

LCBO

FY26 PROMOTIONAL OPPORTUNITIES (PERIODS 9-10 & 11)

Overview & Application Process

NEW

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Our Promotional Strategy

We are pleased to share our promotional strategy, priorities, and opportunities for the Fiscal 25/26 year. This document gives you, our Trade Partners, a high-level view to the holiday season, to enable holistic and collaborative planning. Our plans continue to be guided by our brand promise, *Perfect Choices Made Easy. Moments Made Great*, and are built to deliver a customer-first, relevant, and seamless omni-channel experience.

OUR PRIORITIES

Product Discovery

Our promotional periods will help customers easily discover the perfect choice by focusing on a relevant product trait: New/Trendy, Local, Easy Solutions, Value/Rewards or Lighter Choices and LCBO Exclusive Products.

Loyalty & Rewards

Our loyalty program, Aeroplan, provides us with valuable customer data enabling personalization and supporting business decision. We will continue to offer exciting opportunities to participate in Aeroplan programming.

Gifting

We will continue to enhance LCBO's reputation as a destination for inspiring gifts by helping customers shop for both core gift occasions, and everyday celebrations - from birthdays to "thank you's". Our new Online Gift Shop and in-store gifting displays (formally Mini-Thematic programs) will help us drive this business priority.

Social Impact

Through the Spirit of Sustainability, we will amplify our ongoing commitment to support the province's social and environmental needs, ensuring the decisions we make have positive impacts across Ontario's diverse communities.



Key Program Changes & Updates

NEW PERIODS 9-11 SEASONAL UPDATES

Please be advised, this document contains the planned promotional activity for Periods 9 through 11.

Plans for Periods 12-13 will be shared at a later date.

Please connect with your Category partners for more information.

NEW FOOD & DRINK HOLIDAY ADVERTORIAL OPPORTUNITY

We are pleased to offer a new advertorial opportunity with *Food & Drink* to promote an assortment of festive and year-round products.

Please refer to the [Food & Drink Holiday Advertorial Opportunity](#) page for pricing information.

NEW VQA WINES FLEX SPACE

A new Wines Flex Space dedicated to highlighting VQA Wines has been created and will be available to Trade Partners as of FY26 Period 9.

Please refer to the [Wines Flex Space](#) page for pricing information.

UPDATE BLOCK PILE D MAXIMUM SIZE UPDATE

The new maximum size of merchandisers for Block Pile D are 30" wide x 30" deep x 72" high.

VALUE-ADD MERCHANDISERS REMOVED FROM DISPLAYS

The Supplier Merchandiser options have been removed from the following displays:

- Block Pile A (for stores that implement on End Aisles or the Metal Frame fixture)
- Spirits Cold Room (A-Frame)

Value-adds for products on these displays must be physically applied to participating products. Value-adds for the Spirits Cold Room display may also be merchandised on the top shelf of the fixture as an additional option.

WEEK LONG SUPER SALE EVENTS

Details on this new program are available on the [Super Sale](#) page.

The Super Sale Program is used to drive traffic in-store through compelling offers on popular products in advance of key occasions. Participating products will be merchandised in our high-traffic engagement aisle for the duration of the sale. Suppliers are encouraged to apply with their best offer proposition.

UPDATED CHARITY PROMOTIONS PROGRAM APPLICATION

About the Charity Promotions Program

Spirit of Sustainability (SoS) is the LCBO's social-impact platform designed to create a more sustainable future for Ontario by

supporting the province's social and environmental needs. SoS's efforts focus on three strategic pillars: Good People, Good Planet, and Good Partnerships.

As part of our Good Partnerships pillar, we are committed to recognizing and supporting Good Partners who are making strides in sustainability through diversity, inclusion, community investments, and environmental practices.

In alignment with our Good Partnerships commitment, we have strengthened any related charity / non-profit related programs or partnerships executed by suppliers within the LCBO footprint. Our refreshed Charity Promotions Program application process will streamline how suppliers apply for charity-related in-store / online promotions and improve alignment to SoS.

Eligibility Requirements

All LCBO suppliers that are providing donations from product sales towards a charity or non-profit and are promoting that partnership through LCBO sales channels such as LCBO.com, social media, in-store and external advertisement or product packaging must apply for the *Charity Promotions Program*.

How to Submit an Application

The new Charity Promotions Program application process entails the submission of the following documents to spiritofsustainability@lcbo.com for approval of your promotion:

- Application form;
- letter from the charitable partner confirming their engagement in the promotion (sample letter available in the application form);
- proof of charitable registration.

You can view and download the LCBO's Charity Promotions Program application form in English in the 'Sustainability' section of www.doingbusinesswithlcbo.com. If you have any questions regarding the updated process or you require the Guidelines in French or in an additional language, please contact us at spiritofsustainability@lcbo.com.

PROGRAM CONSOLIDATION WITH E-COMMERCE OR EXTERNAL ADVERTISING OPPORTUNITIES

As a reminder, the following programs have been consolidated with existing e-commerce or advertising opportunities. As of FY25, the following programs have been bundled with the noted displays.

Display	Bundled with
End Aisles 2-9 and 11-20*	Digital Flyer Opportunity
Block Piles A & B & C	
Beer Excitement Zone (21A, C & D)**	
Wines & Spirits Gifting Displays	Gifting Digital Advertising Campaign
Vintages Essentials on Offer End Aisle	LCBO.com Paid Placement
Entrance Table	
Cocktail of the Month (End Aisle 1)	
Local Beer & Cider Display (End Aisle 10)	
Top Picks (RTD Impulse Display)	

*Excludes End Aisles 1/Cocktail of the Month and 10 Local Beer & Cider Display

**Excludes Beer Excitement Zone 21B

Holiday Summary

SEASONAL THEMES

Our holiday campaign will reinforce LCBO as THE retail destination for gift giving and inspired entertaining ideas. We'll motivate consumers by highlighting our best and most unique gifts for the wine lover, the spirits connoisseur and the beer aficionado on your list. Gifting will continue to be the primary focus. Entertaining will be secondary

Product Discovery: Easy Gift Solutions

	P9	P10
CORE SALES & GIFTING OCCASIONS	Black Friday (November 28)	Cyber Monday (December 1) Christmas (December 25) Boxing Day (December 26) New Year's Eve (December 31)
DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS	Remembrance Day (November 11)	Giving Tuesday (December 2) International Day of Persons with Disabilities (Dec 3) Hanukkah/Chanukah (December 14 - 22) Kwanzaa (December 26 - January 1)
SOS FOCUS & FUNDRAISING CAMPAIGNS	Gifts of Impact / Moderation Focus Children's Charities Fundraising Campaigns / Moderation Focus	Children's Charities Fundraising Campaigns
AEROPLAN PROMOTIONS	ONLINE AND IN-STORE Aeroplan Contest	ONLINE & IN-STORE: Vintages Build A Case Sale (Dates TBC)
GIFTING	Holiday Gifting Program (Gift Cards and Gift Packaging)	

Holiday Summary

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
Feature Fixture A & B	Holiday Gifts Program (Not Sold)	
Cocktail of the Month (EA 1)	Cold/Dark Brew Cocktail (Dark or Amber Rum base)	S'Mores Cocktail (Cream Liqueur base)
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Aged Spirits Gifts	Luxe Spirits Gits
Wines Gifting Display	Wines for Entertaining (GL/ Essentials)	Sparkling Wines
Front Nesting Table	Spirits (Super Premium/Luxe Bar)	Spirits
Middle Nesting Table	Flight A: Holiday Favourites VQA Flight B: Customer Favourite Wines	Premium Essentials for Gifting
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCTRD Loyalty Block Pile (C)	Wines Aeroplan Brand/Multi-brand Takeover Offers	Wines Aeroplan Brand/Multi-brand Takeover Offers
Spirits Loyalty Block Pile (C)	Spirits Aeroplan Brand/Multi-brand Takeover Offers	Spirits Aeroplan Brand/Multi-brand Takeover Offers
Local Beer & Cider Display (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone C	Beer	RTD
Beer Excitement Zone D	RTD	Beer
Spirits Cold Room	Spirits	
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	White Spirits Impulse	White Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Brown Spirits Impulse	Brown Spirits Impulse

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP
Pop Up Shops	All categories may apply	All categories may apply
Flagship Spotlight	All categories may apply	All categories may apply

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 9	Period 10
End Aisle 2	Spirits	Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Spirits	Spirits
End Aisle 5	Wines	Wines
End Aisle 6	Spirits	Spirits
End Aisle 7	Wines	Wines
End Aisle 8	Spirits	Spirits
End Aisle 9	Spirits	Spirits
End Aisle 11	Spirits	Spirits
End Aisle 12	Spirits	Spirits
End Aisle 13	Spirits	Spirits
End Aisle 14	Spirits	Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Spirits	Spirits
End Aisle 17	Wines	Wines
End Aisle 18	Spirits	Spirits
End Aisle 19	Spirits	Spirits
End Aisle 20	White Spirits	White Spirits
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	TBD	Kosher

FOOD&DRINK

Holiday Advertorial Opportunity ENTERTAINING ESSENTIALS (MPTS CODE: FSI-B)

Food & Drink's Holiday issue is highly-sought-after by our readers, and a great channel to engage customers and drive sales of incredible holiday products from the LCBO. We are pleased to offer a new advertorial opportunity with *Food & Drink* to promote an assortment of festive and year-round products.



This is an MPTS Applied Promotional Program. Please apply through MPTS directly before the deadline.

What We're Looking For

- A total of 20-24 SKUs to feature in a entertaining-focused advertorial in the Holiday issue of *Food & Drink* (English and French). Participating products will be curated into gift solution- or pairing-based themes outlined below (subject to change based on participating products.)

What's Included

- A simple, turn-key experience! *Food & Drink* will coordinate the photography and full production of the advertorial section.*
- Placement in 2025 Holiday *Food & Drink* issue in the form of a 7-8 page special advertorial feature.
- Placement in a custom collection page on LCBO.com/foodanddrink with promotion of the collection on *Food & Drink's* Instagram (114K followers) and in a myLCBO newsletter (185K subscribers).
- *Note that your SKUs will share a page and there may be multiple SKUs from multiple agents/suppliers on a single page. Minimum of 3 and maximum of 5 SKUs per page. Based on which products apply, the *Food & Drink* team will determine the best theme/product focus for your product.

Live Date: November 5, 2025

Distribution

- 455K print copies English magazine available in 690 stores
- 23K print copies French magazine available in 386 stores
- 20K unique views digital magazine, 490K total pageviews
- Per Vividata's Spring 2024 Report, total readership is 3.1 million readers per issue

Pricing Information

\$10,000 per SKU

*Products for photography required by June 23, 2025.

