

LCBO

FY25 PROMOTIONAL OPPORTUNITIES

Overview & Application Process

UPDATED

LAST UPDATED: MAY 17, 2024

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Our Promotional Strategy

We are pleased to share our promotional strategy, priorities, and opportunities for the Fiscal 24/25 year. This document gives you, our Trade Partners, a high-level view to the complete year, to enable holistic and collaborative annual 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.

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

GENERAL PROMOTIONAL FEE UPDATE

Fees have been adjusted for the following programs not found in this document. More information on these may be found on www.doingbusinesswithlcbo.com

- [Wine Fridge](#)
- [Support Programs](#) (LTO, Necktags, Value-Adds, Contests*)

*The cost to activate a contest in LCBO stores has been updated. As of P1 FY25, Contest will be charged at a rate of \$1,000 flat fee per product.

- [Vintages Paid Programs](#)
- [Ontario Wine Programs](#)

All other fee increases have been updated on applicable display pages, and price changes have been denoted with an asterisk (*).

PROGRAM CONSOLIDATION WITH E-COMMERCE OR EXTERNAL ADVERTISING OPPORTUNITIES

The following programs have been consolidated with existing e-commerce or advertising opportunities. As of Period 1 FY25, the following programs will be bundled with the noted displays.

Display	Bundled with
End Aisles 2-9 and 11-20*	Digital "Meta" 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

SPIRITS COLD ROOM DISPLAY

As of FY25, this display will rotate products seasonally.

DISCOVER OUR COMMUNITY PROGRAM UPDATE

The Discover Our Community program is being discontinued.

LCBO EMPLOYEE LED IN-STORE TASTINGS

The In-Store Tasting Program exists as an opportunity to engage customers and drive conversion in store of new and existing brands.

Products that are participating in key displays and support programs are prioritized for receiving tasting spots in the allocation process.

In FY24/25 we are planning for a system upgrade that will streamline the way we support the Trade through the Tasting Program process. As part of this change, we are looking to better highlight seasonal activity in the stores by providing the ability to focus on priority categories within the tasting program. Agents would have earlier access to premium tasting spots for specific tastings throughout the year. Stay tuned for more updates.

Visit www.doingbusinesswithlcbo.com for more information on LCBO Employee Led Tastings.

ACCESSING PARTICIPATING STORE LISTS

We've added "How To" instructions on where to find and how to download and sort Participating Store Lists on www.doingbusinesswithlcbo.com!

New/updated lists are added 4 weeks before the launch of each period.

Refer to the [Participating Store Lists](#) section in the Appendix for details.

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.

(continued on next page)

Eligibility Requirements

All LCBO suppliers that are providing donations from product sales towards a charity or non-profit and are publicly promoting that partnership 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 your Category Manager 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.

Important to note, these documents must be submitted prior to promoting the partnership publicly.

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 Natalia Martinez-Nagles at natalia.nagles@lcbo.com.

EXCEL APPLIED PROGRAM DECLARATION

As of P7/P8 applications, Suppliers applying to programs by submitting the Excel Application are now required to review and acknowledge the Terms & Conditions for LCBO Merchandising Programs.

Please complete the Application Acknowledgment Tab before submitting your Excel application.

BEER EXCITEMENT ZONE PROGRAMS MOVED TO MPTS APPLIED

As of the P7/P8 applications, the [Beer Excitement Zone](#) programs (EZA, EZH & EZD) have moved from Excel applied programs to MPTS applied.

Suppliers applying to these programs are asked to apply through MPTS directly before the deadline.

SECTION 1 – TERMS & CONDITIONS	
As of P7/P8 applications, Suppliers are now required to review and acknowledge the Terms & Conditions for LCBO Merchandising Programs.	
Click the link below to download and review the complete Terms & Conditions document posted on www.doingbusinesswithlcbo.com	
SECTION 2 – TERMS & CONDITIONS LINK	
Terms & Conditions for LCBO Merchandising Programs (link to www.doingbusinesswithlcbo.com)	
SECTION 3 – ACKNOWLEDGEMENT & SUBMISSION DETAILS	
Do you agree to the terms and conditions noted above? <input type="checkbox"/> Agree	
Submitter's Name	
Submitter's Email	
Date Submitted	

POP-UP SHOP EXPANSION

As of P9/P10, the number of stores participating in the LCBO Pop-Up Shop has expanded to 7 stores total: 5, 15, 164, 217, 511, 528, 758. Please refer to the updated [Pop-Up Shop](#) page for details.

UPDATE FOR EXCEL APPLIED PROGRAMS FOUND IN THIS DOCUMENT

As of P9/P10, please complete the **UPDATED** application form, “**F25 Promotional Opportunities Excel Application Form**” found on doingbusinesswithlcbo.com.

Please note that previous versions of the application will be declined, so please ensure you have downloaded the most recent application form.

We expect to receive one file per supplier only. Please read over the “INSTRUCTIONS” tab diligently, where all updates are noted as **NEW**.

Please note:

- Mock-ups for all supplier produced merchandisers and enhanced activations are also required at the time of submission, in the Tab “ASSETS & CREATIVES”
- Change the title of the document to include the Agent Name (or Trade/Vendor Name), F25Application and the Period (e.g. Agent123_F25Application_P09P10), and send the application file to promoapplications@lcbo.com.
- Please make your subject line the same name as the file and do not use any special characters in the title of the file (e.g. “#” “+” “&”).
- Thank you for your cooperation as we take steps to streamline this process.

UPDATE SUPPLIER MERCHANDISERS

SPIRITS COLD ROOM DISPLAY (A-FRAME)

As of P11, please be advised that supplier produced merchandisers will no longer be accommodated on the Spirits Cold Room A-Frame Display.

Any near-pack value-add must be able to be merchandised on the fixture's shelf with the product. Near pack value-adds will be supported with Marketing signage to communicate the offer to customers.

Please refer to doingbusinesswithlcbo.com for more information on supplier produced merchandisers.

BLOCK PILES A & B

Additionally, please be advised that supplier produced merchandisers will no longer be accommodated in stores that implement Block Piles A or B on a Metal Frame Fixture (as well as End Aisles).

Please refer to doingbusinesswithlcbo.com for Participating Store Lists.

UPDATE ENHANCED TASTING PROPOSAL APPLICATIONS

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 visualmerchandising@lcbo.com.

Please refer to doingbusinesswithlcbo.com for more information.

