

READY TO  
*refresh*



**PERIOD 12 MARKETING & PRODUCT GUIDE**

JANUARY 29 - FEBRUARY 25, 2023

# Period 12

## Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 12	2	<input type="checkbox"/> <input type="checkbox"/>	Display Program (XBP) Block Pile D	32
<input type="checkbox"/> <input type="checkbox"/>	P11-13 Aeroplan Signage	3	<input type="checkbox"/> <input type="checkbox"/>	Display Program Case Savings Wines Block Pile	33
<input type="checkbox"/> <input type="checkbox"/>	Name Badge Stickers	9	<input type="checkbox"/> <input type="checkbox"/>	Enhanced Display Corona (FSL-A)	34
<input type="checkbox"/> <input type="checkbox"/>	P11-13 Ready To Refresh Signage Gallery	10	<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/Celebration Fixture	35
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	16	<input type="checkbox"/> <input type="checkbox"/>	Period 12 End Aisles	37
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF - FFA-A) Feature Fixture	17	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	45
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	19	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	47
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS-BSE) Entrance Table	21	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	48
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	23	<input type="checkbox"/> <input type="checkbox"/>	Vintages	50
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	24	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	54
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	25	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	57
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	26	<input type="checkbox"/> <input type="checkbox"/>	Beer, Cider, RTD Impulse Displays	59
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBA) Block Pile A	29	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CM)	60
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBB) Block Pile B	30	<input type="checkbox"/> <input type="checkbox"/>	Turn 3 Wine Fridge	61
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBC) Block Pile C	31	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	62
			<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	64

# WHAT'S NEW FOR PERIOD 12



## Promotional Programs

**Feature Fixture A:** Earn Points & Save On Spirits

**New & Seasonal:** Earn Points & Save On Spirits

**Entrance Table:** French Connection

**Mini Thematic A:** Gift A Liqueur They'll Love

**Mini Thematic B:** Premium Wines They'll Love

**Mini Thematic C:** Winter Brews

**Front Nesting Table:** Canadian Whisky

**Middle Nesting Table:** Sustainable Chilean Wines

**Block Pile A:** Game Day With Lighter Brews (Products will remain the same as P11 with new offers in P12)

**Block Pile B:** Fresh Flavours For Easy Entertaining

**Block Pile C:** Aeroplan

**Block Pile D:** NFL (Products will remain the same as P11 with new offers in P12)

Case Savings Wines Block Pile

Enhanced Display - Corona

Aeroplan Offers & Shelf Talkers

Aeroplan Name Badge Stickers

EA 1-4 & 10 End Aisle Backer Cards and Blade Signs

Aeroplan Generic End Aisle Backer Card

Front End Merchandiser

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display (Products will remain the same as P11 with new offers in P12)

P12-P2 Wine Fridge

On Shelf

## Unchanged from P11. Refer to the P11 MPG for more details.

P11-13 Exterior Banners, Window Show Cards, Transparencies

P11-13 Generic Backer Cards (Ready to Refresh, Image, Same Day Pickup/Generic Ecomm)

P11-13 Beer Branded Ends

## Wine Programs

**ON1:** Go Local

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

Flex Space

## Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



# 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

#### Period 11-13 Aeroplan Exterior Banners

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

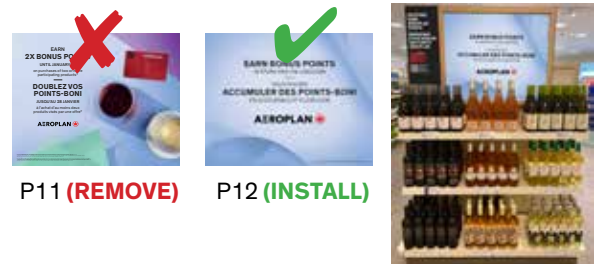
ENG (Re-order# 23P11-EB3) / BIL (Re-order# 23P11-EB4)



#### Period 12-13 Generic End Aisle Backer Card

- Remove the P11 Aeroplan generic backer card and replace with the new P12 version.
- Install the generic backer card on end aisles with Aeroplan offers.

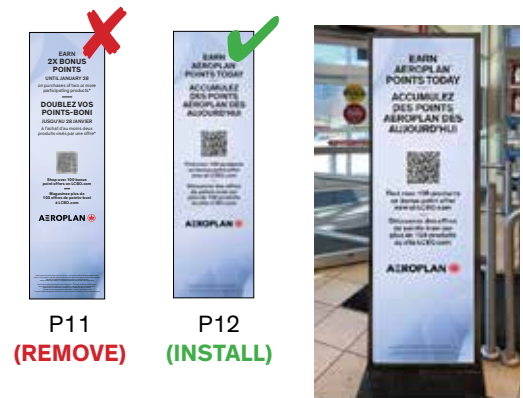
ENG/BIL (Re-order# 23P12-BC-GEN5)



#### Period 12-13 Seasonal Banner Insert






- Remove the P11 Aeroplan seasonal banner insert and replace with the new P12 version.

ENG (Re-order# 23P12-SB1) / BIL (Re-order# 23P12-SB2)





## Signage Components & Merchandising Instructions

Components	Image
<p><b>Operational Aeroplan Bin Tag Pop-Out</b></p> <ul style="list-style-type: none"><li>• Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.</li><li>• Ensure the old 2x2 Perpendicular Shelf Talkers are removed at the time of installation of the new signage solution.</li></ul>	
<p>ENG (Re-order # 23OP-AP20) / BIL (Re-order # 23OP-AP21)</p>	
<p><b>Operational Aeroplan In-section Perpendicular Shelf Talker</b></p> <ul style="list-style-type: none"><li>• 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.</li></ul>	
<p>ENG (Re-order# 23OP-AP14) / BIL (Re-order# 23OP-AP15)</p>	
<p><b>Operational Aeroplan End Aisle Blade Sign</b></p> <ul style="list-style-type: none"><li>• Install the Aeroplan Blade Signs on every other End Aisle, beginning at End Aisle #5.</li></ul>	
<p>ENG (Re-order# 23OP-AP8) / BIL (Re-order# 23OP-AP9)</p>	
<p><b>Operational Aeroplan Aeroplan Front Door Decal</b></p> <ul style="list-style-type: none"><li>• Continue to display the 8x8 decal on the left side of the second door.</li></ul>	
<p>ENG (Re-order# 23OP-AP10) / BIL (Re-order# 23OP-AP11)</p>	
<p><b>Operational Aeroplan Aeroplan Cash Desk Decal</b></p> <ul style="list-style-type: none"><li>• Continue to display the Aeroplan decal on the Cash Counter.</li></ul>	
<p>ENG (Re-order# 23OP-AP12) / BIL (Re-order# 23OP-AP13)</p>	

## Period 12 Aeroplan Offers

### Components

### Image

#### Period 12 Aeroplan Shelf Talkers

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



#### ENG/BIL (Re-order # AIM-23P12-ANS)

LCBO#	Description	Size (mL)	Aeroplan Offers	Aeroplan Combo Offers (LTO + APP)
67	Smirnoff Vodka	750	50	
240	Smirnoff Vodka (P.E.T)	375	30	
307	Seagrams V.O.	750	200	
620	Silk Tassel Canadian Whisky	750	120	
828	Folonari Valpolicella Doc	750	60	
893	J.P. Wiser's Deluxe	750	40	\$1.00 LTO
984	Alberta Premium Whisky	750	75	
2253	Disaronno Amaretto	750	200	
5041	Ballantine's	375	30	
7369	Beefeater Dry	375	30	
10357	Crown Royal Peach	750	60	
11868	Whitley Neill Rhubarb & Ginger	750	200	\$5.00 LTO
12858	Waterloo Grapefruit Radler	473	10	
13597	Bumbu XO Rum	750	120	
14673	>(V) Gerard Bertrand Gris Blanc Rosé	750	70	
15004	Twisted Tea Mix	12 x 355	25	
15012	Northern Keep Vodka	750	125	
15435	Schneider Helle Weisse	500	5	
15537	Woodford Reserve Distiller's Select Bourbon	375	75	
15754	Josh Cellars Pinot Grigio	750	100	
16544	St Remy Signature	750	100	
16840	Bolla Valpolicella Classico	750	60	
17117	Rally Trail Blazer	473	10	
17465	Mount Gay Black Barrel Double Cask Blend	750	175	
17779	Belleruche Rouge Cote Du Rhone	750	60	
19543	Twisted Tea Original	12 x 355	25	
19592	Ren Ultra Premium Vodka Ddp	750	100	
19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	100	
20054	Mare Di Sirena Pinot Grigio	750	10	
20782	Dewar's White Label	1750	130	
20979	Juliet Prosecco Rosé Doc	750	80	
21159	New Amsterdam Pink Whitney Vodka	375	30	
21556	McGuinness Elderflower	750	40	

## Period 12 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aeroplan Combo Offers (LTO + APP)
22017	Smirnoff Vodka (P.E.T)	750	50	
22035	Skrewball Peanut Butter Whiskey	750	200	
24344	Arizona Hard Lemon Iced Tea	473	15	
24404	Smirnoff Vodka Soda Berry Blast	355	5	
24493	Courvoisier VSOP Cognac	750	400	
25461	Mindful Pinot Grigio VQA	750	40	
25489	Creemore Schwarzbier	473	27	
25999	Jagermeister	1140	300	\$4.00 LTO
27605	Reifel Rye	750	200	
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	50	
27668	PJ's Original Cream	1140	80	
31211	Mommessin Export St Pierre Rouge	1500	50	
31930	Seagrams V.O.	1750	400	
34637	Canadian Club Premium	1750	125	
35840	Zubrowka Bison Vodka	750	170	
37028	Folonari Soave	1500	80	
53082	Alberta Pure Vodka (P.E.T)	1750	200	
54866	Bulleit Bourbon Frontier Whiskey	750	75	
63891	>Coyam Red Blend Organic	750	200	
70052	Peninsula Ridge Shiraz VQA	750	80	
71647	Polar Ice Vodka (P.E.T)	750	50	
73395	Castillo De Monseran Garn, Carinena	750	50	
87015	Lamb's Classic White Rum (P.E.T)	1750	120	
88799	Alberta Pure Vodka (P.E.T)	750	100	
93401	Wyndham Estate Bin 222 Chardonnay	750	25	
110056	Absolut Vodka	750	60	
111443	Chambord Royale	750	150	
119800	Fuzion Chenin-Chardonnay	750	75	
130138	>Meiomi Pinot Noir	750	50	
131870	Bushmills Malt 10 Year Old	750	200	
135566	Polar Ice Vodka	750	50	
136978	Sinha Stout	330	5	
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	80	
176461	Folonari Soave Doc	750	50	
189415	Wyndham Estate Bin 555 Shiraz	750	40	
191858	Pknt Carmenere Reserve	750	95	
195966	Farina Valpolicella Rip Superiore Doc	750	40	
200584	Konzelmann Pinot Noir VQA	750	100	
207670	Ballantine's Finest Blended Malt Scotch Whisky	1750	120	
209213	Beefeater London Dry Gin	1140	90	
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	80	
211110	Wyborowa Vodka	1140	200	
216671	Wisers Special Blend	1140	75	
216903	Banff Ice Vodka	1140	200	

## Period 12 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aeroplan Combo Offers (LTO + APP)
216978	Seagrams V.O.	1140	300	
217257	Sailor Jerry Spiced Rum	1140	200	
217554	Captain Morgan Dark Rum	1140	75	
225615	Brugal Anejo	750	175	
232033	Vineland Estates Semi Dry Riesling VQA	750	60	
237792	Icebox Long Island Iced Tea	1140	180	
240101	Lamb's Palm Breeze Rum (P.E.T)	1140	75	
240416	Montresor Amarone Della Valpolicella Doc	750	100	
242107	No. 3 London Dry Gin	750	150	
245340	Chapoutier Belleruche Cdr White Aoc	750	60	
254912	Codorniu Brut Clasico Sparkling	3 x 200	75	
260851	Cupcake Red Velvet	750	40	
266049	Adobe Reserva Sauvignon Blanc Organic	750	100	
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	40	
271643	Tequila Tromba Blanco	750	90	
274399	Adobe Reserva Rosé Organic	750	100	
285163	Amaro Lucano	750	100	
292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	75	
292557	The Wolftrap Syrah Mourvedre Viognier	750	75	
292615	Jameson Black Barrel	750	90	
302612	Wyhdham Estate Bin 555 Shiraz	375	10	
304022	Santa Carolina Chardonnay Reserva	750	50	
307025	Ruffino Aziano Chianti Classico Docg	750	40	
311258	>Wits End Luna Shiraz	750	75	
318683	The Kraken Black Spiced Rum	1140	100	
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	60	
321562	McGuinness Peach Schnapps	750	40	
322024	Adobe Reserva Merlot Organic	750	100	
330803	Bowmore 12 Year Old Islay Single Malt	750	225	
334151	Bacardi Superior White Rum (P.E.T)	1140	75	
337667	Havana Club Original 3 Year Old	750	60	
338079	Alize Gold Passion Liquor	750	120	
350397	Banff Ice Vodka	750	100	
361741	Santa Carolina Merlot	750	50	
381962	Smirnoff Green Apple Flavoured Vodka	750	60	
390583	Canadian Club 100% Rye	750	100	
398016	Dr. McGillicuddy Intense Peach	750	120	
398032	Dr. McGillicuddy Intense Butterscotch	750	120	
401307	Maestro Dobel Tequila	750	300	
404012	Graham's 10 Year Old Tawny Port	750	60	
405845	Evan Williams Black Label Bourbon Whiskey	750	50	
413575	La Trappe Tripel	750	69	
417261	Hendrick's Gin	375	50	
417295	Ciroc Original Unflavoured	750	90	



## Period 12 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aeroplan Combo Offers (LTO + APP)
426718	Cesari Amarone Classico Doc	750	200	
438960	Canadian Club 100% Rye	1140	150	
454074	Olmecca Altos Plata	750	90	
456095	Ketel One Vodka	750	75	
456350	Fireball Cinnamon Whisky	1750	300	
460493	Tkz Tokaji Szamorodni Sweet, Hungary	500	80	
470823	Pelee Island Merlot	750	80	
477885	Polar Ice Vodka (P.E.T)	1750	120	
481366	High River Canadian Whisky	750	160	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	60	
491829	Southern Comfort	1140	200	
492454	1800 Coconut Tequila	750	150	
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120	
500512	Captain Morgan Original Spiced Rum	750	60	
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	135	
514463	Whitley Neill Original London Dry Gin	750	200	
517136	Alberta Premium Whisky (P.E.T)	750	75	
517987	Ezra Brooks Black Label Bourbon Whiskey	750	50	
519199	Negrar Garetta Corvina Verona Igt	750	40	
520320	Bacardi Superior	1140	75	
524322	Trapiche Reserve Malbec	1500	150	
524355	McGuigan Black Label Cabernet Sauvignon	750	85	
526061	Collingwood Double Barrel Whisky	750	160	
536565	Lily Sparkling Rosé VQA	750	120	
561100	Josh Cellars Chardonnay	750	100	\$2.00 LTO
569905	Carnivor Zinfandel	750	100	
572008	Innis & Gun Rum Cask	6 × 330	100	
589010	Mezzacorona Pinot Grigio Trentino	1500	150	
597559	Tito's Handmade Vodka	750	100	
601146	Glen Breton Rare Canadian Single Malt	750	400	
601518	Sour Puss Blue Liquor	750	75	
604181	Giandua Liquore Bottega	500	50	
614651	Trapiche Reserve Malbec	750	80	
631176	McGuinness Triple Sec	750	40	
631200	McGuinness Blue Curacao	750	40	
631457	McGuinness Cherry Brandy	750	40	
659607	>Mitolo Jester Shiraz	750	50	

### Bundled Aeroplan Offers (Promo Code: LB)

LCBO#	Description	Size (mL)	Offers
17406	Side Launch Brewery Any Day Light IPA	473	Buy both IPAs and get 20 Aeroplan Bonus Points
22238	Side Launch Brewing 5th Coast Hazy IPA	473	

# NAME BADGE STICKERS

## Overview

Continue to display the Staff Picks name badge stickers until February 11th. Beginning February 12th display the Aeroplan name badge stickers until March 25th (the end of PT13).

## Key Dates

**Staff Picks:** January 1 - February 11, 2023 | **Aeroplan:** February 12 - March 25, 2023

## Participating Stores

All Stores

## Merchandising Instructions

- Encourage all team members to engage customers with our Staff Pick and Aeroplan promotions by wearing the sticker on their name badge. An easy way to ask customers “would you like to add a bottle of our staff pick to your transaction” or “Are you aware of our great Aeroplan bonus offers going on in store currently”.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5”.

## Signage Components

- Aeroplan Name Badge Stickers ENG (Re-order # 23P12-NT1) / BIL (Re-order # 23P12-NT2)
- Staff Picks Name Badge Stickers ENG (Re-order# 23P11-NT1) / BIL (Re-order# 23P11-NT2)



Staff Picks Name Badge Stickers  
Install Dates: Jan 1 - Feb 11, 2023



Aeroplan Name Badge Stickers  
Install Dates: Feb 12 - March 25, 2023

# 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 12 signage components will be shipped to stores beginning **January 20, 2023**.