Product Focus/Themes

- Products that pair with Classic Holiday dishes for all occasions (i.e., Christmas, Hanukkah, Kwanzaa)
- Products for Casual Menus and Get Togethers (Boxing Day Lunch, Movie Nights, etc.)
- Sparkling Wines to serve with Appetizers (NYE)
- Seasonal Flavours to add to Hot Chocolate/Coffee and serve with Cookies/Desserts
- Spirits to be used in Festive Holiday Cocktails for Entertaining
- Products to be served as Nightcaps with a Small Bite
- Mixed Packs and Large Formats to pair with Party Snacks
- Small Format products for Host Gifts paired with Baked Goods



Bonus Opportunity

Increase impact with an additional supplied brand ad in the Holiday issue. Participating SKUs will be eligible for a discounted rate. Please connect with Leslie Bolter, Manager, Food & Drink Media for more information at leslie.bolter@lcbo.com.

Winter Summary

SEASONAL THEMES

Period 11

Our Winter promotion will highlight products that offer exceptional value to our customers through Savings and Rewards at a time when customers are looking for deals and are particularly value-conscious.

Product Discovery: Savings & Value

Periods 12 & 13

Periods 12 & 13 will be shared at a later date.

P11

CORE SALES OCCASIONS NFL Playoffs

CORE GIFTING OCCASIONS N/A

DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS Dry/Damp January / Moderation
 Robbie Burns Day (January 25)

SOS FOCUS & FUNDRAISING CAMPAIGNS N/A

AEROPLAN PROMOTIONS ONLINE:
 Spend and Get

GIFTING Gifting:
 Year Round (milestones, anniversaries, client building, events, etc)
 Valentine's Day (only Gift Packaging)

Winter Summary

DISPLAY	PRODUCT FOCUS
Period 11	
Feature Fixture A	Spirits
Feature Fixture B (New & Seasonal)	Spirits
Cocktail of the Month (EA 1)	Clementine Vodka Tonic (Vodka & Soju base)
Entrance Table	Spirits
Spirits Gifting Display	Gifts for Less
Wines Gifting Display	Wines for Winter Celebrations
Front Nesting Table	Spirits
Middle Nesting Table	Low Sugar Wines on Offer
Beer Block Pile (A)	Beer
RTD Block Pile (B)	RTD
Wines/BCTRD Loyalty Block Pile (C)	RTD Aeroplan Brand/Multi-brand Takeover Offers
Spirits Loyalty Block Pile (C)	Spirits Aeroplan Brand/Multi-brand Takeover Offers
Local Beer & Cider Display (EA 10)	Beer
Block Pile D Activation Area	Spirits
Beer Excitement Zone A	Beer
Beer Excitement Zone C	RTD
Beer Excitement Zone D	Beer
Spirits Cold Room	Spirits
Spirited Picks	Spirits
Front End Merchandiser 1	White Spirits Impulse
Front End Merchandiser 2	Wines Impulse
Front End Merchandiser 3	Brown Spirits Impulse

DISPLAY	PRODUCT FOCUS
Period 11	
RTD Impulse Risers (1-4)	RTD with BAP
Pop Up Shops	All categories may apply
Flagship Spotlight	All categories may apply

DISPLAY	END AISLE PRODUCT FOCUS
Period 11	
End Aisle 2	Spirits
End Aisle 3	Wines
End Aisle 4	Spirits
End Aisle 5	Wines
End Aisle 6	Spirits
End Aisle 7	Brown Spirits
End Aisle 8	White Spirits
End Aisle 9	Brown Spirits
End Aisle 11	Brown Spirits
End Aisle 12	Brown Spirits
End Aisle 13	Brown Spirits
End Aisle 14	Wines
End Aisle 15	White Spirits
End Aisle 16	Brown Spirits
End Aisle 17	Wines
End Aisle 18	White Spirits
End Aisle 19	Brown Spirits
End Aisle 20	White Spirits
Vintages End Aisle (EAVL1)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	TBD

Enhanced Tasting Events

Enhanced Activations must be reviewed and approved in advance by the LCBO Senior Manager of Visual Merchandising, Customer Experience. Enhanced Activations applications are required to be sent by completing [this form](#), by the Category Approval/Decline date. Supplementary information, images and decks may be emailed to enhancedtastings@lcbo.com.

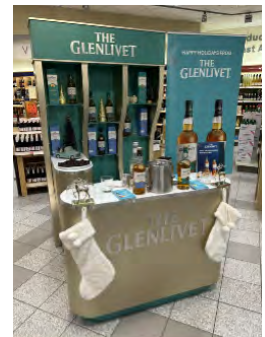
Enhanced Activations must include tasting enhancements such as elevated food pairings, celebrity appearances, bottle signings, bottle engravings and calligraphy.

This is an opportunity to showcase your SKUs/Brands that are featured on a promotional display, or relevant to the seasonal thematic. **The overall conversion rate for Enhanced Tastings in FY23/24 was 42%.**

The maximum allowable footprint is 10' x 10'. Programs to be executed in multiple locations should be scalable so that they may be accommodated within all desired stores on the participation list.

When submitting your application, please include:

- Total Footprint Required
- If electrical is required
- Dimensions of the Tasting Table/Booth
- Renderings
- Description of the Elevated Food Pairing
- NOTE: 8 x 8 Banner is Required for Celebrity Bottle Signings (please include rendering).



Participating Stores for Enhanced Tastings

1, 10, 19, 21, 31, 38, 41, 83, 115, 149, 164, 187, 217, 243, 252, 288, 346, 385, 393, 394, 412, 438, 443, 445, 452, 486, 499, 511, 522, 523, 534, 556, 573, 590, 619, 624, 630, 631, 632, 641, 776

Application Process

- Please log into LCBOnet.com then submit your application in ISTP here: http://p004:7784/instore_tasting/Home.html
- If you require access to ISTP please submit an application via TPAR here: https://www.lcboaccess.com/trading_partner_access_request/AccessRequestForm.html
- If you require a specific date or station within the store, please leave these details in the "Notes" tab of ISTP
- Complete the [online Enhanced Tasting Proposal Form](#), and email supplementary information, images and decks to enhancedtastings@lcbo.com.
- Once your proposal is approved your application will be updated in the system.



Online Enhanced Tasting Form URL: <https://forms.office.com/r/nzn9sKn3Tz>

Pricing Information

The fee to participate in Enhanced Activations is \$100/tasting and will be invoiced at the end of the period along with the cost of the product used at landed cost.

Please visit www.doingbusinesswithlcbo.com for full Enhanced Tasting program details.

Partnership Opportunity

LCBO GIFTING AS VALUE-ADDS

Our customers know that LCBO is a place to find great gifts year-round.

We want to provide gifting options for all seasons, that will showcase product online and in-stores through a partnered value-add* opportunity of LCBO Gift Cards, gift packaging, mixers as well as bar accessories and glassware.

Gift Card Options include:

- Physical co-branded LCBO and Partner gift card – 5,000 MOQ
- Physical LCBO only Gift Card (no minimum required)
- LCBO Digital Gift Card (no minimum required).
 - Digital gift cards can be emailed to recipients based on purchased transactions (i.e. qualifying Aeroplan members)

**Value-add of gift card must not exceed 20% of the value of the product; supplier responsible for all costs of value-add.*



Gift Packaging include:

- LCBO year round assortment or seasonal collection offerings (gift bags, gift boxes, Vintages wooden boxes, available in various sizes)

Mixers, Bar Accessories & Glassware Value-Add Discount Coupons

Partner with LCBO to offer customers a discount on Mixers (variety of branded cocktail syrups, juices, mixers and bitters.), Bar Accessories or Glassware (LCBO assortment of core and seasonal collections including jigger, cocktail shaker, tasting glass, corkscrew etc) as a value-add to your product.

Possible Offers could include:

- **Dollar Amount Saving:** Purchase [your product] and Save \$X off the price of [mixer/bar accessory/glassware SKU]
- **Percentage Amount Saving:** Purchase [your product] and save x% off the price of [mixer/bar accessory/glassware SKU]

Application & Approval Process

- Once a submitted application to a promotion has been approved by your category partners, contact our team to align on the required leadtimes for gift cards, packaging, reusable bags and/or accessories.
 - Physical (co-branded) Gift Cards: Up to 14 weeks depending whether it is co-brand or not.
 - Digital Gift Cards: leadtime is flexible.
 - Gift Packaging: 24-30 weeks from approval to in-store date
 - Mixers: 12 weeks from approval to in-store date
 - Bar Accessories & Glassware: 20 weeks from approval to in-store date

For more information about these exciting opportunities, please contact denise.papaconstantinou@lcbo.com.

CORPORATE GIFTING

The LCBO Corporate Client Services team is dedicated to meeting the beverage alcohol needs of companies of all sizes. These customers have unique requirements including corporate gifting, same day/multiple location delivery, and organizing large hospitality events. The LCBO is committed to building an exclusive portfolio of products and services that delight our corporate clients creating an easy to use experience.

We are looking to collaborate with our trade partners to develop new and inventive products and services to serve this unique customer group.

Suggested Products and Services

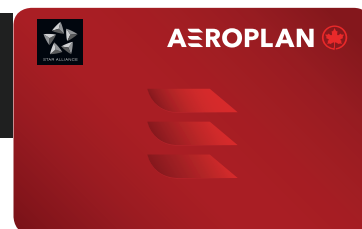
- Calligraphy and Engraving promotions
- Delivery options
- Custom banding and packaging
- Gift wrapping
- Boxed cocktail kits
- Value-Adds
- Unique experiences for Corporate Clients

Please reach out to Paul Farrell at paul.farrell@lcbo.com directly with any product, service, or promotional ideas that you want to discuss.



Customer Loyalty Program Opportunity

FY25/26 AEROPLAN ACTIVITY CALENDAR*



Over 2.7 million Aeroplan members in Ontario (legal drinking age) have earned points at the LCBO, representing almost one third of all retail sales and close to two thirds of online sales.

FY26 brings you some exciting Aeroplan promotion overlays designed to excite our customers. These overlay promotions, paid for by LCBO, provide significant added value to your bonus offer, bringing bigger bang to your promotional investment. The marketing support for these bonus offers brings customer purchase intent for the products participating, further amplifying your investment.

Trade partners should apply for regular Bonus Aeroplan point offers through MPTS for relevant products in the given promotional period (i.e. to be considered in the seasonal promo you need to apply for Bonus Aeroplan point program on a specific product). No additional action is required from trade partners to buy into the calendar of events below other than to have a product on bonus point offer in that period.