Winter Summary

SEASONAL THEMES

Period 11

In January, we will continue to align with Ontarians post-holiday priorities by helping them discover ways to maximize their budget and make mindful choices at the LCBO. Our P11 campaign will highlight great deals (LTO & Aeroplan offers) as well as lighter options (no/low alcohol and no/low sugar) so customers can easily discover exactly what they are looking for at this time of year.

Product Discovery: Great Deals, Lighter Choice Options

Periods 12 & 13

Our Winter campaign will highlight great value & rewards with a focus on our Aeroplan program. We'll help our customers discover destinations (e.g., countries, regions) by showcasing them on key displays, complemented with Aeroplan promotional offers. Additionally, we are looking to drive excitement around the many featured occasions with compelling, great-value solutions.

Product Discovery: Value & Rewards, Easy Solutions

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P11	NFL Playoffs	N/A	Dry January / Moderation Robbie Burns Day (January 25) Lunar New Year (January 29)
P12	Super Bowl (February 11) Family Day (February 19)	Valentine's Day (Tuesday, February 14)	Black History Month (Feb 1 - 28)
P13	St Patrick's Day (Monday, March 17) March Madness	N/A	International Women's Month & Day (March 8) Ramadan (March 10-April 8)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS
P11	N/A	ONLINE: Spend and Get
P12	Black History Month Campaign + Good Partner Feature Collective Group of Charities Fundraising Campaign (Supporting Black Community)	ONLINE & IN-STORE: Dream Destinations ONLINE: One-Day Online Aeroplan Double Points Event: Family Day (Monday, February 17)
P13	Spirit of Inclusion & Equity Campaign + Good Partner Feature Fundraising Campaign supporting Women's Issues	

ALSO HAPPENING IN THE WINTER:

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

Winter Summary

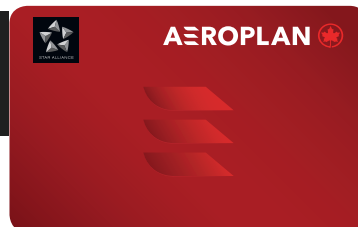
DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
Feature Fixture A	Spirits	Spirits	Spirits
Feature Fixture B (New & Seasonal)	Spirits	Spirits	Spirits
Cocktail of the Month (EA 1)	Vodka	Brandy	Whisky
Entrance Table	Spirits	Spirits	Spirits
Spirits Gifting Display	Spirits Gifts Under \$50	Decadent Liqueur Gifts for Valentines Day	Premium Spirits Gifts
Wines Gifting Display	Birthdays & Celebrations - Gifts under \$20	Valentine's - Roses, Sparkling (GL/Ess)	Birthdays & Celebrations -Vintages Essentials
Front Nesting Table	Spirits	Spirits	Irish Whiskey
Middle Nesting Table	Lighter Choices - Wines <5g/L, w/LTO	Wines of Chile	Italy
Beer Block Pile (A)	Beer	Beer	Beer
RTD Block Pile (B)	RTD	RTD	RTD
Wines Loyalty Block Pile (C)	Wines Aeroplan Brand/Multi-brand Takeover Offers	Wines Aeroplan Brand/Multi-brand Takeover Offers	Wines Aeroplan Brand/Multi-brand Takeover Offers
Spirits Loyalty Block Pile (C)	Spirits	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Beer	Beer	Cider
Block Pile D Activation Area	Spirits	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer	Beer
Beer Excitement Zone C	RTD	Beer	Beer
Beer Excitement Zone D	Beer	RTD	Beer
Spirits Cold Room	White Spirits		
Spirited Picks	Spirits	Spirits	Spirits
Front End Merchandiser 1	White Spirits Impulse	White Spirits Impulse	White Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Brown Spirits Impulse	Brown Spirits Impulse	Brown Spirits Impulse

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP	RTD with BAP
Pop Up Shops	Wines	Spirits	BCRTD
Flagship Spotlight	BCRTD	Wines	Spirits

DISPLAY	END AISLE PRODUCT FOCUS		
	Period 11	Period 12	Period 13
End Aisle 2	Brown Spirits	Brown Spirits	White Spirits
End Aisle 3	Low Alc Wines	France Reds	Wines (Women winemakers)
End Aisle 4	White Spirits	White Spirits	Brown Spirits
End Aisle 5	Low Sugar Wines under 5g/L	Wines	Wines
End Aisle 6	Wines	White Spirits	White Spirits
End Aisle 7	Brown Spirits	Brown Spirits	Brown Spirits
End Aisle 8	Wines	White Spirits	Brown Spirits
End Aisle 9	Brown Spirits	Brown Spirits	White Spirits
End Aisle 11	Brown Spirits	Brown Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits	White Spirits
End Aisle 13	Brown Spirits	Brown Spirits	Wines
End Aisle 14	Wines	Wines	Brown Spirits
End Aisle 15	White Spirits	White Spirits	Brown Spirits
End Aisle 16	Brown Spirits	Brown Spirits	Brown Spirits
End Aisle 17	De-alc Wines	Wines	Wines
End Aisle 18	White Spirits	White Spirits	Brown Spirits
End Aisle 19	Brown Spirits	Brown Spirits	White Spirits
End Aisle 20	White Spirits	White Spirits	Wines
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	France - Rhone	East Asia	France - Bordeaux

Customer Loyalty Program Opportunity

FY24/25 AEROPLAN ACTIVITY CALENDAR*



This a calendar of proposed LCBO Aeroplan Customer Loyalty overlay promotions for FY24/25.

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.