Period 12 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@lcbo.com) and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

## Music CD Reorder# AIM-23P12-MUSIC-CD | Music USB Reorder# AIM-23P12-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)

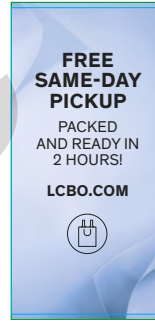
#### 2 Aeroplan Rewards



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)

#### 4 Same Day



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

#### Generic Ecomm



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

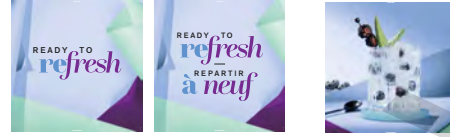


eCOMM ENG/BIL

Same Day Pickup ENG/BIL

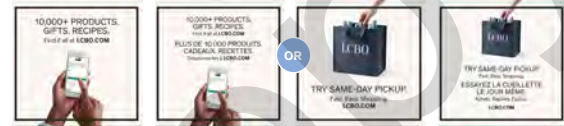
### Perimeter Transparency Square

Vendor installed



Ready to Refresh ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup 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

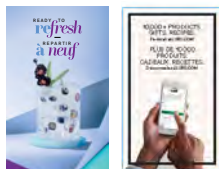


Ready to Refresh  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

#### Large Vertical Transparencies



Ready to  
Refresh BIL

eComm  
BIL

## Backlit Tasting Bar Insert

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



**NEW**

## P12-13 Seasonal Banner Insert

Dimensions: 20”w x 70”h

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

**Note:** Remove the Aeroplan 2X Bonus Event seasonal banner insert and replace with the new Period 12 version.

ENG Re-order #23P12-SB1

BIL Re-order #23P12-SB2



P11  
**(REMOVE)**

P12  
**(INSTALL)**

**NEW**

## P12 EA1, EA2, EA4 Blade Signs

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

**Note:** Remove the Period 11 EA1, EA2, EA4 blade signs and replace with the new Period 12 versions.



EA1 Lean Rickey

EA2 Kahlúa Americano

EA4 Ginger Mojito

ENG (Re-order # 23P12-BS1)

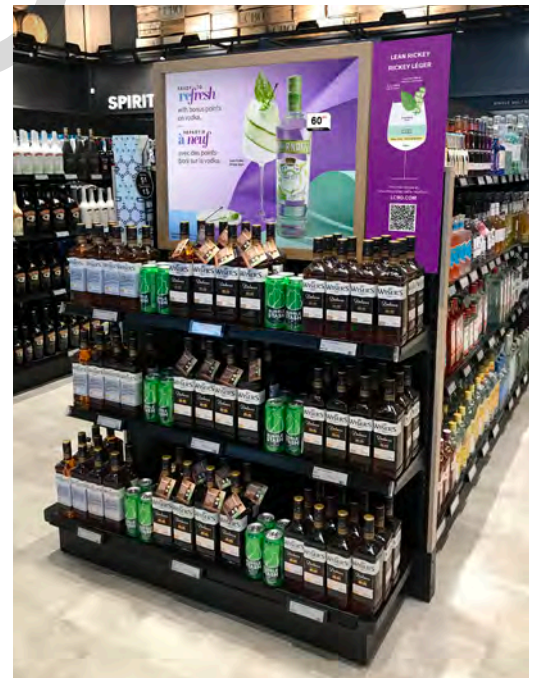
ENG (Re-order # 23P12-BS2)

ENG (Re-order # 23P12-BS3)

BIL (Re-order # 23P12-BS5)

BIL (Re-order # 23P12-BS6)

BIL (Re-order # 23P12-BS7)



**NEW**

## End Aisles 1-4 & 10 Backer Cards

**Note:** Remove the Period 11 EA 1-4 and 10 backer cards and replace with the new Period 12 versions.

23P12-BC1A



EA1A

23P12-BC1B



EA1B

23P12-BC2



EA2AB

23P12-BC3A



EA3A

23P12-BC3B



EA3B

23P12-BC4



EA4AB

23P12-BC10



EA10

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

**Note:** Remove the Period 11 Aeroplan generic backer card and replace with the new Period 12 version. All other generic backer cards will remain in place for P11-P13.

<p><b>P11 Aeroplan (REMOVE)</b></p>	<p><b>P12 Aeroplan (INSTALL)</b></p>
-------------------------------------	--------------------------------------

23P11-BC-GEN1



Ready to Refresh (P11-13)

23P11-BC-GEN2



Image (P11-13)

23P11-BC-GEN3



Same Day (P11-13)

23P11-BC-GEN4



Generic Ecomm (P11-13)



# 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): Fresh Flavours For Easy Entertaining

**C** Block Pile C (SBC): Aeroplan

**D** Block Pile D (XBP): NFL

Case Savings Wines Block Pile

Corona Enhanced Display (FSL-A)



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

EARN  
AEROPLAN  
POINTS  
AND SAVE  
on spirits.

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

**Key Dates (Jan 29 - Feb 25, 2023)**

### Participating Stores

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

The World Class program is a showcase of mixology at it's best and Diageo brings their premium portfolio to the FFA to share both the recipes and the inspiration to make World Class cocktails. With some great offers on the display this will be sure to provide great value for customers this winter.

### Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black Label Scotch Whisky	750	\$2.00 LTO, VA: Recipe Booklet
10558	Roe & Co Blended Irish Whiskey	750	VA: Recipe Booklet
54866	Bulleit Bourbon Frontier Whiskey	750	75 APP, VA: Recipe Booklet
173542	Don Julio Blanco Tequila	750	\$5.00 LTO, VA: Recipe Booklet
409490	The Singleton of Dufftown 12-Year-Old Speyside Single Malt Scotch Whisky	750	VA: Recipe Booklet
417295	Ciroc	750	90 APP, VA: Recipe Passport
456095	Ketel One Vodka	750	75 APP, VA: Recipe Passport
600163	Tanqueray No. Ten Gin	750	VA: Recipe Passport

### Signage Components

- Category Sign ENG/BIL (Re-order # 23P12-FF1)
- Blank Category Sign - Solid Colour (Re-order # 23P12-FF2)
- Bin Strips - Solid Colour (Re-order # 23P12-FF3)
- Box Sign ENG (Re-order # 23P12-FF4) / BIL (Re-order # 23P12-FF5)
- Shelf Talkers ENG (Re-order # 23P12-FF11) / BIL (Re-order # 23P12-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.



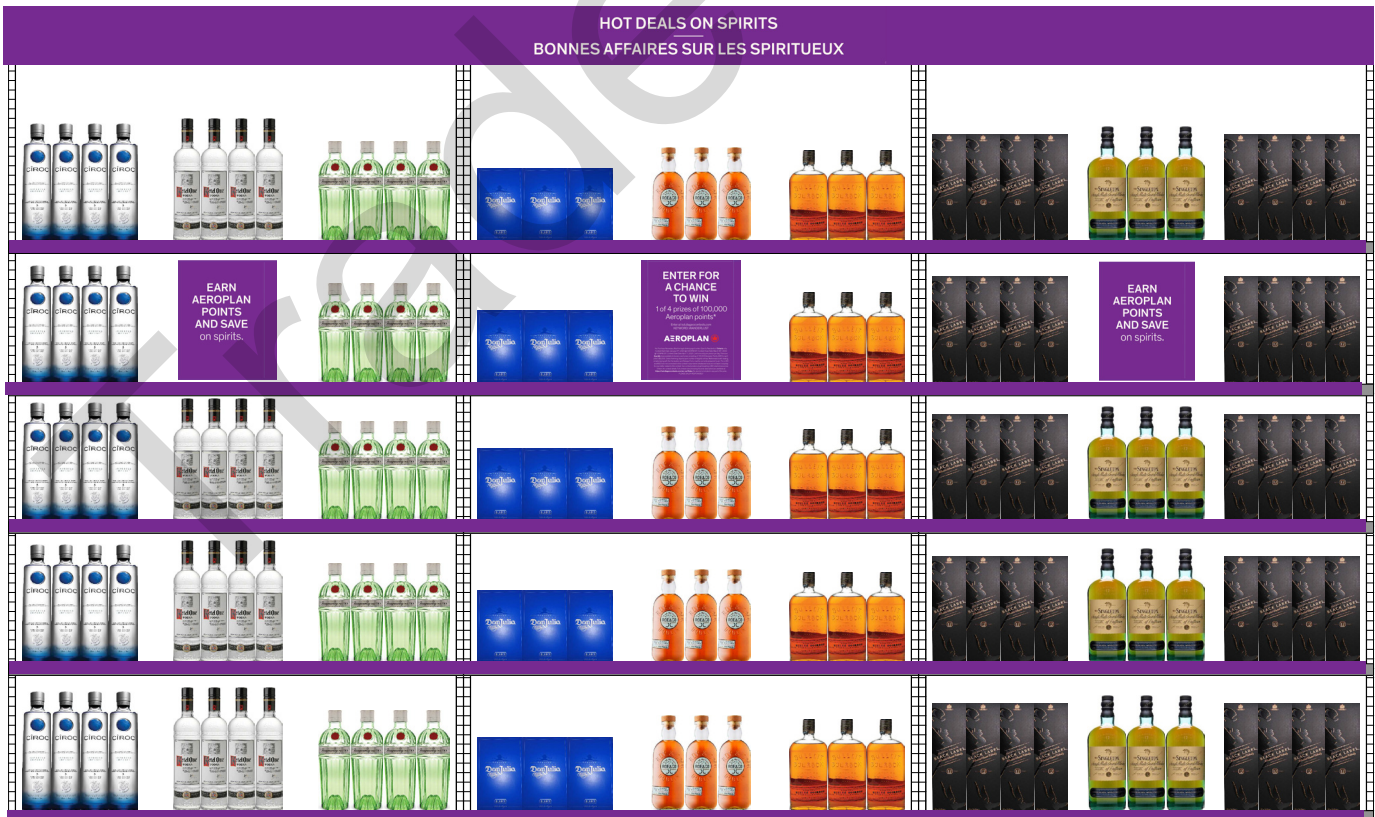
### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

## Hot Deals On Spirits

EARN POINTS  
AND SAVE  
on spirits.

ACCUMULEZ  
DES POINTS ET  
ÉCONOMISEZ

à l'achat de  
spiritueux

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

### Key Dates (Jan 29 - Feb 25, 2023)

#### Participating Stores

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

Hot Deals on Spirits.  
This display offers a  
full range of spirits  
products with a mix  
of both LTOs and  
Aeroplan.

#### Participating Products

LCBO#	Description	Size (mL)	Offers
984	Alberta Premium Whisky	750	75 APP
12476	Prince Igor Vodka (P.E.T)	1140	VA: Prince Igor Extreme Vodka 50 mL
22035	Skrewball Peanut Butter Whiskey	750	200 APP
24437	Sailor Jerry Spiced Rum	1750	\$1.75 LTO
27605	Reifel Rye	750	200 APP
31930	Seagrams V.O.	1750	400 APP
131870	Bushmills Malt 10 Year Old	750	200 APP
227413	Iceberg Vodka	1140	\$1.00 LTO
237792	Icebox Long Island Iced Tea	1140	180 APP
271643	Tequila Tromba Blanco	750	90 APP
438960	Canadian Club 100% Rye	1140	150 APP
520320	Bacardi Superior	1140	75 APP

#### Signage Components

- Category Sign ENG/BIL (Re-order # 23P12-NS1)
- Blank Category Sign - Solid Colour (Re-order #23P12-NS2)
- Bin Strips - Solid Colour (Re-order # 23P12-NS3)
- Shelf Talkers ENG (Re-order # 23P12-NS4) / BIL (Re-order # 23P12-NS5)
- Box Sign ENG/BIL (Re-order # 23P12-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



### 12ft. Feature Fixture



# Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: French Connection



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

**Key Dates (Jan 29 - Feb 25, 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
16544	St Rémy Signature	750	100 APP + VA: Apothecary Bitters Onpack
215988	Luxardo Amaretto Di Saschira	750	
384867	Gautier VS Cognac	750	\$3.00 LTO
522359	Torres Brandy 10 Year Old	750	

The French Connection is simple, approachable and ideal for casual and cozy get-togethers. This recipe raises the bar—and complexity—with the addition of bitters and a grapefruit twist.

## Merchandising Instructions

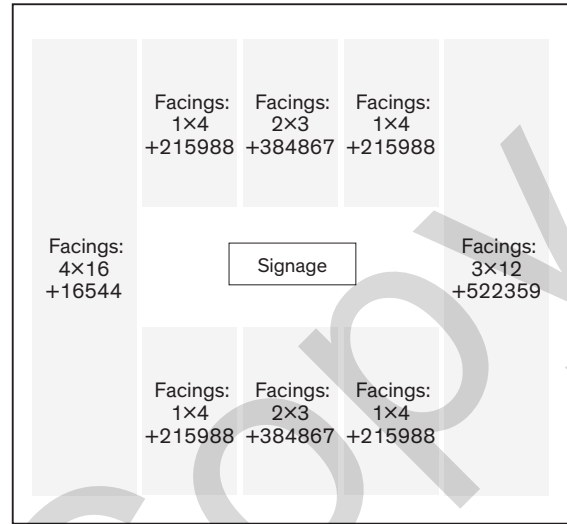
- Refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

## Signage Components

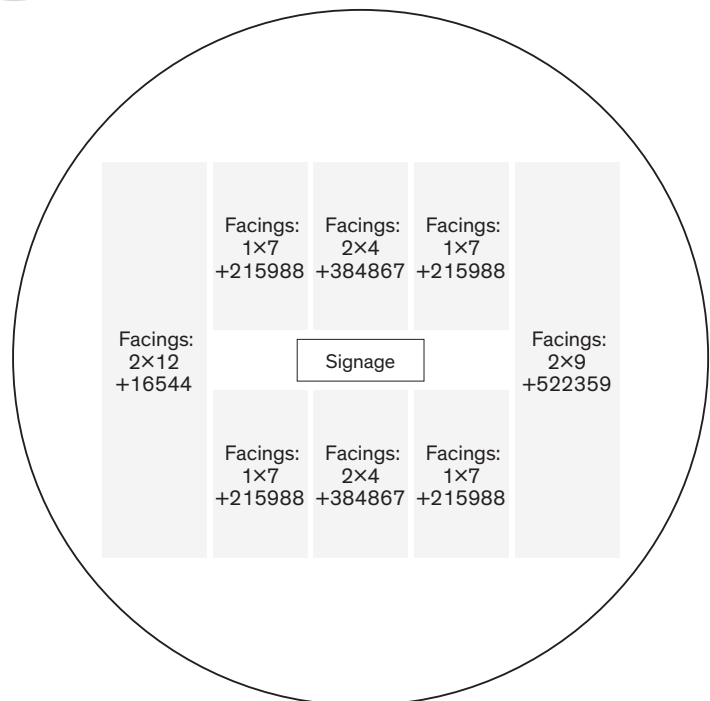
- Entrance Table Sign ENG (Re-order # 23P12-ET1) / BIL (Re-order # 23P12-ET2)
- Shelf Talkers ENG (Re-order # 23P12-ET3) / BIL (Re-order # 23P12-ET4)



## Planogram - Square Table



## Planogram - Round Table





# Spirits (MI-A) MINI THEMATIC A

Gift A Liqueur They'll Love



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

**Key Dates (Jan 29 - Feb 25, 2023)**

## Participating Stores

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

Mini Thematic A will feature an assortment of creamy liqueurs perfect for Valentine's Day.

## Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Original Irish Cream	750	VA: Lindt Chocolate
11248	Baileys Espresso	750	\$1.00 LTO
108357	Carolans Irish Cream	750	\$2.00 LTO
250134	Sortilège	750	\$3.00 LTO
342246	Amarula Cream	750	\$2.00 LTO
380865	Rumchata Cream Liqueur	750	\$2.50 LTO
400259	Baileys Salted Caramel	750	VA: Lindt Chocolate
604181	Bottega Gianduia Liquore	500	50 APP
630913	Tia Maria	750	\$2.00 LTO

GIFT A LIQUEUR THEY'LL LOVE  
UNE LIQUEUR QUI LEUR  
FERA CHAUD AU COEUR



## Signage Components

- Category sign ENG/BIL (Re-order # 23P12-MTA1)
- Backer card ENG/BIL (Re-order # 23P12-MTA2)
- Shelf talkers ENG (Re-order # 23P12-MTA3) / BIL (Re-order # 23P12-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.



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

# Wines (MI-B) MINI THEMATIC B

Premium Wines They'll Love



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

**Key Dates (Jan 29 - Feb 25, 2023)**

## Participating Stores

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

Mini Thematic B will feature an assortment of premium Sparkling, Champagne and Red wines perfectly suited for celebrating Valentine's Day.

