

LCBO

FY24 PROMOTIONAL OPPORTUNITIES

Overview, Opportunities &
Application Process

NEW

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Our Promotional Strategy

We are pleased to share our promotional strategy, priorities, and opportunities for the Fiscal 23/24 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 these core principles:

- Customer-first approach, serving our customers with the right solutions, in the right place, at the right time for every occasion and need.
- Seasonal relevance, focusing our seasonal stories around a core discovery theme and delivering more impactful promotions.
- Amplifying 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.
- Simplifying the customer shopping journey and delivering a seamless omni-channel experience

As the marketplace continues to change and customer needs and shopping behaviours evolve, our promotional strategies have also evolved to better serve their needs. Our strategic areas of focus will guide our promotional efforts and be fully integrated into all aspects of the customer experience. These strategies are key to achieving our corporate objectives and to bringing our brand promise to life: Perfect choices made easy. Moments made great.

DISCOVER

Our brand experience pillar DISCOVER drives our promotional calendar. We have identified key discovery traits that are most important to our customers as they navigate our incredible assortment of Wines, Beers, Ciders, RTD and Spirits. A discovery trait is the single attribute that creates focus and establishes a consistent thread across the products we highlight during promotional periods. The discovery trait enables the campaign idea to come to life through a specific angle. These have been prioritized by season and reflected in the promotional calendar to align with the seasonal theme. They include:

- **Local:** We make it easy for Ontarians to taste, discover and proudly support all that Ontario has to offer.
- **Customer Favourites:** Our core brands are proven favourites and will be prominently featured in the customer journey to make discovery easy. We'll also prioritize value tactics on this assortment.
- **New/Trending:** In addition to featuring new products, we'll also highlight new trends, ideas, ways to shop and even new experiences, only at the LCBO.
- **Easy Solutions:** **Easy** means it's DFY (Done For You), we've done the legwork to make it easy for the customer to make the perfect choice. **Solutions** are how we inspire customers to try something new by showing them how different products can fit into their lives through food and drink pairings or unique cocktails.
- **Value:** We'll highlight products that offer a compelling incentive to purchase, whether it be a LTO, bonus Aeroplan points or a unique value-add.
- **Lighter Choices:** Provide more options and champion new, lighter ways to enjoy the category. From low or no alcohol, to lower sugar and lighter cocktails solutions.
- **Social Impact:** We will create more opportunities to highlight products and partners that align with our core pillars within our social impact platform, Spirit of Sustainability.

Our Promotional Strategy

LOYALTY & PERSONALIZATION

Aeroplan is our new loyalty program partner, rewarding customers and providing the LCBO with valuable customer data enabling personalization and supporting business decisions. Customers can now earn base and bonus points in all channels, and we've seen tremendous engagement in the program to date.

See [Aeroplan Section](#) for details on how you can participate.

GIFTING, OCCASIONS AND CELEBRATIONS

Our customers know the LCBO is a place to find gifts year-round. We will continue to provide inspiring gift options for customers online and in store for core gift occasions, entertaining occasions and will look for new ways to support everyday gift occasions, and celebrations. Evergreen product displays, including Mini Thematic A and B, as well as partnered value-add opportunities of either a GWP (gift with purchase), or LCBO Gift Cards will be important components of this strategy. You will see these opportunities explained in more detail in the coming pages.

OMNI-COMMERCE

This past year we re-launched LCBO.com with enhanced functionality that makes it even easier to connect our customers to the products and solutions they're looking for. LCBO.com is our biggest flagship store, offering Ontarians access to thousands of products, with convenient delivery options. This channel is often our customers first stop on their path to purchase, influencing their shopping list for their instore visit by highlighting the latest trends, new products, customer favourites and inspiring Food & Drink recipes and pairings. A growing number of our customers shop both channels, and we know these are our most engaged customers. We want to leverage eCommerce as a tool to grow the overall business while providing new promotional opportunities to our Trade partners as this channel becomes an increasingly significant component of doing business. We are pleased to continue to offer integrated Omni-Commerce programming for F23/24.