SEASON	Timing	Offer Proposal
SPRING	P01	ONLINE OFFER: Aeroplan Acquisition Campaign <ul style="list-style-type: none"> Customer offer: Online only contest around Aeroplan acquisition. Complete an ecommerce order with your Aeroplan # and be automatically entered for a chance to win a pair of flight tickets. Marketing Support: Promotion promoted on Aeroplan banners on lcbo.com, in LCBO promotion email and through Aeroplan digital channels
	P02	ONLINE & IN-STORE: Shop Spring Promotion <ul style="list-style-type: none"> Customer Offer: Buy 4 or more bonus products and get 2× points All Regular bonus products are included in the promotion Marketing Support: Promotion promoted on Aeroplan banners on lcbo.com, in LCBO promotion email and through Aeroplan digital channels
EARLY SUMMER	P03	ONLINE & IN-STORE: Summer Bonus Contest <ul style="list-style-type: none"> Customer Offer: Buy any product on Aeroplan Bonus and be entered in a chance to win one of two pairs of Air Canada flight tickets Marketing Support: Promotion promoted on Aeroplan banners on lcbo.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer
	P04	ONLINE & IN-STORE: Shop Summer Promotion <ul style="list-style-type: none"> Customer Offer: Buy 4 or more bonus products and get 2× points All Regular bonus products are included in the promotion Marketing Support: Promotion promoted on Aeroplan banners on lcbo.com, in LCBO promotion email and through Aeroplan digital channels
SUMMER	P05	ONLINE & IN-STORE: RTD Promotion <ul style="list-style-type: none"> Customer Offer: Buy any 8 RTDs with an Aeroplan bonus offer and get 100 bonus points Marketing Support: Promotion promoted on lcbo.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer
	P06	ONLINE: LCBO.com Aeroplan Double Points Event (Civic Holiday - Aug 5)
FALL	P07	• N/A
	P08	ONLINE: LCBO.com Aeroplan Double Points Event (Thanksgiving - Oct 14)

*Subject to change.

SEASON	Timing	Offer Proposal
HOLIDAY	P09	ONLINE & IN-STORE: Member Appreciation <ul style="list-style-type: none"> Customer Offer: Buy any product on Aeroplan Bonus and be entered in a chance to win one of four pairs of air Canada flight tickets. Marketing Support: Promotion promoted on lcbo.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer ONLINE & IN-STORE: Black Friday <ul style="list-style-type: none"> Customer Offer: TBC
	P10	ONLINE: LCBO.com Aeroplan Double Points Event (Cyber Monday - Dec 2) ONLINE & IN-STORE: Vintages Build A Case Promotion (Dates TBC) <ul style="list-style-type: none"> Customer Offer: TBC ONLINE & IN-STORE: Boxing Week: Clearance Sale (December 26 - 31) <ul style="list-style-type: none"> Customer Offer: TBCo
WINTER	P11	ONLINE OFFER: Spend and Get <ul style="list-style-type: none"> Customer Offer: TBC Marketing Support: Promotion promoted on lcbo.com, in LCBO promotion email and through Aeroplan digital channels
	P12	ONLINE: LCBO.com Aeroplan Double Points Event (Family Day - Feb 17)
	P13	ONLINE & IN-STORE: Dream Destinations <ul style="list-style-type: none"> Customer Offer: Aeroplan incentives and contests for those customers who purchase bonus products.

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.



Discover Must-try Products

Food-Friendly Rosés
Nothing says summer more than these versatile wines.

[Shop now](#)

Celebrate Summer with Jackson-Triggs
These bottles of Jackson-Triggs focus on quality and affordability.

[Shop now](#)

Shop Bottles for \$17
These great-value wines are the perfect pairing for easy dinners.

[Shop now](#)

EARN 40 BONUS POINTS
UNTIL JULY 15, 2023

AEROPLAN

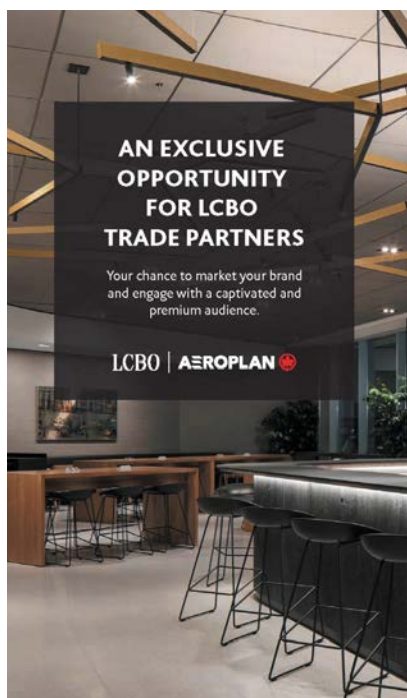
When You Spend \$30 or More on South African Wines
Bottles of wine and bonus points pair perfectly together.

[Shop now](#)

External Promotional Opportunity

AIR CANADA ONLINE MEDIA & ACTIVATION

NEW



AN EXCLUSIVE AIR CANADA LOUNGE TASTING OPPORTUNITY!

Spark conversation, ignite word-of-mouth buzz, and drive in-store product purchase through promotional tastings in the Air Canada Maple Leaf Lounge. This unparalleled opportunity is exclusive to Trade partners of the LCBO and is not accessible through any media agency booking outlet, making it truly one-of-a-kind. Leverage the power of one-on-one connections as you showcase your brand to a captivated premium audience leaving a lasting impression they won't soon forget.

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

Criteria

- Must be an active Aeroplan Bonus Offer participant to apply

What's Included

	SILVER PACKAGE	GOLD PACKAGE	PLATINUM PACKAGE
# of Packages available per period	1	1	1
TACTICS			
Aeroplan Email	Banner Spot	Hero Spot	Hero Spot
Aeroplan LCBO Page	●	●	●
Aeroplan Social	●	●	●
Air Canada Homepage		●	●
Air Canada App		●	●
Lounge Tasting*			●
MEDIA VALUE			
Campaign Impressions	780K	4.7M	5M
INTRODUCTORY PRICING	\$2,500	\$5,000	\$12,500

*Lounge Tasting Details

- Suppliers can activate for as many days as they wish in any combination during the period. We recommend a minimum of 3 days.
- The Trade partner is responsible for supplying the product; all product is to be ordered through the YYZ lounge ordering process. [Details can be found here.](#)
- The Trade partner can leverage their own signage, however it is required to include the LCBO x Aeroplan logo lockup and mention of earning at the LCBO.
- The Toronto (Toronto Pearson International Airport) Café is available but the tasting would be preformed by the Café bartender on a request basis. This would include counter-top signage only (no booth). Further details can be provided.
- Opportunities are available in Ottawa (Ottawa International Airport) and Toronto (Toronto Pearson International Airport) Lounges.
- Note, all concepts and creative are subject to approval by Air Canada and LCBO.

Spirit of Sustainability Opportunity

GOOD PARTNERS



How it Works

Spirit of Sustainability (SoS) is the LCBO's enterprise-wide social impact platform designed to create a more sustainable future for Ontario by supporting the province's social and environmental needs. It's our bold commitment to drive meaningful change in our communities, be the industry leader in sustainable practices and take better care of our planet – all for the good of Ontario.

This is an opportunity for brands and products to be featured within our campaigns in support of key LCBO SoS initiatives.

