

Spring Summary

SEASONAL THEMES

Spring is a breath of fresh air, a reset, an awakening of the senses and a season filled with energy and optimism. More importantly, it's the season that ushers in new trends for the year and new product launches across the broader retail sector. This seasonal story will tap into the expertise of our Food & Drink team to highlight what's trending and new. Our customers will easily and confidently discover trending flavours and recipes, product innovation, convenient formats, celebrity brands and more!

Lead Categories: RTD, Spirits (flavoured vodkas, new gins and tequilas), Rosé, and any products that reflects innovation in the category.

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P1	Good Friday (April 7) Easter Monday (April 10) Orthodox Easter (April 16)	N/A	Earth Day (April 22)
P2	Cinco de Mayo (May 5) Buildup to Victoria Day (May 22) NHL & NBA Playoffs begin	Mother's Day (May 14)	AAPI Heritage Month Jewish History Month

	SPIRIT OF SUSTAINABILITY FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS	ECOMMERCE PROMOTIONS	FOOD & DRINK
P1	Environmental Campaign + Good Partners Focus Environment Charity / Tree Canada Campaign	ONLINE: Wine Case Sale Promotion	One-Day Online Double Points Event: Good Friday (Apr 7)	Spring Release (March 22) Early Summer (May 10)
P2	Environmental Campaign + Good Partners Focus	ONLINE & IN-STORE: Summer Kickoff Promotion ONLINE & IN-STORE: Celebrate Mom (Rose Wine Promotion)		

ALSO HAPPENING IN THE SPRING:

Spring Gifting Program (Gift Cards and Gift Packaging)

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DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Feature Fixture A	Trending: Sparkling Wines	Trending: Sparkling Wines
Feature Fixture B (New & Seasonal)	Seasonal Rosé Wines	Seasonal Rosé Wines
Cocktail of the Month (EA 1)	Gin	Tequila
Entrance Table	Spirits	Spirits
Mini Thematic A	Premium Sippers for Easter	Pink Spirits for Mother's Day
Mini Thematic B	Premium Essentials	Rosés/Pink Sparkling Wines
Front Nesting Table	White Spirits	White Spirits
Middle Nesting Table	California Wines	New World Wines Aeroplan Partnership
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Loyalty Block Pile (C)	Spirits/Wines	Spirits/Wines
Mini Thematic C (EA 10)	Local Beer for Spring	New Local Beer/ Cider
Block Pile D Activation Area	White Spirits	White Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone C	Beer	RTD
Beer Excitement Zone D	Beer	RTD
Spirits Cold Room	Spirits	Spirits
Spirited Picks	White Spirits	White Spirits
Front End Merchandiser 1	Brown Spirits	Brown Spirits
Front End Merchandiser 2	Wines	Wines
Front End Merchandiser 3	Brown Spirits	Brown Spirits
BCRTD Impulse Risers (1-4)	RTD	RTD
Pop Up Shops	RTD/ Brand Innovation Takeover	RTD/ Brand Innovation Takeover
Enhanced Occasions Package	Easter: Premium Wines: 6 Red, 6 White, 6 Sparkling, 6 Rose	Mother's Day: 9 Rose, 9 Rose Sparkling, 3 Pink Gins, 3 Pink Liqueurs

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
End Aisle 1 (COTM)	<i>See info at left.</i>	
End Aisle 2	Brown Spirits	Brown Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	Vintages	Vintages
End Aisle 6	Wines	Wines
End Aisle 7	Vintages	Vintages
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 10 (MT C)	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)	Kosher	Greece