

LCBO

F21 KEY PROMOTIONAL PROGRAMMING OPPORTUNITIES

Overview, Opportunities & Applications (P1-6)



Brand Spotlights



BACKGROUND

Since its launch in summer 2018, we have seen significant success with the new **Brand Spotlight Program!** We are pleased to continue offering several Brand Spotlight opportunities during our Fiscal 21 promotional year. This program provides an opportunity for many brands to engage with LCBO customers through a **multi-faceted** approach. Participation in the program will position your brand at the forefront of the **customer's journey**, and includes brand presence in key display space, along with prominent brand positioning in LCBO advertising.

Why participate in the Brand Spotlight Program?

- Drive significant sales volume in participating stores
- Trial your product to thousands of LCBO customers
- Drive customer acquisition through multiple advertising tactics
- Dedicated & seamless brand integration through display signage



THE OPPORTUNITIES

Brand Spotlight
FRONT ENTRANCE TABLE



Brand Spotlight
FRONT NESTING TABLE



+

Brand Spotlight
FEATURE FIXTURE



Brand Spotlight
MIDDLE NESTING TABLE



Brand Spotlight
A-FRAME



Full details on these opportunities are available on the subsequent pages...



BRAND SPOTLIGHT: ENTRANCE TABLE

| | | |
|--|--------------------------------------|----------|
| This Brand Spotlight Package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13 | \$35,000 |
| | PT 10 | \$45,000 |
| | PT 11 | \$29,000 |

*This display is a square or round table situated near the front of the store.

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|--------------------------|---|--|--|
| Entrance Table | 120 Stores total (92 Square Tables, 28 Round Tables) | 2-4 skus Estimated Capacity: 4-8 cases | <p>Round Tables: 1, 4, 21, 35, 83, 102, 150, 164, 208, 243, 355, 358, 370, 371, 398, 489, 501, 511, 573, 614, 632, 639, 643, 672, 684, 691, 702, 743.</p> <p>Square Tables: 5, 15, 17, 19, 34, 55, 64, 97, 106, 148, 149, 168, 171, 191, 207, 211, 226, 228, 233, 250, 252, 265, 279, 288, 298, 300, 310, 326, 334, 344, 359, 360, 361, 367, 378, 385, 386, 391, 393, 394, 404, 407, 412, 417, 427, 431, 437, 443, 445, 452, 459, 470, 486, 491, 495, 497, 505, 511, 523, 532, 534, 536, 542, 544, 545, 549, 551, 554, 555, 569, 575, 580, 587, 590, 593, 601, 602, 609, 617, 619, 624, 627, 640, 641, 645, 652, 658, 661, 694, 698, 706, 776.</p> |
| LCBO Flyer Brand Feature | 130K printed circulation; 30K digital | N/A | Circulation includes in-store distribution and digital edition on Flipp. |
| Staff-Led Tastings | 6K Engagements | 36-48 units per tasting | 30 employee led tastings at 10 store locations. |



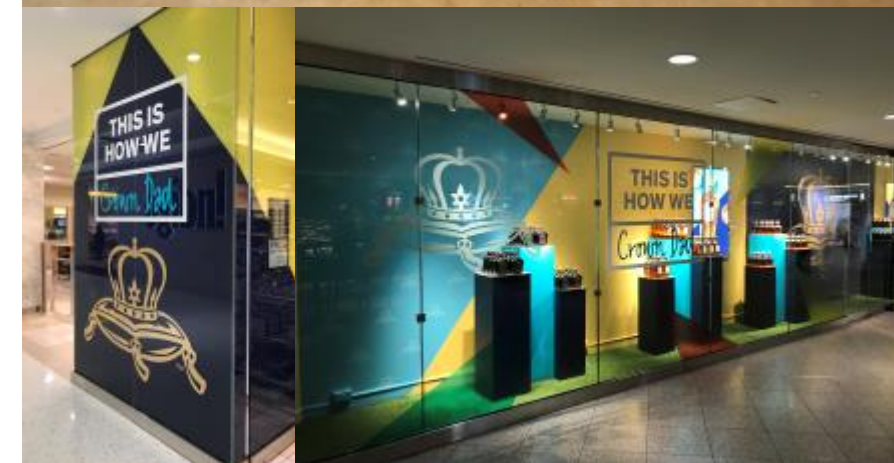
*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast.