This year, there will be no cost for this program for our Trade Partners, but we would like our partners to submit the details of all the Good Work they have been doing in the community. Please use the SOS tab in the Excel Application form to share this information with us, and send it along with your promotional application submissions before each deadline.

What We're Looking For

- Partner and Highlight up to 10 × Good Partners brands/products to support key LCBO SoS Initiatives:
 - **P1/P2 Environmental Campaign:** Brands with a variety of environmental sustainability initiatives (i.e., packaging with recycled material). The LCBO will be fundraising for Tree Canada to support creating a greener Ontario.
 - **P3 Annual Integrated Pride Campaign:** Brands that are supporting the 2SLGBTQI+ community through meaningful charitable initiatives, community impact efforts and/or an ongoing commitment to support and celebrate the community. The LCBO will be fundraising for a diverse group of charitable partners supporting the 2LGBTQI+ community.
 - **P12 Black History Month Campaign:** Brands who are enhancing diversity in the industry and/or amplifying Black creators and voices in the industry. The LCBO will be fundraising for the Black community in-store, aligning with Black History Month.
 - **P13 Spirit of Inclusion (Women In Beverage Alcohol Campaign):** Brands who are building more equitable opportunities for "Women In" the industry and highlight the work of the LCBO's Spirit of Inclusion Initiative. The LCBO will be fundraising for charities supporting Women's issues, aligning with International Women's Day.

What's Included

- Placement within our Good Partners page to include image and featured SKU
- Navigation to the landing page from the LCBO.com home page
- Brand placement in advertising and/or public relations campaign (tactics may include influencer marketing, advertorials/ sponsored content, social media, events or other tactics)

Eligibility Criteria

- Fundraising Efforts; Charitable Donations; Impactful Initiatives that drive meaningful social or environmental change for our communities and/or planet.

Enhanced Tasting Events

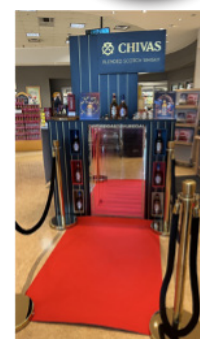
Enhanced Activations must be reviewed and approved in advance by the LCBO Senior Manager of Visual Merchandising, Customer Experience. Enhanced Activations applications are required to be sent by completing [this form](#), by the Category Approval/Decline date. Supplementary information, images and decks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

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

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

- Complete the [online Enhanced Tasting Proposal Form](#), and email supplementary information, images and decks to visualmerchandising@lcbo.com.
- Once the plan has been reviewed and accepted by Customer Experience, you will receive approved tasting numbers. *No need to applying via ITPS.*
- Priority may be given to Enhanced Activation applications based on the customer offering and alignment with LCBO promotions. *No MPTS submission is required.*

Online Enhanced Tasting Form URL: <https://forms.office.com/r/SsWybY56cb>

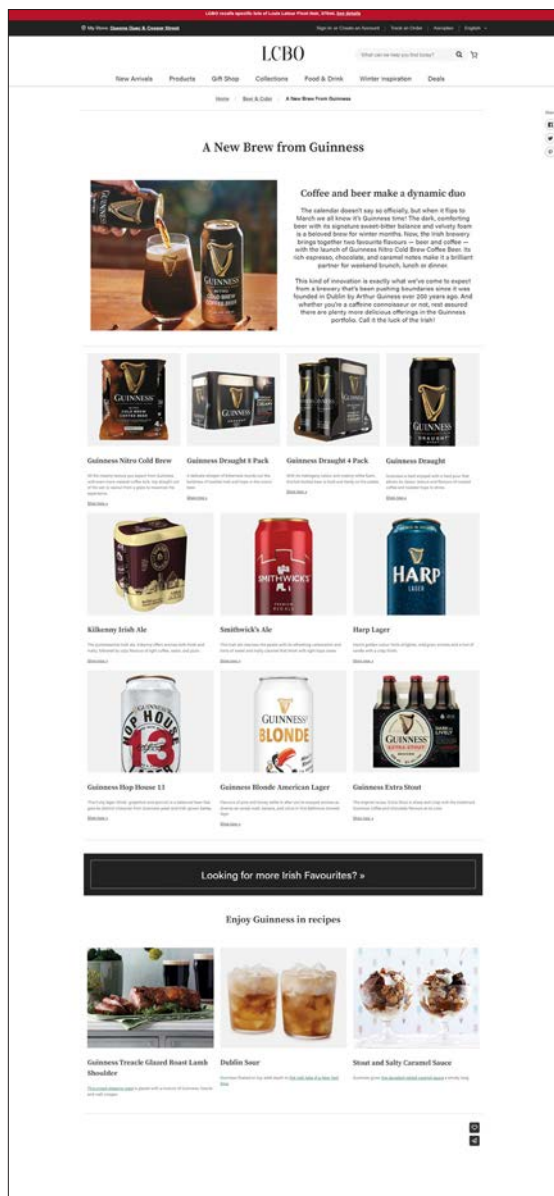
Pricing Information

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.

Omni-Commerce or LCBO.com Opportunity

FEATURE PAGE



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:

- 169 Stores total
- Refer to www.doingbusinesswithlcbo.com for Participating Stores and flighting 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 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$250/store
PT 10	\$350/store
PT 11	\$250/store

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

**Pricing has been updated for FY25*

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:

- 161 Stores total (FFA) / 130 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 1, 2, 3, 4, 5, 6, 7, 8,12, 13	FFA: \$3,100 per SKU / FFB: \$3,000 per SKU
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 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$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:

- 276 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 Gifting Campaign:

- Placement in our Gifting focused Digital Campaign Advertising in Periods 1-10.
- Estimated 200K impressions

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

PERIOD	RATE PER PERIOD*
PT 1-13	\$10,000 per SKU**

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

*Pricing has been updated for FY25

**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:

- 124 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 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$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 (with the exception to P8). 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:

- 143 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 2, 4, 6, 8, 12, 13	\$8,800	\$5,300	\$3,500
PT 1, 3, 5, 7, 9 (<i>Food & Drink</i> Ads 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 evergreen 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.

Products are displayed on the End Aisle for the duration of the Promotional Turn. End Aisle 2-9 can be flighted with Standard and Premium products. Assortment Requirement: 2-6 SKUs per End Aisle.

