BC-AF1)
- Shelf Talkers - print at store level

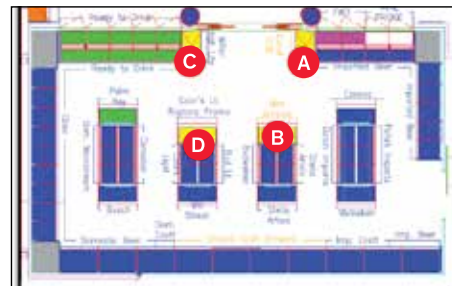
Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using using AccessVia Web dSign Shop.



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 (Jan 1 - 28, 2023)

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
A Plinth (EA - EZA)	19923	Peroni Nastro Azzurro Slim Can	6 × 330	LCBO Warehouse	\$1.00 LTO
	27824	Peroni Nastro Azzurro 0.0	6 × 330	LCBO Warehouse	VA: F1 Glass (attached)
	525188	Peroni Nastro Azzurro	6 × 330	LCBO Warehouse	\$1.00 LTO
	VA: F1 Glass with the purchase of 27824 Peroni Nastro Assuro 0.0 (rep-applied/attached to product). The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
B New/ Seasonal (EA - EZB)	28139	Wellington Brewery Peppermint Pattie Milk Stout	473	4826 - Wellington County Brewery Inc.	
	28741	Muskoka Winter Beard Nitro Latte Stout	473	LCBO Warehouse	
	498576	Great Lakes Brewing Robohop Ipa	473	1929 - Great Lakes Brewing Co. Inc.	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	14066	Molson Ultra	6 × 473	275 - The Beer Store	80 APP
	300681	Coors Light	6 × 473	275 - The Beer Store	80 APP
	558940	Miller Lite	6 × 473	275 - The Beer Store	\$1.00 LTO
D End Aisle (EA - EZD)	26308	Michelob Ultra Organic Gold	6 × 473	LCBO Warehouse	
	496968	Michelob Ultra	6 × 473	275 - The Beer Store	\$1.00 LTO
	697623	Michelob Ultra	6 × 355	275 - The Beer Store	Contest
	Contest: Enter for a chance to win an Echelon Bike with purchase of two 6×355mL Michelob Ultra packs (697623). Details will be communicated on the supplier provided shelf talkers. Ensure perpendicular shelf talkers are installed on the end aisle to bring awareness on the contest.				

Beer Excitement Zone A: Ready to Refresh with Peroni. Receive a F1 Glass with the purchase of 27824 Peroni Nastro Azzurro 0.0 6×330 mL.

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

Beer Excitement Zone C: Ready to Refresh with low-carb beers. An assortment of lighter brews.

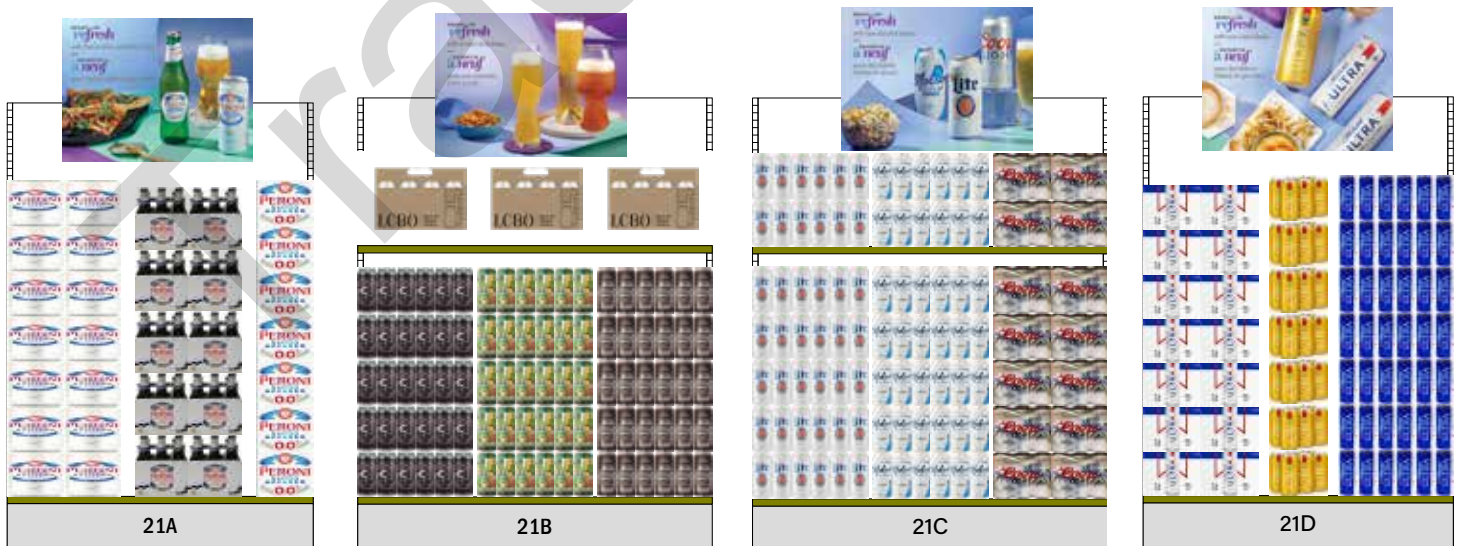
Beer Excitement Zone D: Ready to Refresh with low-alcohol beers. Enter for a chance to win an Echelon Bike with the purchase of two 6×355 mL Michelob Ultra packs (697623). Contest details will be communicated on supplier provided shelf talkers. Ensure perpendicular shelf talkers are installed on the end aisle to bring awareness on the contest.

Signage Components

- A. Backer Card ENG/BIL (Re-order # 23P11-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 23P11-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 23P11-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 23P11-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P11-BEZ5) / BIL (Re-order # 23P11-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P11-BEZ7) / BIL (Re-order # 23P11-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 P12.



BEER BRANDED ENDS

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

These are sold spaces and participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 23P11-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 23P11-BBE2)
- Heineken Card ENG/BIL (Re-order # 23P11-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

Ontario Craft Beer

END AISLE

Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries. 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 (Jan 1 - 28, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
14677	Big Rig Brewery Shakedown Apa	473		1188 - Big Rig Brewing Co.
15717	Flying Monkeys The Mutants Are Revolting	473		6309 - Flying Monkeys Craft Brewery
15979	Furnace Room Beardmore Kolsch	473	27 APP	3267 - Furnace Room Brewery Inc
17910	Left Field Brewery Ice Cold Beer	355		4846 - Left Field Brewery Inc.
28736	Beau's Nordic Pale Ale	473		9654 - Beau's All Natural Brewing
408054	Great Lakes Pompous Ass	473		1929 - Great Lakes Brewing Co. Inc.

Merchandising Instructions

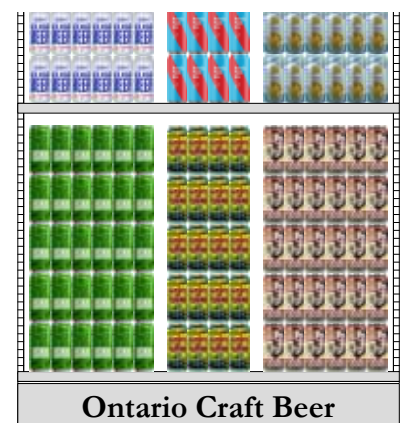
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

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 # 23OP-OCB1)
- Shelf talkers
ENG (Re-order #AIM-23P11-OCB1) / BIL (Re-order #AIM-23P11-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Ontario Craft Beer

Craft Beer Imported

SHELF TALKERS

Key Dates (P11 - on going)

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)
15566	Duvel Tripel Hop Cashmere	330
21838	Intens Rood	375
27062	Zeven Zonden - Invidia	330
27600	Deschutes Haze Tron Imperial Hazy IPA	1420
27601	Caribbean Chocolate Mole Cake Stout	330
27602	Duchesse Chocolate Cherry	330
27603	Wolf Dark & Strong Scottish Ale	330
97469	Samichlaus	330
244376	Porter Baltique	750
532291	Duvel N'Ice Chouffe	330
538629	Founders Backwoods Bastard Bourbon Barrel Age	355

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-23P11-ICB1) / BIL (Re-order #AIM-23P11-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 (Jan 1 - 28, 2023)

Participating Products

LCBO#	Description	Size (mL)	Offers
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00 LTO
276170	Pelee Island Blanc De Blanc VQA	750	\$1.00 LTO
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00 LTO
Store Manager's Discretion - VQA Product			

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-23P11-ON1)

Merchandising Instructions

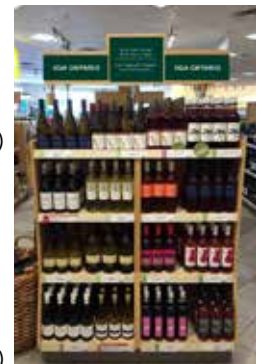
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



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-23P11-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 (Jan 1 - 28, 2023)

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
260364	Megalomaniac Homegrown Red VQA	750	50 APP
565713	Reif Estate Cabernet Merlot VQA	750	100 APP

Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P11-OWP1)
- Ontario Buyer's Pick Backer Card
ENG (Re-order # AIM-23P11-OWP2) / BIL (Re-order # AIM-23P11-OWP3)



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.**

Please note: There will be no offer in P11. The same products from P10 will remain on display and sale signage is to be removed.

Key Dates (Jan 1 - 28, 2023)

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)
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750
444059	>Joel Gott 815 Cabernet Sauvignon	750



Signage Components

- Year-Round Essentials Shelf Talkers
ENG (Re-order#VIN-EST-052) / BIL (Re-order#VIN-EST-053)
- Vintages-Size Generic Backer Card (Re-order# VBC028)
- LCBO-Size Generic Backer Card (Re-order# VBCL051)
- 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. **Please note: There will be no offer in P11. The same products from P10 will remain on display.**
- Install the generic Essentials backer card and year-round Essentials 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 (January 7, 2023 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)
January 7 Release		
471854	Rioja Vega Crianza	750
118067	Viña Cobos Felino Malbec	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 (Jan 1 - 28, 2023)

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-23P11-VLTO1)

Participating Products

LCBO#	Description	Size (mL)	Offers
323519	Beronia Tempranillo Rosé	750	\$2.00 LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$2.00 LTO
565861	Château Des Charmes Vidal Icewine	200	\$4.00 LTO
462846	Columbia Crest Grand Estates Chardonnay	750	\$2.00 LTO
30957	Concha Y Toro Winemaker's Lot 148 Carmenère	750	\$3.00 LTO
258681	G. Marquis The Silver Line Chardonnay	750	\$1.75 LTO
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00 LTO
27070	Hoopla The Mutt Red Blend	750	\$2.00 LTO
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00 LTO
292110	La Mascota Cabernet Sauvignon	750	\$2.00 LTO
145920	Marchesi De' Frescobaldi Tenuta Di Castiglioni	750	\$3.00 LTO
111641	Rocca Delle Macie Riserva Chianti	750	\$2.00 LTO
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00 LTO

VINTAGES Ontario Our Buyer's Picks Program

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

Key Dates (Jan 1 - 28, 2023)

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
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-23P11-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-cawse display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by January 28, 2023.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by January 28, 2023.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by January 28, 2023.

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

VALENTINE'S DAY \$2.95 GIFT BAG

The Valentine's Day Enhanced Gift Bag and \$2.95 Hot Button signage will ship to participating stores for set up with the start of P11.

Install Date: Week of January 15th

Please refer to the P11 online worksheets posted on the portal for information on Valentine's Day Enhanced Gift Bag stores & allocation.


Signage Re-order Codes

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

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



Valentine's Day Enhanced Gift Bag
LCBO# 28669 • \$2.95

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:

Mini Thematic A

GIFTS for cocktail fans
CADEAUX pour les amateurs de cocktail



Mini Thematic B

GIFTS FOR THE HOST
CADEAUX POUR L'HÔTE



- Install the Valentine's Day Enhanced Gift Bags on the Mini Thematic fixtures the week of January 15th.
- Refer to the Mini Thematic A/B sections for more details.

YEAR-ROUND GIFTING

ACTION:

Stores are to pack up and box any residual Holiday gifting (packaging and/or cards/carriers), and mark clearly for use next year. Only Year-Round packaging and gift cards/presenters are to be displayed on the designated fixtures.

Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. Refer to the next pages for more details.

LCBO#	Component	Retail
Gift Packaging		
27353	LCBO "Our Favourite" Bag	\$1.50
27354	Enhanced 2 Bottle Paper Gift Bag	\$4.95
27355	Year-Round 1 Bottle Rigid Box	\$7.95
27396	Reusable Bag 6 Bottle	\$2.95
27397	Large Reusable Bag	\$2.95
16877	Organic Cotton Canvas 4 Pocket Bag	\$14.95
16679	Vintages Gift Box	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	NEW Retail \$12.95
17377	Vintages Wooden Box - 2 Bottle Box	NEW Retail \$17.95
17374	Vintages Wooden Box - 3 Bottle Box	NEW Retail \$22.95
17378	Vintages Wooden Box - 6 Bottle Box	NEW Retail \$30.95

LCBO#	Component
Gift Cards & Presenters	
27053	Soft Black Gift Card
27054	Warm White Gift Card
27055	Gift Card Carrier
647271	Vintages Gift Card Carrier (English)
657882	Vintages Gift Card Carrier (French)
647222	Vintages Gift Card

LCBO \$1.50 "Our Favourite" Gift Bag

ACTION: Please remove and recycle the Holiday Gift Bag Hot Buttons. All stores will receive a new signage package containing the Year-Round Hot Buttons that will be shipped to stores for the start of PT11. The Year-Round Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.



LCBO "Our Favourite" Gift Bag
Case packed 100
LCBO# 27353 • \$1.50



LCBO "Our Favourite" Gift Bags will be merchandised in three (3) areas:

- End Aisles (select stores)
- Cash Ends (all stores)
- Wooden Gift Packaging Fixtures (select stores)

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

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
	\$1.50 Bag Hot Button Signs	23OP-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag Holder	749390
	\$1.50 Gift Bag Stickers	23OP-GFT12

Merchandising Options:

Front Facing End Aisles



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

Cash Ends



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

Wooden Gift Packaging Merchandiser: Select Stores



LCBO Enhanced 2 Bottle Paper Gift Bag

ACTION: Please remove and recycle the Holiday 2 Bottle Gift Bag Hot Buttons. All stores will receive a new signage package containing the Year-Round Hot Buttons that will be shipped to stores for the start of PT11. The Year-Round Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.

LCBO 2 Bottle Gift Bags will be merchandised in two (2) areas:

- Metal Reusable Bag Fixture
- Wooden Gift Packaging Fixtures (select stores)





LCBO 2 Bottle Gift Bag
Case packed 100
LCBO# 27354 • \$4.95

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

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
	\$4.95 Bag Hot Button Signs	23OP-GFT3
	Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:

Metal Reusable Bag Fixture



Wooden Gift Packaging Merchandiser: Select Stores



LCBO 1 Bottle Rigid Gift Tube

ACTION: Please remove and recycle the Holiday 1 Bottle Rigid Gift Tube Hot Buttons. All stores will receive a new signage package containing the Year-Round Hot Buttons that will be shipped to stores for the start of PT11. The Year-Round Gift Tubes WILL NOT be allocated to you. Please order from your supplying warehouse.




LCBO 1 Bottle Rigid Gift Tube
Case packed 24
LCBO# 27355 • \$7.95

LCBO 1 Bottle Rigid Gift Tube will be merchandised on the Wooden Gift Packaging Fixture.

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

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
	\$7.95 Bag Hot Button Signs	23OP-GFT4

Merchandising Options:

Wooden Gift Packaging Merchandiser:
Select Stores



Organic Cotton Canvas 4 Pocket Bag

All stores will receive the Year-Round Hot Buttons to be installed at each merchandising location in the store. **The Year-Round Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.**

Organic Cotton Canvas 4 Pocket Bag will be merchandised in two (2) areas:

- Seasonal Hanging Bag Stand
- Gift Packaging Floor Merchandiser (Metal)



Organic Cotton Canvas 4 Pocket Bag
Case packed 50
LCBO# 16877 • \$14.95

Signage Re-order Codes

Stores in FLS designated areas **MUST** display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

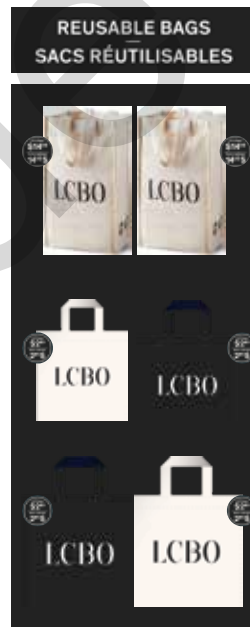
	Description	Reorder #
	\$14.95 Bag Hot Button Signs	23OP-GFT5
	Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:

Seasonal Hanging Bag Stand



Gift Packaging Floor Merchandiser (Metal)



LCBO Reusable Gift Bags

All stores will receive the Year-Round Hot Buttons to be installed at each merchandising location in the store. **The Year-Round Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.**

LCBO Reusable Gift Bags will be merchandised in two (2) areas:

- Seasonal Hanging Bag Stand
- Gift Packaging Floor Merchandiser (Metal)

Signage Re-order Codes



Stores in FLS designated areas **MUST** display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



LCBO 6 Bottle Gift Bag
Case packed 50
LCBO# 27396 • \$2.95



LCBO Large Gift Bag
Case packed 50
LCBO# 27397 • \$2.95

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:

Seasonal Hanging Bag Stand



Gift Packaging Floor Merchandiser (Metal)



HOW TO MERCHANDISE

Seasonal Hanging Bag Stand


ACTION: Please ensure all Holiday gift packaging items are removed from the Seasonal Hanging Bag Stand. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. **Only Year-Round gift packaging are to be displayed on the fixture.**

Remove and recycle the Holiday pole topper sign currently merchandised on the fixture and replace with the Year-Round packaging and pole topper sign. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11.

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities. Please continue to replenish throughout the promotion.

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Signage	Description	Reorder #
	Year Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG: 23OP-GFT7 BIL: 23OP-GFT8

Merchandising Options:

Metal Reusable Bag Fixture



Enhanced 2 Bottle Gift Bag
LCBO# 27354 • \$4.95



Organic Cotton Canvas 4 Pocket Bag
LCBO# 16877 • \$14.95



Reusable 6 Bottle Bag (2 Versions)
LCBO# 27396 • \$2.95



Reusable Large Bottle Bag (2 Versions)
LCBO# 27397 • \$2.95

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Metal)

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

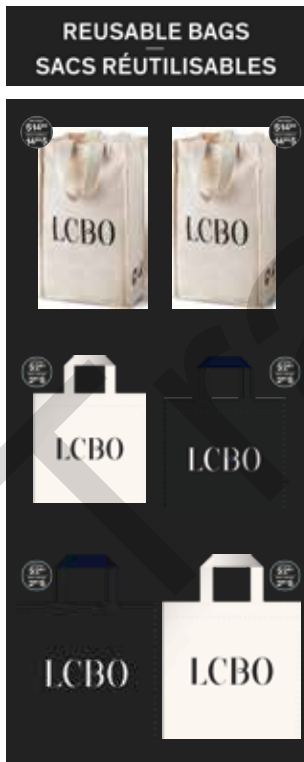
Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
REUSABLE BAGS	Reusable Bags Insert Sign	ENG/ENG: 23OP-GFT13
REUSABLE BAGS SACS RÉUTILISABLES		BIL/BIL: 23OP-GFT15
	Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	\$14.95 Bag Hot Button Signs	23OP-GFT5

Merchandising Options:

Gift Packaging Floor Merchandiser (Metal)



Organic Cotton Canvas 4 Pocket Bag
LCBO# 16877 • \$14.95



Reusable 6 Bottle Bag (2 Versions)
LCBO# 27396 • \$2.95



Reusable Large Bottle Bag (2 Versions)
LCBO# 27397 • \$2.95

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Wood)

ACTION: Please ensure all Holiday gift packaging and gift cards/presenters are removed from the Wooden Gift Packaging Floor Merchandiser. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. **Only Year-Round gift packaging and gift cards/presenters are to be displayed on the fixture.**

Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the Year-Round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Boxes WILL NOT be allocated to you. Please order from your supplying warehouse.

The following residual Year-Round and select new gift packaging items will be merchandised on this fixture:

LCBO#	Component	Retail
27353	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
27354	Year-Round Enhanced 2 Bottle Bag (2V)	\$4.95
652842	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
657650	Year-Round 1 Bottle Rigid Box (2V)	\$7.95
657338	Year-Round 2 Bottle Rigid Box (2V)	\$9.95
11206	Vintages "Our Favourite" Gift Bag	\$1.50
16679	Vintages Single Bottle Rigid Gift Box	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	NEW Retail \$12.95
17377	Vintages Wooden Box - 2 Bottle Box	NEW Retail \$17.95
17374	Vintages Wooden Box - 3 Bottle Box	NEW Retail \$22.95
17378	Vintages Wooden Box - 6 Bottle Box	NEW Retail \$30.95



Front view

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Signage	Description	Reorder #
	Wooden Gift Packaging Floor Merchandiser Sign	ENG/ENG: 23OP-GFT9 BIL/BIL: 23OP-GFT10



Back view

SIDE A:

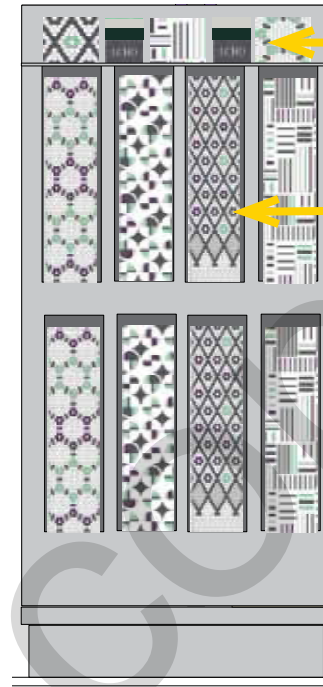


Residual LCBO Gift Cards & Presenters

Year-Round 1 Bottle Rigid Box
Case packed 24
LCBO# 657650 • \$7.95

Year-Round 2 Bottle Rigid Box
Case packed 12
LCBO# 657338 • \$9.95

SIDE B:



Residual LCBO Gift Cards & Presenters

LCBO \$1.50 Bag
Case packed 100
LCBO# 652842 • \$1.50

SIDE C:



Vintages Single Bottle Rigid Gift Box
Case Packed 24
LCBO# 16679 • \$7.95

Vintages Year-Round Wooden Box (1 Bottle)
Case Packed 12
LCBO# 17373 • \$12.95

Vintages Year-Round Wooden Box (2 Bottles)
Case Packed 6
LCBO# 17377 • \$17.95

Vintages Year-Round Wooden Box (3 Bottles)
Case Packed 4
LCBO# 17374 • \$22.95

SIDE D:



LCBO Gift Cards & Presenters

\$1.50 Bag
Case packed 100
LCBO# 27353 • \$1.50




2 Bottle Bag
Case packed 100
LCBO# 27354 • \$4.95




HOW TO MERCHANDISE LCBO Gift Cards

ACTION: Please ensure all Holiday gift cards/presenters are removed from the Acrylic Gift Card Merchandiser. Stores are to pack up and box any residual Holiday gift cards/presenters, marked clearly for use next year. **Only Year-Round gift cards/presenters are to be displayed on the fixture.**

Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the Year-Round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Cards WILL NOT be allocated to you. Please order from your supplying warehouse.

Gift Cards & Carriers

LCBO#	Description	Image
27053	Soft Black	
27054	Warm White	
647222	Vintages	

LCBO#	Description	Image
27055	LCBO Year-Round Carrier	
647271	Vintages (English)	
657882	Vintages (French)	

Receiving Instructions

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

Merchandising Instructions

- Install the LCBO Year-Round insert sign in the acrylic merchandiser.
- Both Vintages and LCBO gift cards and carriers will be merchandised in the small acrylic merchandiser.
- Merchandise a selection of residual Gift Cards and Carriers behind the new assortment (i.e. the new LCBO Gift Card/Carrier designs should be displayed at the front of the merchandiser).
- Stores may order additional Gift Cards and carriers by emailing ordergiftcards@lcbo.com

Description	Reorder #
Year-around Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	23OP-GFT6
Gift Card Merchandiser	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

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

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

Signage Components

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



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

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



Wine Impulse - Half Bottles:

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

Participating Products

LCBO#	Description	Size (mL)
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 (Jan 1 - 28, 2023)

Participating Stores

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

Merchandising Instructions

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and will be Promo Forced. SOOs 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.
- Install the box signs and bin strips.
- Merchandise the shelf talkers in front of participating products.