SPIRIT OF SUSTAINABILITY

Spirit of Sustainability (SoS) is the LCBO's enterprise-wide social impact platform, designed to support the province's social and environmental needs. It's our bold commitment to our customers, employees and partners to hold ourselves to a higher standard, lead the industry in sustainable practices and take better care of our planet. As one of the largest purchasers of alcohol in the world, we feel a responsibility to lead by example and take action. This is why we are integrating sustainability across our business and recognizing partners who do the same. We're excited to continue working with you, our valued trade partners, to catalyze positive change in the beverage alcohol industry and beyond. Here's to our shared successes and driving meaningful change for the good of Ontario.

You can read more about Spirit of Sustainability, our commitments and what it means for you in the Sustainability section of [DoingbusinesswithLCBO.com](#).

Key Program Changes & Updates

AEROPLAN PROMOTIONAL CALENDAR

We have published a calendar of Aeroplan Promotions for the entire Fiscal Year.

More details on promotions happening in each season will be shared in forthcoming updates.

Refer to the [Aeroplan Activity Calendar](#) page for details.

EXTERNAL ADVERTISING CAMPAIGNS

New External Advertising opportunities now exist to promote your products!

Refer to each page for details.

- [Digital Value Flyer Opportunity](#)
- [P3/P4 Summer Refreshment Campaign](#)
- [P9/10 Holiday Campaign](#)
- [Enhanced Gifting Package Digital Advertising Campaign](#)

ECOMMERCE: NEW PAID PLACEMENT OPPORTUNITY

A new opportunity has been developed for online channels, guaranteeing prime placement on key LCBO.com sub-category pages.

Refer to the [Paid Placement Opportunity](#) page for details.

ECOMMERCE: ONE DAY AEROPLAN BONUS POINTS EVENTS

During One Day Aeroplan Bonus events, customers will receive 2× Aeroplan points on all the participating Aeroplan offers, within the respective period. This promotion will be featured prominently on LCBO.com with banners, feature pages and a dedicated email blast. These are great incremental sales opportunities for trade partners to offer customers extra value on a select number of products for a short period of time, promoting trial and discovery.

Refer to the [One Day Aeroplan Double Points Event](#) page for details.

SPIRIT OF SUSTAINABILITY “GOOD PARTNER” FEATURE

This is a new opportunity to highlight brands and products that are doing good for our planet and our communities in alignment with key LCBO SOS initiatives throughout the year.

Refer to the [Good Partner Online Feature Page](#) for details.

COCKTAIL OF THE MONTH PROGRAM

The Cocktail of the Month Program is moving!

The new location, End Aisle 1, will allow for an expanded list of participating locations and more impactful signage opportunities.

Refer to the [Cocktail of the Month](#) section for details.

ENTRANCE TABLE

With the relocation of the Cocktail of the Month program, the Front Entrance Table will be focused on a value offer for large volume Spirits and Wines SKUs or brands with a seasonally relevant compelling, simple to communicate offers.

Preference will be given to bundled Aeroplan offers.

Refer to the [Entrance Table](#) section for details.

IN-STORE TASTING ADJUSTMENTS

In Store Tastings are no longer part of the Feature Fixture A package, and the Middle Nesting Table package. Costs have been updated in each program to reflect the change.

Refer to each section for details.

- [Feature Fixture](#)
- [Middle Nesting Table](#)

DISCOVERY END AISLE

A new 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 is meant to showcase regional and seasonally relevant products in key stores during important cultural occasions, in smaller or more focused communities.

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.

Refer to the [Discovery End Aisle](#) section for details.

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.

END AISLE (NEAR PACK) VALUE-ADD PROGRAM UPDATE (MARCH 2023)

The following requirements have been instituted for near pack value-adds for products merchandised on End Aisles. These requirements will be in effect moving forward for End Aisle applications as of FY23 P9/P10.

- Near pack value-adds on End Aisles must be applied to **all SKUs** on the End and must be confirmed at time of application.
- The dimensions of the value-add must be submitted at time of the application, for planogramming and e-commerce shipping information purposes.
- Value-add cannot be a gift bag or reusable bag.

NOTE: Applications without all required information will be declined.

Refer to the [Value-Add](#) section in the Appendix for details.

Customer Loyalty Program

The Aeroplan program is a cost-effective way for our Trade partners to engage and excite LCBO best customers through a variety of bonus points offer types to deliver on your business objectives including sales and customer loyalty.