NOTE: Other solution-oriented and education-based partnerships will be considered, however the focus will be on New products and [Value-Add partnerships \(click here for Value-Add Merchandiser Guidelines\)](#). In periods where they are overarching Aeroplan promotions, priority will be given to products applying with Bonus Aeroplan point offers.

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 will be included in LCBO's [Meta/Digital Value Flyer 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 Meta Flyer.

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

PERIOD		RATE PER PERIOD*	
PT 1 -9, 12 -13	\$250 per store	PT 1 -9, 12 -13	\$11,000 per SKU
PT 10	\$350 per store	PT 10	\$13,250 per SKU
PT 11	\$200 per store	PT 11	\$9,000 per SKU

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

PERIOD	RATE PER PERIOD*
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*Pricing has been updated for FY25

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 1-13	\$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: 170 stores total / Block Pile B: 196 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 (merchandisers will not be used in stores that implement on End Aisles or the Metal Frame Fixture). Please refer to "[Supplier-Produced Merchandiser Guidelines](#)" for details.

Digital Advertising Component:

- Products approved for these displays will be included in LCBO's [Meta/Digital Value Flyer 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 Meta Flyer.

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

PERIOD	RATE PER PERIOD*
PT 1-13	\$500 per store (divided by the number of participating SKUs)

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

*Pricing has been updated for FY25

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 1-13	\$6,570 per SKU

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

**Pricing has been updated for FY25*

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 1-9, 11-13	PT 1-9, 11-13	PT 10
Regular	\$90.00 per store		\$120.00 per store
Discovery	\$90.00 per store		\$120.00 per store
Community		\$60.00 per store	\$75.00 per store
Green	\$90.00 per store		\$120.00 per store

**Pricing has been updated for FY25*

In-Section Display Opportunity

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



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): 69 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	PERIOD	RATE PER PERIOD*
Flex Space B, C, D, E	PT 1-9,11-13	\$7,810
Flex Space B, C, D, E	PT 10	\$10,450
Flex Space A	PT 1, 6, 7, 11, 12, 13	\$7,810

**Pricing has been updated for FY25*

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): 224 Stores total (138 Plinth stores / 85 End Aisle stores / 1 store executing in-section)
- Excitement Zone End Aisle 21D (EZD): 225 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 [Meta/Digital Value Flyer 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 Meta Flyer.

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

PERIOD	RATE PER PERIOD*
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$250 per store
PT 10	\$350 per store
PT 11	\$200 per store

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

*Pricing has been updated for FY25

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:

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

Assortment Requirement:

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

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

SEASON	RATE PER SEASON*
Spring (PT1/PT2)	\$52,000 / Season (divided between the number of SKUs participating)
Early Summer (PT3-PT4)	
Late Summer (PT5-PT6)	
Fall (PT7/PT8)	
Holiday (PT9/PT10)	
Winter (PT11-PT13)	

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

**Pricing has been updated for FY25*

Impulse Display Opportunity

BLOCK PILE C (MPTS CODE: SBC)

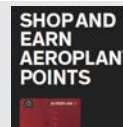


Block Pile C is a display space used to feature our strongest Aeroplan Bonus Point offers. This block pile will be activated as 2 adjacent displays (one for Wines and one for Spirits). Suppliers are encouraged to apply with their best offer propositions.

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:

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

Assortment Requirement:

- Up to 6 Wine 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 [Meta/Digital Value Flyer 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 Meta Flyer. These Block Pile Packages, inclusive of all opportunities and non-negotiable, are available for a rate of

PERIOD	DISPLAY	RATE PER PERIOD*
PT 1-13	Wines Block Pile	\$500 per store (divided by the number of participating SKUs)
PT 1-13	Spirits Block Pile	\$500 per store (divided by the number of participating SKUs)

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

*Pricing has been updated for FY25

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:

- 237 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 217 and 164

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

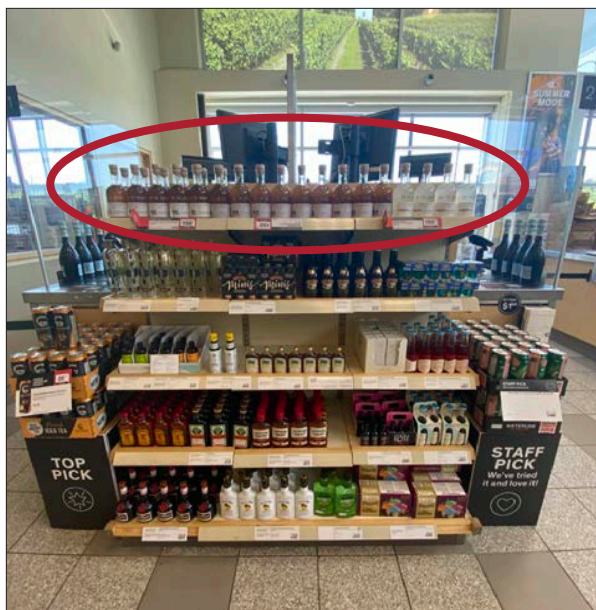
PERIOD	RATE*
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$65 per store / period
PT 10	\$80 per store / period
PT 11	\$55 per store / period

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

**Pricing has been updated for FY25*

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 (Brown Spirits Impulse) 119 stores total
- FEM2 (Wines Impulse) 94 stores total
- FEM3 (White 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 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$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.

**Pricing has been updated for FY25*

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.

For FY25, these displays will be focused on RTD products with Aeroplan Bonus Point Offers.

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 217 and 164

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 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$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.

**Pricing has been updated for FY25*

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:

- 164 & 217: Dominant placement on a large enclosed fixture within Store with LCBO gift packaging
- 511: Feature Fixture Area at the front of Store 511
- 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 1-8, 11-13	\$60,000
PT 9-10	\$75,000

**Pricing has been updated for FY25*

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 PACKAGE

Our flagship 164, 511 and 217 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.

Engagement:

- (As of P9) 7 Stores total: 5, 15, 164, 217, 511, 528, 758
- The Pop-Up Shop zone in these stores is comprised of a stand-alone display (2 fixtures at 217, 511* and 1 fixture at 5, 15, 164, 528 and 758 each with a front and back) located in the power aisle.
- Each fixture has space and shelving for merchandising products along with a digital portrait screen (55" 4K resolution) that can display scheduled video or animated content, both on the front and back of the fixture.
- Each fixture's digital portrait screen has an optimized playlist length to ensure maximum exposure to viewers and passersby. The digital screens playlist can accommodate up to 8 brand digital spots with each spot having a play length of 6 seconds, or up to 30 seconds total. Each digital screen's playlist can be customized.