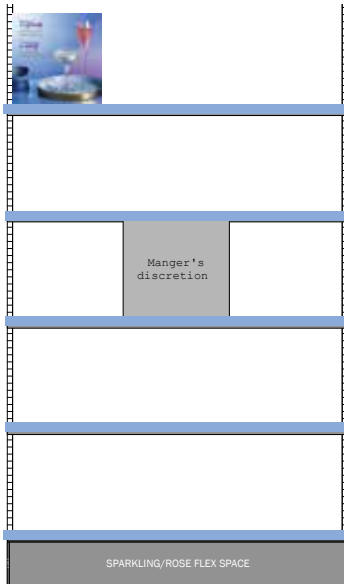
Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P11-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P11-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P11-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P11-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P11-FS5)
- Shelf Talkers ENG (Re-order # 23P11-FS6) / BIL (Re-order # 23P11-FS7)
- Bin Strips - solid colour (Re-order # 23P11-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space "Ready to Refresh With Savings On Sparkling Wines"				
		Store Manager's Discretion - Sparkling/Rosé products		
(FSB) USA - California Flex Space "Shop And Earn On Delicious California Wines"				
*Mandatory Participation: This is a SOLD promotion.				
	53991	Barefoot Merlot	750	40 APP
	552505	Canyon Road Cabernet Sauvignon	750	25 APP
	552513	Canyon Road Chardonnay	750	25 APP
(FSC) Europe - Italy/SE Flex Space "Shop, Save And Earn On Italian Wines"				
*Mandatory Participation: This is a SOLD promotion.				
	170142	Zonin Ripasso Valpolicella Superiore DOC	750	125 APP
	250480	Zonin Prosecco Brut 1821 DOC	3 x 200	50 APP
	250498	Castello Del Poggio Moscato	750	75 APP
	277186	Zonin Cuvée 1821 Prosecco DOC Brut	750	\$2.00 LTO
	475145	Zonin Valpolicella Classico DOC	750	\$2.00 LTO
(FSD) Australia/New Zealand Flex Space "Shop, Save And Earn On An Australian Fave"				
*Mandatory Participation: This is a SOLD promotion.				
	18953	Yellow Tail Pure Bright Chardonnay	750	\$2.00 LTO
	21379	Yellow Tail Cabernet Sauvignon Whiskey Barrel Aged	750	80 APP
	524314	Yellow Tail Sauvignon Blanc	750	\$2.00 LTO
	572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00 LTO
	624544	Yellow Tail Shiraz	750	
	625350	Yellow Tail Merlot	750	\$1.50 LTO
	627802	Yellow Tail Chardonnay	750	80 APP
	634410	Yellow Tail Pinot Grigio	1500	100 APP
(FSE) Chile/Argentina Flex Space "Shop, Save And Earn On Chilean Wines"				
*Mandatory Participation: This is a SOLD promotion.				
	25011	Cigar Box Old Vine Cabernet Sauvignon	750	\$2.00 LTO
	169052	Carmen Reserva 1850 Premier Carménère	750	\$2.50 LTO
	358309	Carmen Gran Reserva Cabernet Sauvignon	750	100 APP
	545707	Cigar Box Pinot Noir	750	\$2.50 LTO
	638239	Alario Sauvignon Blanc	750	75 APP
	638247	Alario Cabernet Sauvignon	750	75 APP

Sparkling Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



This planguide 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

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 (Jan 1 - 28, 2023)

Participating Stores

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

Participating Products

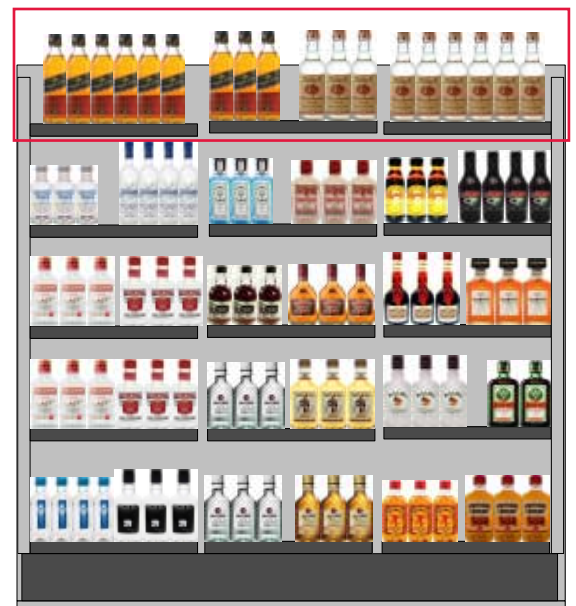
LCBO#	Description	Size (mL)	Offers
187047	Johnnie Walker Black Label 12 Years Old Scotch Whisky	375	\$1.00 LTO
363812	Tito's Handmade Vodka	375	\$1.00 LTO

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P11-SP2) / BIL (Re-order #AIM-23P11-SP3)
- "Mix with Soda" Shelf Talker ENG (Re-order #AIM-23P11-SP4) / BIL (Re-order #AIM-23P11-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.



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (Jan 1 - 28, 2023)

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
Brown Spirits (FEM1)	16546	On The Rocks Hornitos Margarita	375	150 APP
	26679	On The Rocks Knob Creek Old Fashioned	375	150 APP
Wines/Wine in Cans (FEM2)	642843	Barefoot Spritzer Moscato Can	250	
	642850	Barefoot Spritzer Rose Can	250	
Brown Spirits/Liqueurs (FEM3)	396671	360 Double Chocolate Vodka	375	40 APP

Signage Components

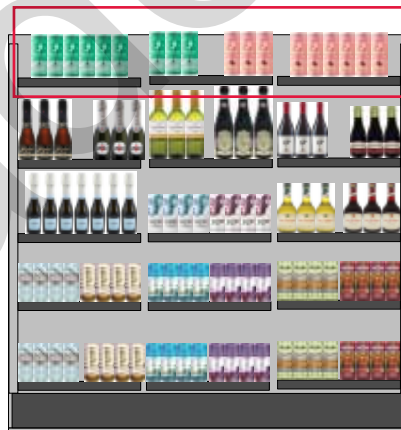
- FEM1 Shelf Talkers ENG (Re-order #AIM-23P11-FEM1) / BIL (Re-order #AIM-23P11-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P11-FEM3) / BIL (Re-order #AIM-23P11-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P11-FEM5) / BIL (Re-order #AIM-23P11-FEM6)

Merchandising Instructions

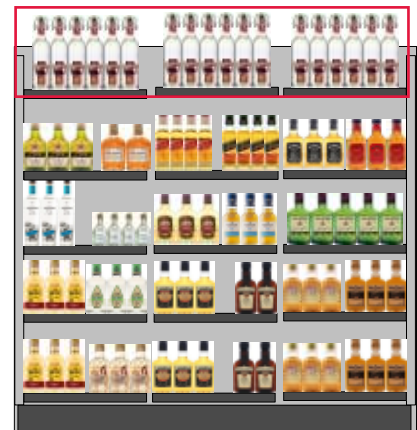
- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Staff Picks IMPULSE DISPLAY

The Staff Picks Program is a great way to educate and share our favourite products with customers, at the last touchpoint in their customer journey.

The Staff Picks can be merchandised in Cut Case Displays at Cash, or on top of the Cash Counter (behind the plexi).





Important Note: The Staff Picks signage will become operational/permanent in P11.

Key Dates (Jan 1 - 28, 2023)

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Components	Image
<p>Riser Wrap</p> <ul style="list-style-type: none"> Install the riser wrap around the display. <p>ENG Re-order# 23OP-SPP1/BIL Re-order# 23OP-SPP2</p>	
<p>Pricer Card</p> <ul style="list-style-type: none"> Merchandise the pricer card in front of the participating product. <p>Re-order# 749362</p>	
<p>Bin Ticket Extensions</p> <ul style="list-style-type: none"> Use these bin ticket extensions to highlight Staff Picks. Pre-printed shelf talkers should be installed over top of the bin ticket using the shelf talker clip. <p>Re-order# 749363</p>	
<p>Name Badge Stickers</p> <ul style="list-style-type: none"> Install Dates: Jan 1 - Feb 11, 2023 The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5". <p>ENG Re-order# 23P11-NT1/BIL Re-order# 23P11-NT2</p>	 <p>Install Dates: Jan 1 - Feb 11, 2023</p>



Option 1 - Cash End



Option 2 - Behind Cash Desk

Beer, Cider, RTD

IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

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 (Jan 1 - 28, 2023)

Participating Stores

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

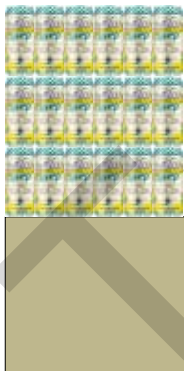
Merchandising Instructions

- 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.

Signage Components

- Pricer Card ENG (Re-order #AIM-23P11-FEM7) / BIL (Re-order #AIM-23P11-FEM8)

CE3



24344 | Arizona Hard Lemon Iced Tea | 473 mL | \$0.20 LTO

CE4



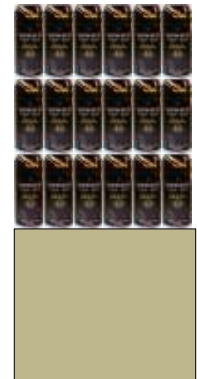
536227 | Guinness Hop House 13 | 500 mL | \$0.25 LTO (LCBO Warehouse)

CE5



19098 | Founder's Original Gin Bramble | 355 mL | \$0.15 LTO

CE6



560532 | Strongbow Cider 500 mL | \$0.20 LTO (LCBO Warehouse)

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 (Jan 1 - 28, 2023)

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
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	80 APP
472332	Wayne Gretzky Red Cask Whisky	750	120 APP
519298	Wayne Gretzky Canadian Cream Whisky	750	

Signage Components

- A-Frame Sign ENG (Re-order# 23P11-AF1) / BIL (Re-order# 23P11-AF2)
- Shelf Talker ENG (Re-order# 23P11-AF3) / BIL (Re-order# 23P11-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 pre-printed shelf talkers on the fixture.
- Merchandise the A-frame sign.



Turn 3

WINE FRIDGE

Period 12 - Period 2

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 3 guide for participating products. **This is a sold program. Participation is mandatory.**

Participating Stores

Group A Stores

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

Group B Stores

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

Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 217, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 701, 703, 706, 746, 749, 754, 755, 756, 757, 758, 760, 761

Group D Stores

1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 220, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 308, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 549, 551, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 629, 646, 647, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762

Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



SHOPPING CART SIGN

As of P11 the Shopping Cart Signs will become operational. Signs are to be installed by the start of the promotion.

Participation is mandatory.

Key Dates

Shopping Cart Signs: Keep installed until further notice.

Participating Stores

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

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

Standard Size

(current shopping carts that are in stores)



Shop and Earn
(outside of cart)



1000Pts Gift Card Message
(inside of cart)

NEW Shopping Cart Size



Shop and Earn
(outside of cart)



1000Pts Gift Card Message
(inside of cart)

Signage Component

- Outside of cart:
Shop and Earn Version Shopping Cart Sign
ENG/BIL (Re-order# 23OP-SCS1)
- Inside of cart:
1000Pts Gift Card Message Version
ENG/BIL (Re-order# 23OP-SCS2)

Merchandising Instructions

- Install the Shop and Earn Version on the outside of the shopping cart.
- Install the 1000Pts Gift Card Message Version on the inside of the shopping cart.
- Keep installed until further notice.












Signage Component






- Outside of cart:
Shop and Earn Version Shopping Cart Sign
ENG/BIL (Re-order# 23OP-SCS3)
- Inside of cart:
1000Pts Gift Card Message Version
ENG/BIL (Re-order# 23OP-SCS4)

Merchandising Instructions

- Install the Shop and Earn Version on the outside of the shopping cart.
- Install the 1000Pts Gift Card Message Version on the inside of the shopping cart.
- Keep installed until further notice.

ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P11-ST1 BIL: 23P11-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P11-ST12 BIL: 23P11-ST13	
PREMIUM Value Add Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P11-STVA5 BIL: 23P11-STVA6	
PREMIUM Value Add Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG: 23P11-STVA7 BIL: 23P11-STVA8	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P11-ST14 BIL: 23P11-ST15	
STANDARD Value Add Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P11-STVA9 BIL: 23P11-STVA10	
STANDARD Value Add Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG: 23P11-STVA11 BIL: 23P11-STVA12	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P11-ST3 BIL: 23P11-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P11-ST5 BIL: 23P11-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P11-ST7 BIL: 23P11-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P11-ST9 BIL: 23P11-ST10	

Description	Component Specifications	Re-Order#	Images (examples only)
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	
Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P11-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-23P11-ANS	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-23P11-LTO	

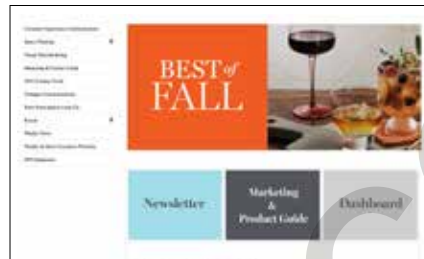
Sold Space WORKSHEETS

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"/>	1A	380303	Smirnoff Blueberry Flavoured Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		381962	Smirnoff Green Apple Flavoured Vodka	750	
			382028	Smirnoff Vanilla Flavoured Vodka	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	1B	22017	Smirnoff Vodka (P.E.T.)	750	Value Add
			38505	Smirnoff Vodka (P.E.T.)	1750	Value Add
			216929	Smirnoff Vodka	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>	2	16544	St Remy Signature	750	APP, Value Add
			19035	St Remy XO	375	Value Add
			557108	St Remy XO Brandy	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	3A	27348	La Vieille Ferme Luberon Blanc Aoc	3000	LTO
			27373	Folonari Valpolicella Classico Doc	3000	APP
			27682	Oggi Botter Pinot Grigio Doc	3000	APP
<input type="checkbox"/>	<input type="checkbox"/>	3B	27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	
			27386	Franzia Cabernet Sauvignon Bib	3000	LTO
			27389	Apothic Red Blend Bib	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4A	217554	Captain Morgan Dark Rum	1140	Value Add
			217653	Captain Morgan Original Spiced Rum	1140	LTO
			217745	Captain Morgan White Rum	1140	
<input type="checkbox"/>	<input type="checkbox"/>	5	16785	Peller Family Vineyards Light Pinot Grigio	750	LTO
			18947	>Kim Crawford Illuminate Sauvignon Blanc	750	LTO
			493254	Roscato Rosso Igt Provincia Di Pavia	750	APP, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	6	12452	Bodega Toro Centenario Malbec	750	LTO
			270017	Jacob's Creek Reserve Chardonnay	750	LTO
			447060	Deakin Estate Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	189217	Gibson's Finest Sterling Edition	750	LTO
			215038	Gibson's Finest Sterling Edition	1750	LTO
			215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8	9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
			535641	Vicente Faria Animus Douro, Do	750	LTO
			588962	Mezzomondo Negroamaro Puglia Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9	18426	Forty Creek Nanaimo Bar Cream	750	LTO
			281378	Forty Creek Cream Liquor	750	
			350561	Forty Creek Cream Liquor	1140	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			10815	Collective Arts Hazy State (LCBO Warehouse)	473	
			17117	Rally Trail Blazer (3431)	473	LTO
			19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LTO
			24826	Ace Hill Carb Free (LCBO Warehouse)	4 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	10	24829	Stonewall Light (LCBO Warehouse)	4 × 355	
			25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	LTO
			30129	Catstronaut, Session Hazy IPA (5732)	473	
			481515	Bench Brewing Balls Falls Session IPA (798)	473	
			646620	Beyond The Pale Clean Cut (7672)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	30834	Canadian Club Classic 12 Year Old	1140	Value Add
			311928	Canadian Club Classic 12 Year Old	750	APP
			311944	Canadian Club Classic 12 Year Old	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	12	1222	Wiser's Special Blend	750	APP
			112672	Wiser's Special Blend (P.E.T)	1750	APP
			216671	Wisers Special Blend	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	13	491803	Southern Comfort (P.E.T)	375	APP
			491811	Southern Comfort	750	APP
			491829	Southern Comfort	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	14	12287	Jackson-Triggs Cabernet Sauvignon Light	750	LTO
			27757	High Road Cellars Pinot Grigio	750	LTO, Wine Fridge
			27919	XOXO Sauvignon Blanc Light	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	2691	Tanqueray London Dry Gin	750	LTO
			96263	Tanqueray London Dry Gin	1750	
			216721	Tanqueray London Dry Gin	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	16	54866	Bulleit Bourbon Frontier Whiskey	750	LTO
			350611	Bulleit Rye	750	Value Add
			439075	Bulleit Bourbon 10 YO	750	
<input type="checkbox"/>	<input type="checkbox"/>	17	27658	Peller Family Vineyards Sparkling Pinot Grigio	750	LTO
			216887	Freixenet Carta Nevada Brut Cava	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	225698	The Kraken Black Spiced Rum	750	APP
			318683	The Kraken Black Spiced Rum	1140	LTO
			366534	The Kraken Black Spiced Rum	375	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	19	224352	Crown Royal Black	750	
			403519	Crown Royal Apple	750	
			476911	Crown Royal Vanilla	750	Mini Thematic, LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	20	15012	Northern Keep Vodka	750	Value Add
			88799	Alberta Pure Vodka (P.E.T)	750	Value Add
			350397	Banff Ice Vodka	750	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	400754	Iceberg Vodka	750	LTO, Value Add
			456095	Ketel One Vodka	750	Value Add
			638130	Dillon's Vodka	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture A	16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	LTO
			16833	Goldschlager	750	LTO
			19419	Baileys Deliciously Light	750	LTO
			21437	Wayne Gretzky Red Cask Whisky	1140	LTO
			21532	Grant's Sherry Cask 8YO Finish	750	LTO
			21876	Sheep Dog Peanut Butter Whiskey	750	LTO
			34637	Canadian Club Premium	1750	APP
			181636	Sobieski Vodka	750	LTO
			318618	Plantation Grande Reserve.	750	LTO
			324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Comm. Extender, LTO
			436279	Hornitos Plata	750	
			636209	Roku Gin	750	APP
			640995	Ketel One Botanical Peach And Orange Blossom	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture B	18574	Jim Beam Honey	750	APP
			18575	Jim Beam Red Stag	750	APP
			21378	Jim Beam White Label Bourbon	750	APP
			22192	Grant's Triplewood 12YO	750	APP
			53082	Alberta Pure Vodka (P.E.T)	1750	APP
			114934	Golden Wedding (P.E.T)	1750	APP
			211110	Wyborowa Vodka	1140	Shelf Extender, LTO, APP
			216903	Banff Ice Vodka	1140	Value Add
242339	Alberta Pure Vodka (P.E.T)	1140	Value Add			
258954	Spicebox	750	APP			
454462	Banff Ice Vodka (P.E.T)	1750	APP			
454710	The Kraken Black Spiced Rum	1750	APP			

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture B	573402	Bearface 7yo Triple Oak Canadian Whisky	750	APP
			605964	O'Darby's Irish Cream Liquor	1140	APP
			307	Seagrams V.O.	750	Necktag
			984	Alberta Premium Whisky	750	Value Add
			17047	Captain Morgan Sliced Apple Spiced Rum	750	Value Add
			21465	Angel's Envy	750	S1, APP, Necktag
			24096	Campari Negroni	375	Value Add
			80127	Sailor Jerry Spiced Rum	750	Necktag
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	292177	Phillips Butter Ripple Schnapps	750	APP, Necktag
			398032	Dr. McGillicuddy Intense Butterscotch	750	Seasonal Block Pile C, APP, Necktag
			447953	Fireball Whisky Shooter	750	APP, Necktag
			476911	Crown Royal Vanilla	750	End Aisle, LTO, Value Add
			520718	Sour Puss Raspberry Liquor	375	APP, Necktag
			570366	Bacardi Spiced Rum	1140	LTO
			6395	20 Bees Cabernet Merlot VQA	750	LTO
		16327	Calvet Brut Celebration Rosé	750	LTO	
		20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO	
		25010	Santa Julia Reserva Cab Sauvignon Cab Franc	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	55517	Smoking Loon Cabernet Sauvignon	750	LTO
			145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	LTO
			426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO
			504241	Henry Of Pelham Cabernet/Merlot VQA	750	LTO
			602615	Angus The Bull Cabernet Sauvignon	750	LTO
			893	J.P. Wiser's Deluxe	750	APP, Value Add
		21556	McGuinness Elderflower	750	Value Add	
		135566	Polar Ice Vodka	750	LTO, Value Add	
		209213	Beefeater London Dry Gin	1140	LTO, Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	321562	McGuinness Peach Schnapps	750	APP, Value Add
			337667	Havana Club Original 3 Year Old	750	APP, Value Add
			454074	Olmecca Altos Plata	750	APP, Value Add
			631176	McGuinness Triple Sec	750	APP, Value Add
			631200	McGuinness Blue Curacao	750	APP, Value Add
			631457	McGuinness Cherry Brandy	750	APP, Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			4101	Remy Martin VSOP Cognac	750	APP
			8284	Hennessy VS Cognac	750	
			11689	Gold Bar Whiskey	750	
			17823	Stella Artois	6×330	VA
			21465	Angel's Envy Whiskey	750	APP
			24682	Rabbit Hole Cavehill Bourbon Whiskey	750	
			28587	Suntory World Whisky AO	700	
			29687	Remy Martin XO Chinese New Year Holiday Giftbox	750	
<input type="checkbox"/>	<input type="checkbox"/>	Lunar New Year Enhanced Display	29716	Johnnie Walker Blue CNY Year Of The Rabbit	750	
			31199	Chivas Royal Salute 21 Year Old Scotch Whisky	750	
			43703	Hennessy VSOP Cognac	750	
			292615	Jameson Black Barrel	750	
			332965	Choya 23 Ume Fruit Liqueur	700	
			386177	Remy Martin 1738 Accord Royal Cognac	750	
			388306	Inniskillin Vidal Icewine	375	
			417196	Grey Goose Vodka	1140	
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	
			8284	Hennessy VS Cognac	750	
			11689	Gold Bar Whiskey, California, USA	750	
			17823	Stella Artois	6 × 330	VA
			21465	Angel's Envy	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Lunar New Year Discretionary End Aisle	24682	Rabbit Hole Cavehill Bourbon Whiskey	750	
			28587	Suntory World Whisky Ao	700	
			29687	Remy Martin XO Chinese New Year Holiday Giftbox	750	
			29716	Johnnie Walker Blue Cny - Year Of The Rabbit	750	
			292615	Jameson Black Barrel	750	
			417196	Grey Goose Vodka	1140	
			22500	Bottega 0 Rosé	750	
<input type="checkbox"/>	<input type="checkbox"/>	Non-Alc Discretionary End Aisle	28152	Nozeco	750	
			28153	Luna De Murviedro Sparkling Rosé	750	
			28154	Martini Dolce	750	LTO
			28557	Tarapaca De-Alcoholized Sauvignon Blanc	750	
			84210	Mill Street Original Organic Lager (1950)	6 × 341	LTO
			311779	Bud Light (275/TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	311787	Budweiser (275/TBS)	6 × 473	Contest
			496968	Michelob Ultra (275/TBS)	6 × 473	EZD, LTO
			904334	Budweiser (275/TBS)	6 × 355	LTO
			908665	Bud Light (275/TBS)	6 × 355	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	
			19147	Nutrl Vodka Soda Cherry	473	LTO
			24318	White Claw Iced Tea Lemon	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	24404	Smirnoff Vodka Soda Berry Blast	355	
			24407	Nutrl The Mixed	12 × 355	LTO
			24809	Truly Strawberry Lemonade	473	APP
			553164	Nutrl Soda Lemon	473	APP
			666040	Nutrl Vodka Soda Pineapple	473	APP
			25104	Luksusowa Vodka	1750	APP
			45898	Bacardi Superior White Rum (P.E.T)	1750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	217588	Kamora Coffee Liquor	1140	APP
			231571	Seagrams 83 (P.E.T)	1750	APP
			398032	Dr. McGillicuddy Intense Butterscotch	750	Mini Thematic, APP, Necktag
			571901	Tequila Rose Strawberry Cream	1140	APP
			67	Smirnoff Vodka	750	Value Add
			1487	Crown Royal	750	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	10357	Crown Royal Peach	750	APP
			131391	Smirnoff Vodka (P.E.T)	1140	APP
			318709	Captain Morgan Original Spiced Rum (P.E.T)	750	APP, Value Add
			500512	Captain Morgan Original Spiced Rum	750	APP
			68924	Gnarly Head Cabernet Sauvignon	750	LTO
			78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Wines Case Savings Block Pile	97119	Peller Family Vineyards Chard Bag In Box	4000	LTO
			331371	Peller Family Vineyards Cabernet Sauv	4000	LTO
			558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO
			669473	Peller Family Vineyards Pinot Grigio	1500	LTO
			19147	Nutrl Vodka Soda Cherry	473	Seasonal Block Pile B, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Nutrl Block Pile	24365	Nutrl Vodka Soda Raspberry	473	
			24407	Nutrl The Mixed	12 × 355	Seasonal Block Pile B, LTO
			666032	Nutrl Vodka Soda Grapefruit	473	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			8979	Rodet Cotes Du Rhone Aoc	750	LTO	
			13295	Matua Sauvignon Blanc Hawke's Bay	1500	LTO	
			19725	Cupcake Light Hearted Chardonnay	750	LTO	
			20865	Ventoux Grande Reserve Des Challieres	750	LTO	
			21524	On Point. Crisp White	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	25461	Mindful Pinot Grigio VQA	750	LTO	
			25462	Mindful Rosé VQA	750	LTO, Wine Fridge	
			27727	Bask Cabernet Sauvignon	750	LTO	
			27728	Bask Pinot Grigio	750	LTO, Wine Fridge	
			27732	High Road Cellars Cabernet Merlot	750	LTO	
			279661	L'Orangerie Rose Pays D'Oc	750	LTO	
			292110	>La Mascota Cabernet Sauvignon	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	19923	Peroni Nastro Azzurro Slim Can (LCBO Warehouse)	6 × 330	LTO
				27824	Peroni Nastro Azzurro 0.0 (LCBO Warehouse)	6 × 330	Value Add
				525188	Peroni Nastro Azzurro (LCBO Warehouse)	6 × 330	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	28139	Wellington Brewery Peppermint Pattie Milk Stout (4826)	473		
			28741	Muskoka Winter Beard Nitro Latte Stout (LCBO Warehouse)	473		
			498576	Great Lakes Brewing Robohop IPA (1929)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	14066	Molson Ultra (275/TBS)	6 × 473	EZH, APP	
			300681	Coors Light (275/TBS)	6 × 473	EZH, APP	
			558940	Miller Lite (275/TBS)	6 × 473	EZH, LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	EZD	
			496968	Michelob Ultra (275/TBS)	6 × 473	Seasonal Block Pile A, LTO	
			697623	Michelob Ultra (275/TBS)	6 × 355	Contest	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	14677	Big Rig Brewery Shakedown Apa (1188)	473		
			15717	Flying Monkeys The Mutants Are Revolting (6309)	473		
			15979	Furnace Room Beardmore Kolsch (3267)	473	APP	
			17910	Left Field Brewery Ice Cold Beer (4846)	355		
			28736	Beau's Nordic Pale Ale (9654)	473		
			408054	Great Lakes Pompous Ass (1929)	473		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		276170	Pelee Island Blanc De Blanc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	LTO
				Store Manager's Discretion - VQA Product		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	260364	Megalomaniac Homegrown Red VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		565713	Reif Estate Cabernet/Merlot VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	
<input type="checkbox"/>	<input type="checkbox"/>		444059	>Joel Gott 815 Cabernet Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Jan 7	471854	Rioja Vega Crianza	750	
<input type="checkbox"/>	<input type="checkbox"/>		118067	Viña Cobos Felino Malbec	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	187047	Johnnie Walker Black 12 YO	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>		363812	Tito's Handmade Vodka	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	24344	Arizona Hard Lemon Iced Tea	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	536227	Guinness Hop House 13 (LCBO Warehouse)	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	19098	Founder's Original Gin Bramble	355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE6)	560532	Strongbow Cider (LCBO Warehouse)	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	16546	On The Rocks Hornitos Margarita	375	APP
<input type="checkbox"/>	<input type="checkbox"/>		26679	On The Rocks Knob Creek Old Fashioned	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	642843	Barefoot Spritzer Moscato Can	250	
<input type="checkbox"/>	<input type="checkbox"/>		642850	Barefoot Spritzer Rosé Can	250	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	396671	360 Double Chocolate Vodka	375	APP
<input type="checkbox"/>	<input type="checkbox"/>		27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	472332	Wayne Gretzky Red Cask Whisky	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		519298	Wayne Gretzky Cream Whisky	750	