## Participating Products

LCBO#	Description	Size (mL)	Offers
13686	Bread & Butter Pinot Noir	750	\$2.00 LTO
14673	Gérard Bertrand Gris Blanc Rosé	750	70 APP
25904	Champagne Pommery Brut Rose	750	\$3.00 LTO
30072	Chateau Timberlay Bordeaux Superieur AOC	750	\$2.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00 LTO
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00 LTO
536565	Lily Sparkling Rosé VQA	750	120 APP
660043	Two Hands Gnarly Dudes Shiraz	750	\$3.00 LTO

PREMIUM WINES THEY'LL LOVE  
DES VINS HAUT DE GAMME SÛRS DE PLAIRE



## Signage Components

- Category sign ENG/BIL (Re-order # 23P12-MTB7)
- Backer card ENG/BIL (Re-order # 23P12-MTB8)
- Shelf talkers ENG (Re-order # 23P12-MTB9) / BIL (Re-order # 23P12-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.



**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 Deals on Winter Brews



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

**Key Dates (Jan 29 - Feb 25, 2023)**

### Participating Stores

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

Mini Thematic C will feature an assortment of local seasonal beers.

### Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
14812	Great Lakes Brewery - Haze Mama	473	\$0.30	1929 - Great Lakes Brewing Co. Inc.
24518	Flying Monkeys Space Age Sunshine Quadruple Ipa	473	\$0.30	6309 - Flying Monkeys Craft Brewery
28503	Sawdust City - Ah, Stout	473		1143 - Sawdust City Brewing Co.
28637	Big Rig Busted Sled Gingerbread Stout	473		1188 - Big Rig Brewing Co.
31136	Refinechocolate Bar, Peanut Butter Chocolate Stout	473		5732 - Refined Fool Brewing Company
351429	Amsterdam Boneshaker	473	\$0.30	3842 - Amsterdam Brewing Company
442319	Collective Arts Stranger Than Fiction Porter	473		LCBO Warehouse
493247	Cowbell Doc Perdue's Bobcat Red Ale	473	\$0.20	458 - Cowbell Brewing Co.
576892	Beyond The Pale Brewing Co. Yummy!	473	\$0.25	7672 - Beyond The Pale Brewing Company

### Signage Components

- Backer card ENG/BIL (Re-order# 23P12-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 Deals On Canadian Whisky

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

**Key Dates (Jan 29 - Feb 25, 2023)**

### Participating Stores

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

With the cold weather, it's perfect to enjoy your whisky neat or in a winter warmer. Add an Aeroplan or Limited Time Offer and it's easy to pick up your favourite Canadian whisky this month at the LCBO.

### Participating Product

LCBO#	Description	Size (mL)	Offers
42	Canadian Club Whisky	750	\$1.00 LTO
893	J.P. Wiser's Deluxe Whisky	750	\$1.00 LTO + 40 APP
984	Alberta Premium Whisky	750	75 APP
3558	Gibson's Finest Rare 12 Year Old Whisky	750	\$3.00 LTO
103341	Canadian Club Whisky	750	\$1.00 LTO
200741	Gibson's Finest Rare 12 Year Old Whisky	1750	\$5.00 LTO
215871	Gibson's Finest Rare 12 Year Old Whisky	1140	\$4.00 LTO
350207	Forty Creek Copper Bold Whisky	1140	\$2.00 LTO
550715	Forty Creek Barrel Select Whisky	750	\$1.00 LTO

### Signage Components

- Table Sign ENG (Re-order # 23P12-FNT1) / BIL (Re-order # 23P12-FNT2)
- Shelf Talkers ENG (Re-order # 23P12-FNT3) / BIL (Re-order # 23P12-FNT4)

### 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 shelf talkers in-section and on the table.

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



front view



back view

back view

Facings: 4×10 +550715	Facings: 4×8 +350207	Facings: 4×7 +550715
Facings: 5×10 +550715	Facings: 5×8 +350207	Facings: 5×7 +550715

Facings: 5×10 +42	Facings: 6×3 +3558	Facings: 6×3 +200741	Facings: 6×3 +215871	Facings: 5×8 +893
Facings: 4×10 +42	Facings: 6×3 +3558	Facings: 6×3 +200741	Facings: 6×3 +215871	Facings: 5×8 +893

Facings: 6×9 +42	Facings: 5×8 +984	Facings: 5×8 +103341
Facings: 5×9 +42	Facings: 5×8 +984	Facings: 4×8 +103341

front view

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



front view



back view

back view

Facings: 5×7 +550715	Facings: 5×6 +350207	Facings: 5×7 +550715
Facings: 4×7 +550715	Facings: 4×6 +350207	Facings: 4×7 +550715

Facings: 6×2 +3558	Facings: 6×2 +200741	Facings: 6×2 +215871
Facings: 4×4 +42		Facings: 4×4 +893
Facings: 6×2 +3558	Facings: 6×1 +200741	Facings: 6×2 +215871

Facings: 6×8 +42	Facings: 5×7 +984	Facings: 5×11 +103341
Facings: 5×8 +42	Facings: 5×7 +984	Facings: 4×11 +103341

front view



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



front view



back view

back view

Facings: 3×7 +550715	Facings: 3×6 +350207	Facings: 3×7 +550715
Facings: 3×7 +550715	Facings: 3×6 +350207	Facings: 3×7 +550715

Facings: 4×6 +42
Facings: 4×6 +42

Facings: 4×3 +3558	Facings: 4×2 +200741	Facings: 4×3 +215871
Facings: 4×3 +3558	Facings: 4×2 +200741	Facings: 4×3 +215871

Facings: 4×7 +893
Facings: 4×7 +893

Facings: 6×8 +42	Facings: 4×7 +984	Facings: 3×11 +103341
Facings: 3×8 +42	Facings: 3×7 +984	Facings: 3×11 +103341

front view

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



front view



back view

back view

Facings: 3×7 +550715	Facings: 3×6 +350207	Facings: 3×7 +550715
Facings: 3×7 +550715	Facings: 3×6 +350207	Facings: 3×7 +550715

Facings: 4×3 +3558	Facings: 4×2 +200741	Facings: 4×2 +215871
Facings: 4×3 +42		Facings: 4×3 +893
Facings: 4×3 +3558	Facings: 4×2 +200741	Facings: 4×3 +215871

Facings: 6×8 +42	Facings: 4×7 +984	Facings: 3×11 +103341
Facings: 3×8 +42	Facings: 3×7 +984	Facings: 3×11 +103341

front view

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 29 - Feb 25, 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 (NEW for P12)
26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6×473	\$1.00 LTO
247627	Mill Street Original Organic Lager (1950)	473	\$0.25 LTO
311779	Bud Light (275 - TBS)	6×473	
311787	Budweiser (275 - TBS)	6×473	VA
697623	Michelob Ultra (275 - TBS)	6×355	\$1.00 LTO
908665	Bud Light (275 - TBS)	6×355	

**VA/Merchandiser:** Purchase 2 Budweiser 6×473 mL and receive a free bag of Ruffles chips.

### Signage Components

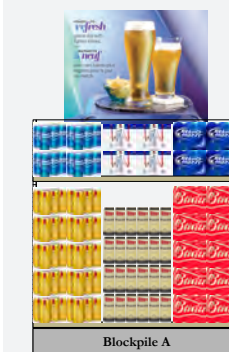
**Note: Signage is to remain in place for P11 & P12. Only replace the shelf talkers and pricer cards.**

- Pricer Cards ENG (Re-order # 23P12-BPA4)  
BIL (Re-order # 23P12-BPA5)
- Shelf Talkers ENG (Re-order # 23P12-BPA6)  
BIL (Re-order # 23P12-BPA7)
- Pole Topper Sign ENG (Re-order # 23P11-BPA1)  
BIL (Re-order # 23P11-BPA2)
- Riser Wrap - solid colour (Re-order # 23P11-BPA3)
- End Aisle Backer Card BIL (Re-order # 23P11-BPA8)

### Merchandising Instructions

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

Celebrate the big game with Budweiser, Bud Light, Michelob & Mill Street. Receive a bag of Ruffles Chips with the purchase of two 6-packs of Budweiser.



**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

Fresh Flavours For Easy Entertaining



**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 29 - Feb 25, 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
15004	Twisted Tea Party Pack	12 × 355	25 APP
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	\$1.00 LTO
19543	Twisted Tea Original	12 × 355	25 APP
21938	White Claw Variety Pack #2	12 × 355	
24317	White Claw Iced Tea Variety Pack	12 × 355	
24351	Cottage Springs Vodka Iced Tea Mixed 8 Pack	8 × 355	\$1.00 LTO
24431	Coors Seltzer Splash Pack	12 × 355	\$2.00 LTO
26346	Smirnoff Ice Original 12 Pack	12 × 355	\$2.00 LTO



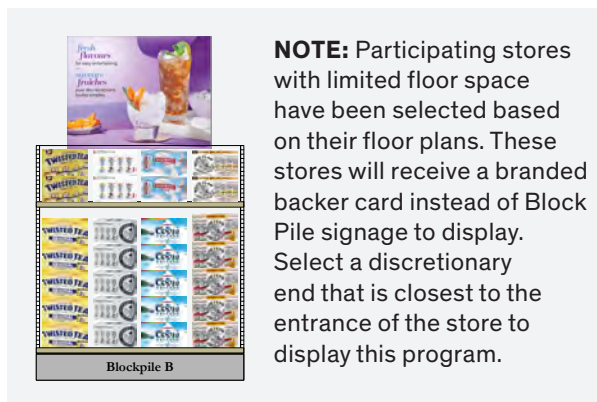
Fresh flavours for easy entertaining. Shop smart with these value packs offered from the Ready-to-Drink category.

### Signage Components

- Pole Topper Sign ENG (Re-order # 23P12-BPB1)  
BIL (Re-order # 23P12-BPB2)
- Riser Wrap - solid colour (Re-order # 23P12-BPB3)
- Pricer Cards ENG (Re-order # 23P12-BPB4)  
BIL (Re-order # 23P12-BPB5)
- Shelf Talkers ENG (Re-order # 23P12-BPB6)  
BIL (Re-order # 23P12-BPB7)
- End Aisle Backer Card BIL (Re-order # 23P12-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.



**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

EARN BONUS POINTS  
ON THESE PRODUCTS\*  
OBTENEZ DES POINTS-BONI  
À L'ACHAT DE CES PRODUITS\*

Look for more  
bonus point offers  
on-shelf  
Recherchez les  
offres de points-boni  
sur les rayons



**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 29 - Feb 25, 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
20782	Dewar's White Label	1750	130 APP
27668	PJ's Original Cream	1140	80 APP
34637	Canadian Club Whisky	1750	125 APP + VA: Canadian Club 1858 200 mL
53082	Alberta Pure Vodka	1750	200 APP
211110	Wyborowa Vodka	1140	200 APP
217257	Sailor Jerry Spiced Rum	1140	200 APP
438960	Canadian Club 100% Rye Whisky	1140	150 APP
492454	1800 Coconut Tequila	750	150 APP

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



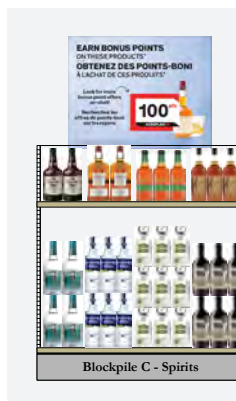
### Signage Components

- Pole Topper Sign ENG (Re-order # 23P12-BPC1)  
BIL (Re-order # 23P12-BPC2)
- Riser Wrap - solid colour (Re-order # 23P12-BPC3)
- Pricer Cards ENG (Re-order # 23P12-BPC4)  
BIL (Re-order # 23P12-BPC5)
- Shelf Talkers ENG (Re-order # 23P12-BPC6)  
BIL (Re-order # 23P12-BPC7)
- End Aisle Backer Card BIL (Re-order # 23P12-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.

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





**D**

# Display Program (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.

**Important Note: The products will remain the same as P11 with new offers in P12.**

### Key Dates (Jan 29 - Feb 25, 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 (NEW FOR P12)
67	Smirnoff Vodka	750	50 APP + VA: NFL Bottle Sleeves
1487	Crown Royal Whisky	750	VA: NFL Shop Regular Season Neck Tags
10357	Crown Royal Peach	750	60 APP + VA: NFL 20% Discount Necktag
131391	Smirnoff Vodka (P.E.T)	1140	VA: NFL 20% Discount Necktag
318709	Captain Morgan Original Spiced Rum (PET)	750	60 APP + VA: NFL 20% Discount Necktag
500512	Captain Morgan Original Spiced Rum	750	60 APP + VA: NFL Bottle Sleeves

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P12-BPD1) / BIL (Re-order # 23P12-BPD2)

### Merchandising Instructions

**Note: The products will remain the same as P11 with new offers in P12.**

- 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)

# 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 29 - Feb 25, 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)	Offers
12023	Freixenet Prosecco Doc	750	\$2.00 LTO
20624	19 Crimes Snoop Dogg Cali Rosé	750	\$2.00 LTO
314575	>Sterling Napa Valley Cabernet Sauvignon	750	\$5.00 LTO
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00 LTO
958975	>Mer Soleil Reserve Chardonnay	750	\$2.00 LTO

### 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 # 23P12-BPW1)  
BIL (Re-order # 23P12-BPW2)
- Pricer Card  
ENG (Re-order # 23P12-BPW3)  
BIL (Re-order # 23P12-BPW4)



# Enhanced Display CORONA ( FSL-A)

## 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 29 - Feb 25, 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, 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, 437, 438, 443, 445, 457, 459, 481, 485, 490, 491, 497, 499, 501, 523, 534, 536, 545, 551, 554, 555, 556, 569, 575, 590, 602, 609, 616, 617, 619, 623, 631, 632, 633, 634, 640, 648, 655, 670, 684, 694, 699, 700, 703, 741, 748

## Participating Products

LCBO#	Description	Size (mL)
17818	Corona Extra	6 × 330
24899	Corona Sunbrew	6 × 330

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards - printed at store level

## 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 cut case display with the participating products.
- Print Pricer Cards at store level for participating products on AccessVia Web dSignShop.
- Merchandise the pricer cards in front of the participating products.



(Example only)  
Supplied by Agent

# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Ready To Refresh With Sustainable Chilean Wines

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

**Key Dates (Jan 29 - Feb 25, 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
16363	Cono Sur Pinot Noir Organic	750	\$2.00 LTO
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00 LTO
63891	Emiliana Coyam Organic Red Blend	750	200 APP
230565	Cono Sur Chardonnay Organic	750	\$2.00 LTO
275925	Santa Carolina Reserva Cabernet Sauvignon	750	\$2.00 LTO
304022	Santa Carolina Reserva Chardonnay	750	50 APP
322586	Montes Alpha Cabernet Sauvignon	750	\$3.00 LTO
350546	Root 1 Carmenere Colchagua	750	\$2.00 LTO
434662	Novas Gran Reserva Carménère Cab Sauvignon Organic	750	\$3.00 LTO
436956	Casillero del Diablo Reserva Devil's Collection Red	750	\$2.00 LTO
634402	Viña Tarapacá Reserva Sauvignon Blanc	750	\$2.00 LTO
694208	Pérez Cruz Reserva Cabernet Sauvignon	750	\$2.00 LTO
974717	Casas del Bosque Reserva Sauvignon Blanc	750	\$2.00 LTO

You can entertain or enjoy a weeknight meal with delicious, quality wines that are well-priced. Pair them with a Food & Drink recipe and you've got a winning combination. Some of these wines are also sustainably made, which is a win-win for your wallet and the earth.

### Signage Components

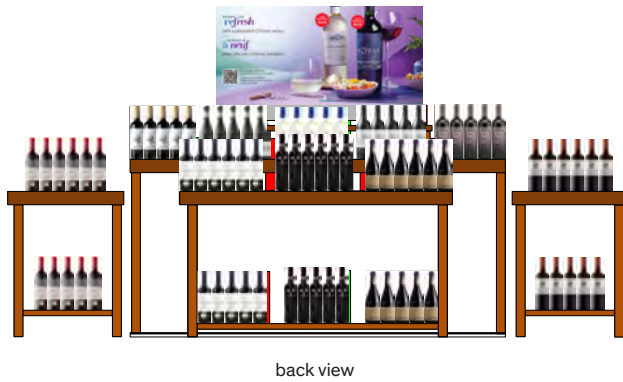
- Table Sign ENG (Re-order # 23P12-MNT1) / BIL (Re-order # 23P12-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 23P12-MNT5) / BIL (Re-order # 23P12-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P12-MNT7)
- Shelf Talkers ENG (Re-order # 23P12-MNT8) / BIL (Re-order # 23P12-MNT9)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.



