

# PROMOTIONAL CALENDAR FY19/20

2019/2020 PERIODS	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13
	April 1 - April 27 2019	April 28 - May 25 2019	May 26 - June 22 2019	June 23 - July 20 2018	July 21 - August 17 2019	August 18 - Sep 14 2019	Sep 15 - Oct 12 2019	Oct 13 - Nov 9 2019	Nov 10 - Dec 7 2019	Dec 8 2018 - Jan 4 2019	Jan 5 - Feb 1 2020	Feb 2 - Feb 29 2020	March 1 - March 31 2020
<b>OCCASIONS</b>	Easter Earth Day	Mother's Day Victoria Day Weekend	Father's Day	Canada Day Pride	Civic Long Weekend	Labour Day TIFF	Thanksgiving Yom Kippur	Halloween	Remembrance Day	Christmas New Years'	Chinese New Year Robbie Burns Day SuperBowl (Feb 2)	Oscars Valentine's Day Family Day	St. Patrick's Day
<b>SEASONS</b>	<b>SPRING</b>		<b>SUMMER</b>			<b>FALL</b>			<b>HOLIDAY</b>		<b>WINTER</b>		
<b>THEMES</b>	<b>Refresh</b>		<b>Get Outside</b>		<b>Summer Sizzle</b>		<b>Bring Local Home</b>	<b>Whisky Rocks</b>	<b>The Joy of Giving</b>		<b>Savings &amp; Rewards</b>	<b>Expert Picks</b>	
	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. We're gardening, lunching al fresco and embracing the Great Outdoors!		We're taking it slow and easy, simplifying everything. We're living for long weekends at the cabin and with friends. The barbecue takes center stage.		The changing seasons: It's part of what makes us Canadian! Celebrating what living in Ontario is all about!	Music brings people together. We celebrate with our favourite people, listen to our favourite artists, watch our favourite teams, and enjoy our favourite drink.	The Holiday season is busy and we're sharing smart and creative solutions for all of our entertaining, socializing, vacationing and gift-giving needs.		The holidays are over and we're looking forward to the new year with optimism. We are shedding the weight of last year and looking for great value.	We are shifting our mindsets and preparing to get together with friends and family. It's time to turn to the experts for recommendations and ways to impress.	
<b>WHAT WE'RE LOOKING TO SHOWCASE</b>	We'll introduce customers to fresh flavours, trends and offer new ways to enjoy their favourite products. Bring us new, trending, seasonal and twist on classics.		Everything is lighthearted: fun-flavoured RTDs, patio ready cocktails, and summer beer styles, ciders, radlers and wines perfect for sipping.		It's everything barbecue and the heat: We'll showcase BBQ-ready wines and grilling recipes plus staple bars spirits for pitcher drinks, appetizers and wines for sangria.		We're inspiring customers to bring home local – That's VQA wines and local brews and spirits for fall celebrations!	Curating whiskies to suit your rock-n-roll loving home crowd. We're picking wine to suit your next party's jazzy playlist, spotlighting brews from local brew masters. What is your brands connection to music? Tell us.	Holiday time is gifting time at LCBO, we want to inspire with great packaging, product innovation and exciting value adds.		We are offering smart buys to our customers in January. We're counting on uncomplicated, the iconic and the guaranteed-to-please. We want BAM's, LTOs and Value add incentives.	Our customers are looking for expert recommendations. Share stories on what makes your product a great pick. (Quality, heritage, endorsements, awards - your recommendations)	
<b>MINI THEMATIC WINES</b>	Organic Wines	Year Round Rose Wines		Sparkling Wines	BBQ Reds		NEW Ontario VQA	Wines with Special Finishes	90 point wines		Amazing value (under \$10.95, LCBO exclusive)	TBD	
