

January 15, 2019

Re: **P7 2019-2020 Ontario Wines Display Space Details**

Dear Trade Partners,

To guide agents/suppliers in making MPTS applications for P7 programming, we are sharing the details below.

**Astrid Brummer**  
Category Manager, Ontario Wines  
astrid.brummer@lcbo.com  
416-864-6340 Tel.

**The deadline for P7 (and P8) applications is February 15, 2019.**

**DISPLAY SPACE & SUPPORT PROGRAMS**

**Laura Ruffolo**  
Product Manager, Ontario Wines  
laura.ruffolo@lcbo.com  
416-864-6743 Tel.

**End Aisles:** Apply for the largest-sized end aisle that suits your budget. We will review all applications and position them on the appropriate end aisle. Each end aisle is intended to display **one winery, or one brand, or one tourism region.**

43 Freeland St.  
Toronto, ON, M5E 1A4



	Two Promotions	
	PA (VQA)	PB (ICB)
3 Products per End	Approximate store distribution	Approximate store distribution
END AISLE 2	209	138
END AISLE 3	210	150
END AISLE 4	210	150
END AISLE 5	210	150
END AISLE 6	208	137
END AISLE 7	202	84
END AISLE 8	202	84
END AISLE 9	178	70
END AISLE 10	178	70
END AISLE 11	104	47
END AISLE 12	104	47

**LTOs:** Available for every product selected for a display opportunity.

**Thanksgiving weekend and one-week super sale LTOs:** Distributed to all participating stores; available for any well-distributed, high-performing item.

**Shelf extenders:** Distributed to all participating stores.

**Other Opportunities**

Please propose any ideas that you may have for near-packs, value-adds or other incentives.

Remember that your participation in P7 programming will ensure you are considered for potential staff training events (WOW tours).

Program rate information is available [here](#).

If you have questions or concerns please contact:



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