BRAND SPOTLIGHT: FRONT NESTING TABLE

| | | |
|--|--------------------------------------|-----------|
| This Brand Spotlight Package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13 | \$100,000 |
| | PT 10 | \$125,000 |
| | PT 11 | \$80,000 |

*This display is a large rectangular table with two small adjacent tables. It is typically located in the front/centre of the engagement aisle.

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|--------------------------|---------------------------------------|---|--|
| Front Nesting Table | 134 Stores | 6-12 skus Estimated Capacity: 15-25 cases | 1, 4, 10, 21, 22, 23, 31, 35, 38, 41, 43, 51, 55, 74, 82, 83, 98, 102, 115, 130, 148, 149, 150, 156, 164, 187, 198, 208, 212, 217, 227, 243, 248, 250, 253, 263, 265, 269, 279, 287, 298, 310, 325, 326, 329, 334, 346, 351, 355, 358, 359, 367, 370, 371, 373, 378, 385, 390, 391, 392, 393, 394, 398, 401, 404, 411, 412, 416, 417, 428, 436, 437, 438, 445, 453, 459, 483, 485, 486, 489, 490, 495, 496, 497, 499, 500, 501, 511, 522, 523, 528, 529, 542, 545, 554, 556, 573, 575, 579, 580, 584, 585, 587, 590, 602, 618, 619, 623, 624, 627, 631, 632, 633, 640, 643, 649, 652, 653, 655, 661, 667, 670, 672, 674, 679, 684, 691, 698, 699, 702, 741, 743, 744, 771. |
| Large Display Windows* | 2M Impressions | N/A | Dedicated Brand Exposure in highly visible, high-traffic LCBO locations at RBC Plaza and Manulife Centre. |
| LCBO Flyer Brand Feature | 130K printed circulation; 30K digital | N/A | Circulation includes in-store distribution and digital edition on Flipp. |
| Radio Spot | 675K Impressions | N/A | Dedicated brand spot in major Ontario markets |
| Staff-Led Tastings | 12K Engagements | 36-48 units per tasting | 60 employee led tastings at 20 store locations |



*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast. In some periods the LCBO reserves the right to leverage the windows for other promotional purposes, with fee adjustment

BRAND SPOTLIGHT: MIDDLE NESTING TABLE

| | | |
|--|--------------------------------|-----------|
| This Brand Spotlight Package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 1, 3, 5, 6, 7, 8, 9, 12, 13 | \$90,000 |
| | PT 10 | \$115,000 |
| | PT 11 | \$72,000 |

*This display is a large rectangular table with two small adjacent square tables (or baskets in place of side tables), typically located towards the middle of the power aisle. It will be a tiered cake-style display in a handful of stores.

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|--------------------------|--|---|---|
| Middle Nesting Table | 140 Stores | 6-12 skus Estimated Capacity: 20-30 cases | 1, 4, 10, 15, 17, 21, 22, 25, 31, 38, 41, 44, 51, 55, 65, 74, 82, 83, 102, 115, 130, 148, 149, 150, 156, 164, 171, 187, 191, 195, 198, 209, 211, 217, 221, 226, 227, 228, 233, 243, 248, 250, 252, 253, 263, 279, 288, 298, 300, 310, 326, 329, 334, 344, 346, 351, 355, 359, 361, 371, 373, 378, 381, 383, 385, 390, 391, 394, 397, 398, 401, 404, 407, 411, 412, 427, 436, 437, 438, 443, 445, 457, 459, 470, 481, 485, 486, 489, 490, 491, 497, 500, 501, 511, 522, 523, 536, 542, 551, 554, 566, 569, 575, 579, 580, 585, 587, 590, 602, 605, 609, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 643, 649, 652, 653, 655, 658, 661, 670, 694, 698, 699, 700, 702, 703, 706, 741, 776. |
| LCBO Flyer Brand Feature | 130K printed circulation; 30K digital | N/A | Circulation includes in-store distribution and digital edition on Flipp. |
| Radio Spot | 675K Impressions | N/A | Dedicated brand spot in major Ontario markets |
| Staff-Led Tastings | 12K Engagements | 36-48 units per tasting | 60 employee led tastings at 20 store locations |



*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast.