- Cost effective offers that can deliver a strong ROI
- Post campaign reporting and analytics
- Marketing support for offers through LCBO and Aeroplan Channels

AEROPLAN CUSTOMER BASE

The Aeroplan member is a valuable LCBO customer:



2,200,000
active user base
aged 19+ in Ontario

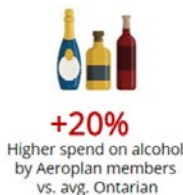
LCBO

91%
of members live within 5km
of an LCBO retail store



86%
of Ontario FSAs have
Aeroplan Members living in
them

ADVANTAGES TO AN AEROPLAN BONUS POINT OFFER



Aeroplan Members:

- Are premium customers with a higher average household income
- Over-index on alcohol spend (volume and price per product)
- Motivated by the value of Aeroplan rewards



Customer Insights:

- Regular reporting on Aeroplan bonus points offers including results and customer demographics
- Potential for most cost-effective customer insights vs traditional market research rewards



Unique access to Aeroplan marketing channels:

- Contactable base of over 1.4M members
- Access to multiple owned channels such as the Aeroplan dashboard, which is where members can link to Starbucks and Uber rewards

LCBO PERFORMANCE TO DATE



1.3M

members have earned points since launch



620M

points have been earned on base and product bonus offers



520M

points redeemed



51.3%

of all eCommerce transactions are Aeroplan customers



325K

new Aeroplan members attributed to LCBO



Penetration of base transactions made by Aeroplan members has grown by over 120% since the launch of the program.



Aeroplan avg. basket size is 57% higher than a non-loyalty basket size



36% more units in the basket for members vs. non-members



15% higher price per unit for members vs. non-members

BONUS OFFER OPPORTUNITIES FOR TRADE PARTNERS

- Price per point - \$0.025
- Signage fee - \$750 per offer (Coupon offers excluded)

For information on Minimum and Maximum bonus point offers please refer to the Aeroplan section on [Doing Business with the LCBO](#).

BONUS OFFER TYPES

With the addition of new bonus offer types you have flexibility in how you chose to promote your product(s).

From the traditional full period, single SKU offer to the ability to provide solutions to customers with bundled offers such as build a bar or build a cocktail, to single SKU offers with flexible start and end dates enabling you to focus on a key time period, such as Black Friday and Cyber Monday, you have more choice over how your products are promoted.

MPTS Applied Offer Opportunity	Product Example	Bonus Points Offer Example	Total Bonus Earned Example
Period Long Single SKU Offer MPTS Code: BAM	<ul style="list-style-type: none"> Buy 1 unit of SKU A Buy 2 units of SKU A 	100 points/unit	<ul style="list-style-type: none"> 100 points 200 points
NEW Bundled Pairs Offer MPTS Code: LD	<ul style="list-style-type: none"> Two <u>different</u> SKUs participate with a bonus offer Customer must buy the pair of products to get the bonus. Use cases: Cocktail of the Month, Vintages Essentials Featured product pair 	100 points/pair	<ul style="list-style-type: none"> Example: Bundled pair has a bonus offer of 100 points. If the customer: <ul style="list-style-type: none"> Buys: A+A = 0 points Buys: A+B = 100 points Buys: A+A+B = 100 points Buys: A+A+B+B = 200 points
Loyalty Bundled SKU Offers MPTS Code: LB	<ul style="list-style-type: none"> Minimum of two <u>different</u> products participate, no maximum number of products Customer must buy a minimum of two different products Bonus offer amounts are in increments of the same number of points All products must be from the same Agent/Supplier Use cases: Build your Bar, Build your 8 pack with flavors of RTDs 	100 points/SKU, minimum 2 different (unique) SKUs	<ul style="list-style-type: none"> Example: There are 5 participating products with a bonus offer of 100 points. So if a customer: <ul style="list-style-type: none"> Buy A+A = no bonus Buys A+B or B+C, etc = 200 points Buys A+B+C = 300 point Buys A+A+B = 200 points
Aeroplan Bonus Point + LTO Combination Offer* MPTS Code: LF (for APP) + LTO	<ul style="list-style-type: none"> Buy 1 unit of SKU A 	\$1.00 LTO + 50 bonus points/unit	<ul style="list-style-type: none"> \$1.00 LTO + 50 bonus points

*Period long offers will start the Monday and end Sunday of the selected period, as with LTOs.