TIMING		OFFER PROPOSAL
HOLIDAY	P09	ONLINE & IN-STORE: Aeroplan Contest <ul style="list-style-type: none"> Customer Offer: With every purchase of a product on bonus, customers will earn an entry to win. Prize Details to be determined. Marketing Support: Cross channel promotional placement, in CRM and through Aeroplan digital channels
	P10	ONLINE AND IN-STORE: Vintages Case Offer <ul style="list-style-type: none"> Customer Offer: Earn 1000 points when you mix and match 12 participating Vintages products (Dates TBC) Marketing Support: Cross channel promotional placement, in CRM, Vintages Release and through Aeroplan digital channels.
WINTER	P11	ONLINE: Spend and Get <ul style="list-style-type: none"> Customer Offer: Earn 500 points with the spend of \$250 or more on LCBO.com Marketing Support: Promotional placement on LCBO.com and the App, in CRM and through Aeroplan digital channels

*Subject to change.

TRADE SPONSORED AEROPLAN BONUS OPPORTUNITIES

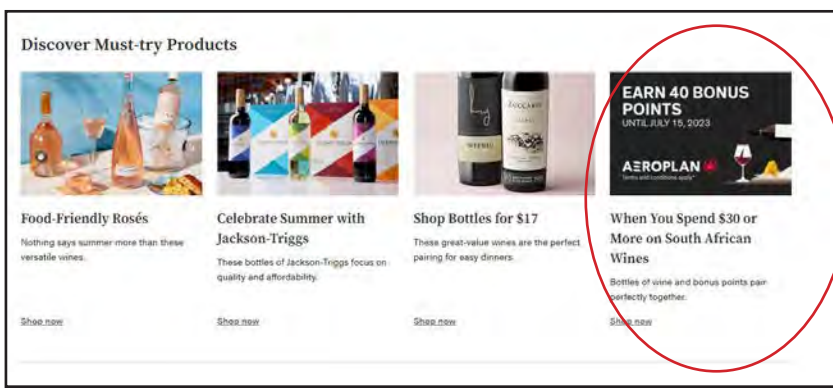
If you are interested in exploring unique Trade funded Aeroplan Bonus offers, including a country or category specific Aeroplan overlay, please apply with proposal details using the **Excel Promo Application form**, and select **“Special Aeroplan Promotion”** from the program drop down menu. “Spend and Earn” overlay opportunities are a great way to acquire new customers, drive sales and increase basket size. Participating Trade partners will receive a detailed post-mortem analysis highlighting how the promotion delivered against the offer objectives.

Offer example: Earn Y Aeroplan points when you spend on X wines from X region.

“Earn 100 bonus points when you spend \$100 or more on California Wines.” or

“Earn 40 bonus points when you spend \$30 or more on participating South African Wines.”

The objective of the offer is to incentivize new customers to discover the wine from the specific region or for returning customers to build their basket with their favourite brands, increasing spend and units per transaction while also providing value to the consumer with the Aeroplan offer.



External Promotional Opportunity

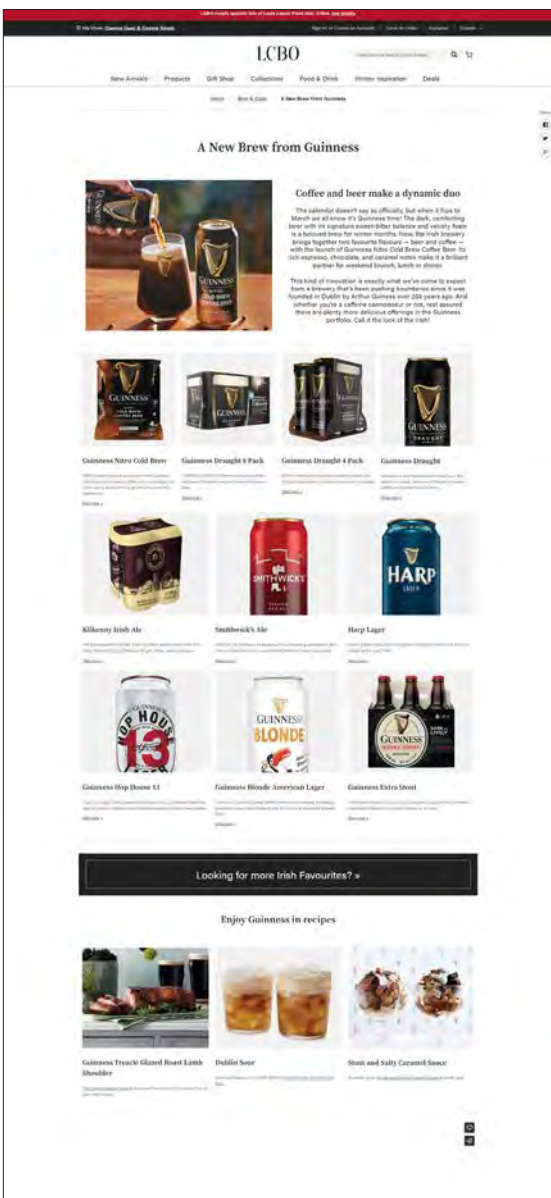
AIR CANADA ONLINE MEDIA & ACTIVATION



AN EXCLUSIVE OPPORTUNITY WITHIN THE AIR CANADA DIGITAL & LOUNGE SPACES

Stay tuned for updates on the exciting digital advertising and lounge tasting packages.

Omni-Commerce or LCBO.com Opportunity



How it Works

Feature Pages are an opportunity for Trade Partners to showcase their products and brands in an LCBO-endorsed collection with strong visibility on LCBO.com.

Feature pages are a package component of select in-store programs (Front Nesting Table, Middle Nesting Table), however we welcome applications to complement other in-store programs or as an independent LCBO.com opportunity. They are a great way to extend the reach of in-store programs, and serve as a perfect home to drive supplier digital advertising efforts.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

What's Included

- A templated feature page on lcbo.com; this can include existing or new line extensions to the feature brand (more details can be found on www.doingbusinesswithlcbo.com)
- Feature Image Placement on Category Landing Page.
- Promotion in LCBO owned communications channels
- At the conclusion of each campaign, full program reporting and analytics will be provided to show return on investment, sales lift and other key metrics.

Pricing Information

- **With An In-Store Display:** \$30,000 per period (plus the cost of an approved in-store display)*.
- **Without An In-Store Display:** \$35,000 per period.

*Not available for the following in-store displays where Feature Pages are already associated: Cocktail Of The Month (EA1), Front Nesting Table, Middle Nesting Table., Flagship Spotlight: Brand/Portfolio Takeover.

Entrance Display Opportunity

ENTRANCE TABLE (MPTS CODE: EA-S1 / EA-S2)



The Entrance Table is a square or round table situated near the front of the store, and is the first display within the customer journey.

Preference will be given to large volume SKUs or brands with a seasonally relevant compelling, simple to communicate offer, such as a standalone or combined big savings support program, appealing to a wide customer base leveraging LTO and/or Aeroplan and/or value-add with a preference for a maximum total saving of close to 20%.

This program will turn every promotional period.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- 179 Stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and lighting information.

Assortment Requirement:

- 1-4 SKUs (including Value-Adds, if applicable)

LCBO.com Paid Placement Positioning:

- Prime (first page) placement on the respective sub-category search page on LCBO.com. This placement results in 6.8× more likely to be clicked vs second page placement.

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD
PT 09	\$250/store
PT 10	\$350/store
PT 11	\$250/store

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Entrance Display Opportunity

FEATURE FIXTURE (MPTS CODES FFA & FFB)



The Feature Fixture display is a wall unit that includes a header (channel) sign as well as possible space for box signs. It is typically located at the front entrance of the store and features high impact, multi-brand seasonal stories, including existing and new products that fit the theme.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- 159 Stores total (FFA) / 139 Stores total (FFB)
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- FFA: 15-30 SKUs (including Value-Adds, if applicable)
- FFB: 10-20SKUs

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD
PT 9-10	Not Sold
PT 11	FFA: \$2,400 per SKU / FFB: \$2,400 per SKU

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

OmniCommerce Opportunity

COCKTAIL OF THE MONTH & ONLINE PAGE (MPTS CODE: BSE)



This display is located on End Aisle 1 and is the home of the Cocktail of the Month (COTM) program, highlighting *Food & Drink* featured cocktails of the season. This program will turn every promotional period.

LCBO is seeking large volume SKUs, brand and relevant multi-brand opportunities to represent the LCBO-chosen cocktail of the month for each period; see product focus information below.

Cocktail themes to be released prior to application deadlines and posted on www.doingbusinesswithlcbo.com.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- 384 Stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 2-4 SKUs (including Value-Adds, if applicable)

Employee-Led Tastings:

- 30 employee led-tastings at 10 store locations.
- 6K+ Engagement
- 36-48 units per tasting

LCBO.com Placement:

- **Paid Product Placement:** Prime (first page) placement on the respective sub-category search page on LCBO.com. This placement results in 6.8x more likely to be clicked vs second page placement.
- **Program Page** (Note in all instances of flighting and multiple participating brands, the Feature Page will be assigned to a flight at LCBO Merchandising's discretion.)
- **15 sec Cocktail Engagement Video:** 300K impressions.
- Additional details may be found on www.doingbusinesswithlcbo.com.

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD		
	TOTAL (UN-FLIGHTED)	PREMIUM FLIGHT	STANDARD FLIGHT
PT 9	\$110,000	\$46,750	\$63,250
PT 10	\$160,000	\$68,000	\$92,000
PT 11	\$88,000	\$37,400	\$50,600

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Entrance Display Opportunity

WINES & SPIRITS GIFTING DISPLAYS (MPTS CODE: MT)



The Wines & Spirits Gifting Displays (formerly known as the Mini-Thematic Displays) will each focus on **seasonally relevant products that make GREAT GIFTS**. This display may also feature LCBO gift packaging as a part of the merchandising strategy.

This program now includes [External Gifting Advertising](#).

This is an MPTS Applied Promotional Program. Please apply through MPTS directly before the deadline.

Engagement:

- 281 stores total (each display)
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 3-9 SKUs (including Value-Adds, if applicable).
- Target = 9 SKUs

Digital Advertising Campaign:

- Placement in our Digital Campaign Advertising in Periods 11-12.

This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:

PERIOD	RATE PER PERIOD
PT 9-11	\$10,000 per SKU**

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

**The charge for Wines & Spirits Gifting Displays will be billed under 2 separate invoices equaling the total cost per SKU.