MIDDLE NESTING TABLE: FOOD & DRINK OPTION

| | | |
|--|-------------------|-----------|
| This Brand Spotlight Package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 2, 4, 7, 9, 13 | \$110,000 |
| | PT 10 | \$115,000 |
| | PT 11 | \$72,000 |

NOTE: This display will be integrated with Food & Drink magazine and lcbo.com/foodanddrink in PT2 and PT4 including an advertorial in the magazine and Food & Drink messaging included in the display. *Opportunities for P7-13 will be confirmed by December 2019.*

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|--------------------------|--|--|---|
| Middle Nesting Table | 140 Stores | 6-10 skus Estimated Capacity: 20-30 cases | 1, 4, 10, 15, 17, 21, 22, 25, 31, 38, 41, 44, 51, 55, 65, 74, 82, 83, 102, 115, 130, 148, 149, 150, 156, 164, 171, 187, 191, 195, 198, 209, 211, 217, 221, 226, 227, 228, 233, 243, 248, 250, 252, 253, 263, 279, 288, 298, 300, 310, 326, 329, 334, 344, 346, 351, 355, 359, 361, 371, 373, 378, 381, 383, 385, 390, 391, 394, 397, 398, 401, 404, 407, 411, 412, 427, 436, 437, 438, 443, 445, 457, 459, 470, 481, 485, 486, 489, 490, 491, 497, 500, 501, 511, 522, 523, 536, 542, 551, 554, 566, 569, 575, 579, 580, 585, 587, 590, 602, 605, 609, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 643, 649, 652, 653, 655, 658, 661, 670, 694, 698, 699, 700, 702, 703, 706, 741, 776. |
| Food & Drink Advertorial | 532K printed circulation; 2.2M total impressions (print & digital) | N/A | A double-page spread story around the featured products – developed, written, and produced by LCBO editorial team and agency partners. |
| LCBO Flyer Brand Feature | 130K printed circulation; 30K digital | N/A | Circulation includes in-store distribution and digital edition on Flipp. |
| Radio Spot | 675K Impressions | N/A | Dedicated brand spot in major Ontario markets |
| Staff-Led Tastings | 12K Engagements | 36-48 units per tasting | 60 employee led tastings at 20 store locations |

*This display is a large rectangular table with two small adjacent square tables (or baskets in place of side tables), typically located towards the middle of the power aisle. It will be a tiered cake-style display in a handful of stores.



*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast.

BRAND SPOTLIGHT: FEATURE FIXTURE

| | | |
|--|-----------------------------------|----------|
| This Brand Spotlight Package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 1, 2, 3, 4, 5, 6, 7, 8, 12, 13 | \$50,000 |
| | PT 11 | \$39,500 |

NOTE:

- This Spotlight is not available in P9/P10
- LCBO may choose to split this display among multiple suppliers at a prorated cost.

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|--------------------|----------------|---|---|
| Feature Fixture | 145 Stores | 5-10 skus Estimated Capacity: 10-20 cases | 355, 4, 6, 10, 21, 22, 23, 31, 38, 41, 43, 49, 55, 57, 63, 74, 82, 93, 102, 106, 125, 130, 139, 144, 145, 148, 150, 153, 156, 175, 195, 201, 209, 211, 221, 227, 228, 234, 243, 248, 250, 252, 263, 278, 279, 300, 310, 326, 344, 351, 358, 359, 360, 370, 371, 390, 391, 392, 394, 398, 401, 404, 411, 412, 428, 436, 437, 438, 443, 453, 481, 485, 489, 490, 495, 497, 500, 501, 532, 539, 540, 542, 544, 546, 551, 554, 555, 564, 571, 575, 580, 585, 602, 609, 614, 618, 619, 623, 632, 633, 640, 649, 652, 653, 654, 655, 660, 661, 667, 670, 674, 691, 698, 699, 702, 703, 706, 741, 627, 648, 19, 44, 62, 83, 95, 164, 207, 208, 217, 269, 325, 334, 367, 385, 387, 445, 465, 486, 499, 511, 536, 549, 617, 634, 743 |
| Staff-Led Tastings | 6K Engagements | 36-48 units per tasting | 30 employee led tastings at 10 store locations. |

*This display is a wall unit that includes a header (channel) sign along with box signs. It is typically located at the front of store along the entrance way.



