

2019/20 Promotional Program Fee Changes

Program		Current Cost	Cost as of P5, 2019/20
DISPLAY PROGRAMS			
Shelf Extenders - Regular, Green, Discovery	PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$76 per store	\$78 per store
	PT 10		\$99 per store
	PT 11		\$75 per store
Shelf Extenders - Community	PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$53 per store	\$54 per store
	PT 10		\$69 per store
	PT 11		\$45 per store
End Aisles	PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$215 per end	\$219 per end
	PT 10	\$310 per end	\$316 per end
	PT 11	\$170 per end	\$173 per end
Feature Fixture	PT 1, 2, 3, 4, 5, 6, 7, 8, 12, 13	\$45,000	\$50,000
	PT 11		\$39,500
Entrance Table	PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$35,000	\$35,000
	PT 10		\$45,000
	PT 11		\$29,000
Front Nesting Table	PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$100,000	\$100,000
	PT 10		\$125,000
	PT 11		\$80,000
Middle Nesting Table	PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$90,000 / \$110,000 (F&D)	\$90,000 / \$110,000
	PT 10		\$115,000
	PT 11		\$72,000
A-Frame Fixture / Cocktail of the Month	PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$40,000	\$40,000
	PT 10		\$50,000
	PT 11		\$32,000
Front End Merchandiser	PT 1, 2, 3, 4, 5, 6, 7, 8, 11, 12, 13	\$165 per store	\$168 per store
	PT 9 & 10	\$400 per store	\$408 per store
Mini Thematic	3 MTs per period x 9 SKUs each	\$6,000 per SKU	\$6,120 per SKU
Cold Room Display	PT 1, 2, 3, 6, 7, 8, 9, 11, 12, 13	\$200 per store	\$204 per store
	PT 4, 5, 10	\$280 per store	\$286 per store
Ontario Wines Super Star		\$3,000 per SKU	\$3,060 per SKU
Ontario Wines Popular Pick		\$5,000 per SKU	\$5,100 per SKU
Wine Fridge	Turn 1 - Flight A	\$190 per store	\$194 per store
	Turn 2 - Flight A	\$180 per store	\$184 per store
	Turn 3 - Flight A	\$140 per store	\$143 per store
	Turn 1 - Flight B	\$130 per store	\$133 per store
	Turn 2 - Flight B	\$120 per store	\$122 per store
	Turn 3 - Flight B	\$90 per store	\$92 per store
	Turn 1 - Flight C/D	\$125 per store	\$128 per store
	Turn 2 - Flight C/D	\$100 per store	\$102 per store
	Turn 3 - Flight C/D	\$70 per store	\$71 per store
SUPPORT PROGRAMS			
Shelf Talkers		\$700	\$714
VINTAGES PROGRAMS			
Release Front Cover	PT 1, 2, 3, 4, 5, 6, 7, 11, 12, 13	\$2,400	\$2,520
	PT 8, 9, 10	\$3,985	\$4,184
Release Back Cover	PT 1, 2, 3, 4, 5, 6, 7, 11, 12, 13	\$1,950	\$2,048
	PT 8, 9, 10	\$2,800	\$2,940
Arrive In Style	PT 1, 2, 3, 4, 5, 6, 7, 11, 12, 13	\$2,625	\$2,756
	PT 8, 9, 10	\$3,150	\$3,308
Wine of the Month	PT 1, 2, 3, 4, 5, 6, 7, 11, 12, 13	\$3,950	\$4,147
	PT 8, 9, 10	\$4,600	\$4,830
Release Back Half Products		\$200 per SKU	\$210 per SKU