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders														
					15	20	30	40	45	50	55	60	65	95					
R1	Vodka A	463539 Aurora Crystal Head Vodka	750	LTO											Y	Y			
R2	Vodka B	211110 Wyborowa Vodka	1140	Feature Fixture B, LTO, APP											Y	Y	Y	Y	
R3	Vodka C	35840 Zubrowka Bison Vodka	750	LTO					Y	Y	Y	Y	Y	Y					
R4	Vodka D	253302 Luksusowa Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R5	Vodka E	604926 Prince Igor Extreme Vodka (P.E.T)	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R6	Rum A	545210 Plantation 3 Star White Rum	750	LTO													Y		
R7	Rum B	215020 El Dorado 5 Year Old Rum	1140	LTO											Y	Y	Y	Y	
R8	Rum C	19820 Havana Club Cuban Smoky	750	LTO									Y	Y	Y	Y	Y	Y	
R9	Rum D	602920 Flor De Cana 5 Year Rum Anejo Clasico	750	LTO									Y	Y	Y	Y	Y	Y	
R10	Rum E	492520 Bacardi 8 Year Old Reserva Gold Rum	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R11	Canadian Whisky A	23422 Founder's Original Old Fashioned	750	LTO													Y	Y	
R12	Canadian Whisky B	474551 J.P. Wiser's Vanilla Whisky	750	LTO											Y	Y	Y	Y	
R13	Canadian Whisky C	390583 Canadian Club 100% Rye	750	Value Add						Y	Y	Y	Y	Y	Y	Y	Y		
R14	Canadian Whisky D	625996 JP Wisers Old Fashioned Canadian Whisky	750	LTO						Y	Y	Y	Y	Y	Y	Y	Y		
R15	Canadian Whisky E	216689 J.P. Wiser's Deluxe	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R16	Scotch A	248997 Laphroaig 10 Year Old	750	LTO									Y	Y	Y	Y	Y	Y	
R17	Scotch B	11945 Proper No. Twelve	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R18	Gin A	605162 Broker's Premium London Dry Gin	750	LTO									Y	Y	Y	Y	Y	Y	
R19	Liqueurs A	522359 Torres Brandy 10	750	LTO											Y	Y	Y	Y	
R20	Liqueurs B	21473 Wayne Gretzky Estates Original Cream	1140	LTO									Y	Y	Y	Y	Y	Y	
R21	Liqueurs C	628982 O'Casey's Irish Cream (First Ireland Spirits Co)	1140	APP						Y	Y	Y	Y	Y	Y	Y	Y	Y	
R22	Liqueurs D	314856 Fireball Whisky Shooter	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R23	Brandy A	417576 Stock 84 Spirit	1140	APP														Y	
R24	Brandy B	286807 Buton Vecchia Romagna Brandy	750	LTO									Y	Y	Y	Y	Y	Y	
R25	Tequila A	267245 Jose Cuervo Especial Gold Tequila	1140	LTO											Y	Y	Y	Y	
R26	Ontario Blend A	16810 Peller Family Vineyards Light Cabernet Sauvignon	750	LTO											Y	Y	Y	Y	Y
R27	Ontario Blend B	21442 Honest Lot Cabernet Sauvignon	750	LTO									Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	637199 Pelee Island Shiraz/Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R29	Ontario Non-VQA A	27731 Pelee Island Best In Show Cabernet Sauvignon	750	LTO											Y	Y	Y	Y	
R30	Ontario Non-VQA B	27729 Pelee Island Best In Show Pinot Grigio	750	LTO											Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	21441 Honest Lot Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R32	Ontario Non-VQA D	581124 XOXO Light Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R33	Ontario VQA A	21523 On Point. Smooth Red	750	LTO													Y	Y	Y
R34	Ontario VQA B	594200 Peninsula Ridge Inox Chardonnay VQA	750	LTO											Y	Y	Y	Y	
R35	Australia/New Zealand A	358838 Wakefield Promised Land Cabernet Sauvignon	750	LTO													Y	Y	Y
R36	Australia/New Zealand B	524355 McGuigan Black Label Cabernet Sauvignon	750	LTO											Y	Y	Y	Y	
R37	Australia/New Zealand C	499707 Brancott Marlborough Sauvignon Blanc	750	LTO									Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	189415 Wyndham Estate Bin 555 Shiraz	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R39	USA A	383885 The Show Cabernet Sauvignon	750	LTO						Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	462853 Menage A Trois Silk Red Wine	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R41 Chile A	591693	Argento Estate Organic Malbec	750	LTO									Y	Y	Y	Y
R42 Chile B	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	LTO												Y
R44 France Blend B	73163	Casal Thaulero Pinot Grigio Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO											Y	Y
R46 France South B	19779	Cusumano Merlot	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	19452	Waterdog Red	750	LTO										Y	Y	Y
R48 Italy Central A	89912	Loios Red	750	LTO											Y	Y
R49 Italy Central B	269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	245324	Les Jamelles Merlot Vin De Pays D'Oc	750	LTO						Y	Y	Y	Y	Y	Y	Y
R51 Italy North B	526772	Anciano Clasico Garnacha Valencia, Do	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	LTO												Y
R53 Southern Europe B	19954	Tommasi Valpolicella Doc	750	LTO										Y	Y	Y
R54 Germany A	376145	Radio Boka Tempranillo Vdt Castilla	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	19276	Jacob's Creek Moscato Lower Sugar	750	LTO										Y	Y	Y
R56 Sparkling B	255844	Era Montepulciano D'Abruzzo Doc Organic	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	439950	Asahi Super Dry (LCBO Warehouse)	6 × 330	LTO											Y	Y
R58 Ontario Beer B	478909	Blue Moon (275/TBS)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	14657	Magnotta Brewery 3 Threads Porter (270)	473	LTO												Y
R60 Beer 2	255380	Pilsner Urquell (LCBO Warehouse)	500	LTO						Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	904144	Molson Canadian (275/TBS)	6 × 355	LTO						Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	312850	Mill Street Cobblestone Stout (1950)	440	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	24391	Vizzy Strawberry Lemonade	473	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	LTO						Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	19303	Crown Royal Whisky & Cola	473	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	71647	Polar Ice Vodka (P.E.T)	750	LTO	CORBY SPIRIT AND WINE LIMITED
C2: Canadian Whisky	324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	LTO, Feature Fixture A	BEAM SUNTORY
C3: Ontario Non VQA Blend		Store Manager's Discretion			
C4: French Blend	490144	Cecchi Chianti Docg	750	LTO	CHARTON HOBBS INC
C5: Fixed Store Location	28803	Misterio Malbec	750	LTO	CHARTON HOBBS INC
C6: Vodka	446468	Ketel One	375	APP	DIAGEO CANADA INC.
C7: Scotch	174466	Jose Cuervo Especial Silver	750	LTO	PROXIMO SPIRITS CANADA INC.
C8: Liqueurs	217687	Canadian Club Premium	1140	APP	BEAM SUNTORY
C9: Ontario Blends	85456	Colio Dry White	1500	LTO	COLIO ESTATE WINES
C10: France Red	501551	Trapiche Malbec	750	LTO	PHILIPPE DANDURAND WINES LTD.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO	UNIVINS AND SPIRITS CANADA INC.
D2: Discovery Wines 2	111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO	VIN VINO WINE MERCHANTS INC.
D3: Discovery Wines 3	360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	LTO	PHILIPPE DANDURAND WINES LTD.
D4: Discovery BSM 1	17386	Flying Monkeys Adventures In Time Surfing Dipa (6309)	473	LTO	FLYING MONKEYS CRAFT BREWERY
D5: Discovery BSM 2	415950	Hofbrau Dunkel (LCBO Warehouse)	500	LTO	H.H.D. IMPORTS
D6: Discovery BSM 3	444497	American Vintage Lemon Hard Iced Tea	6 x 355	LTO	RTD CANADA INC.
D7: Discovery Spirits 1	215988	Luxardo Amaretto Di Saschira	750	LTO	CHARTON HOBBS INC
D8: Discovery Spirits 2	11423	Dillon's The Professors Negroni	4 x 125	LTO	MARK ANTHONY WINE & SPIRITS
D9: Discovery Spirits 3	16178	Crystal Head Onyx	750	APP	FWM CANADA