*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast.

BRAND SPOTLIGHT: COCKTAIL OF THE MONTH

| | | |
|--|--------------------------------------|----------|
| This Brand Spotlight Package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13 | \$40,000 |
| | PT 10 | \$50,000 |
| | PT 11 | \$32,000 |

NOTE:

- This Spotlight is encouraged to have a Mixer VA component.
- Supplier-produced merchandisers may take the place of the A-Frame Fixture and/or Blockpile at select stores – proposed concept must be included with the submission.

*This display is free-standing fixture with a header sign. It is typically located near the front of the store. In some stores, this display is a blockpile. If applicable, Mixer VAs may be blockpiled adjacent to the product in both display formats.

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|--------------------|--|--|---|
| A-frame Fixture | 195 Stores (113 Fixture Stores, 82 Cut-Case Stores) | 3-5 skus (including VAs) Estimated Capacity: 10 cases | <p>Fixture: 1, 4, 23, 31, 36, 38, 55, 65, 74, 82, 83, 93, 106, 115, 130, 148, 150, 156, 164, 171, 187, 195, 198, 200, 208, 209, 221, 228, 233, 243, 252, 263, 279, 288, 298, 300, 325, 326, 329, 334, 344, 346, 351, 358, 359, 360, 367, 370, 371, 381, 383, 385, 386, 390, 392, 394, 397, 407, 412, 416, 428, 432, 437, 438, 443, 445, 452, 470, 481, 485, 486, 489, 490, 495, 497, 499, 501, 505, 532, 536, 540, 544, 549, 556, 566, 569, 575, 584, 587, 590, 593, 602, 605, 609, 616, 617, 619, 623, 627, 630, 632, 634, 640, 641, 649, 672, 691, 694, 698, 703, 706, 743, 776.</p> <p>Cut-Case: 744, 10, 15, 21, 22, 27, 33, 34, 35, 38, 44, 47, 49, 50, 58, 63, 70, 72, 73, 80, 85, 95, 97, 101, 102, 132, 145, 153, 160, 166, 188, 190, 199, 201, 217, 226, 242, 248, 253, 255, 266, 268, 286, 310, 311, 312, 361, 362, 378, 382, 393, 398, 400, 401, 408, 417, 427, 431, 444, 459, 475, 491, 511, 517, 522, 523, 539, 542, 545, 553, 564, 568, 572, 573, 586, 624, 631, 635, 642, 702, 771, 355.</p> |
| Staff-Led Tastings | 4K Engagements | 36-48 units per tasting | 20 employee led tastings at 10 store locations. |



*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast. A supporting blockpile for a VA may be executed.

HOW TO APPLY

Follow these easy steps:

- Complete the application form, “**F21 Brand Spotlight Application Form,**” included in this email.
- We expect to receive **one file** per supplier. If applying for Brand Spotlights in multiple periods, you may use multiple worksheets clearly labelled by period: P01, P02, P03 etc.
- Send the file by email to the respective Category Managers no later than **August 9th EOD.**

From there:

- Successful applicants will be notified by August 30th, prior to the P1/P2 thematic application deadlines on September 13th.
- Following approval, participating suppliers are expected to provide the following items in a consolidated manner for marketing consideration:
 - Visuals/Assets:
 - Existing brand campaign visuals
 - Permission for LCBO to use assets (when required)
 - Key message and/or campaign tagline
 - Cocktails (+food matches if applicable)
 - Tasting Store preferences (*note store preference is not guaranteed)
 - Products (2) to be featured at tastings (+preferred cocktail and food match)



SELECTION CRITERIA

LCBO will consider several factors when reviewing the applications:

- Size of the brand and growth trend
- LCBO benefit: Sales, up-sell potential, relevancy
- Alignment with LCBO seasonal themes and key consumer occasions.
- Consumer benefit: Education, solution, engagement, value