## Middle Nesting Table Planograms



back view

Facings: 5x8 +16363	Facings: 5x9 +350546	Facings: 5x8 +434662
Facings: 6x8 +16363	Facings: 6x9 +350546	Facings: 6x8 +434662

Facings: 6x8 +322586	Facings: 5x3 +436956	Facings: 5x3 +694208	Facings: 5x3 +974717	Facings: 5x3 +18721	Facings: 5x3 +275925	Facings: 6x8 +63891
Facings: 5x8 +322586	Facings: 5x3 +436956	Facings: 5x3 +694208	Facings: 5x3 +974717	Facings: 5x3 +18721	Facings: 5x3 +275925	Facings: 5x8 +63891

Facings: 6x7 +230565	Facings: 6x7 +304022	Facings: 6x7 +634402
Facings: 5x7 +230565	Facings: 5x7 +634402	Facings: 5x7 +304022

front view

## Celebration Fixture Planograms



# Period 12

## END AISLES

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1A</b> <b>Premium</b>	380303	Smirnoff Blueberry Flavoured Vodka	750	VA
	381962	Smirnoff Green Apple Flavoured Vodka	750	APP
	382028	Smirnoff Vanilla Flavoured Vodka	750	

VA: Schweppes Soda Water 6 Pack (near pack)



**Lean Rickey Cocktail Blade Sign**  
ENG (Re-order # 23P12-BS1) / BIL (Re-order # 23P12-BS2)

- 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.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1B</b> <b>Standard</b>	22017	Smirnoff Vodka (P.E.T)	750	APP
	38505	Smirnoff Vodka (P.E.T)	1750	
	216929	Smirnoff Vodka	1140	VA

VA: Schweppes Soda Water 6 Pack (near pack)



**Lean Rickey Cocktail Blade Sign**  
ENG (Re-order # 23P12-BS1) / BIL (Re-order # 23P12-BS2)

- 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
<b>End Aisle #2</b>	10213	Kahlua Coffee Liquor	750	VA + LTO
	10216	Kahlua Coffee Liquor	1140	VA
	10217	Kahlua Coffee Liquor	1750	VA + LTO

VA: Gourmet Popcorn (near pack)

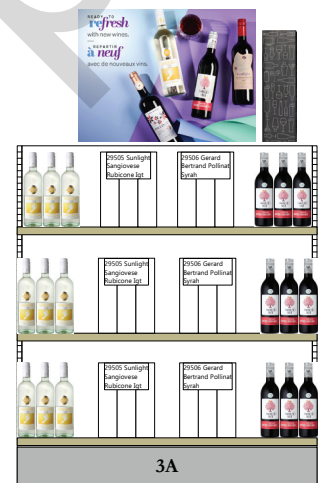


**Kahlúa Americano Cocktail Blade Sign**  
 ENG (Re-order # 23P12-BS2) / BIL (Re-order # 23P12-BS3)

- 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
<b>End Aisle #3A</b> <b>Premium</b>	29219	Barefoot Bright & Breezy Pinot Grigio	750	
	29224	Tangled Tree Chocolate Cabernet Sauvignon	750	
	29505	Sunlight Sangiovese Rubicone Igt	750	
	29506	Gerard Bertrand Pollinat Syrah	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3B</b> <b>Standard</b>	16564	Joliesse Cabernet Sauvignon	750	LTO
	25842	Avalon Pinot Noir	750	LTO
	25844	California Roots Chardonnay	750	LTO
	28551	Solid Ground Pinot Noir	750	LTO
	28558	Bread & Butter Merlot	750	LTO
	405175	Freakshow Cabernet Sauvignon* (Product will not be displayed)	750	

**\*Stock Unavailable - Do not merchandise 405175 Freakshow Cabernet Sauvignon on the end as planned. Merchandise the 5 other new California wines approved for this display.**



**End Aisle 3B Backer Card**

Install the Ready to Refresh generic backer card on the end.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b>	217554	Captain Morgan Dark Rum	1140	APP
	217653	Captain Morgan Original Spiced Rum	1140	
	217745	Captain Morgan White Rum	1140	VA

VA: Schweppes Ginger Ale 6 Pack (near pack)



**Ginger Mojito Cocktail Blade Sign**  
**ENG (Re-order # 23P12-BS3) / BIL (Re-order # 23P12-BS4)**

- 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
<b>End Aisle #5</b>	18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
	25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	LTO
	28542	Lola Cabernet Franc Cabernet Sauvignon Bib	3000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b>	145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	APP
	621003	Montecillo Rioja Reserva	750	LTO
	910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO





Ecomm

Same Day

SHOP LCBO.COM  
POUR LA MEILLEURE OFFRE DE PRODUITS

MAGASINEZ À LCBO.COM  
POUR LA MEILLEURE OFFRE DE  
LA QUALITÉ EN ASSOCIATION

OR

FREE SAME-DAY PICKUP  
PRÉPAREZ-VOUS EN 3 HEURES

CUEILLETTE  
LE JOUR MÊME GRATUITE  
POUR LES MEMBRES

LCBO.COM

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
	247056	Grant's Triple Wood Blended Scotch Whisky	1750	LTO
	605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	26546	Finca Las Moras Pinot Grigio	750	LTO
	26547	Finca Las Moras Malbec	750	LTO
	226860	Wolf Blass Yellow Label Chardonnay	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	14404	Jagermeister Cold Brew	750	LTO
	22931	Jagermeister	750	LTO
	25999	Jagermeister	1140	LTO, APP



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	14812	Great Lakes Brewery - Haze Mama	473	LTO
	24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473	LTO
	28503	Sawdust City - Ah, Stout	473	
	28637	Big Rig Busted Sled Gingerbread Stout	473	
	31136	Refinechocolate Bar, Peanut Butter Chocolate Stout	473	
	351429	Amsterdam Boneshaker	473	LTO
	442319	Collective Arts Stranger Than Fiction Porter	473	
	493247	Cowbell Doc Perdue's Bobcat Red Ale	473	LTO
	576892	Beyond The Pale Brewing Co. Yummy!	473	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	30834	Canadian Club Classic 12 Year Old	1140	LTO
	311928	Canadian Club Classic 12 Year Old	750	LTO
	311944	Canadian Club Classic 12 Year Old	1750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO
	33928	J.P. Wiser's Deluxe	1750	LTO
	216689	J.P. Wiser's Deluxe	1140	VA
<b>VA: JP Wiser's 10YO 50 mL (on pack, rep-applied)</b>				



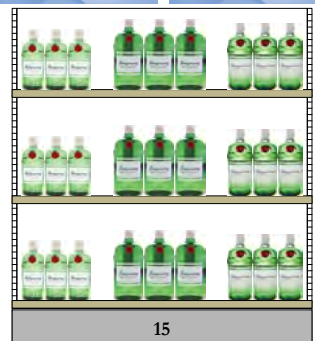
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	2253	Disaronno Amaretto	750	APP
	17559	Disaronno Velvet	750	LTO
	605881	Disaronno Originale Amaretto	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	16191	Toro Bravo Sparkling Secco White	750	LTO
	16392	Gran Passione Prosecco Doc Spumante	750	LTO
	25517	Peller Family Reserve Rose Bubbles VQA	750	LTO



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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	54866	Bulleit Bourbon Frontier Whiskey	750	APP, VA
	350611	Bulleit Rye	750	
	439075	Bulleit Bourbon 10 YO	750	LTO
VA: Recipe Booklet (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	LTO
	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
	491118	Radio Boka Tempranillo Vdespana Bib	3000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	225698	The Kraken Black Spiced Rum	750	LTO
	318683	The Kraken Black Spiced Rum	1140	APP
	366534	The Kraken Black Spiced Rum	375	VA
VA: Branded pour spout (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	LTO
	479949	Wild Turkey 101	750	
	575001	Wild Turkey Longbranch	750	LTO

**Ecomm**

SHOP LCBO.COM  
FOR HOME DELIVERY OR IN-STORE PICKUP

MAGASINEZ À LCBO.COM  
POUR LA LIVRAISON À DOMICILE  
OU LA CUEILLETTE EN BOULANGERIE

**Same Day**

FREE SAME-DAY PICKUP  
PROCESSED BY 10:00 AM

CUEILLETTE  
LE JOUR MÊME GRATUITE  
PROCESSED BY 10:00 AM

LCBO.COM

OR



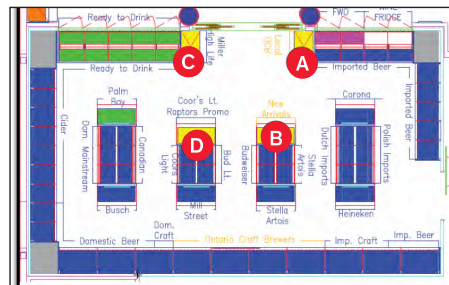
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	VA
	125187	Cazadores Reposado Tequila	750	VA
	446021	Bacardi Coconut Rum	750	VA
<b>VA: Hot chocolate bombs (on pack, rep-applied)</b>				





# 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 29 - Feb 25, 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
<b>A</b> Plinth (EA - EZA)	14400	Coors Original	6 × 473	275 - The Beer Store	\$1.55 LTO
	300681	Coors Light	6 × 473	275 - The Beer Store	VA
	300699	Molson Canadian	6 × 473	275 - The Beer Store	\$1.00 LTO
	<b>VA/Merchandiser: Free Raptors Long Sleeve with purchase of one 6-pack of 300681 Coors Light 6×473 mL.</b> The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
<b>B</b> New/ Seasonal (EA - EZB)	31448	Flying Monkeys Crowd Surf Motel Passionfruit Ipa	473	6309 - Flying Monkeys Craft Brewery	
	32065	Nickel Brook Midnight Melt Salted Caramel Stout	355	6699 - Nickel Brook Brewing Company	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
<b>C</b> Plinth (EA - EZH)	24407	Nutrl The Mixed	12×355		VA
	<b>VA/Merchandiser: Free Nutrl branded Mittens with purchase of one 12-pack of 24407 Nutrl The Mixed 12×355 mL.</b> The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
<b>D</b> End Aisle (EA - EZD)	4606	Vodka Mudshake Creamy Vanilla	4 × 270		VA
	5280	Vodka Mudshake Chocolate	4 × 270		VA
	<b>VA/Merchandiser: Free coffee with purchase of one 4-pack of 4606 Vodka Mudshake Creamy Vanilla 4×270 mL or one 4-pack of 5280 Vodka Mudshake Chocolate 4×270 mL.</b> The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				

**Beer Excitement Zone A:** Ready to Refresh and cheer on the home team. Purchase 1 × 300681 Coors Light and get a free Raptors Long Sleeve.

**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 lighter drinks. Purchase 1 × 24407 Nutri The Mixed and get free Nutri branded Mittens.

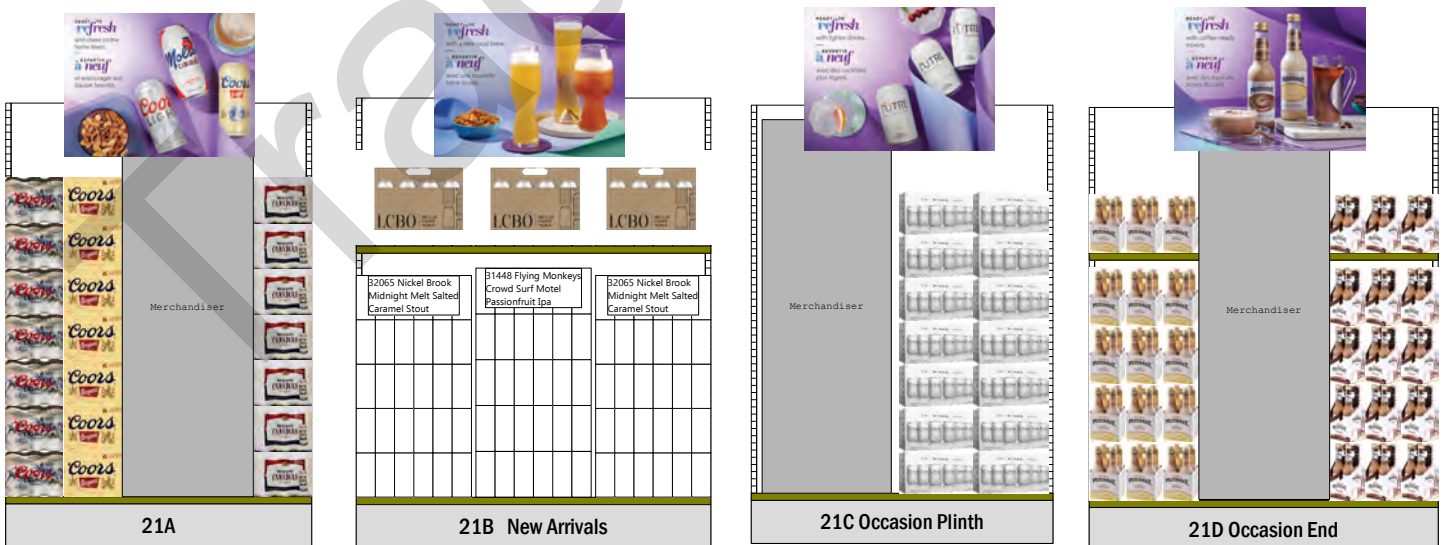
**Beer Excitement Zone D:** Ready to Refresh with coffee-ready mixers. Buy 1 × 4606 Vodka Mudshake Creamy Vanilla OR 1 × 5280 Vodka Mudshake Chocolate get free coffee.

### Signage Components

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



# 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 29 - Feb 25, 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)	Supplying Source / Distributor
24507	Cowbell Brewing Co. Draught Nitro Stout (458)	404	458 - Cowbell Brewing Co.
24559	Refined Fool Party Sharks Foggy IPA (5732)	473	5732 - Refined Fool Brewing Company
497438	Spearhead Hawaiian Pale Ale (86)	473	86 - Spearhead Brewing Company
546044	Cup & Saucer (402)	473	402 - Manitoulin Brewing
638874	Macleans Scotch Ale (9719)	473	9719 - Maclean's Ales
667790	Amsterdam Boneshaker IPA (3842)	6 × 473	3842 - Amsterdam Brewing Company

### Merchandising Instructions

- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the 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-23P12-OCB1) / BIL (Re-order #AIM-23P12-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# 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 29 - Feb 25, 2023)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00 LTO
341347	Fresh Possibilities Sparkling Rosé VQA	750	\$2.00 LTO
587907	Trius Merlot VQA	750	\$2.00 LTO
648600	Frisky Beaver White VQA	750	\$1.00 LTO

#### Participating Stores

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

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- 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-23P12-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-23P12-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 29 - Feb 25, 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
200584	Konzelmann Pinot Noir VQA	750	100 APP
232033	Vineland Estates Semi-Dry Riesling VQA	750	60 APP



### Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P12-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # AIM-23P12-OWP2)  
BIL (Re-order # AIM-23P12-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.**

### Key Dates (Jan 29 - Feb 25, 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
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00 LTO
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-23P12-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-23P12-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-23P12-VINT3)
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010



#### Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle.
- Install the backer card and LTO offer shelf talkers.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



## V2 VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks. **Participation is mandatory.**

### Key Dates (February 4, 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

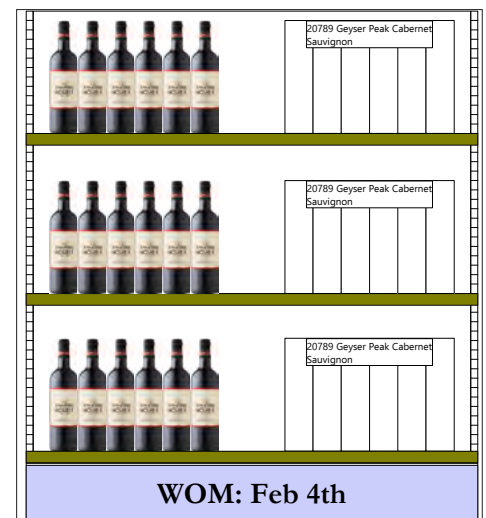
LCBO#	Description	Size (mL)
<b>February 4 Release</b>		
516765	Jean-Pierre Moueix Bordeaux	750
20789	Geyser Peak Cabernet Sauvignon	750

#### 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 29 - Feb 25, 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-23P12-VLTO1)

### Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
0015495	3 Rings Shiraz	750	\$2.00 LTO	0552562	Speck Bros. Three Of Hearts Rosé Vqa	750	\$2.00 LTO
0342436	Bonterra Organic Chardonnay	750	\$2.00 LTO	0314575	Sterling Napa Valley Cabernet Sauvignon	750	\$5.00 LTO
0974717	Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00 LTO	0029280	Terrazas De Los Andes Reserva Malbec	750	\$2.00 LTO
0294298	Conundrum Red	750	\$3.00 LTO	0066738	The Black Chook Shiraz/ Viognier	750	\$2.00 LTO
0571133	Dillon's Vermouth	750	\$1.00 LTO	0149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO
0926626	Famille Perrin Les Sinards Châteauneuf-Du-Pape	750	\$3.00 LTO	0910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.50 LTO
0286278	Flat Rock Chardonnay	750	\$2.00 LTO	0660043	Two Hands Gnarly Dudes Shiraz	750	\$3.00 LTO
0388306	Inniskillin Vidal Icewine	375	\$5.00 LTO		Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00 LTO
0132605	Laya	750	\$2.00 LTO	0018721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00 LTO
0292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00 LTO	0943787	Wakefield Estate Shiraz	750	\$2.00 LTO
0168716	M. Chapoutier Les Vignes De Bila-Haut Côtes Du Roussillon-Villages	750	\$3.00 LTO	0522342	Zonte's Footstep Hills Are Alive Shiraz	750	\$2.00 LTO
0142018	Majella The Musician Cabernet/Shiraz	750	\$2.00 LTO	0063891	Emiliana Coyam Organic Red Blend	750	200 APP
0405175	Michael David Freakshow Cabernet Sauvignon	750	\$2.00 LTO	0014673	Gérard Bertrand Gris Blanc Rosé	750	70 APP
0082024	Monasterio De Las Viñas Gran Reserva	750	\$2.00 LTO	0145920	Marchesi De' Frescobaldi Tenuta Di Castiglioni	750	80 APP
0322586	Montes Alpha Cabernet Sauvignon	750	\$3.00 LTO	0130138	Meiomi Pinot Noir	750	50 APP
0590414	Oyster Bay Pinot Noir	750	\$2.00 LTO	0659607	Mitolo Jester Shiraz	750	50 APP
0694208	Pérez Cruz Reserva Cabernet Sauvignon	750	\$2.00 LTO	0311258	Wits End Luna Shiraz	750	75 APP
0999946	Remo Farina Ripasso Valpolicella Classico Superiore	750	\$2.00 LTO				
0226944	Rodney Strong Sonoma County 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 29 - Feb 25, 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
571133	Dillon's Vermouth	750	\$1.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-23P12-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 February 26, 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 February 26, 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 February 26, 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

# 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 29 - Feb 25, 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. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.
- 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 # 23P12-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P12-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P12-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P12-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P12-FS5)
- Shelf Talkers ENG (Re-order # 23P12-FS6) / BIL (Re-order # 23P12-FS7)
- Bin Strips - solid colour (Re-order # 23P12-FS8)



## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space</b> "Save and earn on French favourites."				
	17779	Belleruche Rouge Cote Du Rhone	750	60 APP
	168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$3.00 LTO
	245340	Chapoutier Belleruche CdRhône White AOC	750	60 APP
	470096	Marius Rouge Pays d'Oc	750	\$2.00 LTO
<b>(FSB) USA - California Flex Space</b> "Ready to Refresh with California wines under \$15"				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	13248	Woodbridge by Robert Mondavi Rosé	750	VA: Miss Vickie's Coupon
	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	
	99408	Woodbridge By Robert Mondavi Chardonnay	750	VA: Miss Vickie's Coupon
	494492	Woodbridge By Robert Mondavi Merlot	750	VA: Miss Vickie's Coupon
<b>(FSC) Europe - Italy/SE Flex Space</b> "Save on Italian favourites"				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	828	Folonari Valpolicella Classico DOC	750	60 APP
	19651	Folonari Chardonnay	750	
	26278	Folonari Valpolicella Classico DOC	1500	\$3.00 LTO
	37028	Folonari Soave DOC	1500	80 APP
	176461	Folonari Soave DOC	750	50 APP
	481838	Folonari Valpolicella Ripasso Classico Superiore DOC	750	60 APP
	621821	Folonari Pinot Grigio Delle Venezie DOC	1500	\$3.00 LTO
<b>(FSD) Australia/New Zealand Flex Space</b> "Save on Australian reds"				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	10717	Carnivor Shiraz	750	
	142018	Majella The Musician Cabernet/Shiraz	750	\$2.00 LTO
	189415	Wyndham Estate Bin 555 Shiraz	750	40 APP
	311258	Wits End Luna Shiraz	750	75 APP
	524355	Mcguigan Black Label Cabernet Sauvignon	750	85 APP
	553891	Smoky Bay Cabernet Sauvignon	750	\$1.00 LTO
	606624	Ringbolt Cabernet Sauvignon	750	
	659607	Mitolo Jester Shiraz	750	50 APP
	943787	Wakefield Estate Shiraz	750	\$2.00 LTO
	<b>(FSE) Chile/Argentina Flex Space</b> "Earn on Trapiche Reserve wines"			
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	25960	Trapiche Reserve Malbec	375	
	507475	Trapiche Reserve Pinot Grigio	750	\$1.50 LTO
	524322	Trapiche Reserve Malbec	1500	150 APP
	614651	Trapiche Reserve Malbec	750	80 APP
	614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50 LTO

### Sparkling Flex Space



### USA Flex Space



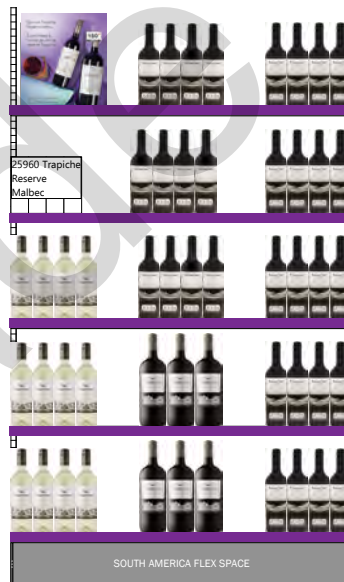
### EUROPE Italy/SE Flex Space



### 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 29 - Feb 25, 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
2808	Bacardi Gold Rum	375	\$1.00 LTO
15537	Woodford Reserve Distiller's Select Bourbon	375	75 APP

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P12-SP2) / BIL (Re-order #AIM-23P12-SP3)
- "Mix up a Tropical Storm" Shelf Talker ENG (Re-order #AIM-23P12-SP4) / BIL (Re-order #AIM-23P12-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" shelf talker is installed in the bin strip channel on the fixture.



"Mix up a Tropical Storm" Shelf Talker



# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (Jan 29 - Feb 25, 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)	311910	Canadian Club Classic 12 Year Old	375	\$1.00 LTO
Wines/Wine in Cans (FEM2)	20054	Mare Di Sirena Pinot Grigio	750	10 APP
Brown Spirits/Liqueurs (FEM3)	417261	Hendrick's Gin	375	50 APP

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P12-FEM1) / BIL (Re-order #AIM-23P12-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P12-FEM3) / BIL (Re-order #AIM-23P12-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P12-FEM5) / BIL (Re-order #AIM-23P12-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)

# 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 29 - Feb 25, 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:
  - a. In front of cash desks, in the middle of the floor
  - b. In between Special Promotion Fixtures
- Install the pricer cards in front of participating products.

### Signage Components

- Pricer Card ENG (Re-order #AIM-23P12-FEM7) / BIL (Re-order #AIM-23P12-FEM8)

CE3



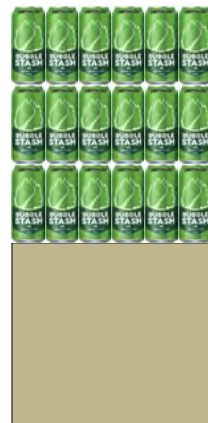
13618 | Innis & Gunn Irish Whiskey Cask | 500 mL (LCBO Warehouse)

CE4



24404 | Smirnoff Vodka Soda Berry Blast | 355 mL | 5 APP

CE5



22089 | Hop Valley Bubble Stash | 473 mL | \$0.20 LTO (1757 - Creemore Springs Brewery)

CE6



14484 | Arizona Hard Green Tea | 473 mL | \$0.20 LTO



# THE COLD ROOM SPIRITS DISPLAY (CM)

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

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

**Important Note: The products will remain the same as P11 with new offers in P12.**

**Key Dates (Jan 29 - Feb 25, 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 (NEW for P12)
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	\$1.50 LTO
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00 LTO
519298	Wayne Gretzky Canadian Cream Whisky	750	\$3.00 LTO

SCORE SWEET SAVINGS  
on local spirits.  
FAITES DE BELLES ÉCONOMIES  
sur des spiritueux d'ici.

## Signage Components

- A-Frame Sign ENG (Re-order #23P12-AF1) / BIL (Re-order #23P12-AF2)
- Shelf Talker ENG (Re-order #23P12-AF3) / BIL (Re-order #23P12-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. **The products will remain the same as P11 with new offers in P12.**
- 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



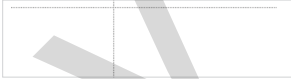


### Merchandising Instructions & Signage Component

- 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.



# 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: 23P12-ST1 BIL: 23P12-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P12-ST12 BIL: 23P12-ST13	
PREMIUM VA Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P12-STVA5 BIL: 23P12-STVA6	
PREMIUM VA Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG: 23P12-STVA7 BIL: 23P12-STVA8	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P12-ST14 BIL: 23P12-ST15	
STANDARD VA Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P12-STVA9 BIL: 23P12-STVA10	
STANDARD VA Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG: 23P12-STVA11 BIL: 23P12-STVA12	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P12-ST3 BIL: 23P12-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P12-ST5 BIL: 23P12-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P12-ST7 BIL: 23P12-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P12-ST9 BIL: 23P12-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	23P12-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-23P12-ANS	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-23P12-LTO	

Trade Copy

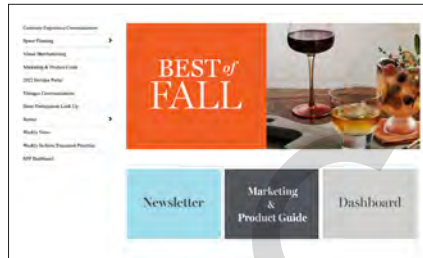
# Sold Space WORKSHEETS

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

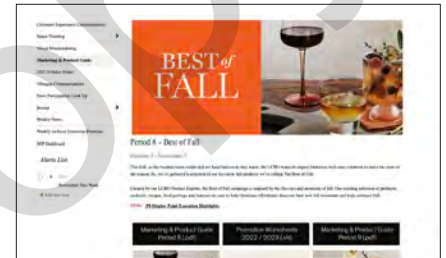
Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



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	VA
<input type="checkbox"/>	<input type="checkbox"/>		381962	Smirnoff Green Apple Flavoured Vodka	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		382028	Smirnoff Vanilla Flavoured Vodka	750	
<input type="checkbox"/>	<input type="checkbox"/>	1B	22017	Smirnoff Vodka (P.E.T)	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>		216929	Smirnoff Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	2	10213	Kahlua Coffee Liquor	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		10216	Kahlua Coffee Liquor	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		10217	Kahlua Coffee Liquor	1750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	3A	29219	Barefoot Bright & Breezy Pinot Grigio	750	
<input type="checkbox"/>	<input type="checkbox"/>		29224	Tangled Tree Chocolate Cabernet Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>		29505	Sunlight Sangiovese Rubicone Igt	750	
<input type="checkbox"/>	<input type="checkbox"/>		29506	Gerard Bertrand Pollinat Syrah	750	
<input type="checkbox"/>	<input type="checkbox"/>	3B	16564	Joliesse Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25842	Avalon Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25844	California Roots Chardonnay	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		28551	Solid Ground Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		28558	Bread & Butter Merlot	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4	217554	Captain Morgan Dark Rum	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>		217653	Captain Morgan Original Spiced Rum	1140	
<input type="checkbox"/>	<input type="checkbox"/>		217745	Captain Morgan White Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	5	18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		28542	Lola Cabernet Franc Cabernet Sauvignon Bib	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6	145920	Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		621003	Montecillo Rioja Reserva	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		910430	(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		247056	Grant's Triple Wood Blended Scotch Whisky	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8	26546	Finca Las Moras Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		26547	Finca Las Moras Malbec	750	
<input type="checkbox"/>	<input type="checkbox"/>		226860	Wolf Blass Yellow Label Chardonnay	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	9	14404	Jagermeister Cold Brew	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22931	Jagermeister	750	LTO
			25999	Jagermeister	1140	LTO, APP
			14812	Great Lakes Brewery - Haze Mama (1929)	473	LTO
			24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	LTO
			28503	Sawdust City - Ah, Stout (1143)	473	
			28637	Big Rig Busted Sled Gingerbread Stout (1188)	473	
<input type="checkbox"/>	<input type="checkbox"/>	10	31136	Refinechocolate Bar, Peanut Butter Chocolate Stout (5732)	473	
			351429	Amsterdam Boneshaker (3842)	473	LTO
			442319	Collective Arts Stranger Than Fiction Porter (LCBO Warehouse)	473	
			493247	Cowbell Doc Perdue's Bobcat Red Ale (458)	473	LTO
			576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	30834	Canadian Club Classic 12 Year Old	1140	LTO
			311928	Canadian Club Classic 12 Year Old	750	LTO
			311944	Canadian Club Classic 12 Year Old	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO
			33928	J.P. Wiser's Deluxe	1750	LTO
			216689	J.P. Wiser's Deluxe	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	13	2253	Disaronno Amaretto	750	APP
			17559	Disaronno Velvet	750	LTO
			605881	Disaronno Originale Amaretto	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	16191	Toro Bravo Sparkling Secco White	750	LTO
			16392	Gran Passione Prosecco Doc Spumante	750	LTO, Wine Fridge
			25517	Peller Family Reserve Rosé Bubbles VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	2691	Tanqueray London Dry Gin	750	VA
			96263	Tanqueray London Dry Gin	1750	LTO
			216721	Tanqueray London Dry Gin	1140	
<input type="checkbox"/>	<input type="checkbox"/>	16	54866	Bulleit Bourbon Frontier Whiskey	750	APP, FFA, VA
			350611	Bulleit Rye	750	
			439075	Bulleit Bourbon 10 YO	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	LTO
			430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
			491118	Radio Boka Tempranillo Vdespana Bib	3000	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	18	225698	The Kraken Black Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		318683	The Kraken Black Spiced Rum	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>		366534	The Kraken Black Spiced Rum	375	VA
<input type="checkbox"/>	<input type="checkbox"/>	19	281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		479949	Wild Turkey 101	750	
<input type="checkbox"/>	<input type="checkbox"/>		575001	Wild Turkey Longbranch	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		125187	Cazadores Reposado Tequila	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		446021	Bacardi Coconut Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	FFA	7880	Johnnie Walker Black 12 Yr	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		10558	Roe & Co Blended Irish Whiskey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		54866	Bulleit Bourbon Frontier Whiskey	750	EA, APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		173542	Tequila Don Julio Blanco	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		409490	Singleton Of Dufftown 12 Year Old	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		417295	Ciroc Original Unflavoured	750	APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		456095	Ketel One Vodka	750	APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		600163	Tanqueray No. Ten Gin	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		984	Alberta Premium Whisky	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		12476	Prince Igor Vodka (P.E.T)	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	FFB	22035	Skrewball Peanut Butter Whiskey	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		24437	Sailor Jerry Spiced Rum	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		27605	Reifel Rye	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		31930	Seagrams V.O.	1750	APP
<input type="checkbox"/>	<input type="checkbox"/>		131870	Bushmills Malt 10 Year Old	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		227413	Iceberg Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		237792	Icebox Long Island Iced Tea	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>		271643	Tequila Tromba Blanco	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		438960	Canadian Club 100% Rye	1140	BPC, APP
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			5959	Baileys Irish Cream	750	VA
			11248	Baileys Espresso	750	LTO
			108357	Carolans Irish Cream	750	LTO
			250134	Sortilege	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic A</b>	342246	Amarula Cream	750	LTO
			380865	Rumchata	750	LTO
			400259	Baileys Salted Caramel	750	VA
			604181	Giandua Liquore Bottega	500	APP
			630913	Tia Maria	750	LTO
			13686	Bread & Butter Pinot Noir	750	LTO
			14673	(V) Gerard Bertrand Gris Blanc Rosé	750	APP
			25904	Champagne Pommery Brut Rosé	750	LTO, Necktag
			30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	149237	The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
			225086	(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO
			226944	Rodney Strong Cab Sauv Sonoma County	750	LTO
			536565	Lily Sparkling Rosé VQA	750	APP
			660043	Two Hands Gnarly Dudes Shiraz Barossa Vly	750	LTO
			42	Canadian Club Premium	750	LTO
			893	J.P. Wiser's Deluxe	750	LTO, APP
			984	Alberta Premium Whisky	750	APP
			3558	Gibson's Finest Rare 12 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table</b>	103341	Canadian Club Premium (P.E.T)	750	LTO
			200741	Gibson's Finest Rare 12 Years Old	1750	LTO
			215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
			350207	Forty Creek Copper Bold Whisky	1140	LTO
			550715	Forty Creek Barrel Select	750	LTO
			12023	Freixenet Prosecco Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Case Savings Wines Block Pile</b>	20624	19 Crimes Snoop Dogg Cali Rosé	750	LTO
			314575	Sterling Napa Valley Cabernet Sauvignon	750	LTO
			426528	Wayne Gretzky Baco Noir VQA	750	LTO
			958975	Mer Soleil Reserve Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Enhanced Display: Corona</b>	17818	Corona Extra	6 × 330	
			24899	Corona Sunbrew	6 × 330	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	26308	Michelob Ultra Organic Gold	6 × 473	LTO
			247627	Mill Street Original Organic Lager	473	LTO
			311779	Bud Light	6 × 473	
			311787	Budweiser	6 × 473	VA
			697623	Michelob Ultra	6 × 355	LTO
			908665	Bud Light	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	15004	Twisted Tea Mix	12 × 355	APP
			15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	LTO
			19543	Twisted Tea Original	12 × 355	APP
			21938	White Claw Variety Pack #2	12 × 355	
			24317	White Claw Iced Tea Variety Pack	12 × 355	
			24351	Cottage Springs Vodka Iced Tea Mixed 8 Pack	8 × 355	LTO
			24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	LTO
26346	Smirnoff Ice Original	12 × 355	LTO			
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	20782	Dewar's White Label	1750	APP
			27668	PJ's Original Cream	1140	APP
			34637	Canadian Club Premium	1750	APP, VA
			53082	Alberta Pure Vodka (P.E.T)	1750	APP
			211110	Wyborowa Vodka	1140	APP
			217257	Sailor Jerry Spiced Rum	1140	APP
			438960	Canadian Club 100% Rye	1140	FFB, APP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	492454	1800 Coconut Tequila	750	APP
			67	Smirnoff Vodka	750	APP, VA
			1487	Crown Royal	750	VA
			10357	Crown Royal Peach	750	APP, VA
			131391	Smirnoff Vodka (P.E.T)	1140	VA
			318709	Captain Morgan Original Spiced Rum (P.E.T)	750	APP, VA
		500512	Captain Morgan Original Spiced Rum	750	APP, VA	