*511 configuration is still to be determined based on upcoming engineer assessment.

Assortment Requirement:

- 1 Brand/Portfolio: up to 16 SKUs

Participation Cost:

- \$70,000 per Period

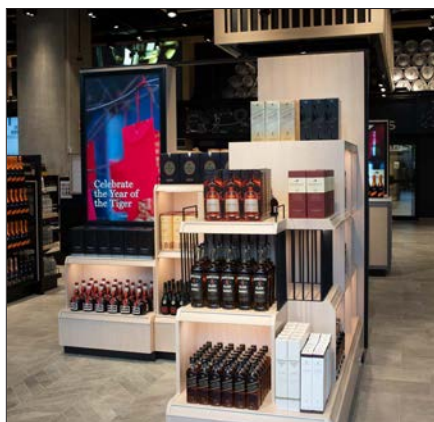
*Number of times a video spot will be played: In 54 seconds (approx. 1 min) – a spot played once. - In 1 hour – a spot played 60 times; from 10:00am to 8:00pm (10 hours) = a spot played 600 times

NOTE: Time is reserved on the digital screen for LCBO communications related to marketing thematic and in store takeover messaging.

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

STORE 217 & STORE 164

(note fixtures in these two stores are the same)



STORE 511



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: 32" w x 44" 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.

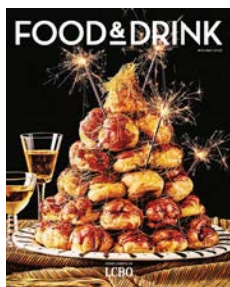
These displays, inclusive of all opportunities and non-negotiable, are available for a rate of

PERIOD	RATE PER PERIOD*
PT 1-13	\$600 per store*

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

**Pricing has been updated for FY25*

FOOD&DRINK Opportunities For FY2024-25



30 YEARS OF ENTERTAINING IDEAS

Since 1993, *Food & Drink* has proudly been a showcase for inspired entertaining, offering readers an insider's view of the best new products, seasonal recipes and creative hosting how-tos. It creates an environment that LCBO customers love, where your products can come together with our engaging content. With a Print & Digital audience of over **2.84 million readers** and over 114,000 Instagram

followers that love our content, *Food & Drink* offers a proven opportunity to present your products to LCBO customers where they are and when they're ready.

Your Brand Partner

We have flexible advertising options to build awareness 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:

Sponsored Food & Drink Spotlights



Classics Refreshed by Stoli

Enjoy a burst of summertime nostalgia with one of these lemonade cocktail twists.

[Find recipe inspiration](#)



Simply Spiked Lemonade Variety Pack

Sparkling and juicy lemonades are great for get-togethers or sipping on a hot afternoon.

[Chill and enjoy alongside savoury snacks](#)

- **New Product Showcase:** Perfect for maximizing impact when launching a new brand or product through placement on [lcbocanada.com](#) and social media
- **Curated Recipe Collection:** A collection of *Food & Drink* recipes, linked thematically/seasonally to your or brand and promoted via social media, myLCBO email and [lcbocanada.com](#).
- **Digital Content Extensions:** Enhance *Food & Drink* editorial content with sponsored digital and video extensions, integrated with your product.
- **Perfect Pairings Series:** A social content series running over a period, built around seasonally appropriate Product + Food matching solutions.

Full publication details and publishing schedule to come.

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 2024/25 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 31 - April 27	25-Aug-23	29-Sep-23	2-Oct-23
2	April 28 - May 25			10-Nov-23
3	May 26 - June 22	13-Oct-23	17-Nov-23	20-Nov-23
4	June 23 - July 20			5-Jan-24
5	July 21 - August 17	8-Dec-23	26-Jan-24	29-Jan-24
6	August 18 - September 14			1-Mar-24
7	September 15 - October 12	9-Feb-24	22-Mar-24	25-Mar-24
8	October 13 - November 9			26-Apr-24
9	November 10 - November 30	5-Apr-24	17-May-24	20-May-24
10	December 1 - January 4, 2025			14-Jun-24
11	January 5 - February 1	31-May-24	12-Jul-24	15-Jul-24
12	February 2 - March 1			5-Aug-24
13	March 2 - March 29			13-Sep-24

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:

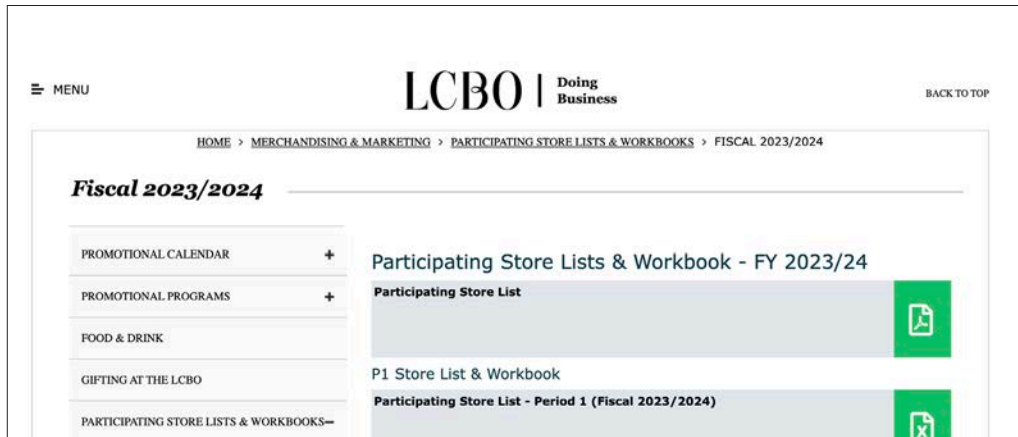
- [LCBO Brand Guidelines](#)
- [Support Programs](#)
- [Asset Handover Deadlines & Instructions](#)
- [Video Content Accessibility Checklist](#)
- [Supplier Merchandiser Guidelines](#)
- [Promotional Program FAQs](#)
- [Participating Store Lists & Period Workbooks](#)

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	3	Central South	Mini	B	Standard - FLS
8 Pack Carrier	3	Yes	Toronto-Central Dundas & Dovercourt	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-Mississauga East	3	Central South	Regular	A	Standard - FLS
8 Pack Carrier	7	Yes	Toronto-Central Eglinton & Dunfield	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 & Wellesly (Cabbagetown)	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.