For reference, below are the dates and occasions for F21:

| Seasonal Themes | Period | Dates | Relevant Occasions |
|-----------------|--------|------------------------------------|---|
| SPRING | P1 | April 1 - 25, 2020 | Easter |
| | P2 | April 26 - May 23, 2020 | Victoria Day / Mother's Day |
| SUMMER | P3 | May 24 - June 20, 2020 | Father's Day (June 21) |
| | P4 | June 21 - July 18, 2020 | Canada Day |
| | P5 | July 19 - August 15, 2020 | Civic Holiday |
| | P6 | August 16 - September 12, 2020 | Labour Day |
| FALL | P7 | September 13 - October 10, 2020 | Thanksgiving (October 12) |
| | P8 | October 11 - November 7, 2020 | Halloween |
| HOLIDAY | P9 | November 8 - December 5, 2020 | Black Friday |
| | P10 | December 6, 2020 - January 2, 2021 | Christmas / NYE |
| WINTER | P11 | January 3 - January 30, 2021 | Robbie Burns Day |
| | P12 | January 31 - February 27, 2021 | Lunar New Year / Valentine's Day / Family Day |
| | P13 | February 28 - March 31, 2021 | St. Patrick's Day |



FAQ

- **Can we submit multiple opportunities per period for LCBO to consider?** Yes, a supplier may be granted multiple Brand Spotlight opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same display if the opportunity makes sense.
- **Can we geo-target a Brand Spotlight in select stores?** At this time, preference will be given to Brand Spotlights that are feasible in all participating stores.
- **Can we flight the Brand Spotlight for a shorter or longer duration than 4 weeks?** At this time, preference will be given to Brand Spotlights that are feasible for a 4-week period.
- **Will we be able to weigh-in and/or approve creative elements associated with our approved Brand Spotlight?** LCBO's Marketing team will collaborate with our suppliers on creative and is open to leveraging brand assets, where appropriate. That said, LCBO will own the creative and shall not require formal approval from the supplier. LCBO will also be fully responsible for production and installation of displays.
- **Can we customize signage components for our Brand Spotlight?** Ideas for enhanced signage will be considered for use at select stores, but not guaranteed.
- **Can a Trade Association apply for a Brand Spotlight to promote a Country or Region?** Yes. The application should include details of the promotional message, the support activity planned and the estimated number of participating products. The product list can be finalized in partnership with the category team if the application is accepted.



FAQ

- **Will blockpiles continue to be an opportunity outside of Brand Spotlights?** Yes, blockpile displays will continue to be considered outside of these Brand Spotlight opportunities. Proposals for blockpile displays should be included at the same time brand spotlight proposals are due.
- **Can sponsorships be leveraged through Brand Spotlights?** Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting the Brand Spotlight proposal.
- **How has costing been determined?** The cost is relative to current in-store display fees (EA, DOW etc), and has also accounted for actual Advertising costs.
- **Will inventory be forced to participating stores?** A minimum display quantity is forced from the promo tree to participating stores. It is the responsibility of the Store Manager to build 'ready-for-business' promotional displays.
- **Will feedback be supplied if our application is declined?** Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding the Brand Spotlight Program or the application process may be directed to the appropriate Product Manager.



Blockpiles



BACKGROUND

Our **Blockpile Program** continues to evolve and improve! We are pleased to continue offering several dedicated display opportunities during our Fiscal 21 promotional year. This program provides an opportunity for many brands to engage with LCBO customers through a multi-faceted approach. Participation in the program will position your brand at the forefront of the customer's journey, and includes brand presence in key display space, along with prominent brand positioning in LCBO's External Campaign.

NOTE: This display point will be prioritized by the Beer, Cider and Ready-to-Drink team; opportunities that exist for other categories to execute, will be reviewed on an ad hoc basis.

Why participate in the program ?

- Create direct touchpoint opportunities for your brand
- Dedicated brand exposure through display signage
- Drive significant sales volume in participating stores



THE OPPORTUNITIES

Blockpile Free-standing Display



Full details on these opportunities are available on the subsequent pages...