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	APP	JOSEPH CIPELLI WINES & SPIRITS

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
2691	Tanqueray London Dry Gin	750	\$1.00	End Aisle
5959	Baileys Irish Cream	750	\$1.00	
6395	20 Bees Cabernet Merlot VQA	750	\$1.50	Mini Thematic
8979	Rodet Cotes Du Rhone Aoc	750	\$2.00	Middle Nesting Table
9043	Crown Royal	375	\$1.00	
9431	Bouchard Aine & Fils Beaujolais Superieur	750	\$1.50	End Aisle
10393	Legent	750	\$5.00	
11423	Dillon's The Professors Negroni	4 × 125	\$1.00	Discovery Extender
11945	Proper No. Twelve	750	\$1.50	Shelf Extender
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00	End Aisle
12452	Bodega Toro Centenario Malbec	750	\$1.00	End Aisle
12565	Junction 56 Distillery Mint Smoothie	375	\$1.00	
13295	Matua Sauvignon Blanc Hawke's Bay	1500	\$2.00	Middle Nesting Table
13597	Bumbu XO Rum	750	\$2.00	
13654	Partake Brewing Non-Alcoholic IPA	355	\$0.10	
14657	Magnotta Brewery 3 Threads Porter	473	\$0.25	Shelf Extender
15761	Trinity Oaks Cabernet Sauvignon	750	\$3.00	
16327	Calvet Brut Celebration Rosé	750	\$2.00	Mini Thematic
16345	Peller Family Vineyards Cab Merlot Crtn	1000	\$1.00	
16352	Peller Family Vineyards Chardonnay Crtn	1000	\$1.00	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	Feature Fixture A
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	Wine Fridge
16785	Peller Family Vineyards Light Pinot Grigio	750	\$1.00	End Aisle
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	\$1.00	Shelf Extender
16833	Goldschlager	750	\$4.00	Feature Fixture A
16976	Budweiser Zero	473	\$0.20	
17117	Rally Trail Blazer	473	\$0.20	Mini Thematic
17386	Flying Monkeys Adventures In Time Surfing Dipa	473	\$0.25	Discovery Extender
17465	Mount Gay Black Barrel Double Cask Blend	750	\$5.00	
17522	Megalomaniac Much Obliged White VQA	750	\$1.00	
17523	Megalomaniac Much Obliged Red VQA	750	\$1.00	
17820	Stella Artois	473	\$0.20	
18426	Forty Creek Nanaimo Bar Cream	750	\$1.00	End Aisle
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00	End Aisle
18953	Yellow Tail Pure Bright Chardonnay	750	\$2.00	Flex Space
19098	Founder's Original Gin Bramble	355	\$0.15	CE5, LTO

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19147	Nutrl Vodka Soda Cherry	473	\$0.20	Seasonal Block Pile B
19276	Jacob's Creek Moscato Lower Sugar	750	\$2.00	Shelf Extender
19419	Baileys Deliciously Light	750	\$2.00	Feature Fixture A
19452	Waterdog Red	750	\$1.75	Shelf Extender
19725	Cupcake Light Hearted Chardonnay	750	\$2.00	Middle Nesting Table
19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	\$2.50	Shelf Extender
19779	Cusumano Merlot	750	\$2.00	Shelf Extender
19820	Havana Club Cuban Smoky	750	\$3.00	Shelf Extender
19923	Peroni Nastro Azzurro Slim Can	6 × 330	\$1.00	EZA
19954	Tommasi Valpolicella Doc	750	\$2.00	Shelf Extender
19994	Muskoka Tread Lightly	6 × 473	\$1.00	Mini Thematic
20068	Mill Street Hazy Organic IPA	473	\$0.25	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$1.00	Mini Thematic
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	goLOCAL
20865	Ventoux Grande Reserve Des Challieres	750	\$2.00	Middle Nesting Table
21437	Wayne Gretzky Red Cask Whisky	1140	\$4.00	Feature Fixture A
21441	Honest Lot Sauvignon Blanc	750	\$1.00	Shelf Extender
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Shelf Extender
21473	Wayne Gretzky Estates Original Cream	1140	\$4.00	Shelf Extender
21523	On Point. Smooth Red	750	\$1.00	Shelf Extender
21524	On Point. Crisp White	750	\$1.00	Middle Nesting Table
21532	Grant's Sherry Cask 8YO Finish	750	\$5.00	Feature Fixture A
21876	Sheep Dog Peanut Butter Whiskey	750	\$4.00	Feature Fixture A
23422	Founder's Original Old Fashioned	750	\$2.00	Shelf Extender
24318	White Claw Iced Tea Lemon	473	\$0.20	Seasonal Block Pile B
24344	Arizona Hard Lemon Iced Tea	473	\$0.20	CE3
24391	Vizzy Strawberry Lemonade	473	\$0.20	Shelf Extender
24407	Nutrl The Mixed	12 × 355	\$2.00	Seasonal Block Pile B
25010	Santa Julia Reserva Cab Sauvignon Cab Franc	750	\$2.00	Mini Thematic
25011	Cigar Box Old Vine Cabernet Sauvignon	750	\$2.00	Flex Space
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	\$0.20	Mini Thematic
25461	Mindful Pinot Grigio VQA	750	\$1.50	Middle Nesting Table
25462	Mindful Rosé VQA	750	\$1.50	Middle Nesting Table, Wine Fridge
27070	18 Red Blend Hoopla The Mutt (Hoopes Family Vyd)	750	\$2.00	
27348	La Vieille Ferme Luberon Blanc Aoc	3000	\$3.00	End Aisle
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27389	Apothic Red Blend Bib	3000	\$5.00	End Aisle
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$2.00	End Aisle
27665	Wayne Gretzky Butter Pecan Cream	750	\$4.00	
27727	Bask Cabernet Sauvignon	750	\$1.00	Middle Nesting Table
27728	Bask Pinot Grigio	750	\$1.00	Middle Nesting Table, Wine Fridge
27729	Pelee Island Best In Show Pinot Grigio	750	\$2.00	Shelf Extender
27731	Pelee Island Best In Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
27732	High Road Cellars Cabernet Merlot	750	\$1.00	Middle Nesting Table
27757	High Road Cellars Pinot Grigio	750	\$1.00	End Aisle, Wine Fridge
27919	XOXO Sauvignon Blanc Light	750	\$1.00	End Aisle
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	Discovery Extender
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	Wine Fridge
28154	Martini Dolce	750	\$1.00	W5, LTO
28796	Left Hand Milk Stout Nitro	404	\$0.25	
28803	Misterio Malbec	750	\$1.50	Comm. Extender
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
32425	Tanqueray Dry Gin	375	\$1.00	
35840	Zubrowka Bison Vodka	750	\$1.50	Shelf Extender
45641	Beringer Founders Estate Pinot Grigio	750	\$2.00	
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	End Aisle
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	Mini Thematic
56622	Beefeater Dry	1750	\$1.50	
68924	Gnarly Head Cabernet Sauvignon	750	\$2.00	
71647	Polar Ice Vodka (P.E.T)	750	\$1.00	Comm. Extender
73163	Casal Thaulero Pinot Grigio Igt	750	\$1.00	Shelf Extender
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	
84210	Mill Street Original Organic Lager	6 × 341	\$1.00	Seasonal Block Pile A
85456	Colio Dry White	1500	\$1.00	Comm. Extender
89912	Loios Red	750	\$1.50	Shelf Extender
107763	Pelee Island Monarch Red VQA	750	\$1.00	
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	Discovery Extender
114694	Crown Royal	1750	\$2.00	
114967	Finlandia Vodka	1750	\$1.25	
135566	Polar Ice Vodka	750	\$1.00	Front Nesting Table, Value Add
140509	James Ready 5.5	6 × 473	\$1.00	
142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	\$2.50	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	Mini Thematic
169052	Carmen Reserva 1850 Premier Carmenere	750	\$2.50	Flex Space
174466	Jose Cuervo Especial Silver	750	\$2.00	Comm. Extender
181636	Sobieski Vodka	750	\$3.00	Feature Fixture A
187047	Johnnie Walker Black 12 YO	375	\$1.00	CE1
189217	Gibson's Finest Sterling Edition	750	\$2.00	End Aisle
189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00	Shelf Extender
200535	Konzelmann Chardonnay Unoaked VQA	750	\$2.00	Wine Fridge
201293	Sapporo	500	\$0.45	
207647	Chivas Regal 12YO Scotch Whisky	1140	\$3.00	
209213	Beefeater London Dry Gin	1140	\$1.00	Front Nesting Table, Value Add
211110	Wyborowa Vodka	1140	\$1.00	Shelf Extender, Feature Fixture B, APP
215020	El Dorado 5 Year Old Rum	1140	\$1.00	Shelf Extender
215038	Gibson's Finest Sterling Edition	1750	\$4.00	End Aisle
215889	Gibson's Finest Sterling Edition Whisky	1140	\$3.00	End Aisle
215988	Luxardo Amaretto Di Saschira	750	\$3.00	Discovery Extender
216689	J.P. Wiser's Deluxe	1140	\$1.00	Shelf Extender
216887	Freixenet Carta Nevada Brut Cava	750	\$2.00	End Aisle
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	End Aisle
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Shelf Extender
248997	Laphroaig 10 Year Old	750	\$5.00	Shelf Extender
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
255380	Pilsner Urquell	500	\$0.20	Shelf Extender
255844	Era Montepulciano D'Abruzzo Doc Organic	750	\$2.00	Shelf Extender
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	OWS
258681	>V) G. Marquis Chardonnay VQA The Silver Line	750	\$1.75	
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$1.50	Shelf Extender
267245	Jose Cuervo Especial Gold Tequila	1140	\$3.00	Shelf Extender
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.50	Shelf Extender
270017	Jacob's Creek Reserve Chardonnay	750	\$2.00	End Aisle
270439	Smithwick's Ale	500	\$0.25	
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	Shelf Extender
276170	Pelee Island Blanc De Blanc VQA	750	\$1.00	goLOCAL
277004	Plymouth English Gin	750	\$3.00	
277186	Zonin Prosecco Brut 1821 Doc	750	\$2.00	Flex Space