Excel/ Applied Offer Opportunity	Product Example	Bonus Points Offer	Total Bonus Earned
NEW Single SKU Offer (Flexible start & end dates)+ MPTS Code: LF	<ul style="list-style-type: none"> Buy 1 unit of SKU A between specific dates tied to an occasion (to be determined by LCBO). 	250 points/unit	<ul style="list-style-type: none"> 250 points
NEW Coupon Offer** MPTS Code: LC	<ul style="list-style-type: none"> Buy 1 unit of SKU A + hand in coupon with bar code (during the promotional period) <p>The offer is in conjunction with Bonus Loyalty (Product #XXXXX) for 10 points and the coupon bonus is for 10 points.</p> <p>Example 1: Product #XXXXX (Qty: 1) is purchased + Coupon redeemed, the bonus is 20 points</p> <p>Example 2: Product #XXXXX (Qty:2) + Coupon redeemed; the bonus is 30 points</p> <p>NOTES:</p> <ul style="list-style-type: none"> The coupon is an overlay bonus offer for a product already on bonus in that period Coupons can have flexible start and end dates though must align with the period that the product is on bonus Supplier is responsible for creative execution and printing. LCBO Marketing must review and approve coupon creative. 	<p>Regular Points: 10 Coupon Bonus Points:10</p> <p>Regular Points: 20 Coupon Bonus Points:10</p>	<p>TOTAL = 20 Bonus Points</p> <p>TOTAL = 30 Bonus Points</p>
NEW Event Coupon Offer** MPTS Code: LE	<ul style="list-style-type: none"> Buy 1 unit of SKU A + hand in coupon with bar code (during the offer run dates) <p>Example: Attend an in-store tasting event and receive a coupon for bonus points awarded with the purchase of the promoted product during the promotional time period (i.e. Nov 25 - 28). Customers must present the coupon to be scanned at point of sale in order to earn points.</p> <p>NOTES:</p> <ul style="list-style-type: none"> The coupon is a bonus offer for a specific product that is not on bonus Coupon offer can have flexible start and end dates Supplier is responsible printing. LCBO Marketing will provide the creative. 	75 points/unit	<ul style="list-style-type: none"> 75 points

+Flexible start dates are specific to key sales occasions and can be confirmed by your Category Partner.

**Coupons can be distributed at Tastings in-store, external tastings or sent electronically or via mail enabling targeting

PROPOSED F24 AEROPLAN ACTIVITY CALENDAR

This a calendar of proposed LCBO Aeroplan Customer Loyalty overlay promotions for FY23/24. Trade Partners should apply for regular Aeroplan Bonus Point offers through MPTS for relevant products in the given promotional period (i.e. to be considered in the Celebrate Mom promo you need to apply for a BAP program on a Rosé product). No additional action is required from Trade Partners to buy into the calendar of events below (with the exception of Period 8), other than to have a product on bonus point offers in that period.

SEASON	Timing	Offer Proposal
SPRING	P01	ONLINE OFFER: Wine Case Sale Promotion (April 2 - 22, 2023) <ul style="list-style-type: none"> Customer offer: Buy a case (12 bottles) of the same wine on Bonus and get an additional 1000 Aeroplan points. This offer is valid for all 750mL bottles of wine with Aeroplan bonus offers Marketing Support: Promotion promoted on lcbo.com, in LCBO promotion email and through Aeroplan digital channels <p>HOW TO APPLY: Additional applications are not required. All 750 mL Wine SKUs approved for an Aeroplan bonus offer in Period 1 (in MPTS) will participate.</p>
	P02	ONLINE & IN-STORE: Summer Kickoff Promotion <ul style="list-style-type: none"> Customer Offer: Buy 3 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 ONLINE & IN-STORE: Celebrate Mom <ul style="list-style-type: none"> Customer Offer: Buy any Rosé wine and be entered in a chance to win one of two 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
EARLY SUMMER	P03	ONLINE & IN-STORE: Celebrate Dad <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 lcbo.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer
	P04	ONLINE & IN-STORE: Celebrate Summer <ul style="list-style-type: none"> Customer Offer: Buy 2 or more bonus products and get 2× points All Regular bonus products are included in the promotion Marketing Support: Promotion promoted on lcbo.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer
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	<ul style="list-style-type: none"> N/A
FALL	P07	<ul style="list-style-type: none"> N/A
	P08	ONLINE & IN-STORE: Partnership Contest Opportunity <ul style="list-style-type: none"> Customer Offer: Buy any participating Whisky products with an Aeroplan Bonus offer and be entered into a contest to win a pair of flights tickets from Air Canada Partner to provide accommodations and distillery tour experience Marketing Support: Promotion promoted on lcbo.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer <p>HOW TO APPLY: Apply via Excel Application Form before the deadline</p>