OmniCommerce Opportunity

FRONT NESTING TABLE & FEATURE PAGE (MPTS CODE: BSF)



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

The Front Nesting Table is one of the first displays our customers interact with in the in-store customer journey and is pivotal in bringing the overarching promotional story to life.

This table will showcase a strong brand story or a strong multi-product seasonal story with high-volume products.

As much as possible, this display will hold for 2 periods (the season). This display may also be flighted in premium and standard stores.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- 128 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 8-12 SKUs (including Value-Adds, if applicable).

Employee-Led Tasting:

- 60 employee-led tastings at 20 store locations
- 12K Engagements+
- 36-48 units per tasting

LCBO.com Feature Page:

- Refer to the [Feature Page](#) on doingbusinesswithlcbo.com for details.
- Note in all instances of flighting and multiple participating brands, the Feature Page will be assigned to a flight at LCBO Merchandising's discretion.

This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:

PERIOD	TOTAL COST IF NOT FLIGHTED	FLIGHT A: 77 STORES	FLIGHT B: 49 STORES
PT 9	\$130,000	\$80,000	\$50,000
PT 10	\$155,000	\$95,000	\$60,000
PT 11	\$110,000	\$68,000	\$43,000

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

+Engagement based on 2019 store traffic data.

OmniCommerce Opportunity

MIDDLE NESTING TABLE & FEATURE PAGE (MPTS CODE: MD)



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.

This display is meant to showcase a seasonal or regional WINES story. When *Food & Drink* releases are currently scheduled, this display will also feature the *Food & Drink* magazine and the product will be featured within a *Food & Drink* advertorial. This table may also be flighted between premium and standard stores. If table is flighted during a F&D launch, Premium flight receives F&D Advertorial.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- 144 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 12 SKUs (including Value-Adds, if applicable).

LCBO.com Feature Page:

- Refer to the [Feature Page](#) on doingbusinesswithlcbo.com for details.
- Note in all instances of flighting and multiple participating brands, the Feature Page will be assigned to a flight at LCBO Merchandising's discretion.

This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:

PERIOD	TOTAL COST PER SKU IF NOT FLIGHTED	FLIGHT A: 89 STORES	FLIGHT B: 54 STORES
PT 9 (includes <i>Food & Drink</i> Advertorial for <u>Flight A</u> only, if flighted)*	\$11,200	\$7,000	\$4,200
PT 10	\$10,900	\$6,550	\$4,350
PT 11	\$7,250	\$4,350	\$2,900

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

*Note that publication dates are subject to change

Power Aisle Opportunity END AISLES



End Aisles are displays that showcase high-volume sales drivers that are CUSTOMER FAVOURITES that over index within their product category and for the season they are featured.

End Aisle 2-9 have the opportunity to be flighted with Standard and Premium product. Assortment Requirement: 2-6 SKUs per End Aisle.

NOTE: On End Aisles 2-4, other than solution-oriented and education-based partnerships will be considered; however, the focus will be on New products with strong support programs and [Value-Add partnerships \(click here for Value-Add Merchandiser Guidelines\)](#). In periods where there are overarching Aeroplan promotions, priority will be given to products applying with Bonus Aeroplan point offers. **Near Pack Value-Add merchandisers are not permitted on End Aisles 5-20.**

End Aisles are MPTS Applied Promotional Programs, however applications for Ends Aisles 2 to 4 MUST be submitted in advance through the Excel Applied Promotional Program form in advance of the deadline.

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Refer to [Participating Store Lists](#) section for information on how to find the number of stores participating in each End Aisle display each period.

Digital Advertising Component:

- Products approved for End Aisles 2-9, and 11-20 with LTO or Aeroplan offers will be included in LCBO's [Digital Campaigns](#) (click link for more details).
- NOTE: Where displays feature multiple products from a single brand (or multiple brands), the LCBO will select, at their discretion, at least one product from each brand to be featured in the Digital Flyer.

Regular End Aisles, inclusive of all opportunities and non-negotiable, are available at the following rates:

PERIOD	RATE PER PERIOD
PT 9	\$250 per store
PT 10	\$350 per store
PT 11	\$200 per store

Vintages End Aisles, inclusive of all opportunities and non-negotiable, are available at the following rates:

PERIOD	RATE PER PERIOD
PT 9	\$11,000 per SKU
PT 10	\$13,250 per SKU
PT 11	\$9,000 per SKU

Discovery Opportunity

DISCOVERY END AISLE (MPTS CODE: EA-W5)



This opportunity has been developed for select displays in a small group of stores, matched to a featured destination, or community event. This display is an extension of our Destination Collection strategy (and includes all product categories), and is meant to showcase smaller regions or ethnically relevant products during important cultural occasions in targeted stores.

We have calendarized the opportunities in the Seasonal Overviews, linked below. Additional opportunities are also encouraged to apply.

This program will live on an End Aisle, as determined by LCBO Merchandising and Customer Experience, which means each period (where programmed) will have its own tailored distribution, targeting a key community occasion or small Trade Association.

- Participating products are encouraged to support displays with Aeroplan, LTO, VA or Contest programming
- Participating products are encouraged to apply for tastings to enhance the in-store display
- Trade Associations are required to apply through the excel applications and reach out to category to discuss partnership opportunities

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- 2-30 stores
- Refer to www.doingbusinesswithlcbo.com for Participating Stores.

Assortment Requirement:

- 3-9 SKUs
- Participating product must include continuously listed SKUs; but may also include Vintages Release/Destination Collection Boutique Exclusives in the appropriate stores

This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:

PERIOD	RATE PER PERIOD
PT 9-11	\$250 per store

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Power Aisle Display Opportunity

BLOCK PILES A & B (MPTS CODES: SBA & SBB)



This program provides an opportunity for high-volume brands to engage with LCBO customers in our high-traffic engagement aisle. Participation in the program will position your brand at the forefront of the customer's journey, and includes brand presence in key display space. Block Pile A is allocated to Beer and Block Pile B is allocated to Ready-to-Drink. These displays are meant to live for 4 weeks, but where possible hold for 8 weeks. Block Piles may be brand take-overs or multi-brand opportunities.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- Block Pile A: 172 stores total / Block Pile B: 188 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 2-8 SKUs (per display)

Supplier-produced Merchandisers: This is a free standing display located near the front of the beer section. A supplier-produced merchandiser (approved by LCBO) may take the place of the standard block pile format. Please refer to "[Supplier-Produced Merchandiser Guidelines](#)" for details.

NOTE: Value-add merchandisers will not be accommodated in stores that implement the program on an End Aisle or the Metal Frame fixture. Merchandisers for Block Pile stores must accommodate all participating SKUs within the display.

Digital Advertising Component:

- Products approved for these displays will be included in LCBO's [Digital Campaigns](#) (click link for more details).
- NOTE: Where displays feature multiple products from a single brand (or multiple brands), the LCBO will select, at their discretion, at least one product from each brand to be featured in the Digital Flyer.

These Block Pile Packages, inclusive of all opportunities and non-negotiable, are available for a rate of

PERIOD	RATE PER PERIOD
PT 9-11	\$500 per store (divided by the number of participating SKUs)

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Power Aisle Display Opportunity

WEEK LONG SUPER SALES



The Super Sale Program is used to drive traffic in-store through compelling offers on popular products in advance of key occasions. Participating products will be merchandised in our high-traffic engagement aisle and/or in-section for the duration of the sale. Suppliers are encouraged to apply with their best offer proposition.

This is an MPTS Applied Promotional Program. Please apply through MPTS directly before the deadline.

Tier 1 (MPTS Code: SSL + DW) **\$5,000 per SKU + cost of LTO**

- 125+ stores implementing a Block Pile Display
- All stores implementing In-Section Display
- Up to 12 high-volume, wide-distribution SKUs with a deep discount
- Refer to www.doingbusinesswithlcbo.com for Participating Store information.

Tier 2 (MPTS Code: SSL + FSI) **\$2,000 per SKU + cost of LTO**

- All stores implementing In-Section Display
- Refer to www.doingbusinesswithlcbo.com for Participating Store information.

To be considered for either of these programs please apply in MPTS using code SSL. Category will add either in DW or FSI depending what you are selected for.

Timing:

Each Super Sale will run for one week, from Thursday until the following Wednesday. Super sales will coincide with the following occasions:

These Super Sale Packages, inclusive of all opportunities and non-negotiable, are available for a rate of

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PERIOD	OCCASIONS	DATES
PT 9/P10*	Black Friday/Cyber Monday	November 27 - December 3, 2025
P11	Big Savings	January 15-21, 2026

*The supplier/agent will be charged based on the full reduction in retail for the number of units sold at the LTO price.

+Please apply for the Super Sale in P10 in MPTS.

Power Aisle Display Opportunity

LOCAL BEER & CIDER DISPLAY (MPTS CODE: MT)



Formerly known as the Beer, Cider and RTD Mini-Thematic, this display will showcase seasonally relevant LOCAL Beer and Cider products that have a strong link to the promotional theme and season.

The allocation for this display will vary between Beer and Cider based on season. This display will turn every 4 weeks, with an opportunity to hold stories and product for longer when possible.

This is an MPTS Applied Promotional Program. Please apply through MPTS directly before the deadline.

Engagement:

- 220 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 3-9 SKUs

LCBO.com Paid Placement Positioning:

- Prime (first page) placement on the respective sub-category search page on LCBO.com. This placement results in 6.8× more likely to be clicked vs second page placement.

This Package, inclusive of all opportunities and non-negotiable, is available for a rate of:

PERIOD	RATE PER PERIOD
PT 9-11	\$6,570 per SKU

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

In-Section Opportunity

SHELF EXTENDERS (MPTS CODE: SE)



Shelf Extenders have proven to be a successful opportunity for suppliers to promote their brands. Shelf Extenders have a significant impact on store sales.

There are four types of Shelf Extenders:

Regular Shelf Extenders: The intent of this type of extender is to give priority to medium and large volume brands; However, some more niche products may be considered at the Category or Product Manager's discretion for extender positions in a limited number of stores.

Discovery Shelf Extenders: New and Niche products.

Community Shelf Extenders: Selected stores will feature five Shelf Extenders to cater to popular brands with large distribution of 400+ stores. An additional grouping of 47 stores will offer five additional Shelf Extenders available for promotional programs.

Green Shelf Extender: The program's goal is to feature brands and products which are using sustainable, biodynamic, or organic agricultural practices, have light weight glass or an alternative packaging, are carbon neutral or somehow are helping to create a greener planet.

These are MPTS Applied Promotional Programs. Please apply through MPTS directly before the deadline.