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	goLOCAL
279661	L'Orangerie Rose Pays D'Oc	750	\$2.00	Middle Nesting Table
286807	Buton Vecchia Romagna Brandy	750	\$1.00	Shelf Extender
292110	>La Mascota Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
303792	Trius Riesling VQA	750	\$2.00	
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A
312850	Mill Street Cobblestone Stout	440	\$0.25	Shelf Extender
314856	Fireball Whisky Shooter	1140	\$4.00	Shelf Extender
318618	Plantation Grande Reserve.	750	\$1.50	Feature Fixture A
318683	The Kraken Black Spiced Rum	1140	\$2.00	End Aisle
323519	21 Beronia Tempranillo Rosado Rioja (Gonzalez Byas	750	\$2.00	
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	Comm. Extender, Feature Fixture A
328567	>Cathedral Cellar Cabernet Sauvignon	750	\$2.00	
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
334037	Innis & Gunn The Original	500	\$0.20	
337949	Heineken Lager	500	\$0.20	
350561	Forty Creek Cream Liquor	1140	\$1.00	End Aisle
352021	Sortilege Maple Cream	750	\$3.00	
358838	Wakefield Promised Land Cabernet Sauvignon	750	\$2.50	Shelf Extender
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	\$3.00	Discovery Extender
363812	Tito's Handmade Vodka	375	\$1.00	CE1, LTO
366534	The Kraken Black Spiced Rum	375	\$1.50	End Aisle
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	Shelf Extender
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	
383885	The Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
400754	Iceberg Vodka	750	\$1.00	Front Entrance Table, Value Add
415950	Hofbrau Dunkel	500	\$0.50	Discovery Extender
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	Mini Thematic
439281	Konzelmann Merlot VQA	750	\$2.00	
439950	Asahi Super Dry	6 × 330	\$1.00	Shelf Extender
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.00	Discovery Extender
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
447060	Deakin Estate Sauvignon Blanc	750	\$2.00	End Aisle
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	Shelf Extender
462846	>Columbia Crest Grand Estates Chardonnay	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
462853	Menage A Trois Silk Red Wine	750	\$3.00	Shelf Extender
463539	Aurora Crystal Head Vodka	750	\$10.00	Shelf Extender
474551	J.P. Wiser's Vanilla Whisky	750	\$1.00	Shelf Extender
475145	Zonin Valpolicella Classico Doc	750	\$2.00	Flex Space
476911	Crown Royal Vanilla	750	\$1.50	End Aisle, Mini Thematic, Value Add
478909	Blue Moon	473	\$0.20	Shelf Extender
482612	Pike Creek Double Barreled Canadian Whisky	750	\$3.00	
483289	Smoking Loon Pinot Grigio	750	\$2.00	
485177	Stormy Bay Cabernet Sauvignon	1500	\$2.00	
486316	Bacardi Spiced Rum (P.E.T)	375	\$1.00	
488429	Hobgoblin Ruby Ale	500	\$0.40	
490144	Cecchi Chianti Docg	750	\$2.00	Comm. Extender
496950	Rolling Rock	6 × 473	\$1.00	
496968	Michelob Ultra	6 × 473	\$1.00	EZD, Seasonal Block Pile A
499707	Brancott Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender
501551	Trapiche Malbec	750	\$1.50	Comm. Extender
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	Mini Thematic
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	
520288	Bacardi Black	750	\$1.00	
522359	Torres Brandy 10	750	\$2.00	Shelf Extender
524314	Yellow Tail Sauvignon Blanc	750	\$2.00	Flex Space
524355	McGuigan Black Label Cabernet Sauvignon	750	\$1.00	Shelf Extender
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	EZA
526772	Anciano Clasico Garnacha Valencia, Do	750	\$2.00	Shelf Extender
535641	Vicente Faria Animus Douro, Do	750	\$2.00	End Aisle
536227	Guinness Hop House 13	500	\$0.25	CE4
544833	Miller Genuine Draught	6 × 355	\$1.00	
545210	Plantation 3 Star White Rum	750	\$1.50	Shelf Extender
545707	Cigar Box Pinot Noir	750	\$2.50	Flex Space
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	
558940	Miller Lite	6 × 473	\$1.00	EZH
560532	Strongbow Cider	500	\$0.20	CE6
565861	>V) Vidal Icewine Est (Ch Des Charmes)	200	\$4.00	
570366	Bacardi Spiced Rum	1140	\$1.50	Mini Thematic
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	Flex Space
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
575357	3 Speed Lager 568	568	\$0.30	
581124	XOXO Light Pinot Grigio	750	\$1.00	Shelf Extender
588962	Mezzomondo Negroamaro Puglia lgt	750	\$2.00	End Aisle
589051	Peller Family Vineyards Dry White	4000	\$1.00	
589549	Clausthaler Premium Non Alcoholic	500	\$0.20	
591693	Argento Estate Organic Malbec	750	\$2.00	Shelf Extender
594200	Peninsula Ridge Inox Chardonnay VQA	750	\$2.00	Shelf Extender
602615	Angus The Bull Cabernet Sauvignon	750	\$2.00	Mini Thematic
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	Shelf Extender
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.00	Shelf Extender
605162	Broker's Premium London Dry Gin	750	\$1.00	Shelf Extender
612259	Sleeman Original Draught	6 × 341	\$1.50	
614826	Pelee Island Pinot Grigio	1500	\$2.00	
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	
620880	Masi Tupungato Passo Doble Organic	750	\$2.00	
625350	Yellow Tail Merlot	750	\$1.50	Flex Space
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$1.00	Shelf Extender
633594	Smoking Loon Chardonnay	750	\$2.00	
636092	Gordon's Pink Gin	750	\$1.00	
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	Shelf Extender
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	Feature Fixture A
645499	Ketel One Botanical Grapefruit And Rose	750	\$2.00	
646620	Beyond The Pale Clean Cut	473	\$0.25	Mini Thematic
648592	Frisky Beaver Red VQA	750	\$1.00	
666032	Nutrl Vodka Soda Grapefruit	473	\$0.20	
666875	Dab Original	6 × 500	\$1.00	
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.50	
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	
904144	Molson Canadian	6 × 355	\$1.00	Shelf Extender
904334	Budweiser	6 × 355	\$1.00	Seasonal Block Pile A
906628	Coors Light	6 × 355	\$1.00	
908665	Bud Light	6 × 355	\$1.00	Seasonal Block Pile A
921478	Pabst Blue Ribbon	6 × 355	\$0.55	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
893	J.P. Wiser's Deluxe	750	60
935	Captain Morgan White Rum	750	50
1040	Gordons Gin	750	50
1222	Wiser's Special Blend	750	50
1487	Crown Royal	750	60
2089	Lamb's Palm Breeze	750	50
2196	Captain Morgan Dark Rum	750	50
4101	Remy Martin VSOP	750	200
4788	Captain Morgan Gold Rum	750	50
8094	Deinhard Green Label Riesling Mosel	750	50
10357	Crown Royal Peach	750	60
14066	Molson Ultra	6 × 473	80
14977	Sogrape Grao Vasco Dao	750	50
15282	18.8 Vodka	750	75
15979	Furnace Room Beardmore Kolsch	473	27
15980	Furnace Room Chicken Man Pale Ale	473	28
16178	Crystal Head Onyx	750	250
16544	St Remy Signature	750	100
16546	On The Rocks Hornitos Margarita	375	150
18574	Jim Beam Honey	750	225
18575	Jim Beam Red Stag	750	225
19303	Crown Royal Whisky & Cola	473	10
19423	Madre Mezcal	750	150
21378	Jim Beam White Label Bourbon	750	125
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	80
21465	Angel's Envy	750	160
22192	Grant's Triplewood 12YO	750	200
24325	Canadian Club & Ginger Ale	473	15
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	50
24809	Truly Strawberry Lemonade	473	10
24957	Dr. McGillicuddy's Coffee	750	100
25104	Luksusowa Vodka	1750	300
26679	On The Rocks Knob Creek Old Fashioned	375	150
27373	Folonari Valpolicella Classico Doc	3000	100
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	80
27464	Dewar's Japanese Smooth	750	75
27666	PJ's Pumpkin Spice Cream	750	40

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
27682	Oggi Botter Pinot Grigio Doc .	3000	100
27777	Monnet VSOP With Box Cognac	700	120
27797	Ruffino Il Ducale Toscana Igp	750	40
28460	Gray Jay Deluxe Canadian Whisky	750	100
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	90
30282	18.8 Gin	750	75
34637	Canadian Club Premium	1750	200
45898	Bacardi Superior White Rum (P.E.T)	1750	130
49726	Yukon Jack	750	120
53082	Alberta Pure Vodka (P.E.T)	1750	200
53991	Barefoot Merlot	750	40
78840	Citra Montepulciano D'Abruzzo	1500	75
83188	Fuzion Shiraz Malbec	750	76
112672	Wiser's Special Blend (P.E.T)	1750	120
114934	Golden Wedding (P.E.T)	1750	100
131391	Smirnoff Vodka (P.E.T)	1140	75
142745	Waterloo Craft Lager	473	10
145367	Lindemans Bin 50 Shiraz	750	50
170142	Zonin Valpolicella Ripasso Superiore Doc	750	125
177717	Carling Ice	473	16
183582	Captain Morgan Dark Rum (P.E.T)	1750	120
192922	Seagram's 83	1140	200
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	120
211110	Wyborowa Vodka	1140	50
215558	Cattos Rare Blended Scotch	1140	250
216820	Finlandia Vodka	1140	200
216929	Smirnoff Vodka	1140	75
217042	Bell's Original Scotch Whisky	1140	75
217588	Kamora Coffee Liquor	1140	100
217687	Canadian Club Premium	1140	200
225698	The Kraken Black Spiced Rum	750	100
231571	Seagrams 83 (P.E.T)	1750	350
234039	Captain Morgan Gold Rum (P.E.T)	1750	120
240143	Lamb's Classic White Rum (P.E.T)	1140	75
240150	Polar Ice Vodka	1140	75
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	50
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	50

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
250498	Castello Del Poggio Moscato Frizzante	750	75
254722	Silent Sam Vodka	1140	75
258954	Spicebox	750	100
260364	Megalomaniac Homegrown Red VQA	750	50
261305	Peninsula Ridge Cabernet Merlot VQA	750	80
263780	Licor 43	750	110
267781	Voga Moscato Frizzante	750	55
281931	Santa Rosa Malbec	1500	85
292177	Phillips Butter Ripple Schnapps	750	100
297648	Voga Pinot Grigio Igt	375	35
300681	Coors Light	6 × 473	80
302380	Mezzacorona Pinot Grigio Trentino	750	75
305607	Seagrams 83	750	150
311928	Canadian Club Classic 12 Year Old	750	150
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	60
321562	McGuinness Peach Schnapps	750	40
337667	Havana Club Original 3 Year Old	750	60
339895	Waterloo IPA	473	10
350397	Banff Ice Vodka	750	200
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
358309	Carmen Gran Reserva Cabernet	750	100
361501	Carpineto Dogajolo Rosso Toscano Igt	750	75
377622	Laroche Viognier De La Chevaliere	750	100
382028	Smirnoff Vanilla Flavoured Vodka	750	60
385286	Iceberg Vodka (P.E.T)	375	60
393090	Monasterio De Las Vinas Crianza Carinena	1500	50
396671	360 Double Chocolate Vodka	375	40
398032	Dr. McGillicuddy Intense Butterscotch	750	100
407866	Lindemans Bin 85 Pinot Grigio	1500	75
417576	Stock 84 Spirit	1140	150
419770	>Wines Of Substance Cabernet Sauvignon	750	190
431106	Creeside Cabernet Merlot VQA	750	40
433623	Guinness Blonde American Lager	473	10
439661	Fireball (P.E.T)	200	40
446468	Ketel One	375	40
446633	Citra Montepulciano D'Abruzzo Doc	750	50
447953	Fireball Whisky Shooter	750	120

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
454074	Olmecca Altos Plata	750	80
454462	Banff Ice Vodka (P.E.T)	1750	200
454710	The Kraken Black Spiced Rum	1750	150
458679	Lindemans Bin 40 Merlot	750	50
460501	United Stars Mukuzani Dry, Kakheti.	750	50
460519	United Stars Alazanis Valley Off Dry, Kakheti	750	50
463661	Yellowstone Select Bourbon Whiskey	750	150
472332	Wayne Gretzky Red Cask Whisky	750	120
478412	Old Style Pilsner Can	473	16
479923	Stalk & Barrel Blue Blend	750	200
485169	Colio Blush Rosé	1500	125
488411	Carling	6 × 473	80
491803	Southern Comfort (P.E.T)	375	80
491811	Southern Comfort	750	140
493254	Roscato Rosso Igt Provincia Di Pavia	750	30
500512	Captain Morgan Original Spiced Rum	750	60
507467	Josh Cellars Legacy Red	750	100
517904	Wiser's Special Blend Canadian Whisky	750	50
520718	Sour Puss Raspberry Liquor	375	50
524363	Santa Carolina Cabernet Sauvignon	1500	100
539312	Josh Cellars Rosé	750	100
552505	Canyon Road Cabernet Sauvignon	750	25
552513	Canyon Road Chardonnay	750	25
553164	Nutrl Soda Lemon	473	10
565713	Reif Estate Cabernet/Merlot VQA	750	100
571901	Tequila Rose Strawberry Cream	1140	150
573402	Bearface 7yo Triple Oak Canadian Whisky	750	100
582775	Baf Heritage Du Conseiller Pinot Noir	750	75
605964	O'Darby's Irish Cream Liquor	1140	60
627802	Yellow Tail Chardonnay	750	80
628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	100
631176	McGuinness Triple Sec	750	40
631200	McGuinness Blue Curacao	750	40
631457	McGuinness Cherry Brandy	750	40
634410	Yellow Tail Pinot Grigio	1500	100
636209	Roku Gin	750	200
638130	Dillon's Vodka	750	50