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			16363	Cono Sur Pinot Noir Organic	750	LTO	
			18721	Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO	
			63891	Coyam Red Blend Organic	750	APP	
			230565	Cono Sur Chardonnay Organic	750	LTO	
			275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO	
			304022	Santa Carolina Chardonnay Reserva	750	APP	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	322586	Montes Alpha Cabernet Sauvignon	750	LTO	
			350546	Root 1 Carmenere Colchagua	750	LTO	
			434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	LTO	
			436956	Casillero Del Diablo Devil's Collection Red	750	LTO	
			634402	Vina Tarapaca Reserva Sauvignon Blanc	750	LTO	
			694208	Perez Cruz Reserva Cabernet Sauvignon	750	LTO	
			974717	Casas Del Bosque Reserva Sauvignon Blanc	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	14400	Coors Original (275/TBS)	6 × 473	LTO
				300681	Coors Light (275/TBS)	6 × 473	VA
				300699	Molson Canadian (275/TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473		
			32065	Nickel Brook Midnight Melt Salted Caramel Stout (6699)	355		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	24407	Nutrl The Mixed	12 × 355	VA	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	4606	Vodka Mudshake Creamy Vanilla	4 × 270	VA	
			5280	Vodka Mudshake Chocolate	4 × 270	VA	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	24507	Cowbell Brewing Co. Draught Nitro Stout (458)	404		
			24559	Refined Fool Party Sharks Foggy IPA (5732)	473		
			497438	Spearhead Hawaiian Pale Ale (86)	473		
			546044	Cup & Saucer (402)	473		
			638874	Macleans Scotch Ale (9719)	473		
			667790	Amsterdam Boneshaker IPA (3842)	6 × 473		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	LTO	
			341347	Fresh Possibilities Sparkling Rosé VQA	750	LTO	
			587907	Trius Merlot VQA	750	LTO	
			648600	Frisky Beaver White VQA	750	LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	200584	Konzelmann Pinot Noir VQA	750	APP
			232033	Vineland Estates Semi-Dry Riesling VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	82024	(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	LTO
			292151	Louis M.Martini Cabernet Sauvignon Sonoma	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Feb 4	516765	Jean-Pierre Moueix Bordeaux	750	
			20789	Geysler Peak Cabernet Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	571133	Dillon's Vermouth	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	2808	Bacardi Gold Rum (P.E.T)	375	LTO
			15537	Woodford Reserve Distiller's Select Bourbon	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	13618	Innis & Gunn Irish Whiskey Cask (LCBO Warehouse)	500	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	24404	Smirnoff Vodka Soda Berry Blast	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	22089	Hop Valley Bubble Stash (1757)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE6)	14484	Arizona Hard Green Tea	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	311910	Canadian Club Classic 12 Year Old	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	20054	Mare Di Sirena Pinot Grigio	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	417261	Hendrick's Gin	375	APP
			27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		The Cold Room Spirits	472332	Wayne Gretzky Red Cask Whisky	750
		519298		Wayne Gretzky Cream Whisky	750	LTO

## 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	24796 Dixons Wicked Raspberry Gin	750	LTO											Y	Y
R2	Vodka B	369009 Pinnacle Vodka	750	LTO						Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	22013 Absolut Raspberri Vodka	750	LTO						Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	209221 Absolut Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	400754 Iceberg Vodka	750	VA	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	17465 Mount Gay Black Barrel Double Cask Blend	750	APP												Y
R7	Rum B	13589 Bacardi Lime	750	LTO						Y	Y	Y	Y	Y	Y	Y
R8	Rum C	25120 Lamb's Spiced Rum	750	LTO						Y	Y	Y	Y	Y	Y	Y
R9	Rum D	520353 Bacardi Spiced Rum	750	LTO						Y	Y	Y	Y	Y	Y	Y
R10	Rum E	500546 Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	194878 White Owl Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	244186 Collingwood Whisky	750	LTO						Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	216226 Alberta Premium Whisky	1140	VA						Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	573402 Bearface 7YO Triple Oak Canadian Whisky	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	474585 J.P. Wiser's Apple Whisky	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	430355 Jura Origin 10 Year Old	750	LTO						Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	404160 McClelland Single Malt Islay Scotch	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	570 Beefeater Dry	750	LTO						Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	22885 Dillon's Manhattan	500	LTO										Y	Y	Y
R20	Liqueurs B	16079 Martini Fiero	750	LTO						Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	227678 1800 Silver Tequila	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	363986 Cazadores Blanco Tequila	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	12197 Five Farms Single Batch Irish Cream Liqueur	750	LTO												Y
R24	Brandy B	143040 Hornitos Reposado Tequila	750	LTO						Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	16546 On The Rocks Hornitos Margarita	375	LTO										Y	Y	Y
R26	Ontario Blend A	144865 Wayne Gretzky Riesling VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	58628 Peller Est. Family Series Cabernet Merlot VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	355933 Black Cellar Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	370320 Chateau Des Charmes Cabernet Sauvignon VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	667113 Peller Family Vineyards Cabernet Sauvignon	750	LTO						Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	470823 Pelee Island Merlot	750	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	21384 Small Mercy Easy Going Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	552562 >(V) Three Of Hearts Rosé	750	LTO										Y	Y	Y
R34	Ontario VQA B	14883 Pelee Island Lola Chardonnay VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	16741 JJ McWilliam Shiraz/Cabernet	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	170134 Banrock Station Pink Moscato Rosé	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	325787 McGuigan Black Label Shiraz	750	LTO						Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	350504 Yellow Tail Big Bold Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	572800 Beringer Brothers Bourbon Barrel Red Blend	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	534263 Beringer Founders Estate Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	495507 Robertson Winery Chenin Blanc	750	LTO										Y	Y	Y
R42	Chile B	160994 Trivento Malbec Reserve	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders																	
					15	20	30	40	45	50	55	60	65									
R43 France Blend A	19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	APP																Y		
R44 France Blend B	166	Sogrape Mateus Rosé	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R45 France South A	620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO															Y	Y		
R46 France South B	141952	Pasqua Passimento Rosso Igt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R47 France Bordeaux/ Burgundy A	17535	Terroir D'Altitude Cabernet Sauvignon	750	LTO														Y	Y	Y		
R48 Italy Central A	926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	LTO															Y	Y		
R49 Italy Central B	16840	Bolla Valpolicella Classico	750	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R50 Italy North A	152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	LTO							Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R51 Italy North B	580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R52 Southern Europe A	999946	>(V) Valpolicella Ci Sup Ripasso (Farina)	750	LTO																Y		
R53 Southern Europe B	20214	Fontanafredda Barolo Docg	750	LTO														Y	Y	Y		
R54 Germany A	21434	Romeo Prosecco	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R55 Sparkling A	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO														Y	Y	Y		
R56 Sparkling B	11572	XOXO Moscato	750	LTO							Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R57 Ontario Beer A	17652	Kirin Ichiban (275/TBS)	473																	Y	Y	
R58 Ontario Beer B	18	Heineken Lager (LCBO Warehouse)	6 × 330	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	16425	County Kolsch (3393)	473																		Y	
R60 Beer 2	535294	Grolsch Premium Pilsner (LCBO Warehouse)	500	LTO							Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	26164	Lagunitas IPA (LCBO Warehouse)	500	LTO							Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473								Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO							Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	649343	Smirnoff Ice Light Original	4 × 355	LTO														Y	Y	Y	Y	Y
R65 Party Zone 3	24344	Arizona Hard Lemon Iced Tea	473	APP	Y	Y	Y	Y	Y	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	374231	Ungava Gin	750	LTO	CORBY SPIRIT AND WINE LIMITED
C2: Canadian Whisky	14910	Bushmills Irish Whiskey	750	VA	PROXIMO SPIRITS CANADA INC.
C3: Ontario Non VQA Blend	342436	>Bonterra Chardonnay Organic	750	LTO	ESCALADE WINES & SPIRITS
C4: French Blend	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO	PHILIPPE DANDURAND WINES LTD.
C5: Fixed Store Location	369777	19 Crimes Shiraz Durif	750	LTO	MARK ANTHONY WINE & SPIRITS
C6: Vodka	358556	Dillon's Gin 22 Unfiltered	750	LTO	MARK ANTHONY WINE & SPIRITS
C7: Scotch	24957	Dr. McGillicuddy's Coffee	750	VA	CHARTON HOBBS INC
C8: Liqueurs	52050	The Famous Grouse	750		BEAM SUNTORY
C9: Ontario Blends	297101	Peller Family Vineyards Chardonnay	1500	LTO	ANDREW PELLER LIMITED
C10: France Red	295022	Two Oceans Pinot Grigio	750	LTO	PMA CANADA LTD.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	620096	Angels Gate Cabernet Merlot VQA	750	LTO	ANGELS GATE WINERY
D2: Discovery Wines 2	270363	Castillo De Almansa Reserva, Almansa	750	LTO	SELECT WINE MERCHANTS INC.
D3: Discovery Wines 3	11194	Sand Point Chardonnay	750	LTO	FWM CANADA
D4: Discovery BSM 1	17117	Rally Trail Blazer (3431)	473	APP	LAKES OF MUSKOKA COTTAGE BREWERY
D5: Discovery BSM 2	537258	Tiger Beer (LCBO Warehouse)	500	LTO	HEINEKEN CANADA INC.
D6: Discovery BSM 3	24378	Mikes Hard Tea	473	LTO	RTD CANADA INC.
D7: Discovery Spirits 1	18224	Vodkow Cream	750	LTO	FWM CANADA
D8: Discovery Spirits 2	405845	Evan Williams Black Label Bourbon Whiskey	750	APP, VA	GLAZER'S OF CANADA
D9: Discovery Spirits 3	275248	Citadelle Gin	750	LTO	IMPRESE INC.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	668954	Banrock Station Chardonnay Carton	1000	LTO	THE BACCHUS GROUP INC.



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	Shelf Extender
42	Canadian Club Premium	750	\$1.00	Front Nesting Table
166	Sogrape Mateus Rosé	750	\$2.00	Shelf Extender
570	Beefeater Dry	750	\$1.00	Shelf Extender
893	J.P. Wiser's Deluxe	750	\$1.00	Front Nesting Table, APP
1784	Grand Marnier Cordon Rouge	750	\$2.50	
2808	Bacardi Gold Rum (P.E.T)	375	\$1.00	CE1
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	Front Nesting Table
4705	20 Bees Chardonnay Unoaked VQA	750	\$1.50	Wine Fridge
7617	Chivas Regal 12 Year Old	750	\$5.00	
7880	Johnnie Walker Black 12 Yr	750	\$2.00	FFA, VA
10213	Kahlua Coffee Liquor	750	\$1.00	End Aisle, VA
10217	Kahlua Coffee Liquor	1750	\$2.00	End Aisle, VA
11194	Sand Point Chardonnay	750	\$2.00	Discovery Extender
11248	Baileys Espresso	750	\$1.00	Mini Thematic
11572	XOXO Moscato	750	\$1.00	Shelf Extender
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	APP
12023	Freixenet Prosecco Doc	750	\$2.00	Wine Fridge
12197	Five Farms Single Batch Irish Cream Liqueur	750	\$3.00	Shelf Extender
13589	Bacardi Lime	750	\$1.00	Shelf Extender
13686	Bread & Butter Pinot Noir	750	\$2.00	Mini Thematic
14400	Coors Original	6 × 473	\$1.55	EZA
14404	Jagermeister Cold Brew	750	\$3.00	End Aisle
14484	Arizona Hard Green Tea	473	\$0.20	CE6
14812	Great Lakes Brewery - Haze Mama	473	\$0.30	Mini Thematic
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00	Shelf Extender
14987	Muskoka Craft Lager	6 × 473	\$1.00	
14996	Hollandia Lager	4 × 500	\$1.00	
14999	Tenute Falezza Valpolicella Ripasso Superiore 2018	750	\$2.00	
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.25	Shelf Extender
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	\$1.00	BPB
15440	Dab Ultimate Low Carb Beer	6 × 500	\$2.00	
15495	(V) 3 Rings Shiraz (The Arh Australian Company)	750	\$2.00	
16079	Martini Fiero	750	\$1.00	Shelf Extender
16191	Toro Bravo Sparkling Secco White	750	\$1.00	End Aisle
16363	Cono Sur Pinot Noir Organic	750	\$2.00	Middle Nesting Table