BLOCKPILE A

This Blockpile Package, inclusive of all opportunities and non-negotiable, is available for a rate of **\$15 per sku per store per week**

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|---|----------------------|--|---|
| Blockpile Signage Kit - Includes Pole Topper, Riser Wrap, and Pricer Cards for all participating products. (OPTION: Supplier-Produced Merchandiser in lieu of Pole Topper and Riser Wrap) | 183 Stores | 3-6 skus Estimated Capacity: 20-35 cases | Blockpile: 1, 10, 15, 17, 23, 31, 38, 55, 65, 74, 82, 83, 102, 110, 115, 130, 132, 148, 149, 150, 156, 164, 168, 171, 187, 191, 195, 211, 212, 217, 227, 233, 243, 250, 252, 253, 263, 265, 279, 287, 288, 298, 300, 326, 329, 334, 344, 346, 351, 359, 361, 367, 381, 383, 385, 390, 391, 394, 397, 401, 404, 407, 412, 416, 427, 436, 438, 443, 445, 459, 470, 490, 491, 495, 497, 499, 522, 523, 542, 544, 554, 579, 580, 586, 587, 590, 602, 605, 609, 617, 619, 623, 627, 630, 632, 634, 640, 641, 655, 658, 670, 694, 706, 741 End Aisle: 21, 27, 33, 34, 36, 41, 44, 47, 49, 93, 95, 101, 106, 145, 160, 166, 183, 198, 200, 209, 221, 226, 228, 242, 249, 268, 278, 310, 312, 343, 355, 360, 373, 378, 386, 388, 392, 393, 400, 408, 411, 417, 418, 428, 431, 432, 444, 452, 481, 485, 501, 509, 511, 517, 518, 536, 539, 545, 549, 553, 556, 564, 566, 569, 572, 573, 593, 599, 616, 624, 631, 635, 642, 649, 652, 685, 703, 771, 776 |
| LCBO Beer Campaign Feature | 500K estimated reach | N/A | Circulation includes in-store distribution and digital edition on Flipp. |

*This is a free standing display OR an End Aisle located near the front of the beer section. A supplier-produced merchandiser (approved by LCBO) may take the place of the standard blockpile format. Please refer to Supplier-Produced Merchandiser Guidelines.



*Participating stores and components subject to minor changes. Qty purchased subject to LCBO sales forecast.

Beer Excitement Zone



BACKGROUND

Since its launch in summer 2018, we have seen significant success with our **Beer Excitement Program** as it continues to grow. We are pleased to continue offering several dedicated display opportunities during our Fiscal 21 promotional year. This program provides an opportunity for many brands to engage with LCBO beer & RTD customers through a multi-faceted approach. Participation in the program will position your brand at the forefront of the customer's journey, and includes brand presence in key display space, along with prominent brand positioning in LCBO's External Campaign.

Why participate in the Beer Excitement Zone program ?

- Create direct touchpoint opportunities for your brand
- Dedicated brand exposure through display signage
- Drive significant sales volume in participating stores



THE OPPORTUNITIES

Beer Excitement Zone
End Aisle



Beer Excitement Zone
Plinth (+ Optional VA Merchandiser)



Full details on these opportunities are available on the subsequent pages...



BEER EXCITEMENT ZONE: END AISLE

| | | |
|--|--------------------------------------|---------------|
| This package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13 | \$215 per end |
| | PT 10 | \$310 per end |
| | PT 11 | \$170 per end |

*This display is a standard End Aisle, located inside the Beer Cold Room or Beer Alcove. A blade sign may be included to communicate special offers.

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|--|----------------------|--|---|
| End Aisle Display: Signage includes End Aisle Backer Card, Pricer Card for each product, and Optional End Aisle Blade Sign | 190 Stores | 3 skus Estimated Capacity: 12-24 cases | 1, 4, 6, 7, 10, 15, 21, 22, 23, 25, 33, 35, 40, 41, 43, 49, 51, 55, 57, 58, 65, 70, 74, 82, 83, 84, 85, 90, 93, 97, 98, 102, 130, 139, 144, 145, 148, 149, 150, 156, 164, 167, 168, 175, 187, 191, 195, 198, 207, 208, 209, 210, 211, 212, 216, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 263, 270, 278, 279, 287, 288, 298, 300, 310, 321, 324, 329, 334, 334, 341, 351, 355, 358, 359, 360, 368, 370, 371, 373, 382, 384, 385, 391, 394, 397, 398, 401, 402, 404, 406, 407, 411, 417, 420, 425, 427, 436, 437, 443, 445, 452, 453, 454, 458, 459, 461, 470, 481, 485, 486, 489, 490, 491, 494, 495, 496, 497, 500, 501, 509, 518, 522, 529, 536, 539, 549, 551, 554, 556, 564, 580, 584, 585, 587, 590, 602, 605, 609, 616, 618, 619, 623, 624, 627, 629, 632, 633, 635, 637, 638, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 660, 661, 665, 667, 670, 671, 672, 679, 684, 691, 694, 695, 698, 699, 702, 706, 741, 743, 771 |
| LCBO Beer Campaign Feature | 500K estimated reach | N/A | Paid social media targeting beer drinkers |