Shelf Extenders Placement and Participating Stores

While the Shelf Extenders are in a fixed location it does not limit the opportunity to these categories. All product categories may apply for a Shelf Extender.

Some products may be cross-merchandised in another category to increase customer awareness. Cross merchandising opportunities should be discussed with the appropriate Category/Product Manager in advance of applying in MPTS.

For details on Shelf Extender distribution per category and participating stores, [click here](#).

These displays, inclusive of all opportunities and non-negotiable, are available for a rate of:

EXTENDER	RATE PER PERIOD			
	PT 9 & 11	PT 9 & 11	PT 10	PT 10
Regular	\$90 per store		\$120.00 per store	
Discovery	\$90 per store		\$120.00 per store	
Community		\$60 per store		\$75.00 per store
Green	\$90 per store		\$120.00 per store	

In-Section Display Opportunity

WINES FLEX SPACE (MPTS CODES: FSA, FSB, FSC, FSD, FSE & **FSF**)



Flex space is a sold opportunity available within high traffic categories of the wines sections in select stores. Each flex space is 4 ft wide and sits within the planogrammed wine zone. Flex space offers the ability to create in-section disruption where our customers are already looking to discover new and exciting wines from their favourite brands/regions.

Preference will be given to applications with Aeroplan Bonus Offers.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- Sparkling/Rosé (FSA): 84 stores
- California (FSB), Europe (FSC), Australia/New Zealand (FSD), South America (FSE), **NEW Ontario VQA (FSF)**: 70 stores total (each display)
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- Up to 9 SKUs (including VAs, if applicable)

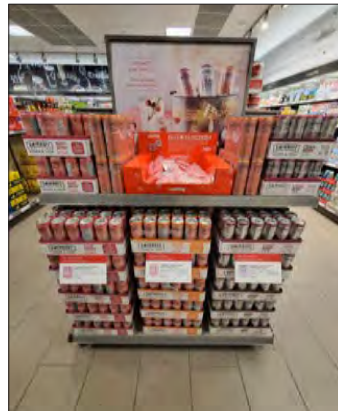


This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

FLEX SPACE	RATE PER PERIOD		
	PT 9	PT 10	PT 11
Flex Space B, C, D, E & F	\$7,810	\$10,450	\$7,810
Flex Space A	Not Sold	Not Sold	\$7,810

Power Aisle Display Opportunity

BEER EXCITEMENT ZONE (MPTS CODE: EZA, EZH, EZD)



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. The Excitement Zone will turn every 4 weeks and feature seasonally relevant product stories.

These are MPTS Applied Promotional Programs. Please apply through MPTS directly before the deadline.

Engagement:

- **Optional Supplier produced merchandiser:** Artwork and merchandiser MUST BE provided by supplier and approved by LCBO. Value-add Merchandisers to be made sized for both Plinth and/or End Aisle participating stores. [Click here](#) for guidelines.
- Excitement Zone Plinth 21A (EZA): 139 stores*
- Excitement Zone Plinth/End Aisle 21C (EZH): 221 Stores total (137 Plinth stores / 83 End Aisle stores / 1 store executing in-section)
- Excitement Zone End Aisle 21D (EZD): 221 stores
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 2-3 SKUs (each display)

Digital Advertising Component:

- Products approved for these displays will be included in LCBO's [Digital Campaigns](#) (click link for more details).
- NOTE: Where displays feature multiple products from a single brand (or multiple brands), the LCBO will select, at their discretion, at least one product from each brand to be featured in the Digital Flyer.

These packages, inclusive of all opportunities and non-negotiable, are available for a rate of

PERIOD	RATE PER PERIOD*
PT 9	\$250 per store
PT 10	\$350 per store
PT 11	\$200 per store

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Impulse Display Opportunity

SPIRITS COLD ROOM DISPLAY (MPTS CODE: CM)



The Spirits Cold Room Display program provides spirits display space in high-traffic areas near the beer cold room to encourage cross-category shopping. There is an affinity between beer customers and spirits customers, and this program is aimed at encouraging beer customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons.

This program is executed on an A-Frame fixture, adjacent to the Beer Cold Room or Beer Zone. This display will rotate on a seasonal basis. This display could be a single supplier or a multi-supplier opportunity.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- 118 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 3-6 SKUs (including VAs, if applicable)

NOTE: Near Pack value-adds must be able to be merchandised on the top shelf of the A-Frame fixture. Due to spacing limitations supplier merchandisers will not be accommodated.

This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:

SEASON	RATE PER SEASON
Holiday (PT9/PT10)	\$52,000 / Season
Winter (PT 11)	(divided between the number of SKUs participating)

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Impulse Display Opportunity

BLOCK PILE C (MPTS CODE: SBC)

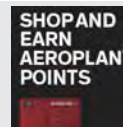


Block Pile C is a display space used to feature our strongest Aeroplan Bonus Point offers. This block pile will be activated as 2 adjacent displays (one for Wines/BCRTD and one for Spirits). Suppliers are encouraged to apply with their best offer propositions.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Aeroplan Offer Option Examples:

- Single brand takeover with added overlay bundle offer (i.e., stock up for the holidays or build your bar)
- Each participating product has a bonus offer
- Multi-brand overlay bundle offer (i.e., purchase one of each and get more points OR buy multiples and get more points)
- **Marketing will support with signage on the block pile to call out overlay offers**



Engagement:

- 166 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- Up to 6 Wine/BCRTD and 6 Spirits SKUs (merchandised on two separate block pile displays) with Aeroplan Bonus Offers

Digital Advertising Component:

- Products approved for this display will be included in LCBO's [Digital Campaigns](#) (click link for more details).
- NOTE: Where displays feature multiple products from a single brand (or multiple brands), the LCBO will select, at their discretion, at least one product from each brand to be featured in the Digital Flyer. These Block Pile Packages, inclusive of all opportunities and non-negotiable, are available for a rate of

PERIOD	DISPLAY	RATE PER PERIOD
PT 9, 10, 11	Wines/BCRTD Block Pile	\$500 per store (divided by the number of participating SKUs)
PT 9, 10, 11	Spirits Block Pile	\$500 per store (divided by the number of participating SKUs)

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Impulse Display Opportunity

SPIRITED PICKS (MPTS CODE: CE1)



The Spirited Pick program highlights small format spirits with a solution-oriented focus at the highest area of impulse in our stores. Simple mix/cocktail solutions are featured for participating products, alongside supporting incentive programs to drive trial and discovery of spirits products.

This promotional program includes placement within an LCBO created digital playlist (approx. 6 seconds in length) that will be played for the duration of the promotional period at select checkouts at stores 217 and 164.

Preference will be given to small format spirits that hold the promotional placement over two periods. Products that pair together to create simple cocktail solutions will be given preferred consideration.

This is an MPTS Applied Promotional Program. Please apply through MPTS directly before the deadline.

Engagement:

- 235 stores total
- All stores with minimum two full sized FEM to receive the Spirited Picks program on the fixture closest to the entrance.
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 2 SKUs

Digital Screens:

- Includes placement in digital screen at the Cash Area of stores 5, 15, 164, 217, 511, 528, 758

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE*
PT 9	\$65 per store / period
PT 10	\$80 per store / period
PT 11	\$55 per store / period

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Impulse Display Opportunity

FRONT END MERCHANDISERS (MPTS CODES: FEM1, FEM2 & FEM3)



The Front End Merchandiser program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores. These displays will focus on small format, impulse wines and spirits as add-on sales opportunities

These are MPTS Applied Promotional Programs. Please apply through MPTS directly before the deadline.

Engagement:

- FEM1 (Spirits Impulse) 119 stores total
- FEM2 (Wines Impulse) 94 stores total
- FEM3 (Spirits Impulse) 61 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- Up to 2 SKUs (merchandised on the top shelf of the FEM)

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD*
PT 9	\$55 /per store / period
PT 10	\$70 /per store / period
PT 11	\$45 /per store / period

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Impulse Display Opportunity

TOP PICKS: RTD IMPULSE (MPTS CODES: CE3, CE4, CE5 & CE6)



The RTD Impulse program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores.

This promotional program includes placement within an LCBO created digital playlist (approx. 6 seconds in length) that will be played for the duration of the promotional period at select checkouts at stores 217 and 164.

These are MPTS Applied Promotional Programs. Please apply through MPTS directly before the deadline.

Engagement:

- 175 Stores total (each display)
- Refer to www.doingbusinesswithlcbo.com for Participating Stores.

Assortment Requirement:

- 1 SKU maximum per display (with a BAP and a maximum Retail Price of \$10)

Digital Screens:

- Includes placement in digital screen at the Cash Area of stores 5, 15, 164, 217, 511, 528, 758

LCBO.com Paid Placement Positioning:

- Prime (first page) placement on the respective sub-category search page on LCBO.com. This placement results in 6.8× more likely to be clicked vs second page placement.

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD*
PT 9	\$65 per store / period
PT 10	\$80 per store / period
PT 11	\$55 per store / period

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

Flagship Spotlight Opportunity

SEASONAL BRAND/PORTFOLIO TAKEOVER

Formerly known as the Enhanced Occasions Display.

Our customers know that LCBO is the place to find the best assortment of seasonally relevant products suited for any occasion. We want to provide a high impact opportunity to showcase either Brand stories or portfolio (Agent, Trade association) takeovers connected to the seasonal theme or seasonal occasion. The LCBO has created a package that will enable an enhanced and inspired customer shopping experience for big brand or portfolio takeovers every period/season. These activations are supported through an omni-channel approach with visibility both in-store and on lcb.com to drive customer engagement.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- Dominant placement on a large, enclosed fixture within Store with LCBO gift packaging: 164, 217, 511, 758
- Flagship Store Table Display: Stores 10, 38, 149, 355, 452, 486
- [LCBO.com Feature Page](#): Online LCBO Curated EPP.

Assortment Requirement:

- 10-16 SKUs

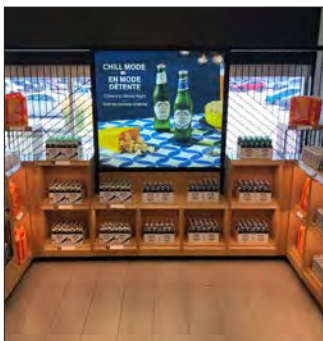
This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD
PT 9-10	\$75,000
PT 11	\$60,000

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

What's Included:

STORE 164



STORE 217



STORE 511



TABLE ACTIVATION



LCBO.COM
FEATURE PAGE



Enhanced Flagship Activation Opportunity

LCBO POP-UP SHOP & DIGITAL SCREENS PACKAGE

Our flagship 164, 511 and 217 (new stores being added in FY26 include 5, 15, and 528) locations offer an exciting brand takeover opportunity through a bundled Pop-Up Shop opportunity for our Trade partners.

