




PROMOTIONAL CALENDAR FY20/21

2020/2021 PERIODS	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	
	March 29 - April 25 2020	April 26 - May 23 2020	May 24 - June 20 2020	June 21 - July 18, 2020	July 19 - Aug 15, 2020	Aug 16 - Sept 12, 2020	Sept 13 - Oct 10, 2020	Oct 11 - Nov 07, 2020	Nov 08 - Nov 28, 2020	Nov 29 - Jan 2, 2021	Jan 3 - Jan 30, 2021	Jan 31 - Feb 27, 2021	Feb 28 - Mar 27, 2021	
KEY OCCASIONS	Easter Earth Day	Mother's Day Victoria Day Weekend	Father's Day (June 21)	Canada Day Pride	Summer Games (Tokyo) Civic Holiday	Labour Day TIFF	Thanksgiving (October 12) Yom Kippur	Halloween	Remembrance Day Black Friday	Christmas New Years'	Robbie Burns Day SuperBowl (Feb 7)	Lunar New Year Valentine's Day Family Day Oscars (February 28)	St. Patrick's Day	
SEASONS	SPRING			SUMMER			FALL		HOLIDAY		WINTER			
THEMES	Refresh			Get Outside			Summer Sizzle		Local	Whisky	The Joy of Giving		Better for You	Expert Picks
														
	The energy and optimism of Spring inspires. There's a freshness in the air and a desire to refresh and reimagine everything.			Summer is finally here and we're getting outside again! We're gardening, enjoying our back yards, and embracing the Great Outdoors!			It's summer time, and the living is easy - and outdoors! The barbecue takes center stage. What goes great with the grill? Refreshing drinks and grill-friendly pairings.		Celebrating what living in Ontario is all about! Enjoy the fall bounty and take pride in local!	Whether it's a passion for the whisky-making craft, the inspiring stories of people or place, or discovering something new - there's a whisky for everyone.	The Holiday season is for giving and we're sharing smart and creative solutions for fun holiday celebrations, festive parties plus the best gift ideas of the season.		The holidays are over and we are renewing our commitment to health. Let's make better choices by learning about lighter, better for you options and by discovering more healthful ways to enjoy our favourites.	For those of us who are looking for something new to try, want to feel more confident when shopping for products or just want to know what those in-the-know are drinking, it's time to turn to the experts for advice!
WHAT WE'RE LOOKING TO SHOWCASE	We'll introduce customers to newest flavours of the season, hot product trends and offer new ways to enjoy their favourite products. Bring us new, trending, seasonal products!			RTDs, patio-ready cocktails, and summer beer styles. Plus ciders, radlers and refreshing wines that are great for when the weather heats up.			It's all about summer get-togethers and great BBQing! We'll showcase food-friendly wines, pitcher-perfect cocktails, sangrias and more. All while cheering on our favourites at the Summer 2020 Olympic Games!		We're inspiring customers to bring home local - that's VQA wines, beers from local Ontario breweries and celebrated home-grown spirits.	We're highlighting the quality, craftsmanship and innovation coming from the whiskies of today - encouraging both the whisky-lovers and those new to the category to explore the exciting range, from home-grown favourites to rare and innovative finds.	We're highlighting holiday-worthy food and drinking pairings, cocktail party drink ideas, inspired gift packaging, seasonal products high on innovation, festive flare or with exciting value adds.		In addition to offering smart buys to our customers in January that deliver value (BAM's, LTOs and Value add incentives), we'll introduce customers to no/low alcohol products! Lighter options will take centre stage.	Our customers are looking for expert recommendations. What makes your product a great pick? Share with us your brand story. (Quality, heritage, endorsements, awards)
MINI THEMATIC WINES	Sustainability	Spring Whites	Rose	Rose	BBQ Culture (NW)	Mediterranean Lifestyle (EW)	New from Ontario VQA	New Autumn Arrivals	Giftable Wines	Holiday Entertaining	TBD	TBD	TBD	
MINI THEMATIC SPIRITS	Rum	Gin	Tequila	Cocktails 101	Olympic Gold Awards	Bourbon BBQ	Local	Whisky Education	Gifting		Better for you	Liqueurs	Irish Whiskey	
MINI THEMATIC BEER	Beer	Beer	RTD	RTD	Beer/RTD/Cider	Cider	OCB	Beer	Beer	Beer	Beer/RTD/Cider	Beer	Beer	
EA 2 (342 Stores)	Wines	WS	Beer	BS	WS	WS	WS	Wines	BS	WS	Wines	Wines	BS	
EA 3 (359 Stores)	Wines	Wines	Beer	WS	WS	BS	Wines	BS	BS	BS	BS	BS	WS	
EA 4 (359 Stores)	Wines	Wines	Cider	BS	BS	BS	Wines	BS	Wines	Wines	Wines	Wines	BS	
EA 5 (359 Stores)	Wines	BS	Beer	Wines	Wines	WS	Wines	BS	BS	BS	WS	WS	BS	
EA 6 (341 Stores)	Wines	Wines	Beer	BS	WS	BS	Wines	BS	BS	WS	WS	Wines	Wines	
EA 7 (279 Stores)	Wines	BS	Beer	WS	Wines	Wines	Wines	BS	BS	Wines	Wines	BS	Wines	
EA 8 (279 Stores)	Wines	Wines	Beer	Wines	BS	Wines	Wines	BS	BS	BS	Wines	Wines	BS	
EA 9 (241 Stores)	Wines	WS	Beer	BS	WS	WS	Wines	BS	WS	WS	WS	WS	Wines	
EA 10 (144 Stores)	Wines	WS	Beer	Wines	Wines	Wines	Wines	BS	WS	WS	BS	BS	WS	
EA 11 (144 Stores)	WS	WS	BS	BS	WS	WS	Wines	BS	WS	WS	WS	BS	BS	
EA 12 (144 Stores)	BS	BS	WS	WS	BS	BS	BS	BS	BS	BS	BS	Wines	WS	
EA 13 (144 Stores)	Wines	Wines	Wines	Wines	BS	BS	WS	BS	BS	BS	BS	BS	Wines	
EA 14 (144 Stores)	BS	WS	BS	BS	Wines	Wines	BS	BS	WS	WS	Wines	Wines	BS	
EA 15 (144 Stores)	Wines	Wines	WS	WS	WS	WS	BS	Wines	Wines	Wines	WS	WS	Wines	
EA 16 (52 Stores)	BS	BS	Wines	Wines	BS	BS	Cider	WS	BS	BS	BS	BS	BS	
EA 17 (52 Stores)	WS	WS	BS	BS	Wines	Wines	Beer	BS	Wines	Wines	Wines	Wines	Wines	
EA 18 (52 Stores)	Wines	Wines	WS	WS	WS	WS	Beer	Wines	BS	BS	Wines	Wines	BS	
EA 19 (52 Stores)	BS	BS	Wines	Wines	WS	WS	Beer	WS	BS	BS	BS	BS	WS	
EA 20 (52 Stores)	Wines	Wines	BS	BS	Wines	Wines	Beer	WS	Wines	BS	Wines	Wines	Wines	
Front End Merchandise (FEM) (201 Stores)	Beer	Cider	Beer	Beer/RTD/Cider	RTD	Beer	Beer	RTD	RTD	Beer	Beer/RTD/Cider	Beer	Beer	