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16392	Gran Passione Prosecco Doc Spumante	750	\$2.00	End Aisle, Wine Fridge
16546	On The Rocks Hornitos Margarita	375	\$2.00	Shelf Extender
16564	Joliesse Cabernet Sauvignon	750	\$2.00	End Aisle
16741	JJ McWilliam Shiraz/Cabernet	750	\$2.00	Shelf Extender
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00	goLOCAL
16952	Robert Mondavi Priv.Sel. Rye Barrel Red	750	\$2.00	
17535	Terroir D'Altitude Cabernet Sauvignon	750	\$2.00	Shelf Extender
17559	Disaronno Velvet	750	\$2.00	End Aisle
17823	Stella Artois	6 × 330	\$1.00	
17846	Corona Extra	6 × 355	\$1.00	
17886	H2 Craft Hibiscus & Rose Petal Gin Ddp	750	\$1.00	
18224	Vodkow Cream	750	\$3.00	Discovery Extender
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	\$3.00	End Aisle
18420	Loop Lime And Ginger Gin	750	\$4.00	
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	Middle Nesting Table
19309	Shiny Apple Peach Light Cider	473	\$0.30	
19388	Bombay Bramble	750	\$2.00	
19516	Smirnoff Peach	750	\$1.00	
19535	Skyy Vodka	1140	\$1.00	
19563	Lot No. 40 Dark Oak Canadian Whisky	750	\$5.00	
20047	Forty Creek Foxheart	750	\$2.00	
20214	Fontanafredda Barolo Docg	750	\$4.00	Shelf Extender
20624	19 Crimes Snoop Dogg Cali Rosé	750	\$2.00	
21378	Jim Beam White Label Bourbon	750	\$1.75	
21382	XOXO Rosé Bag In Box	4000	\$2.00	
21384	Small Mercy Easy Going Red	750	\$1.00	Shelf Extender
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	\$2.00	
21434	Romeo Prosecco	750	\$2.00	Shelf Extender
22013	Absolut Raspberri Vodka	750	\$1.00	Shelf Extender
22089	Hop Valley Bubble Stash	473	\$0.20	CE5
22234	Mill Street Vanilla Porter	440	\$0.25	
22452	Dillons Rose Gin	750	\$3.00	
22885	Dillon's Manhattan	500	\$1.00	Shelf Extender
22931	Jagermeister	750	\$2.00	End Aisle
24351	Cottage Springs Vodka Iced Tea Mixed 8 Pack	8 × 355	\$1.00	BPB
24378	Mikes Hard Tea	473	\$0.20	Discovery Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$2.00	BPB
24437	Sailor Jerry Spiced Rum	1750	\$1.75	FFB
24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473	\$0.30	Mini Thematic
24796	Dixons Wicked Raspberry Gin	750	\$3.00	Shelf Extender
25047	Muskoka Drifter	473	\$0.20	
25120	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	End Aisle
25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	\$3.00	End Aisle
25698	Jacob's Creek Grenache Shiraz	750	\$2.00	
25839	Barramundi Cabernet Sauvignon	750	\$1.50	
25842	Avalon Pinot Noir	750	\$2.00	End Aisle
25844	California Roots Chardonnay	750	\$2.00	End Aisle, Wine Fridge
25904	Champagne Pommery Brut Rosé	750	\$3.00	Mini Thematic, Necktag
25999	Jagermeister	1140	\$4.00	End Aisle, APP
26164	Lagunitas IPA	500	\$0.30	Shelf Extender
26278	Folonari Valpolicella Classico	1500	\$3.00	Flex Space
26308	Michelob Ultra Organic Gold	6 × 473	\$1.00	BPA
26346	Smirnoff Ice Original	12 × 355	\$2.00	BPB
26539	Lola Limited Edition Red VQA	750	\$2.00	
26546	Finca Las Moras Pinot Grigio	750	\$1.00	End Aisle
27001	Masi Modello Prosecco Doc Brut	750	\$2.00	Wine Fridge
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	\$1.50	Cold Room Spirit
27768	J.P. Wiser's 10YO Canadian Whisky	750	\$2.00	End Aisle
28542	Lola Cabernet Franc Cabernet Sauvignon Bib	3000	\$4.00	End Aisle
28551	Solid Ground Pinot Noir	750	\$2.00	End Aisle
28558	Bread & Butter Merlot	750	\$2.00	End Aisle
29280	>Terrazas De Los Andes Malbec Reserva	750	\$2.00	
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	\$2.00	Mini Thematic
30834	Canadian Club Classic 12 Year Old	1140	\$1.95	End Aisle
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$3.00	End Aisle
33928	J.P. Wiser's Deluxe	1750	\$1.25	End Aisle
37861	Pabst Blue Ribbon	473	\$0.25	
50088	Patron Reposado Tequila	750	\$5.00	
58628	Peller Est. Family Series Cabernet Merlot VQA	750	\$1.00	Shelf Extender
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	
66738	>The Black Chook Shiraz Viognier	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	VL1
96263	Tanqueray London Dry Gin	1750	\$1.25	End Aisle
103341	Canadian Club Premium (P.E.T)	750	\$1.00	Front Nesting Table
108357	Carolans Irish Cream	750	\$2.00	Mini Thematic
111799	Reif Riesling VQA	750	\$2.00	
127787	Lonetree Authentic Dry Cider	473	\$0.25	
132605	20 Laya Do Almansa (Atalaya)	750	\$2.00	
136044	Pelee Island Chardonnay VQA	750	\$1.00	
141952	Pasqua Passimento Rosso Igt	750	\$2.00	Shelf Extender
142018	>The Musician By Majella Cabernet Shiraz	750	\$2.00	Flex Space
143040	Hornitos Reposado Tequila	750	\$3.00	Shelf Extender
144857	Konzelmann Shiraz Barrel Aged VQA	750	\$2.00	
144865	Wayne Gretzky Riesling VQA	750	\$2.00	Shelf Extender
146548	Villa Maria Private Bin Pinot Noir	750	\$3.00	
148007	Czechvar Premium Lager	500	\$0.35	
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00	Mini Thematic
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	Shelf Extender
160994	Trivento Malbec Reserve	750	\$2.00	Shelf Extender
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$3.00	Flex Space
170134	Banrock Station Pink Moscato Rosé	750	\$1.50	Shelf Extender
173542	Tequila Don Julio Blanco	750	\$5.00	FFA, VA
177477	Sandbanks Estate Shoreline White VQA	750	\$1.00	
194878	White Owl Whisky	750	\$3.00	Shelf Extender
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	Front Nesting Table
201715	Erdinger Weissbier	500	\$0.20	
207613	Jameson Irish Whiskey	1140	\$2.00	
209221	Absolut Vodka	1140	\$1.00	Shelf Extender
212282	Luksusowa Vodka	1140	\$1.00	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	Front Nesting Table
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Shelf Extender
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00	
217794	Johnnie Walker Red Label	1140	\$1.50	
217950	Crown Royal	1140	\$1.00	
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	Mini Thematic
225698	The Kraken Black Spiced Rum	750	\$1.50	End Aisle
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
226944	>Rodney Strong Cab Sauv Sonoma County	750	\$3.00	Mini Thematic
227413	Iceberg Vodka	1140	\$1.00	FFB
227678	1800 Silver Tequila	750	\$2.00	Shelf Extender
229039	Yellow Tail Bubbles	750	\$3.00	
230565	Cono Sur Chardonnay Organic	750	\$2.00	Middle Nesting Table
244186	Collingwood Whisky	750	\$3.00	Shelf Extender
247056	Grant's Triple Wood Blended Scotch Whisky	1750	\$5.00	End Aisle
247627	Mill Street Original Organic Lager	473	\$0.25	BPA
250134	Sortilege	750	\$3.00	Mini Thematic
258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	\$3.00	End Aisle
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	
267773	Hop City Barking Squirrel Lager	473	\$0.20	
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	Discovery Extender
270447	Guinness Draught Beer	500	\$0.25	
275172	Nickel Brook Head Stock West Coast-Style IPA	473	\$0.25	
275248	Citadelle Gin	750	\$2.00	Discovery Extender
275925	Santa Carolina Cabernet Sauvignon Reserva	750	\$2.00	Middle Nesting Table
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	\$1.50	End Aisle
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00	VL1
294298	>Conundrum California Red	750	\$3.00	
295022	Two Oceans Pinot Grigio	750	\$2.00	Comm. Extender
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	Comm. Extender
300699	Molson Canadian	6 × 473	\$1.00	EZA
307744	O'Leary Cabernet Merlot VQA	750	\$2.00	
311910	Canadian Club Classic 12 Year Old	375	\$1.00	FEM1
311928	Canadian Club Classic 12 Year Old	750	\$3.00	End Aisle
311944	Canadian Club Classic 12 Year Old	1750	\$2.55	End Aisle
314575	>Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
316844	Bombay Sapphire London Dry	750	\$1.00	
322586	>Montes Alpha Cabernet Sauvignon	750	\$3.00	Middle Nesting Table
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
333591	Innis & Gunn The Original	6 × 330	\$2.00	
341347	Fresh Possibilities Sparkling Rosé VQA	750	\$2.00	goLOCAL
341743	Trius Rosé VQA	750	\$3.00	
342246	Amarula Cream	750	\$2.00	Mini Thematic



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
342436	>Bonterra Chardonnay Organic	750	\$2.00	Comm. Extender
350207	Forty Creek Copper Bold Whisky	1140	\$2.00	Front Nesting Table
350504	Yellow Tail Big Bold Red	750	\$2.00	Shelf Extender
350546	Root 1 Carmenere Colchagua	750	\$2.00	Middle Nesting Table
351429	Amsterdam Boneshaker	473	\$0.30	Mini Thematic
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
358556	Dillon's Gin 22 Unfiltered	750	\$3.00	Comm. Extender
363770	Ketel One Vodka	1140	\$3.00	
363986	Cazadores Blanco Tequila	750	\$1.50	Shelf Extender
369009	Pinnacle Vodka	750	\$1.00	Shelf Extender
369777	19 Crimes Shiraz Durif	750	\$2.00	Comm. Extender
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$1.00	Shelf Extender
374231	Ungava Gin	750	\$3.00	Comm. Extender
375071	Calmel & Joseph Villa Blanche Chardonnay Pays	750	\$3.00	Wine Fridge
379958	Kronenbourg 1664 Blanc	500	\$0.35	
380865	Rumchata	750	\$2.50	Mini Thematic
384867	Cognac Gautier VS	750	\$3.00	Front Entrance Table
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
394015	Brickworks Batch:1904 Cider	473	\$0.30	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	
398677	St Ambroise Oatmeal Stout	473	\$0.35	
404160	McClelland Single Malt Islay Scotch	750	\$3.00	Shelf Extender
405241	Ironwood Hard Cider	473	\$0.25	
410852	Woodford Reserve Double Oaked	750	\$10.00	
418590	Modelo Especial	6 × 355	\$1.00	
422345	Moosehead Lager	6 × 473	\$1.50	
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	End Aisle
430355	Jura Origin 10 Year Old	750	\$4.00	Shelf Extender
431106	Creekside Cabernet Merlot Vqa	750	\$1.50	
434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	\$3.00	Middle Nesting Table
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	Middle Nesting Table
439075	Bulleit Bourbon 10 YO	750	\$4.00	End Aisle
442731	Kilkenny Irish Ale	4 × 500	\$1.00	
449173	Junction 56 Distillery Vodka Ddp	750	\$1.00	
470096	Marius Rouge Pays D'Oc	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00	Cold Room Spirit
474585	J.P. Wiser's Apple Whisky	750	\$1.00	Shelf Extender
485128	Pelee Island Baco Noir VQA	750	\$1.00	
485995	XOXO Red Sangria	750	\$1.00	
486241	Nutrl Vodka	750	\$3.00	
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00	End Aisle
492009	Steam Whistle	473	\$0.25	
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$4.00	
493247	Cowbell Doc Perdue's Bobcat Red Ale	473	\$0.20	Mini Thematic
495507	Robertson Winery Chenin Blanc	750	\$1.50	Shelf Extender
497248	Trius Chardonnay VQA	750	\$2.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.25	Shelf Extender
507475	Trapiche Reserve Pinot Grigio	750	\$1.50	Flex Space
508721	Inniskillin Baco Noir VQA	750	\$2.00	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	
516682	Wells Banana Bread	500	\$0.40	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	Cold Room Spirit
520353	Bacardi Spiced Rum	750	\$1.00	Shelf Extender
522342	18 Shiraz Hills Are Alive (Zonte's Footstep)	750	\$2.00	
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$1.00	
531392	Heineken Lager	12 x 330	\$2.00	
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
535294	Grolsch Premium Pilsner	500	\$0.25	Shelf Extender
537258	Tiger Beer	500	\$0.35	Discovery Extender
541011	Wayne Gretzky Red Cask Whisky	375	\$1.00	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Comm. Extender
550715	Forty Creek Barrel Select	750	\$1.00	Front Nesting Table
552562	>(V) Three Of Hearts Rosé	750	\$2.00	Shelf Extender
553891	Smoky Bay Cabernet Sauvignon	750	\$1.00	Flex Space
561100	Josh Cellars Chardonnay	750	\$2.00	APP
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$3.00	
571133	>Dillon's Vermouth	750	\$1.00	OWS
572313	Asahi Super Dry	500	\$0.20	
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	Shelf Extender
573402	Bearface 7YO Triple Oak Canadian Whisky	750	\$3.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
575001	Wild Turkey Longbranch	750	\$5.00	End Aisle
576892	Beyond The Pale Brewing Co. Yummy!	473	\$0.25	Mini Thematic
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$1.50	Shelf Extender
587907	Trius Merlot VQA	750	\$2.00	goLOCAL
589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00	
590414	>Oyster Bay Pinot Noir Marlborough	750	\$2.00	
605881	Disaronno Originale Amaretto	1140	\$3.00	End Aisle
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$5.00	End Aisle
614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50	Flex Space
617233	Haymans London Dry Gin	750	\$3.00	
620096	Angels Gate Cabernet Merlot VQA	750	\$1.50	Discovery Extender
620724	Creekside Sauvignon Blanc VQA	750	\$1.50	Wine Fridge
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	Shelf Extender
621003	Montecillo Rioja Reserva	750	\$3.00	End Aisle
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Flex Space
630913	Tia Maria	750	\$2.00	Mini Thematic
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Middle Nesting Table
636209	Roku Gin	750	\$5.00	
638130	Dillon's Vodka	750	\$2.00	
648600	Frisky Beaver White VQA	750	\$1.00	goLOCAL
649343	Smirnoff Ice Light Original	4 × 355	\$1.00	Shelf Extender
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	\$3.00	Mini Thematic
666966	Creemore Crisp Pilsner	473	\$0.20	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	
667113	Peller Family Vineyards Cabernet Sauvignon	750	\$1.00	Shelf Extender
668954	Banrock Station Chardonnay Carton	1000	\$2.00	Green Extender
669440	Peller Family Vineyards Shiraz	1500	\$2.00	
694208	>Perez Cruz Reserva Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
697623	Michelob Ultra	6 × 355	\$1.00	BPA
698209	Sleeman Clear	6 × 341	\$1.50	
905976	Budweiser	473	\$0.20	
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.50	End Aisle
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	\$3.00	Shelf Extender
943787	>Wakefield Estate Label Shiraz Clare Valley	750	\$2.00	Flex Space
958975	>Mer Soleil Reserve Chardonnay	750	\$2.00	Wine Fridge
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00	Middle Nesting Table
999946	>(V) Valpolicella CI Sup Ripasso (Farina)	750	\$2.00	Shelf Extender

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
67	Smirnoff Vodka	750	50	BPD, VA
240	Smirnoff Vodka (P.E.T)	375	30	
307	Seagrams V.O.	750	200	
620	Silk Tassel Canadian Whisky	750	120	
828	Folonari Valpolicella Doc	750	60	Flex Space
893	J.P. Wiser's Deluxe	750	40	Front Nesting Table, LTO
984	Alberta Premium Whisky	750	75	Front Nesting Table, FFB
2253	Disaronno Amaretto	750	200	End Aisle
5041	Ballantine's	375	30	
7369	Beefeater Dry	375	30	
10357	Crown Royal Peach	750	60	BPD, VA
11868	Whitley Neill Rhubarb & Ginger	750	200	LTO
12858	Waterloo Grapefruit Radler	473	10	
13597	Bumbu XO Rum	750	120	
14673	>(V) Gerard Bertrand Gris Blanc Rosé	750	70	Mini Thematic
15004	Twisted Tea Mix	12 × 355	25	BPB
15012	Northern Keep Vodka	750	125	
15435	Schneider Helle Weisse	500	5	
15537	Woodford Reserve Distiller's Select Bourbon	375	75	CE1
15754	Josh Cellars Pinot Grigio	750	100	
16544	St Remy Signature	750	100	Front Entrance Table, VA, Necktag
16840	Bolla Valpolicella Classico	750	60	Shelf Extender
17117	Rally Trail Blazer	473	10	Discovery Extender
17465	Mount Gay Black Barrel Double Cask Blend	750	175	Shelf Extender
17779	Belleruche Rouge Cote Du Rhone	750	60	Flex Space
19543	Twisted Tea Original	12 × 355	25	BPB
19592	Ren Ultra Premium Vodka Ddp	750	100	
19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	100	Shelf Extender
20054	Mare Di Sirena Pinot Grigio	750	10	FEM2
20782	Dewar's White Label	1750	130	BPC
20979	Juliet Prosecco Rosé Doc	750	80	
21159	New Amsterdam Pink Whitney Vodka	375	30	
21556	McGuinness Elderflower	750	40	
22017	Smirnoff Vodka (P.E.T)	750	50	End Aisle
22035	Skrewball Peanut Butter Whiskey	750	200	FFB
24344	Arizona Hard Lemon Iced Tea	473	15	Shelf Extender
24404	Smirnoff Vodka Soda Berry Blast	355	5	CE4

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
24493	Courvoisier VSOP Cognac	750	400	
25461	Mindful Pinot Grigio VQA	750	40	
25489	Creemore Schwarzbier	473	27	
25999	Jagermeister	1140	300	End Aisle, LTO
27605	Reifel Rye	750	200	FFB
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	50	
27668	PJ's Original Cream	1140	80	BPC
31211	Mommessin Export St Pierre Rouge	1500	50	
31930	Seagrams V.O.	1750	400	FFB
34637	Canadian Club Premium	1750	125	BPC, VA
35840	Zubrowka Bison Vodka	750	170	
37028	Folonari Soave	1500	80	Flex Space
53082	Alberta Pure Vodka (P.E.T)	1750	200	BPC
54866	Bulleit Bourbon Frontier Whiskey	750	75	End Aisle, FFA, VA
63891	>Coyam Red Blend Organic	750	200	Middle Nesting Table
70052	Peninsula Ridge Shiraz VQA	750	80	
71647	Polar Ice Vodka (P.E.T)	750	50	
73395	Castillo De Monseran Garn, Carinena	750	50	
87015	Lamb's Classic White Rum (P.E.T)	1750	120	
88799	Alberta Pure Vodka (P.E.T)	750	100	
93401	Wyndham Estate Bin 222 Chardonnay	750	25	
110056	Absolut Vodka	750	60	
111443	Chambord Royale	750	150	
119800	Fuzion Chenin-Chardonnay	750	75	Wine Fridge
130138	>Meiomi Pinot Noir	750	50	
131870	Bushmills Malt 10 Year Old	750	200	FFB
135566	Polar Ice Vodka	750	50	
136978	Sinha Stout	330	5	
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	80	End Aisle
176461	Folonari Soave Doc	750	50	Flex Space
189415	Wyndham Estate Bin 555 Shiraz	750	40	Flex Space
191858	Pknt Carmenere Reserve	750	95	
195966	Farina Valpolicella Rip Superiore Doc	750	40	
200584	Konzelmann Pinot Noir VQA	750	100	OWS
207670	Ballantine's Finest Blended Malt Scotch Whisky	1750	120	
209213	Beefeater London Dry Gin	1140	90	
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	80	



## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
211110	Wyborowa Vodka	1140	200	BPC
216671	Wisers Special Blend	1140	75	
216903	Banff Ice Vodka	1140	200	
216978	Seagrams V.O.	1140	300	
217257	Sailor Jerry Spiced Rum	1140	200	BPC
217554	Captain Morgan Dark Rum	1140	75	End Aisle
225615	Brugal Anejo	750	175	
232033	Vineland Estates Semi Dry Riesling VQA	750	60	OWS, Wine Fridge
237792	Icebox Long Island Iced Tea	1140	180	FFB
240101	Lamb's Palm Breeze Rum (P.E.T)	1140	75	
240416	Montresor Amarone Della Valpolicella Doc	750	100	
242107	No. 3 London Dry Gin	750	150	
245340	Chapoutier Belleruche Cdr White Aoc	750	60	Flex Space
254912	Codorniu Brut Clasico Sparkling	3 × 200	75	
260851	Cupcake Red Velvet	750	40	
266049	Adobe Reserva Sauvignon Blanc Organic	750	100	
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	40	
274399	Adobe Reserva Rosé Organic	750	100	
271643	Tequila Tromba Blanco	750	90	FFB
285163	Amaro Lucano	750	100	
292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	75	
292557	The Wolftrap Syrah Mourvedre Viognier	750	75	
292615	Jameson Black Barrel	750	90	
302612	Wyhdham Estate Bin 555 Shiraz	375	10	
304022	Santa Carolina Chardonnay Reserva	750	50	Middle Nesting Table
307025	Ruffino Aziano Chianti Classico Docg	750	40	
311258	>Wits End Luna Shiraz	750	75	Flex Space
318683	The Kraken Black Spiced Rum	1140	100	End Aisle
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	60	BPD, VA
321562	McGuinness Peach Schnapps	750	40	
322024	Adobe Reserva Merlot Organic	750	100	
330803	Bowmore 12 Year Old Islay Single Malt	750	225	
334151	Bacardi Superior White Rum (P.E.T)	1140	75	
337667	Havana Club Original 3 Year Old	750	60	
338079	Alize Gold Passion Liquor	750	120	
350397	Banff Ice Vodka	750	100	
361741	Santa Carolina Merlot	750	50	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
381962	Smirnoff Green Apple Flavoured Vodka	750	60	End Aisle
390583	Canadian Club 100% Rye	750	100	
398016	Dr. McGillicuddy Intense Peach	750	120	
398032	Dr. McGillicuddy Intense Butterscotch	750	120	
401307	Maestro Dobel Tequila	750	300	
404012	Graham's 10 Year Old Tawny Port	750	60	
405845	Evan Williams Black Label Bourbon Whiskey	750	50	Discovery Extender, VA
413575	La Trappe Tripel	750	69	
417261	Hendrick's Gin	375	50	FEM3
417295	Ciroc Original Unflavoured	750	90	FFA, VA
426718	Cesari Amarone Classico Doc	750	200	
438960	Canadian Club 100% Rye	1140	150	BPC, FFB
454074	Olmecca Altos Plata	750	90	
456095	Ketel One Vodka	750	75	FFA, VA
456350	Fireball Cinnamon Whisky	1750	300	
460493	Tkz Tokaji Szamorodni Sweet, Hungary	500	80	
470823	Pelee Island Merlot	750	80	Shelf Extender
477885	Polar Ice Vodka (P.E.T)	1750	120	
481366	High River Canadian Whisky	750	160	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	60	Flex Space
491829	Southern Comfort	1140	200	
492454	1800 Coconut Tequila	750	150	BPC
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120	
500512	Captain Morgan Original Spiced Rum	750	60	BPD, VA
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	135	
514463	Whitley Neill Original London Dry Gin	750	200	
517136	Alberta Premium Whisky (P.E.T)	750	75	
517987	Ezra Brooks Black Label Bourbon Whiskey	750	50	
519199	Negrar Garetta Corvina Verona Igt	750	40	
520320	Bacardi Superior	1140	75	FFB
524322	Trapiche Reserve Malbec	1500	150	Flex Space
524355	McGuigan Black Label Cabernet Sauvignon	750	85	Flex Space
526061	Collingwood Double Barrel Whisky	750	160	
536565	Lily Sparkling Rosé VQA	750	120	Mini Thematic
561100	Josh Cellars Chardonnay	750	100	LTO
569905	Carnivor Zinfandel	750	100	
572008	Innis & Gun Rum Cask	6 x 330	100	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
589010	Mezzacorona Pinot Grigio Trentino	1500	150	
597559	Tito's Handmade Vodka	750	100	
601146	Glen Breton Rare Canadian Single Malt	750	400	
601518	Sour Puss Blue Liquor	750	75	
604181	Gianduia Liquore Bottega	500	50	Mini Thematic
614651	Trapiche Reserve Malbec	750	80	Flex Space
631176	McGuinness Triple Sec	750	40	
631200	McGuinness Blue Curacao	750	40	
631457	McGuinness Cherry Brandy	750	40	
659607	>Mitolo Jester Shiraz	750	50	Flex Space

## Bundled Aeroplan Offers (Promo Code: LB)

LCBO#	Description	Size (mL)	Offers
17406	Side Launch Brewery Any Day Light IPA	473	Buy both IPAs and get 20 Aeroplan Bonus Points
22238	Side Launch Brewing 5th Coast Hazy IPA	473	

## VA Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
10357	Crown Royal Peach	750	NFL 20% Discount Necktag	BPD, APP	10357
15500	Molson Canadian	30 × 355	Molson Ultra 473 mL Bonus Can		15500
24407	Nutri The Mixed	12 × 355	Nutri Mittens	EZH	24407
300681	Coors Light	6 × 473	Raptors Long Sleeve	EZA	300681
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive a free bag of Ruffles chips	BPA	311787
447953	Fireball Whisky Shooter	750	Fireball 50 mL		447953
558940	Miller Lite	6 × 473	Miller Lite Hats		558940

## VA Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
67	Smirnoff Vodka	750	NFL Bottle Sleeves	BPD, APP
1487	Crown Royal	750	NFL Shop Regular Season Neck Tags	BPD
2691	Tanqueray London Dry Gin	750	Cocktail Spoon	End Aisle
4606	Vodka Mudshake Creamy Vanilla	4 × 270	Coffee	EZD
5280	Vodka Mudshake Chocolate	4 × 270	Coffee	EZD
5959	Baileys Irish Cream	750	Lindt Chocolate	Mini Thematic
7880	Johnnie Walker Black 12 Yr	750	Recipe Booklet	FFA, LTO
10213	Kahlua Coffee Liquor	750	Snack Bowl + Snack	End Aisle, LTO
10216	Kahlua Coffee Liquor	1140	Snack & Bowl	End Aisle
10217	Kahlua Coffee Liquor	1750	Snack & Snack Bowl	End Aisle, LTO
10357	Crown Royal Peach	750	NFL 20% Discount Necktag	BPD, APP
10558	Roe & Co Blended Irish Whiskey	750	Recipe Booklet	FFA
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme Vodka 50 mL	FFB
13248	Woodbridge By Robert Mondavi Rosé	750	Miss Vickie's Coupon	Flex Space
14910	Bushmills Irish Whiskey	750	Old Fashioned Cocktail Kit	Comm. Extender
15500	Molson Canadian	30 × 355	Molson Ultra 473 mL Bonus Can	
16544	St Remy Signature	750	Apothecary Bitters Onpack	Front Entrance Table, APP, Necktag
16549	Rumchata Limon	750	RumChata 50 mL	
16833	Goldschlager	750	Seagram's V.O. 50 mL	
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	Hot Chocolate Bombs	End Aisle

## VA Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
17554	XOXO Botanicals Peach Orange Blossom	750	Scrunchie	
17555	XOXO Botanical Raspberry Rhubarb	750	Scrunchie	
19035	St Remy XO	375	Cocktail NTG, Premium Coffee	
20926	Aperol	375	Valentines Day Greeting Card	
21692	Montenegro Select Aperitivo	750	Montenegro 50 mL	
24096	Campari Negroni	375	Valentines Day Greeting Card	
24407	Nutrl The Mixed	12 x 355	Nutrl Mittens	EZH
24627	Apothic Merlot	750	Drip Collar	
24957	Dr. McGillicuddy's Coffee	750	Sheep Dog Peanut Butter Whiskey 50 mL	Comm. Extender
27692	Baileys S'Mores	750	Lindt Chocolate	
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL	BPC, APP
54213	Alberta Premium Whisky (P.E.T)	1750	Alberta Premium 200 mL	
54866	Bulleit Bourbon Frontier Whiskey	750	Recipe Booklet	End Aisle, APP, FFA
99408	Woodbridge By Robert Mondavi Chardonnay	750	Miss Vickie's Coupon	Flex Space
125187	Cazadores Reposado Tequila	750	Hot Chocolate Bombs	End Aisle
131391	Smirnoff Vodka (P.E.T)	1140	NFL 20% Discount Necktag	BPD
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	Valentines Day VA TBD	
173542	Tequila Don Julio Blanco	750	Recipe Booklet	FFA, LTO
176834	Aperol	750	Valentines Day Greeting Card	
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL	Shelf Extender
216689	J.P. Wiser's Deluxe	1140	JP Wiser's 10YO 50 mL	End Aisle
216929	Smirnoff Vodka	1140	Schweppes Soda Water 6Pk	End Aisle
217745	Captain Morgan White Rum	1140	Schweppes Gingerale 6Pk	End Aisle
219816	Catedral Reserva Dao	750	Valentine Themed VA	
234369	Apothic Red	750	Drip Collar	
242339	Alberta Pure Vodka (P.E.T)	1140	Northern Keep 50 mL	
272716	Stoli Vodka	1750	Franks Red Hot Sauce	
277954	Campari Aperitivo	750	Valentines Day Greeting Card	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	Glassware	
300681	Coors Light	6 x 473	Raptors Long Sleeve	EZA
311787	Budweiser	6 x 473	Purchase 2 Budweiser 6 x 473 mL and receive a free bag of Ruffles chips	BPA
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	NFL 20% Discount Necktag	BPD, APP
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Jim Beam Honey 50 mL	
366534	The Kraken Black Spiced Rum	375	Pour Spout	End Aisle
380303	Smirnoff Blueberry Flavoured Vodka	750	Schweppes Soda Water 6Pk	End Aisle
400259	Baileys Salted Caramel	750	Lindt Chocolate	Mini Thematic



## VA Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
400754	Iceberg Vodka	750	Iceberg 50 mL	Shelf Extender
405845	Evan Williams Black Label Bourbon Whiskey	750	Elijah Craig 50 mL	Discovery Extender, APP
409490	Singleton Of Dufftown 12 Year Old	750	Recipe Booklet	FFA
413104	Dillon's Dry Gin	750	RTD	
417295	Ciroc Original Unflavoured	750	Recipe Passport	FFA, APP
432732	Bodacious Smooth Red Bag In Box	4000	Bodacious Can	
446021	Bacardi Coconut Rum	750	Hot Chocolate Bombs	End Aisle
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
448548	Hardys Stamp Series Riesling/ Gewurztraminer	750	Swedish Dish Cloths	
456095	Ketel One Vodka	750	Recipe Passport	FFA, APP
494492	Woodbridge By Robert Mondavi Merlot	750	Miss Vickie's Coupon	Flex Space
500512	Captain Morgan Original Spiced Rum	750	NFL Bottle Sleeves	BPD, APP
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	Miss Vickie's Chips 250g or Miss Vickie's Coupon Offer	Wine Fridge
523688	Bodacious Smooth White Bag In Box	4000	Bodacious Can	
532358	Julia Florista Red	750	Bags	
557108	St Remy XO Brandy	750	Portable Branded French Press	
558940	Miller Lite	6 x 473	Miller Lite Hats	
569095	Ogier Cotes Du Ventoux Aoc	750	Valentines Day VA TBD	
600163	Tanqueray No. Ten Gin	750	Recipe Passport	FFA
637058	Bombay Sapphire London Dry Gin	375	Martini Extra Dry 60 mL	
638734	Deep Eddy Lemon	750	Evan Williams 50 mL	

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
12641	Remy Pannier Rosé D'Anjou	750	The gift of a Rose	
16544	St Remy Signature	750	COTM Necktag	Front Entrance Table, APP, VA
25462	Mindful Rosé VQA	750	New Product	
25904	Champagne Pommery Brut Rosé	750	A Bubbly Celebration!	Mini Thematic, LTO
333070	Islay Mist Scotch 8 Year Old	750	Award Winning -Triple GOLD	
483255	Casillero Del Diablo Reserva Pinot Grigio	750	A Sinful Valentine's Giveaway Contest	Necktag Contest

Trade Copy

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
<b>Beer Excitement Zone - 21A (Plinth EZA)</b>	14400	Coors Original (275/TBS)	6 × 473	Molson Coors Canada	Store Order
	300681	Coors Light (275/TBS)	6 × 473	Molson Coors Canada	Store Order
	300699	Molson Canadian (275/TBS)	6 × 473	Molson Coors Canada	Store Order
<b>Beer Excitement Zone - 21B (New/ Seasonal)</b>	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	Flying Monkeys Craft Brewery	Store Order
	32065	Nickel Brook Midnight Melt Salted Caramel Stout (6699)	355	Nickel Brook Brewing	Store Order
<b>Ontario Craft Beer End Aisle</b>	24507	Cowbell Brewing Co. Draught Nitro Stout (458)	404	Blyth Brewing/Cowbell	Store Order
	24559	Refined Fool Party Sharks Foggy IPA (5732)	473	Refined Fool	Store Order
	497438	Spearhead Hawaiian Pale Ale (86)	473	Spearhead Brewing Company	Store Order
	546044	Cup & Saucer (402)	473	Manitoulin Brewing Company	Store Order
	638874	Macleans Scotch Ale (9719)	473	Maclean's Ales Inc	Store Order
	667790	Amsterdam Boneshaker IPA (3842)	6 × 473	Amsterdam Brewing Co. Limited	Store Order
	14812	Great Lakes Brewery - Haze Mama (1929)	473	Great Lakes Brewing Co	Store Order
<b>End Aisle #10/Mini Thematic C</b>	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	Flying Monkeys Craft Brewery	Store Order
	28503	Sawdust City - Ah, Stout (1143)	473	Sawdust City Brewing	Store Order
	28637	Big Rig Busted Sled Gingerbread Stout (1188)	473	Big Rig Brewery	Store Order
	31136	Refinechocolate Bar, Peanut Butter Chocolate Stout (5732)	473	Refined Fool	Store Order
	351429	Amsterdam Boneshaker (3842)	473	Amsterdam Brewing Co. Limited	Store Order
	442319	Collective Arts Stranger Than Fiction Porter (LCBO Warehouse)	473	Collective Arts Brewing Limited	Store Order
	493247	Cowbell Doc Perdue's Bobcat Red Ale (458)	473	Blyth Brewing/Cowbell	Store Order
<b>BPA</b>	576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	Beyond The Pale Brewery	Store Order
	26308	Michelob Ultra Organic Gold	6 × 473	Labatt Breweries Ontario	Forced
	247627	Mill Street Original Organic Lager	473	Trillium Beverage Inc/Mill Street	Forced
	311779	Bud Light	6 × 473	Labatt Breweries Ontario	Forced
	311787	Budweiser	6 × 473	Labatt Breweries Ontario	Forced
<b>R57: Ontario Beer A</b>	697623	Michelob Ultra	6 × 355	Labatt Breweries Ontario	Forced
	908665	Bud Light	6 × 355	Labatt Breweries Ontario	Forced
<b>R58: Ontario Beer B</b>	17652	Kirin Ichiban (275/TBS)	473	Labatt Breweries Ontario	Forced
<b>R59: Beer 1</b>	18	Heineken Lager (LCBO Warehouse)	6 × 330	Molson Coors Canada	Forced
<b>R60: Beer 2</b>	16425	County Kolsch (3393)	473	Pouros Brands Ltd	Forced
<b>R61: Beer 3</b>	535294	Grolsch Premium Pilsner (LCBO Warehouse)	500	Asahi Canada	Forced
	26164	Lagunitas IPA (LCBO Warehouse)	500	Heineken Canada Inc.	Forced




## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
<b>R62: Beer 4</b>	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	Blyth Brewing/Cowbell	Forced
<b>D4: Discovery BSM 1</b>	17117	Rally Trail Blazer (3431)	473	Lakes Of Muskoka Cottage Brewery	Forced
<b>D5: Discovery BSM 2</b>	537258	Tiger Beer (LCBO Warehouse)	500	Heineken Canada Inc.	Forced
<b>CE3</b>	13618	Innis & Gunn Irish Whiskey Cask (LCBO Warehouse)	500	PMA Canada Ltd.	Forced
<b>CE5</b>	22089	Hop Valley Bubble Stash (1757)	473	Molson Coors Canada	Forced





# PERIOD 12

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 29 <b>Start of Period 12</b>  Install Brand Spotlight Nesting Tables	30	31	FEBRUARY 1	2	3	4
5	6	7	8	9	10	11
12 <i>Super Bowl</i> 	13	14 HAPPY <i>Valentine's Day</i>	15	16	17	18
19	20 <i>Family Day</i> (stores closed)	21	22	23	24	25 End of Period 12 

# LCBO