*Participating stores and components subject to minor changes. Qty purchased subject to LCBO sales forecast.

BEER EXCITEMENT ZONE: PLINTH

| | | |
|--|--------------------------------------|---------------|
| This package, inclusive of all opportunities and non-negotiable, is available for a rate of: | PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13 | \$215 per end |
| | PT 10 | \$310 per end |
| | PT 11 | \$170 per end |

*This display occupies the plinth at the very front of the Beer Cold Room. In Beer Alcoves, it is a regular End Aisle at the front of the section. A supplier-produced merchandiser (approved by LCBO) may accompany the display to house Value Adds.

| COMPONENT | ENGAGEMENT | INVENTORY REQUIREMENT | DETAILS |
|---|----------------------|---|---|
| Plinth Display: Signage includes End Aisle Backer Card, Pricer Card for each product. | 190 Stores | 2-3 skus Estimated Capacity: 12-21 cases | 1, 4, 6, 7, 10, 15, 21, 22, 23, 25, 33, 35, 40, 41, 43, 49, 51, 55, 57, 58, 65, 70, 74, 82, 83, 84, 85, 90, 93, 97, 98, 102, 130, 139, 144, 145, 148, 149, 150, 156, 164, 167, 168, 175, 187, 191, 195, 198, 207, 208, 209, 210, 211, 212, 216, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 263, 270, 278, 279, 287, 288, 298, 300, 310, 321, 324, 329, 334, 334, 341, 351, 355, 358, 359, 360, 368, 370, 371, 373, 382, 384, 385, 391, 394, 397, 398, 401, 402, 404, 406, 407, 411, 417, 420, 425, 427, 436, 437, 443, 445, 452, 453, 454, 458, 459, 461, 470, 481, 485, 486, 489, 490, 491, 494, 495, 496, 497, 500, 501, 509, 518, 522, 529, 536, 539, 549, 551, 554, 556, 564, 580, 584, 585, 587, 590, 602, 605, 609, 616, 618, 619, 623, 624, 627, 629, 632, 633, 635, 637, 638, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 660, 661, 665, 667, 670, 671, 672, 679, 684, 691, 694, 695, 698, 699, 702, 706, 741, 743, 771 |
| Supplier-produced Value Add Merchandiser (optional) | 190 Stores | N/A | Store list same as above |
| LCBO Beer Campaign Feature | 500K estimated reach | N/A | Paid social media targeting beer drinkers |



*Participating stores and components subject to minor changes. Qty purchased subject to LCBO sales forecast.

HOW TO APPLY

Blockpiles and Beer Excitement Zone

Follow these easy steps:

- Contact your respective Category and Product Managers by email or review with the respective Category Managers no later than **October 8th, EOD** if you are interested in participating in either the Blockpile or Excitement Zone Programs.

From there:

- Successful applicants will be notified by email and will be required to submit an MPTS application.
- Following approval, participating suppliers are expected to provide the following items in a consolidated manner to Yvonne Shen, Senior Marketing Planner for Beer & RTD (yvonne.shen@lcbo.com)
 - Visuals/Assets:
 - Existing brand campaign visuals
 - Permission for LCBO to use assets (when required)
 - Key message and/or campaign tagline



SUPPLIER-PRODUCED MERCHANDISERS: GUIDELINES

* CREATIVE APPROVAL BY LCBO'S MARKETING TEAM IS REQUIRED *

These guidelines apply to any supplier-produced merchandiser for the Blockpile and Beer Excitement Zone Programs:

Maximum Dimensions:

- For Blockpiles: 42"- 58" height max including signage x 36" width x 30" depth
- For Occasion Plinth VA Merchandiser: 52" max height including signage x 18" width x 18 depth"

Mandatory Font: Theinhardt. NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:
https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour: Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements: Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores). In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value Add Message: Preferred message to communicate a VA is “FREE WITH PURCHASE.” Value Add messaging should always be accompanied with a “While Supplies Last” statement. “GIFT WITH PURCHASE” is also permitted.

