

January 29, 2018

Re: **P7 2018-2019 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.

The deadline for P7 (and P8) applications is February 23, 2018.

DISPLAY SPACE & SUPPORT PROGRAMS

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.**

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	Two Promotions	
	PA (VQA)	PB (ICB)
3 products per	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

Front End Merchandiser & Shopping Cart Advertising: Distributed to all participating stores; available for either 1 or 2 VQA items or for either 1 or 2 ICB items.

Wines Mini Thematic B: Distributed to all participating stores; available for new VQA wines.

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

Deal of the Week (one-week LTOs): Distributed to all participating stores; available for any well-distributed, high-performing item.

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 staff training events (WOW tours).

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

If you have questions or concerns please contact:



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