These flagship pop-up promotions offer the chance to showcase a strong brand or series of brands and products that have a tie to the seasonal promotions, gifting occasions, and stories that create excitement for the customer. Additionally, stores 217 and 164 offer digital signage and playlist opportunities in addition to having stationary tasting bars where brands are able to activate events and tastings to bring additional excitement to the display.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Locations:

- Pop-Up Shop: 5, 15, 164, 217, 511, 528

Assortment Requirement:

- 1 Brand/Portfolio: 4-16 SKUs

Digital Component:

- Pop-Up Shop Digital Display

Customer Impressions:

- Opportunities to see: 206,000 customers per period*

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD
PT 9, 10, 11	\$50,000 (for 6 store package)

NOTE: LCBO Thematic, Aeroplan Offer(s) and Product Feature spots are rotated in the playlist with Branded Pop Up Shop content.

All supplier creative materials must receive approval from the Manager of Visual Merchandising at LCBO. Specifications will be provided during the approval process. Once approved, the supplier is responsible for printing and producing all assets, which should be installed on the first Monday of the promotional period.

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

STORE EXAMPLE



Flagship Display Opportunity IN-STORE DIGITAL SCREENS

Our flagship 164, 511 and 217 (new stores being added in FY26 include 5, 15, and 528) locations offer exciting opportunities for digital content to be presented to customers at the point of conversion.

These opportunities are bundled with existing promotional displays/opportunities (see below for more information).

Participation Cost:

- Included in the cost of the associated display/opportunity

BUNDLED WITH THE FOLLOWING DISPLAYS	CUSTOMER IMPRESSIONS (OPPORTUNITIES TO SEE)
RTD Impulse Cash Line Display	240,000 Customers per period
Spirited Picks	240,000 Customers per period
Pop Up Shop	206,000 Customers per period
Vintages Release Catalogue Front Cover	167,000 Customers per period



Cash Line Display



Pop Up Shop



Digital Kiosk



*New display opportunity...
details coming soon*

In-Store Digital Advertising Opportunity

DIGITAL DISPLAYS PACKAGE (MPTS CODE: FSK-A)

We are pleased to offer our partners access to a new digital advertising package opportunity in our key flagship locations.

Stores 511 Front & Spadina and 528 Manulife Centre feature new digital display screens in their window, capturing customer engagement from foot traffic outside these busy locations.

Additional permanent Digital screen fixtures have been installed on the end of gondolas at the front of store - allowing for maximum customer engagement in Stores 5, 15, 164, 217, 511, 528, 758 and 784. The displays will also feature built-in touch screen LCBO product search capabilities.

We will offer the opportunity to a Spirits partner, with a 10 second spot which will be looped within a 20 second reel with additional LCBO branded content.

Breakdown of Playlist Content to be Looped (20 sec reel):

- 5 seconds x LCBO Promotional Thematic
- 5 Seconds x LCBO Aeroplan Messaging
- 10 Seconds x Trade Content

As an added benefit, products will be merchandised on a dedicated End Aisle for the duration of the promotion. LCBO will approve and produce the branded Backer Card signage for participating locations.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Locations:

- Digital Window Screens: 511, 528
- Digital Gondola Screens: 5, 15, 164, 217, 511, 528, 758 and 784

Digital Component:

- 10 second digital spot (looped within a 20 second reel with LCBO content as noted above).
- Spot will play 2,880x per day

Customer Impressions:

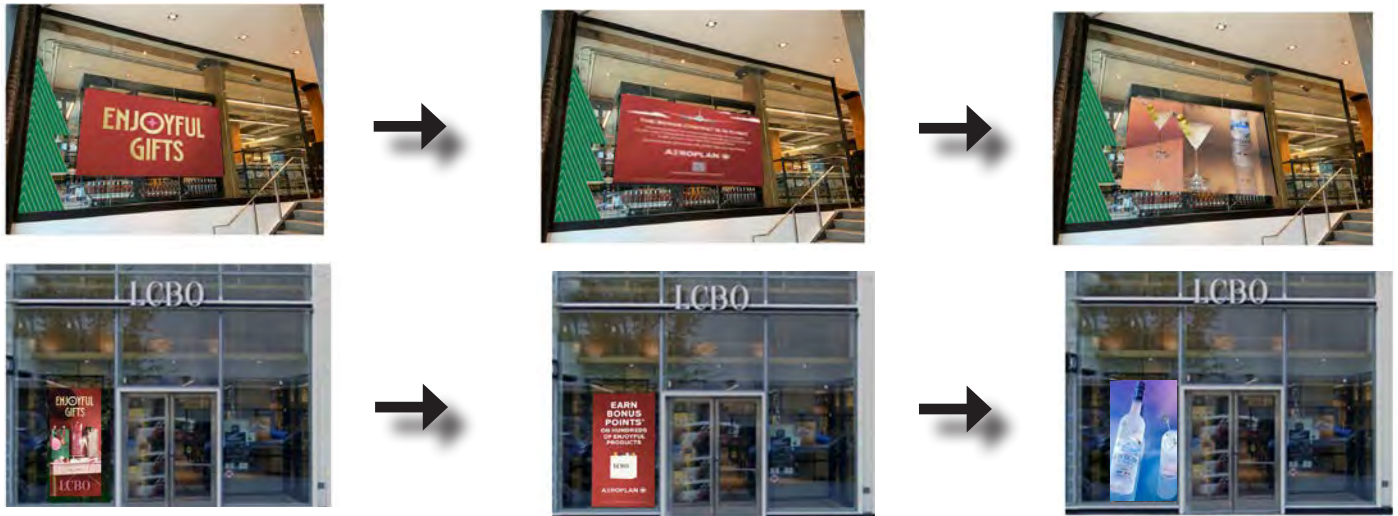
- Digital Window Screens: Approximately 350K Customer Impressions average Period (480K during Holiday)
- Digital Gondola Screens: Approximately 240K Customer Impressions average Period (336K during Holiday)

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD
PT 9-10	\$40,000/spot
PT 11	\$40,000/spot

Artwork for the digital components to be provided by trade, LCBO to approve

20 Second Playlist Example



Digital Window Screen Loop



Digital Gondola Screen Loop



End Aisle Example

Enhanced Package Offer:

With the packaged digital screen, and digital banner commitment, the LCBO will amplify brand messages with weekly LCBO Social Media activity.

Brands should supply their digital assets (updating messages weekly to increase customer engagement) to be approved by LCBO.

Content and length of social spot will be determined in collaboration between LCBO Content and Brand Partners.

Power Aisle Display Opportunity

SUPPLIER MERCHANDISER DISPLAY/BLOCK PILE D (MPTS CODE: SB)



Select stores have been identified to have capacity for a display activation, which will focus on enhancing the customer experience in-store and tell a strong brand story tethered to a tactical occasion. This display can live for up to 4 weeks. Tastings are possible with this display, but must be applied for separately through the in-store tasting application process, and are not guaranteed.

This activation must have a supplier-produced merchandiser (max size: 30" w x 30" l x 72 h" [including relevant signage]), **and the merchandiser creative and details on how LCBO product signage (i.e. 8' x 7" Pricer Cards) are displayed on the merchandiser must be submitted for approval at the time of the initial application.**

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Engagement:

- Up to 51 stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting information.

Assortment Requirement:

- 2-8 SKUs (including VAs, if applicable)

Supplier Produced Merchandiser:

- Artwork and merchandiser MUST BE provided by supplier and approved by LCBO.
- [Click here](#) for guidelines.

These displays, inclusive of all opportunities and non-negotiable, are available for a rate of

PERIOD	RATE PER PERIOD
PT 9-11	\$600 per store*

Refer to the [Seasonal Overview](#) section for Product Allocations by Period.

FOOD&DRINK Opportunities For FY2025-26



NEW OPPORTUNITIES TO PARTNER WITH FOOD & DRINK!

Now in its fourth decade, and recently debuting a refreshed look; *Food & Drink* continues to be a trusted source for inspired entertaining and product discovery; offering readers an insider's view of the best new products, seasonal recipes, product education, pairings, and creative hosting how-to's. *Food & Drink* remains a much-loved source of inspiration for LCBO customers, where your products can come together with our engaging content. With a print & digital audience of over **3.1 million readers** and over 114,000 Instagram followers, *Food & Drink* offers a strategic opportunity to present your products to an ultra-targeted and engaged audience.

Your Print & Digital Media Partner

We have flexible advertising options to build awareness and purchase intent for your product or brand, including:

Run of Press Advertising

Showcase your product or brand to an engaged audience in our print and digital editions

Advertorial, Custom & Integrated Content

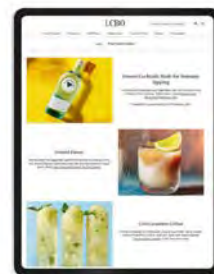
We can help you create engaging, custom quality content to strategically present your products in a unique context.

NEW Digital Packages!

Extend the reach and impact of in-magazine advertising with one of our new digital packages:

Curated Recipe Collection:

A collection of *Food & Drink* recipes, linked thematically/seasonally to your brand and promoted via social media, myLCBO e-newsletter and LCBO.com.



New Product Showcase:

Perfect for maximizing impact when launching a new brand or product through placement on social media, LCBO Offers e-newsletter, and LCBO.com.



Digital Edition Sponsorship:

Amplify your brand with logo placement on the cover of *Food & Drink*'s digital edition, driving to your supplied advertising with preferred positioning inside the issue. Also includes promotion via social media, myLCBO e-newsletter and LCBO.com.



Perfect Pairings Series:

A social content series running over a period, built around seasonally appropriate product and food matching solutions.



Digital Content Extensions:

Enhance *Food & Drink* editorial content with sponsored digital and video extensions, integrated with your product.



PUBLISHING SCHEDULE FOR 2025:

Travel 2025 (Period 13): *Ad closing Jan. 3; in stores Mar. 5*

We're excited to release our first-ever themed issue dedicated to travel. We're profiling trending destinations and up-and-coming hot spots—as well as favourite travel memories from some of our editors and contributors.

Spring 2025 issue (Period 2): *Ad closing Feb. 28; in stores Apr. 30*

Heading into the warmer months, we turn our attention to the hottest food and drink trends worthy of our readers' attention; plus cocktails and recipes perfectly suited to the season.

Summer 2025 issue (Period 4): *Ad closing Apr. 25; in stores June 25*

Packed with ideas that celebrate the dog days of summer. Think: Grilling and chilling, laid back entertaining, easy recipes, summer staples and twists on seasonal classics.