Imagery: All imagery must in in accordance with LCBO Social Responsibility mandates. (E.g., Models must appear a minimum of 25 years of age; No images depicting physical activity, irresponsible consumption, or consumption in public places)



SELECTION CRITERIA

LCBO will consider several factors when reviewing the applications:

- Size of the brand and growth trend
- LCBO benefit: Sales, up-sell potential, relevancy
- Alignment with LCBO seasonal themes and key consumer occasions.
- Consumer benefit: Education, solution, engagement, value

For reference, below are the dates and occasions for F21:

| Seasonal Themes | Period | Dates | Relevant Occasions |
|-----------------|--------|------------------------------------|---|
| SPRING | P1 | April 1 - 25, 2020 | Easter |
| | P2 | April 26 - May 23, 2020 | Victoria Day / Mother's Day |
| SUMMER | P3 | May 24 - June 20, 2020 | Father's Day (June 21) |
| | P4 | June 21 - July 18, 2020 | Canada Day |
| | P5 | July 19 - August 15, 2020 | Civic Holiday |
| | P6 | August 16 - September 12, 2020 | Labour Day |
| FALL | P7 | September 13 - October 10, 2020 | Thanksgiving (October 12) |
| | P8 | October 11 - November 7, 2020 | Halloween |
| HOLIDAY | P9 | November 8 - December 5, 2020 | Black Friday |
| | P10 | December 6, 2020 - January 2, 2021 | Christmas / NYE |
| WINTER | P11 | January 3 - January 30, 2021 | Robbie Burns Day |
| | P12 | January 31 - February 27, 2021 | Lunar New Year / Valentine's Day / Family Day |
| | P13 | February 28 - March 31, 2021 | St. Patrick's Day |



FAQ

- **Can we submit multiple opportunities per period for LCBO to consider?** Yes, a supplier may be granted multiple display opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same display if the opportunity makes sense – e.g., around a theme or style
- **Can we geo-target a program in select stores?** We are unable to adjust store lists for the Beer Excitement Zone program. Blockpiles may be geo-targeted and program free will be prorated accordingly.
- **Can we flight a program for a shorter or longer duration than 4 weeks?** For the Beer Excitement Zone, no. For blockpile, preference will be given to programs that are feasible for a 4-week period, but longer/shorter periods will be considered.
- **Will we be able to weigh-in and/or approve creative elements associated with our approved Beer Excitement Zone?** LCBO's Marketing team will collaborate with suppliers on creative which will align visually with our seasonal thematic. They are open to leveraging brand assets at their discretion. LCBO will own the creative and shall not require formal approval from the supplier.
- **Can we customize signage components for our display?** LCBO Signage components are standard, as outlined in the program details. Supplier-produced merchandised may be customized, provided they meet our size restrictions and creative approval.(Refer to previous slide).



FAQ (continued)

- **Can sponsorships be leveraged through Beer Excitement Zone and/or Blockpiles?** Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting the proposal.
- **How has costing been determined?** The cost is relative to current in-store display fees (EA, DOW etc), and has also accounted for actual advertising costs.
- **Will inventory be forced to participating stores?** Excitement Zone displays are populated on the promo tree but currently not forced. For Blockpiles a minimum display quantity is forced from the promo tree to participating stores. It is the responsibility of the Store Manager to build 'ready-for-business' promotional displays.
- **Can Beer & RTD suppliers apply to the regular Brand Spotlight program?** Yes, Beer & RTD suppliers may also apply to the regular Brand Spotlight program. This is a more competitive program shared with Wines and Spirits.
- **Will feedback be supplied if our application is declined?** Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding the Beer Excitement Zone or Blockpile Programs may be directed to the appropriate Product Manager.