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
638239	Alario Sauvignon Blanc	750	75
638247	Alario Cabernet Sauvignon	750	75
666040	Nutrl Vodka Soda Pineapple	473	10
667113	Peller Family Vineyards Cabernet Sauvignon	750	30
669226	Voga Pinot Grigio	750	55
718940	Goats Do Roam Red	750	40
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	100

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
984	Alberta Premium Whisky	750	Canadian Club 1858 50 mL	Mini Thematic	984
15500	Molson Canadian	30 × 355	Molson Ultra 473 mL Bonus Can		15500
88799	Alberta Pure Vodka (P.E.T)	750	Canadian Club 1858 50 mL	End Aisle	88799
216903	Banff Ice Vodka	1140	Canadian Club 1858 50 mL	Feature Fixture B	216903
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL	Shelf Extender	390583

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
42	Canadian Club Premium	750	Canadian Club 100% Rye 50 mL	
67	Smirnoff Vodka	750	NFL Jersey Bottle Sleeve	Seasonal Block Pile D
893	J.P. Wiser's Deluxe	750	Cocktail Shaker	Front Nesting Table, APP
984	Alberta Premium Whisky	750	Canadian Club 1858 50 mL	Mini Thematic
1487	Crown Royal	750	NFL Purple Crown Bag	Seasonal Block Pile D, APP
1784	Grand Marnier Cordon Rouge	750	Lunar New Year Greeting Card	
3871	Alberta Premium Whisky (P.E.T)	375	Canadian Club 1858 50 mL	
4101	Remy Martin VSOP	750	Envelope	APP
13915	The Forager Botanical Whisky	750	The Forager Botanical Whisky 50 mL	
14910	Bushmills Irish Whiskey	750	Black Bush 50 mL	
15012	Northern Keep Vodka	750	On the Rocks Cosmopolitan 100 mL	End Aisle
15500	Molson Canadian	30 × 355	Molson Ultra 473 mL Bonus Can	
16544	St Remy Signature	750	Bitters	End Aisle, APP
17047	Captain Morgan Sliced Apple Spiced Rum	750	Liquid VA 50 mL	Mini Thematic
17823	Stella Artois	6 × 330	Chalice	Lunar New Year Nesting Table, LNY Disc. End
19035	St Remy XO	375	Coffee	End Aisle
21556	McGuinness Elderflower	750	Cocktail Shaker	Front Nesting Table
22017	Smirnoff Vodka (P.E.T)	750	Kettle Cooked Chips	End Aisle
24096	Campari Negroni	375	Valentine's Day Greeting Card	Mini Thematic

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
25636	Libra Non-Alcoholic Pale Ale	4 × 355	Socks	
26678	On The Rocks Effen Cosmopolitan	375	Online Exclusive Ice Cube Mold + Cooler Bag	
27235	Sauza Gold Tequila	750	iiCiNG Flavour Drops	
27824	Peroni Nastro Azzurro 0.0	6 × 330	F1 Glass	EZA
30834	Canadian Club Classic 12 Year Old	1140	Canadian Club 100% Rye 50 mL	End Aisle
38505	Smirnoff Vodka (P.E.T.)	1750	Schweppes Soda Water	End Aisle
88799	Alberta Pure Vodka (P.E.T.)	750	Canadian Club 1858 50 mL	End Aisle
135566	Polar Ice Vodka	750	Cocktail Shaker	Front Nesting Table, LTO
209205	Walker's Special Old (P.E.T.)	1750	Walker's Special Old 200 mL	
209213	Beefeater London Dry Gin	1140	Cocktail Shaker	Front Nesting Table, LTO
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL	
216671	Wisers Special Blend	1140	Wiser's Deluxe 50 mL	End Aisle
216721	Tanqueray London Dry Gin	1140	Cocktail Spoon	End Aisle
216903	Banff Ice Vodka	1140	Canadian Club 1858 50 mL	Feature Fixture B
217554	Captain Morgan Dark Rum	1140	Kettle Cooked Chips	End Aisle
242339	Alberta Pure Vodka (P.E.T.)	1140	On The Rocks 100 mL	Feature Fixture B
311944	Canadian Club Classic 12 Year Old	1750	Canadian Club 100% Rye 2 × 50 mL	End Aisle
318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	NFL Jersey Bottle Sleeve	Seasonal Block Pile D, APP
321562	McGuinness Peach Schnapps	750	Cocktail Shaker	Front Nesting Table, APP
337667	Havana Club Original 3 Year Old	750	Cocktail Shaker	Front Nesting Table, APP
350397	Banff Ice Vodka	750	Canadian Club 50 mL	End Aisle, APP
350611	Bulleit Rye	750	Crown Northern Harvest Rye 50 mL	End Aisle
358192	Bruichladdich The Botanist Islay Dry Gin	750	Bitters	APP
369009	Pinnacle Vodka	750	Northern Keep 50 mL	
380303	Smirnoff Blueberry Flavoured Vodka	750	Kettle Cooked Chips	End Aisle
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL	Shelf Extender
400754	Iceberg Vodka	750	Rimmer	Front Entrance Table, LTO
451195	Jose Cuervo Especial Gold Tequila	1750	Cuervo Silver 50 mL	
454074	Olmecca Altos Plata	750	Cocktail Shaker	Front Nesting Table, APP
456095	Ketel One Vodka	750	Cocktail Spoon	Front Entrance Table
476911	Crown Royal Vanilla	750	CR Vanilla Recipe Necktags	End Aisle, Mini Thematic, LTO
491829	Southern Comfort	1140	Fireball 200 mL	End Aisle
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Bacardi 8 Gift Tube	Shelf Extender
517136	Alberta Premium Whisky (P.E.T.)	750	Canadian Club 1858 50 mL	
557108	St Remy XO Brandy	750	Coffee Press	End Aisle

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
605956	Baileys Irish Cream Liquor	1140	Baileys Deliciously Light 50 mL	
631176	McGuinness Triple Sec	750	Cocktail Shaker	Front Nesting Table, APP
631200	McGuinness Blue Curacao	750	Cocktail Shaker	Front Nesting Table, APP
631457	McGuinness Cherry Brandy	750	Cocktail Shaker	Front Nesting Table, APP
648881	Grand Marnier Louis Alexandre	750	Lunar New Year Greeting Card	
666867	Bavaria Premium Value Beer	6 × 500	Bonus Beer Can	
666883	Henninger Lager	6 × 500	Bonus Beer Glass	

Trade Copy

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
307	Seagrams V.O.	750	Warm Cocktail Recipe	Mini Thematic, Necktag
21465	Angel's Envy	750	Angel's Envy	S1, Mini Thematic, APP, Necktag
25652	Our Story Cabernet Merlot VQA	750	Neck Tag- Our Story Love	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	Brand Refresh	
80127	Sailor Jerry Spiced Rum	750	Winter Warmers	Mini Thematic, Necktag
108100	Martell Vs Fine Cognac (In Box)	750	Lunar New Year	
292177	Phillips Butter Ripple Schnapps	750	Recipe	Mini Thematic, APP, Necktag
398032	Dr. McGillicuddy Intense Butterscotch	750	Warm Cocktail Recipe	Mini Thematic, Seasonal Block Pile C, APP, Necktag
447953	Fireball Whisky Shooter	750	Warm Cocktail Recipe	Mini Thematic, APP, Necktag
520718	Sour Puss Raspberry Liquor	375	Recipe	Mini Thematic, APP, Necktag
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	Award	

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	19923	Peroni Nastro Azzurro Slim Can (LCBO Warehouse)	6 × 330	ASAHI CANADA	Store Order
	27824	Peroni Nastro Azzurro 0.0 (LCBO Warehouse)	6 × 330	ASAHI CANADA	Store Order
	525188	Peroni Nastro Azzurro (LCBO Warehouse)	6 × 330	ASAHI CANADA	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	28139	Wellington Brewery Peppermint Pattie Milk Stout (4826)	473	WELLINGTON COUNTY BREWERY	Store Order
	28741	Muskoka Winter Beard Nitro Latte Stout (LCBO Warehouse)	473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	498576	Great Lakes Brewing Robohop IPA (1929)	473	GREAT LAKES BREWING CO	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	14066	Molson Ultra (275/TBS)	6 × 473	MOLSON COORS CANADA	Store Order
	300681	Coors Light (275/TBS)	6 × 473	MOLSON COORS CANADA	Store Order
	558940	Miller Lite (275/TBS)	6 × 473	MOLSON COORS CANADA	Store Order
Beer Excitement Zone - 21D (End EZD)	26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	LABATT BREWERIES ONTARIO	Store Order
	496968	Michelob Ultra (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Store Order
	697623	Michelob Ultra (275/TBS)	6 × 355	LABATT BREWERIES ONTARIO	Store Order
Ontario Craft Beer End Aisle	14677	Big Rig Brewery Shakedown Apa (1188)	473	BIG RIG BREWERY	Store Order
	15717	Flying Monkeys The Mutants Are Revolting (6309)	473	FLYING MONKEYS CRAFT BREWERY	Store Order
	15979	Furnace Room Beardmore Kolsch (3267)	473	FURNACE ROOM BREWERY	Store Order
	17910	Left Field Brewery Ice Cold Beer (4846)	355	LEFT FIELD BREWERY	Store Order
	28736	Beau's Nordic Pale Ale (9654)	473	STEAM WHISTLE BREWING	Store Order
	408054	Great Lakes Pompous Ass (1929)	473	GREAT LAKES BREWING CO	Store Order
End Aisle #10/Mini Thematic C	10815	Collective Arts Hazy State (LCBO Warehouse)	473	COLLECTIVE ARTS BREWING LIMITED	Store Order
	17117	Rally Trail Blazer (3431)	473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	24826	Ace Hill Carb Free (LCBO Warehouse)	4 × 355	ACE BEVERAGE GROUP	Store Order
	24829	Stonewall Light (LCBO Warehouse)	4 × 355	COOL BEER BREWING COMPANY	Store Order
	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	BLYTH BREWING/COWBELL	Store Order
	30129	Catstronaut, Session Hazy IPA (5732)	473	REFINED FOOL	Store Order
	481515	Bench Brewing Balls Falls Session IPA (798)	473	BENCH BREWING CO.	Store Order
	646620	Beyond The Pale Clean Cut (7672)	473	BEYOND THE PALE BREWERY	Store Order

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
Seasonal Block Pile A	84210	Mill Street Original Organic Lager (1950)	6 × 341	TRILLIUM BEVERAGE INC/ MILL STREET	Forced
	311779	Bud Light (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Forced
	311787	Budweiser (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Forced
	496968	Michelob Ultra (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Forced
	904334	Budweiser (275/TBS)	6 × 355	LABATT BREWERIES ONTARIO	Forced
	908665	Bud Light (275/TBS)	6 × 355	LABATT BREWERIES ONTARIO	Forced
R57: Ontario Beer A	439950	Asahi Super Dry (LCBO Warehouse)	6 × 330	BARRIQUE WINE IMPORTS LTD.	Forced
R58: Ontario Beer B	478909	Blue Moon (275/TBS)	473	M.ANDREW FINE WINES,BEERS&SPIRITS	Forced
R59: Beer 1	14657	Magnotta Brewery 3 Threads Porter (270)	473	PMA CANADA LTD.	Forced
R60: Beer 2	255380	Pilsner Urquell (LCBO Warehouse)	500	FORTY CREEK DISTILLERY LTD	Forced
R61: Beer 3	904144	Molson Canadian (275/TBS)	6 × 355	PHILIPPE DANDURAND WINES LTD.	Forced
R62: Beer 4	312850	Mill Street Cobblestone Stout (1950)	440	CORBY SPIRIT AND WINE LIMITED	Forced
D4: Discovery BSM 1	17386	Flying Monkeys Adventures In Time Surfing Dipa (6309)	473	FLYING MONKEYS CRAFT BREWERY	Forced
D5: Discovery BSM 2	415950	Hofbrau Dunkel (LCBO Warehouse)	500	H.H.D. IMPORTS	Forced
CE4	536227	Guinness Hop House 13 (LCBO Warehouse)	500	DIAGEO CANADA INC.	Forced
CE6	560532	Strongbow Cider (LCBO Warehouse)	500	MOLSON COORS CANADA	Forced

PERIOD 11

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 1 Start of Period 11  Install Brand Spotlight Nesting Tables	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22 <i>Lunar New Year</i> 	23	24	25	26	27	28 End of Period 11 

LCBO