External Advertising Opportunity

SUMMER REFRESHMENT CAMPAIGN (MPTS CODE: FSI FEATURE B)

We are pleased to offer two packages for RTD this year. We will kick-off RTD season with our Early Season opportunity, showcasing a selection of hot new coolers and 2024 trends. Heading into the heart of summer, we invite new products and existing RTD skus to participate in our Peak Season package, showcasing the many fuss-free solutions customers can enjoy. Across all campaign touchpoints, products will be curated into relevant collections designed to inspire customers and help them easily shop our assortment.



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

NOTES:

- **For Package 1 Please apply via MPTS to FSI-B for P3 by the P3-4 Application Deadline.**
- **For Package 2 Please apply via MPTS to FSI-B for P4 by the P3-4 Application Deadline.**

What's Included

	TRADE PACKAGE 1 - EARLY SEASON	TRADE PACKAGE 2 - PEAK SEASON
Season	P13-2	P3-4
Product Discovery Focus	New & On Trend	Easy Solutions
Products	30	70
Fee per SKU	\$10,000	\$10,000
Key Tactics	Digital, <i>Food & Drink</i> Integration, and PR	Out of Home and Digital
Specifics*	<ul style="list-style-type: none"> • Inclusion in an extensive digital/social media campaign. Tactics may include Social Media (Facebook, Instagram, Pinterest, SnapChat, YouTube), Sponsored Content/Influencers etc. • Placement in Spring or Early Summer <i>Food & Drink</i>. This may take the form of an Advertorial or Editorial content. • Placement in a significant PR effort. Tactics may include a media/influencer event, broadcast segments etc. 	<ul style="list-style-type: none"> • Out of home placements throughout Ontario – includes a high-impact opportunity (e.g. Union Station Takeover), in addition to other placements throughout the province (e.g., billboards, elevator screens, transit shelters etc). • Inclusion in an extensive digital/social media campaign. Tactics may include Social Media (Facebook, Instagram, Pinterest, SnapChat, YouTube), Sponsored Content/Influencers etc.
Bonus Opportunity!	Participating suppliers qualify for a discounted rate on <i>Food & Drink</i> advertising all season long. Please contact Beaches Media Services for more details: Kirby Miller E: kirby@beachesmediaservices.com T: 416 723-3923	

*Media plan subject to minor changes

Post Campaign digital analytics including impressions and clicks available upon request, approx. 6 weeks post campaign

NOTE: We encourage products approved for participation in our Summer Refreshment Campaign to participate in the in-store tasting program. Participating suppliers may also be eligible to participate in incremental opportunities such as out-of-store tasting events.

Spring Summary

SEASONAL THEMES

The spring campaign will forecast the trends in beverage alcohol for 2024. 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.

P1: In celebration of Earth Day, we will highlight sustainable products and brands who do good for the planet.

P2: We'll turn our attention to product innovation, new flavours, mixology and food trends

Product Discovery: New & On Trend

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P1	MLB Season Kickoff	N/A	Earth Day (April 22)
P2	Orthodox Easter (May 5) Cinco de Mayo (May 5) Buildup to Victoria Day (May 20) NHL & NBA Playoffs begin	Mother's Day (May 12)	AAPL Heritage Month Jewish History Month Passover (April 22-30)

	SPIRIT OF SUSTAINABILITY FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS
P1	Environmental Campaign + Good Partners Focus Environment Charity / Tree Canada Campaign	ONLINE: Aeroplane Acquisition Campaign
P2	Environmental Campaign + Good Partners Focus	ONLINE & IN-STORE: Shop Spring Promotion

ALSO HAPPENING IN THE SPRING:

Spring Gifting Program (Gift Cards and Gift Packaging)

Spring Summary

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Feature Fixture A	Trending: All That Sparkles	Trending: All That Sparkles
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (EA 1)	Vodka	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	Sustainable California Wines	New World Wines - Southern Hemisphere
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines Loyalty Block Pile (C)	100 BAP Wines - Buy a case, Get 1,200 points	100 BAP Wines - Buy a case, Get 1,200 points
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	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 1	Period 2
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP
Pop Up Shops	Wine	BCRTD
Flagship Spotlight	Spirits	BCRTD

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 1	Period 2
End Aisle 2	Sustainable White Spirits	White Spirits
End Aisle 3	Sustainable Wines	Wines
End Aisle 4	Sustainable Brown Spirits	Brown Spirits
End Aisle 5	White Spirits	White Spirits
End Aisle 6	Brown Spirits	Brown Spirits
End Aisle 7	Wines	Wines
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	White Spirits	White Spirits
End Aisle 13	Brown Spirits	Brown Spirits
End Aisle 14	White Spirits	White Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Brown Spirits	Brown Spirits
End Aisle 17	White Spirits	White Spirits
End Aisle 18	Beer	Beer
End Aisle 19	Brown Spirits	Brown 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)	France – Burgundy Kosher	Sauvignon Blanc - New Zealand France - Loire Kosher

*White Spirits (Vodka, Gin, Rum, Tequila and Soju) and Brown Spirits (Whisky, Brandy/Cognac, Liqueurs)

Summer Summary

SEASONAL THEMES

Our Early Summer Campaign will help customers enter summer mode. We will showcase refreshing products and innovative solutions that make it easy to kick-off the season and embrace the sunshine.

Product Discovery: New Products, Easy Solutions

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P3	CFL Season begins Cottage Kick-off Season Euro Cup	Father's Day (June 16) Wedding Season End of School / Graduations	National Indigenous History Month National Indigenous People's History Day (June 21) PRIDE Month
P4	Canada Day (Monday, July 1) Cottage Season Euro Cup	End of School / Graduations Wedding Season	St. Jean Baptiste Day (June 24)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS
P3	Pride Campaign + Good Partner Feature Pride Fundraising / Collective Group of Charities Fundraising Campaign	ONLINE & IN-STORE: Summer Bonus Contest
P4	Lab Integration Campaign	ONLINE & IN-STORE: Shop Summer Promotion

ALSO HAPPENING IN THE SUMMER:

Pride (Packaging Only)
Summer Gifting Program (Gift Cards and Gift Packaging)