Autumn 2025 issue (Period 7): *Ad closing July 11; in stores Sept. 10*

An ode to all things local. Highly seasonal ingredients, classic flavours, local products and recipes that celebrate the harvest. It's everything we crave when that first chill is in the air.

Holiday 2025 issue (Period 9): *Ad closing Sept. 5; in stores Nov. 5*

Our largest, most popular issue of the year goes all-out celebrating diverse occasions, with an emphasis on gifting and holiday entertaining.

How can we help? Contact our ad sales team at Beaches Media Services to discuss the right advertising solution for you.

Kirby Miller / C: 416 723-3923 / E: kirby@beachesmediaservices.com

How To Apply For Promotional Opportunities

There are two types of promotional opportunities. Previously, they were referred to as Non-Applied and Applied. Note that we have changed the terminology to more clearly articulate the promotions and the application process.

They are now called *Excel Applied* and *MPTS Applied Promotions*, and refer specifically to the type of application that we require submitted by Trade Partners in each case:

For EXCEL APPLIED PROMOTIONS found in this document:

- Complete the application form, “F25 Promotional Opportunities Excel Application Form,” that is found on doingbusinesswithlcbo.com.
- We expect to receive one file per supplier/agent.
- **Mock-ups for all supplier produced merchandisers and enhanced activations are also required at the time of application and should be included in the Excel Application form’s Supporting Assets and Creative tab.**
- **Change the title of the document to include the applicant name (e.g. Agent or Vendor), and send the application file to promoapplications@lcbo.com. Do NOT use any special characters in the title of the file (e.g. “#” “+” “&”)**

For MPTS APPLIED PROMOTIONS found in this document, Trade partners can apply directly in MPTS

- Successful applicants will be notified per the deadlines on the following page.

LCBO will consider several factors when reviewing applications. including but not limited to:

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

NOTE that promotional forecasts are mandatory at the time of your application for both Excel Applied and MPTS Applied opportunities. Applications without forecasts included will not be considered.

Fiscal 2025/26 Deadlines

To express interest in any Excel Applied programming, please complete the promotional application form in Excel provided on doingbusinesswithlcbo.com

The deadline for Agents to submit revised promotional forecasts for approved programs is required immediately after approvals/declines are published for select periods.

APPLICATION DEADLINES (ALL CATEGORIES)				
Period	Promotional Turn Dates	Agent deadline for Excel & MPTS Promotional Applications	Category deadline for Excel & MPTS Approvals/Declines	Agent Deadline for Revised Forecasts (based on approvals)
1	March 30 - April 26	30-Aug-24	11-Oct-24	18-Oct-24
2	April 27 - May 24			15-Nov-24
3	May 25 - June 21	18-Oct-24	29-Nov-24	6-Dec-24
4	June 22 - July 19			10-Jan-25
5	July 20 - August 16	20-Dec-24	31-Jan-25	7-Feb-25
6	August 17 - September 13			7-Mar-25
7	September 14 - October 11	07-Feb-25	21-Mar-25	28-Mar-25
8	October 12 - November 8			25-Apr-25
9	November 9 - November 29	04-Apr-25	16-May-25	23-May-25
10	November 30 - January 3, 2026			20-Jun-25
11	January 4 - January 31			25-Jul-25
12	February 1 - February 28	06-Jun-25	18-Jul-25	22-Aug-25
13	March 1 - March 28			19-Sep-25

Additional Resources Available on www.doingbusinesswithlcbo.com

Aeroplan Customer Loyalty

- [Bonus Offer Opportunities for Trade Partners](#)
- [Aeroplan Promotional Calendar](#)
- [Year Round Opportunities](#)
- [Aeroplan Program In Store Signage Components](#)
- [Aeroplan Program Online Program Components](#)
- [One Day Aeroplan Double Point Events](#)

Other Resources:

- [LCBO Brand Guidelines](#)
- [Support Programs](#)
- [Asset Handover Deadlines & Instructions](#)
- [Video Content Accessibility Checklist](#)
- [Supplier Merchandiser Guidelines](#)
- [Promotional Program FAQs](#)
- [Participating Store Lists & Period Workbooks](#)

Participating Store Lists

WHERE CAN I FIND PARTICIPATING STORE LISTS?

Excel (.xlsx) Documents of Participating Store lists for each display can be found on DoingBusinessWithLCBO.com.

1. Individual Display Pages: Under “Document Downloads:
2. [Participating Store Lists & Workbooks](#)



HOW OFTEN ARE LISTS UPDATED?

- Participating Store Lists are updated each period, 4 weeks before the start of each promo launch.

HOW DO I FILTER BY PROGRAM?

- Under “Program Name” (column A), select the display/program (i.e. Front Nesting Table, Mini-Thematic B etc.

HOW DO I FIND INFORMATION ON FLIGHTING?

- In the downloaded Excel report, under “Program Name” (column A), select the display/program (i.e. Front Nesting Table, Mini-Thematic B etc.
- Then, under “Flight/Language” (column L), select the Flights required (i.e. for Premium select both “Premium - FLS” and “Premium - ENG”)

HOW DO FIND INFORMATION ON END AISLES?

- Under “Program Name” (column A), select “Total Sold End Aisles”
- Use the cheat sheet below to filter the “Program Value” (column B) of the downloaded report for stores that participate in each sold end aisle.
- For example - to look for stores that participate in End Aisle #5, you will need to filter Program Value 5, 8, 10, 15, 20 (and ‘unselect’ 3).

Total Sold End	3	5	8	10	15	20
EA 1	Y	Y	Y	Y	Y	Y
EA 2	Y	Y	Y	Y	Y	Y
EA 3	Y	Y	Y	Y	Y	Y
EA 4		Y	Y	Y	Y	Y
EA 5		Y	Y	Y	Y	Y
EA 6			Y	Y	Y	Y
EA 7			Y	Y	Y	Y
EA 8			Y	Y	Y	Y
EA 9				Y	Y	Y
EA 10				Y	Y	Y
EA 11					Y	Y
EA 12					Y	Y
EA 13					Y	Y
EA 14					Y	Y
EA 15					Y	Y
EA 16						Y
EA 17						Y
EA 18						Y
EA 19						Y
EA 20						Y

WHAT OTHER INFORMATION IS INCLUDED IN THE REPORT?

Stores Participating in Programs - Period 202206											
Program Name	Store Number	Program Value	Location Name	City Name	District Number	District Name	Region Number	Region Name	Store Type	Store Class	Flight / Language
8 Pack Carrier	1	Yes	Toronto-North York Hwy 401 & Weston (Crossroads)	Toronto-North York	29	North York-Woodbridge	5	Central North	Super	AAA	Premium - FLS
8 Pack Carrier	2	Yes	Toronto-Central St. Clair & Bathurst	Toronto-Central	22	Toronto North	8	Central South	Mini	B	Standard - FLS
8 Pack Carrier	3	Yes	Toronto-Central Dundas & Ossington	Toronto-Central	13	Toronto Core	3	Central South	Regular	A	Premium - FLS
8 Pack Carrier	4	Yes	Toronto-Central Danforth & Broadview	Toronto-Central	14	Toronto-Scarborough East	3	Central South	Regular	A	Premium - FLS
8 Pack Carrier	5	Yes	Toronto-Central Queen & Coxwell (The Beach)	Toronto-Central	14	Toronto-Scarborough East	3	Central South	Regular	A	Premium - FLS
8 Pack Carrier	6	Yes	Toronto-Central Queen & Lansdowne	Toronto-Central	12	Toronto West-Midland/Agincourt East	3	Central South	Regular	A	Standard - FLS
8 Pack Carrier	7	Yes	Toronto-Central Eglinton & Danforth	Toronto-Central	22	Toronto North	3	Central North	Regular	B	Premium - FLS
8 Pack Carrier	8	Yes	Toronto-Central St. Clair & Oakwood	Toronto-Central	22	Toronto North	3	Central South	Regular	B	Standard - FLS
8 Pack Carrier	9	Yes	Toronto-Central Bloor & Ossington	Toronto-Central	13	Toronto Core	3	Central South	Regular	B	Standard - FLS
8 Pack Carrier	10	Yes	Toronto-Central Yonge & Summerhill	Toronto-Central	22	Toronto North	3	Central South	Super	AAA	Premium - FLS
8 Pack Carrier	11	Yes	Toronto-Central Parliament & Wellesley (Cathay Gardens)	Toronto-Central	14	Toronto-Scarborough East	3	Central South	Regular	B	Premium - FLS
8 Pack Carrier	12	Yes	Toronto-Central Danforth & Greenwood	Toronto-Central	14	Toronto-Scarborough East	3	Central South	Regular	B	Standard - FLS

- Column A: Program Name (i.e. Display)
- Column B: Store Number
- Column C: Program Value (i.e. End Aisle #, Display Type)
- Column D: Store Name
- Column E: City
- Column F: District
- Column G: District Name

- Column H: Region
- Column I: Region Name
- Column J: Store Type
- Column K: Store Class
- Column L: Flight / Language

NOTE: The top row of the document lists the Year and Period.

Spring Summary

SEASONAL THEMES

The spring campaign will forecast the trends in beverage alcohol for 2025. We will unveil the latest product innovation and together with the experts at *Food & Drink*, we'll curate the newest flavours, mixology, sustainable products and food trends for the season and beyond.