<b>MINI THEMATIC SPITIS</b>	Sipping Rums	Pink Gin	Sipping Tequila/100% Agave	Caesar 3 Ways	Appetizers	Pitcher Drinks	Made in Ontario Spirits	Deluxe Canadian Whisky	Covetable/Giftable Spirits		Simple Mixed Drinks for Game Day	Liqueurs - Winter Indulgence	Irish Heritage
<b>MINI THEMATIC BEER</b>	Guide to Essential Beer Styles	New Craft Beer	RTD	RTD	Craft Lagers (all styles) for Summer	Introduction to Sours	Local Craft Beer	All About IPAs	Iconic Beers	Beer Gifts	Winter Beers	American Craft Beer	TBD
<b>PRODUCTS OF THE WORLD/ DESTINATION BOUTIQUES</b>	California	New Zealand	Italy	Spain and Portugal	South Africa and Greece	Australia	Kosher	Germany	Chile	France	East Asia	East Asia	Argentina
<b>Front End Merchandiser (FEM)</b>	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD	Beer/RTD
<b>EA 2</b>	Wines	Wines	Beer	Brown Spirits	White Spirits	White Spirits	Wines	Brown Spirits	White Spirits	White Spirits	Brown Spirits	Brown Spirits	Brown Spirits
<b>EA 3</b>	Wines	White Spirits	Beer	White Spirits	White Spirits	Brown Spirits	Wines	Brown Spirits	Brown Spirits	Brown Spirits	Wines	Wines	White Spirits
<b>EA 4</b>	Wines	Wines	Beer	Brown Spirits	Brown Spirits	Brown Spirits	Wines	Brown Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Wines
<b>EA 5</b>	Wines	Brown Spirits	Beer	Wines	Wines	White Spirits	Wines	Brown Spirits	White Spirits	White Spirits	White Spirits	White Spirits	Brown Spirits
<b>EA 6</b>	Wines	Wines	Beer	Brown Spirits	White Spirits	Brown Spirits	Wines	Brown Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Wines
<b>EA 7</b>	Wines	Brown Spirits	Beer	White Spirits	Wines	Wines	Wines	Brown Spirits	Wines	Wines	Brown Spirits	Brown Spirits	Wines
<b>EA 8</b>	Wines	White Spirits	Beer	Wines	White Spirits	Brown Spirits	Wines	Brown Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Brown Spirits
<b>EA 9</b>	Wines	White Spirits	Beer	Brown Spirits	White Spirits	Wines	Wines	Brown Spirits	Brown Spirits	Brown Spirits	White Spirits	White Spirits	Wines
<b>EA 10</b>	Wines	Wines	Beer	Wines	Wines	Wines	Wines	Brown Spirits	White Spirits	White Spirits	Brown Spirits	Wines	White Spirits
<b>EA 11</b>	Brown Spirits	Brown Spirits	White Spirits	White Spirits	Brown Spirits	Brown Spirits	Wines	Brown Spirits	White Spirits	White Spirits	White Spirits	Brown Spirits	Brown Spirits
<b>EA 12</b>	White Spirits	White Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Wines	Brown Spirits	Brown Spirits	Brown Spirits	Wines	White Spirits	White Spirits
<b>EA 13</b>	Wines	Wines	Wines	Wines	Brown Spirits	Brown Spirits	White Spirits	White Spirits	Brown Spirits	Brown Spirits	Brown Spirits	Brown Spirits	Wines
<b>EA 14</b>	Brown Spirits	White Spirits	Wines	Wines	White Spirits	White Spirits	Brown Spirits	Brown Spirits	White Spirits	White Spirits	Wines	Wines	Brown Spirits
<b>EA 15</b>	Wines	Wines	White Spirits	White Spirits	White Spirits	White Spirits	Brown Spirits	Wines	Wines	Wines	White Spirits	White Spirits	Wines
<b>EA 16</b>	Brown Spirits	Brown Spirits	White Spirits	White Spirits	Brown Spirits	Brown Spirits	Beer	White Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Brown Spirits
<b>EA 17</b>	White Spirits	White Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Beer	Brown Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Wines
<b>EA 18</b>	Wines	Wines	Wines	Wines	White Spirits	White Spirits	Beer	Wines	Brown Spirits	Brown Spirits	Brown Spirits	Brown Spirits	White Spirits
<b>EA 19</b>	Brown Spirits	Brown Spirits	Wines	Wines	White Spirits	White Spirits	Beer	White Spirits	Brown Spirits	Brown Spirits	Wines	Wines	Wines
<b>EA 20</b>	Wines	Wines	Brown Spirits	Brown Spirits	Wines	Wines	Beer	White Spirits	Wines	Wines	Brown Spirits	Brown Spirits	Brown Spirits