Summer Summary

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Feature Fixture A	Wine Cocktails (Red/White/Rosé)	Wine Cocktails (Red/White/Rosé)
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (EA 1)	Gin	Canadian Whisky
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 - French Rosé
Front Nesting Table	PRIDE (All Play)	Flight A: Pride (All Play) Flight B: Flight B: Canadian Whisky
Middle Nesting Table	French Summer Whites (GL/Ess)	Italian Summer Whites (GL/Ess)
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines Loyalty Block Pile (C)	100 BAP Wines - Buy a case, Get 1,200 points	VQA Wines for Canada Day with BAP offers
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 D	RTD	Beer
Beer Excitement Zone C	Beer	RTD
Spirits Cold Room	Brown Spirits	
Spirited Picks	White Spirits	White 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
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Pop Up Shops	Spirits	BCRTD
Flagship Spotlight	Spirits	BCRTD

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 3	Period 4
End Aisle 2	Brown Spirits	Brown Spirits
End Aisle 3	Wines	Flight A: VQA Wines For Canada Day Flight B: Wines
End Aisle 4	Brown Spirits	Brown 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	Brown Spirits	Brown 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	White Spirits	White Spirits
End Aisle 16	Wines	Wines
End Aisle 17	Beer	Beer
End Aisle 18	White Spirits	White 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)	TBD	TBD

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

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P5	Civic Holiday (Monday, August 5) Taste of the Danforth Summer Olympics Cottage Season	Wedding Season	Emancipation Day (August 1) Toronto Caribbean Festival
P6	Labour Day (Monday, September 2) NFL Season Kick-off Taste of Kingsway	Wedding Season	Toronto International Film Festival

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS
P5	Lab Integration Campaign	ONLINE & IN-STORE: RTD Promotion ONLINE: One-Day Online Aeroplan Double Points Event: Civic Holiday (Monday, August 5)
P6	Lab Integration Campaign	ONLINE: One-Day Online Aeroplan Double Points Event: Labour Day (Monday, September 2)

ALSO HAPPENING IN THE SUMMER:

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 White Wines	Refreshing White Wines
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (End Aisle 1)	Pina Colada Seltzer (Rum)	Paloma Azul (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 - USA Tour	Destination: Spain/ Portugal
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines Loyalty Block Pile (C)	100 BAP Wines - Buy a case, Get 1,200 points	100 BAP Wines - Buy a case, Get 1,200 points
Spirits Loyalty Block Pile (C)	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Cider	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	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 5	Period 6
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP
Pop Up Shop	Wine	BCRTD
Flagship Spotlight	European Wines	BCRTD

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 5	Period 6
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Wines	Wines
End Aisle 4	White Spirits	White Spirits
End Aisle 5	Wines	Wines
End Aisle 6	White Spirits	White Spirits
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Wines	Wines
End Aisle 11	White Spirits	White Spirits
End Aisle 12	RTD	RTD
End Aisle 13	Brown Spirits	Brown Spirits
End Aisle 14	Wines	Wines
End Aisle 15	White Spirits	White Spirits
End Aisle 16	RTD	RTD
End Aisle 17	Beer	Beer
End Aisle 18	Brown Spirits	White 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	France - Rhone

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: Local with a focus on VQA products.

Flight A (VQA): We'll connect Ontarians to the world-class VQA wines produced right here at home.

Flight B (IDB): We'll highlight customer favourite brands that offer incredible 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

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P7	Lead up to Thanksgiving NFL Season begins	N/A	Franco-Ontarian Day (September 25) National Day For Truth & Reconciliation (September 30) Rosh Hashanah (October 2-4) Yom Kippur (October 11-12) Oktoberfest (September 21-October 6)
P8	Thanksgiving (October 14) Halloween (October 31) NHL & NBA Seasons begin	Early Holiday Gifting Corporate Holiday Gifting	Diwali (October 31 - Nov 4)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS
P7	Focus on Ontario Good Partners Support Local / United Way Charity Fundraising Campaign	ONLINE & IN-STORE: VQA Promotion
P8	LCBO Impact Report Published	ONLINE & IN-STORE: Partnership Contest Opportunity ONLINE: One-Day Online Aeroplan Double Points Event: Thanksgiving (October 14)

ALSO HAPPENING IN THE FALL:

Fall Gifting Program (Only Gift Packaging)

Corporate Gifting - Holiday

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	Gifts for the Host (Thanksgiving) - VQA Wines	Holiday Gifts - Red Wines (Premium GL/ Essentials)
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 Loyalty Block Pile (C)	VQA Wines	Wines Aeroplan Brand/Multi-brand Takeover Offers
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	Brown 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	VQA Brand takeover	Spirits
Flagship Spotlight	Spirits	Wines

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 VL 1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Kosher Germany	Hungary Portugal

Holiday Summary

SEASONAL THEMES

Our holiday campaign will reinforce LCBO as THE retail destination 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

OCCASIONS & OBSERVANCES

	CORE SALES & GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P9	US Election (November 5) Taylor Swift: The Eras Tour Toronto (November 14-23) Black Friday (November 29)	Remembrance Day (November 11)
P10	Cyber Monday (December 2) Christmas (December 25) Boxing Day (December 26) New Year's Eve (December 31)	International Day of Persons with Disabilities (Dec 3) Giving Tuesday (Dec 3) Hanukkah/Chanukah (Dec 25-Jan 2) Kwanzaa (Dec 26 - January 1)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS
P9	Gifts of Impact / Moderation Focus Children's Charities Fundraising Campaigns / Moderation Focus	ONLINE & IN-STORE: Member Appreciation
P10	Children's Charities Fundraising Campaigns	ONLINE & IN-STORE: Vintages Build A Case Promotion ONLINE: One-Day Online Aeroplan Double Points Event: Cyber Monday (December 2)

ALSO HAPPENING IN HOLIDAY:

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)	Rum	Cream Liqueur
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Aged Spirits Gifts	Luxe Spirits Gifts
Wines Gifting Display	Holiday Gifts - Vintages Essentials	Holiday Gifts - Sparkling/ Champagne
Front Nesting Table	Spirits (Super Premium/Luxe bar)	Spirits
Middle Nesting Table	Customer Favourite Wines for the Holidays (GL/Ess)	Flight A: Sparkling/ Champagne Flight B: Vintages Essentials
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines Loyalty Block Pile (C)	Wines Aeroplan Brand/Multi-brand Takeover Offers	Wines Aeroplan Brand/Multi-brand Takeover Offers
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	RTD	Beer
Spirits Cold Room	Brown 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	Wines	Spirits
Flagship Spotlight	Spirits	Wines

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