Product Discovery: New & On Trend

	P1	P2
SALES OPPORTUNITIES	Easter / Orthodox Easter (April 20) MLB Season Kickoff	Cinco de Mayo (May 5) Buildup to Victoria Day (May 19) NHL & NBA Playoffs begin
CORE GIFTING OCCASIONS	N/A	Mother's Day (May 11)
DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS	Earth Day (April 22) Passover (April 12 - 20)	AAPI Heritage Month Jewish History Month
SOS FOCUS & FUNDRAISING CAMPAIGNS	Environmental Campaign + Good Partner Highlight + Fundraising	
AEROPLAN PROMOTIONS	ONLINE: One-Day Online Aeroplan Double Points Event: Easter (Apr 18)	ONLINE: One-Day Online Aeroplan Double Points Event: Victoria Day (May 19) ONLINE: Spend Contest
GIFTING	Spring Gifting Program (Gift Cards and Gift Packaging)	

Spring Summary

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Feature Fixture A	Sparkling Wines	Sparkling Wines
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (EA 1)	Vodka (not flavoured)	Tequila
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Gifts For The Host (Bourbon & Tequila)	Spirits for Mother's Day (Liqueurs & Spritzes)
Wines Gifting Display	Gifts For The Host (Vintages Essentials - White Wine)	Mother's Day Rosés/ Sparkling Rosés
Front Nesting Table	Sustainable Spirits	Spirits
Middle Nesting Table	California Wines (GL/ Ess)	New World Wines - New Zealand
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	Wines	BCRTD
Spirits Loyalty Block Pile (C)	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Excitement Zone A	Beer	Beer
Excitement Zone C	RTD	Beer
Excitement Zone D	Beer	RTD
Spirits Cold Room	White Spirits*	
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	Spirits Impulse	Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Spirits Impulse	Spirits Impulse
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Pop Up Shops	All categories eligible	All categories eligible
Flagship Spotlight	All categories eligible	All categories eligible

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 1	Period 2
End Aisle 2	Wines	Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Wines	Spirits
End Aisle 5	Spirits	Spirits
End Aisle 6	Spirits	Spirits
End Aisle 7	Wines	Wines
End Aisle 8	RTD	RTD
End Aisle 9	Wines	Beer
End Aisle 11	Spirits	Spirits
End Aisle 12	Spirits	Spirits
End Aisle 13	Spirits	Spirits
End Aisle 14	Wines	Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Spirits	Spirits
End Aisle 17	Spirits	Spirits
End Aisle 18	Beer	Beer
End Aisle 19	Spirits	Spirits
End Aisle 20	Beer	Beer
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Kosher	France - Bordeaux

Summer Summary

SEASONAL THEMES

Our Summer campaign will help customers ease into summer mode, show them how to make the most of the season and find everything they need. We'll focus on our exciting assortment: the newest, biggest and best selection of products to make every summer occasion effortless; from the hottest beers and RTD flavours for casual backyard hangouts to no-fuss summer-ready wines and cocktails for cool patio sipping.

Product Discovery: New Products, Easy Solutions

	P3	P4
SALES OPPORTUNITIES	CFL Season begins Cottage Kick-off Season	Canada Day (Tuesday, July 1) Cottage Season Women's Euro Cup
CORE GIFTING OCCASIONS	Father's Day (June 15) Wedding Season End of School / Graduations	End of School / Graduations Wedding Season
DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS	National Indigenous History Month National Indigenous People's History Day (June 21) PRIDE Month	St. Jean Baptiste Day (June 24)
SOS FOCUS & FUNDRAISING CAMPAIGNS	PRIDE Campaign + Good Partner Highlight + Fundraising	
AEROPLAN PROMOTIONS	ONLINE & IN-STORE: GL Wines Case Event	ONLINE & IN-STORE: Essentials Wines Promotion
GIFTING	Pride (Packaging Only) Summer Gifting Program (Gift Cards and Gift Packaging)	

Summer Summary

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Feature Fixture A	Flavoured Wines	Ontario Wines for Canada Day
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (EA 1)	Gin (not flavoured)	Whisky (Scotch or Canadian)
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Deluxe Brown Spirits for Father's Day	Tequila Gifts for Weddings & Celebrations
Wines Gifting Display	Father's Day - Vintages Essentials	Weddings & Celebrations Sparkling & Champagne
Front Nesting Table	PRIDE (All Play)	Flight A: Pride (All Play) Flight B: Flight B: Canadian Whisky
Middle Nesting Table	French Wines (GL/Ess)	Italian Wines (GL/Ess)
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	Wines	BCRTD
Spirits Loyalty Block Pile (C)	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Beer	Cider
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone D	RTD	Beer
Beer Excitement Zone C	Beer	RTD
Spirits Cold Room	Brown Spirits	
Spirited Picks	White Spirits	White Spirits
Front End Merchandiser 1	Spirits Impulse	Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Spirits Impulse	Spirits Impulse
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Pop Up Shops	All categories eligible	All categories eligible
Flagship Spotlight	All categories eligible	All categories eligible

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 3	Period 4
End Aisle 2	Spirits	Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Spirits	Spirits
End Aisle 5	RTD	RTD
End Aisle 6	RTD	RTD
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 11	Spirits	Spirits
End Aisle 12	Spirits	Spirits
End Aisle 13	Spirits	Spirits
End Aisle 14	Spirits	Spirits
End Aisle 15	Spirits	Spirits
End Aisle 16	Wines	Wines
End Aisle 17	Beer	Beer
End Aisle 18	Spirits	Spirits
End Aisle 19	Wines	Wines
End Aisle 20	Beer	Beer
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Portugal	Germany

Late Summer Summary

SEASONAL THEMES

Our Summer Campaign will continue to help customers embrace the warmer months and make the most of the season. We will focus on fuss-free solutions and convenient product options that save time and effort.

Product Discovery: Easy Solutions

	P5	P6
SALES OPPORTUNITIES	Civic Holiday (Monday, August 4) Cottage Season	Labour Day (Monday, September 1) NFL Season Kick-off
CORE GIFTING OCCASIONS	Wedding Season	Wedding Season
DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS	Emancipation Day (August 1) Toronto Caribbean Festival	Toronto International Film Festival
SOS FOCUS & FUNDRAISING CAMPAIGNS	N/A	N/A
AEROPLAN PROMOTIONS	ONLINE & IN-STORE: RTD Promotion	ONLINE : One-Day Online Aeroplan Double Points Event: Labour Day (Monday, September 1)
GIFTING	Summer Gifting Program Continues (Gift Cards and Gift Packaging) Corporate Gifting - Pre-shop/Early Preview for Holiday Gifting	

Late Summer Summary

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
Feature Fixture A	Refreshing Wines	Refreshing Wines
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (End Aisle 1)	A: Rum & Brandy B: Cognac	Tequila
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Whisky/Rum & Cognac Gifts for Weddings & Celebrations	Gin Gifts for Weddings & Celebrations
Wines Gifting Display	Weddings & Celebrations - Sparkling & Champagne	Weddings & Celebrations - Vintages Essentials
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	New World Wines: Southern Hemisphere	European Wines: Spain
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	Wines	BCRTD
Spirits Loyalty Block Pile (C)	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone C	Beer	RTD
Beer Excitement Zone D	Beer	Beer
Spirits Cold Room	White Spirits	
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	Spirits Impulse	Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Spirits Impulse	Spirits Impulse
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
Pop Up Shop	All categories eligible	All categories eligible
Flagship Spotlight	All categories eligible	All categories eligible

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 5	Period 6
End Aisle 2	Spirits	Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Spirits	Spirits
End Aisle 5	Spirits	Spirits
End Aisle 6	Spirits	Spirits
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Wines	Beer
End Aisle 11	Spirits	Spirits
End Aisle 12	RTD	Wines
End Aisle 13	Spirits	Spirits
End Aisle 14	Wines	Spirits
End Aisle 15	Spirits	Spirits
End Aisle 16	RTD	RTD
End Aisle 17	Beer	Beer
End Aisle 18	Spirits	Spirits
End Aisle 19	Beer	Beer
End Aisle 20	Beer	Beer
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Greece	TBD

Fall Summary

SEASONAL THEMES

Period 7

The Fall season will launch with our annual celebration of local. In store, the campaign will be flighted either Ontario VQA or International-Domestic Blends.

Product Discovery: Flight A: Local with a focus on VQA products. Flight B: (IDB) Customer favourites with great value and unique formats.

Period 8

As we head into the holiday season, we'll shine light on the spirits category, helping customers discover the perfect bottle to gift, sip or mix. Our P8 campaign will promote spirits trial, and recruit new customers to the category.

Product Discovery: Easy Solutions, with a focus on whisky

	P7	P8
CORE SALES OCCASIONS	Lead up to Thanksgiving NFL Season beings	Thanksgiving (October 13) Halloween (Friday, October 31) NHL & NBA Seasons begin
CORE GIFTING OCCASIONS	N/A	Early Holiday Gifting Corporate Holiday Gifting
DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS	Oktoberfest (September 21-October 6) Rosh Hashanah (September 22-24) Franco-Ontarian Day (September 25) National Day For Truth & Reconciliation (September 30) Yom Kippur (October 1-2)	Diwali (October 20)
SOS FOCUS & FUNDRAISING CAMPAIGNS	Focus on Ontario Good Partners Support Local / United Way Charity Fundraising Campaign	LCBO Impact Report Published
AEROPLAN PROMOTIONS	ONLINE & IN-STORE: Ontario VQA Wines Aeroplan overlay.	ONLINE & IN-STORE: Spirits - Aeroplan Overlay ONLINE: One-Day Online Aeroplan Double Points Event: Thanksgiving (October 13)
GIFTING	Fall Gifting & Accessories Program Corporate Gifting - Holiday	

Please note: The seasonal overviews for Periods 7-13 may be updated at a later date. Any changes will be communicated to all partners ahead of applicable deadlines.

Fall Summary

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
Feature Fixture A	Spirits	NOT SOLD
Feature Fixture B (New & Seasonal)	Spirits	NOT SOLD
Cocktail of the Month (EA 1)	Vodka	Whisky
Entrance Table	VQA Wines	Spirits
Spirits Gifting Display	Ontario Small Distillers - Gifts for the Host	Whisky Gifts (Early Holiday Gifting)
Wines Gifting Display	Premium VQA wines	Premium White & Sparkling Wines
Front Nesting Table	Flight A: VQA Flight B: IDB	Brown Spirits
Middle Nesting Table	Flight A: VQA Flight B: IDB	Brown Spirits
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	VQA Wines	BCRTD
Spirits Loyalty Block Pile (C)	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	RTD
Beer Excitement Zone C	Beer	RTD
Beer Excitement Zone D	Beer	Beer
Spirits Cold Room	Spirits	
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	White Spirits Impulse	White Spirits Impulse
Front End Merchandiser 2	VQA Wines Impulse	Wines Impulse
Front End Merchandiser 3	Brown Spirits Impulse	Brown Spirits Impulse

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP
Pop Up Shops	Local Products	Spirits
Flagship Spotlight	VQA Wines	Spirits
Digital Screens Package	Ontario Products	Spirits

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 7	Period 8
End Aisle 1 (COTM)	See info at left.	
End Aisle 2	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 3	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 4	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 5	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 6	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 7	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 8	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 9	Flight A: VQA Flight B: IDB	Brown Spirits
End Aisle 11	White Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	White Spirits	White Spirits
End Aisle 14	Brown Spirits	Brown Spirits
End Aisle 15	Brown Spirits	Wines
End Aisle 16	White Spirits	White Spirits
End Aisle 17	Brown Spirits	Brown Spirits
End Aisle 18	Beer	Wines
End Aisle 19	Beer	White Spirits
End Aisle 20	Beer	White Spirits
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Kosher Spain	Hungary Sherry