SEASON	Timing	Offer Proposal
HOLIDAY	P09	ONLINE & IN-STORE: Member Appreciation 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 four pairs of Air Canada flight tickets. Timing: Start of P9 to November 23. Marketing Support: Promotion promoted on lcbo.com, in LCBO promotion email and through Aeroplan digital channels + In-store signage to support the offer
	P10	<ul style="list-style-type: none"> N/A
WINTER	P11	<ul style="list-style-type: none"> N/A
	P12	ONLINE & IN-STORE: Contests & Bonus Offers
	P13	<ul style="list-style-type: none"> Aeroplan overlay bonus offers and contests for those customers who purchase bonus products.

YEAR-ROUND AEROPLAN OPPORTUNITIES

AEROPLAN BLOCK PILE IN-STORE



- Activated each period in a dedicated location in-store for Wines and Spirits
- 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
- Refer to the [Block Pile C](#) page for details

ENCOURAGE CASE SALES



- Offer example: Buy a case of wine and get enough points for a \$10 LCBO gift card
 - Each SKU has a bonus offer that add up to 1,000+ points enabling added signage to encourage the up-sell purchase to the full case.
 - Bundled offer: Buy 12 units and get 1,000 bonus points
 - ***Great opportunity for Vintages product promotion!***

NEW PRODUCT LAUNCH PACKAGES



- Layer on an Aeroplan bonus offer to your new product to encourage customer trial
- Beyond the increase to sales you will receive:
 - Reporting:
 - Standard Aeroplan results reporting
 - Deeper dive reporting including added information on customer demographics, what competitive products the customer bought prior to purchasing your product
 - Post-promotion reporting – what happened over the 3 months post the launch of your product
 - Additional Marketing support in Aeroplan channels
- Refer to the e-commerce [New Arrivals Hero Package](#) pages for more package details

SPECIAL PROMOTIONS

If you are interested in exploring a different type of offer to support a group of products differently, please apply with all proposal details using the Excel Promo Application form, and select “Special Aeroplan Promotion” from the program drop down.

- For example: Wines of X Region
 - Objective to encourage customers to try the region or to stock up on wines from the region
 - Offer example: Spend \$x on wines from X region and get Y points

PARTICIPATION IN PROMOTIONAL OPPORTUNITIES WITH AEROPLAN: IN-STORE SIGNAGE COMPONENTS

ON-SHELF (SHELF TALKERS & SHELF EXTENDERS)



Single SKU Offer



Combination Offer
(LTO + Aeroplan Offer)



Bundled SKU Offer

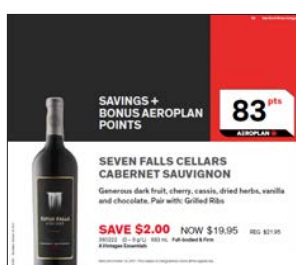


Vintages single SKU Offer



Shelf Extender Strip

PRICER CARDS



Single SKU Offer, Combination Offer, Offer + VA

PARTICIPATION IN PROMOTIONAL OPPORTUNITIES WITH AEROPLAN: POWER AISLE AND IN-SECTION OPPORTUNITIES

- If you are participating in a promotional opportunity that includes an Aeroplan offer, the offer will be communicated through the following signage components:



FEATURE FIXTURE

- Category Sign
- Box Sign
- In-section bin tag extender



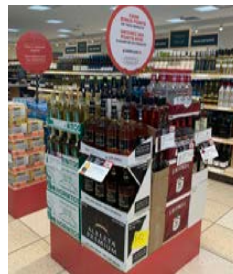
TABLE DISPLAY OR ENHANCED OCCASION

- Table Sign or Backer Card
- Category Sign extension
- On-shelf collateral



END AISLE PROGRAM

- Backer Card
- Shelf Talkers



BLOCK PILE

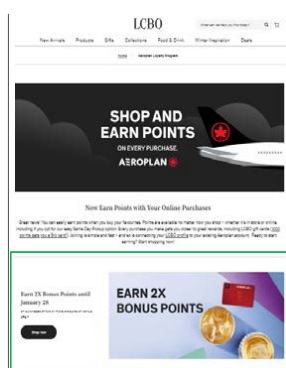
- Pole Topper / Backer Card
- Pricer Card

PARTICIPATION IN PROMOTIONAL OPPORTUNITIES WITH AEROPLAN: ONLINE COMPONENTS

- If you are participating in a promotional opportunity that includes an Aeroplan offer, the offer will be communicated through the following placements on LCBO.com

An overlay offer will include:

- Banner or image box on Aeroplan Landing Page
 - Contextual banner or image banner on product detail page
 - Single offer badging on product detail page
- If you purchase a feature page in addition to the overlay offer, the page will include a promotional banner highlighting the Aeroplan offering.



Banner Example

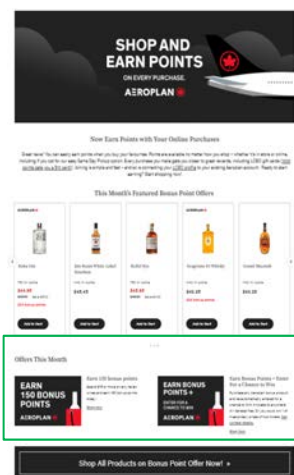
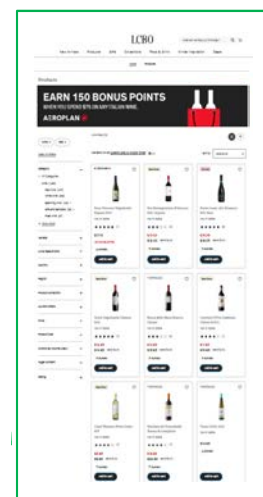


Image Box on Aeroplan Landing Page



Feature Page Example



Contextual banner Example

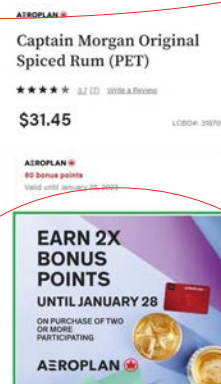


Image Box Example

PARTICIPATION IN PROMOTIONAL OPPORTUNITIES WITH AEROPLAN: OPERATIONAL SIGNAGE UPDATES

AEROPLAN BIN TAG POP-OUT

- A permanent solution to the paper 2x2 shelf talker and plastic clip that highlights products in-section that are on bonus offer.
- Launched in FY23 P10



AEROPLAN CATEGORY SIGN EXTENSION

- Installed on the in-section gondola category sign frame to highlight the AeroPlan Program for a particular category, country or offer.



Creative is directional for reference

AEROPLAN BOTTLE NECK TAG

- Adhered by LCBO Retail staff to highlight products in-section that are on bonus offer.
- This is not a sold opportunity

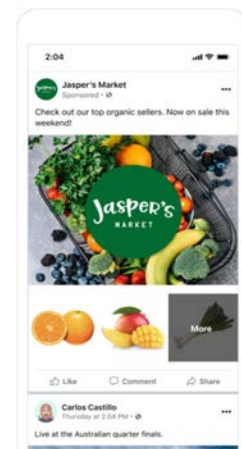


*Beer/RTD solution in development

UPDATED External Advertising Opportunity META/DIGITAL VALUE FLYER (MPTS CODE: FSI - FEATURE A)

We know that value continues to be of great importance to many customers this year, especially going into the holiday season. This is an opportunity to bring strong visibility to compelling Aeroplan and LTO offers. This campaign will leverage Meta (Facebook) – a proven media partner - to drive customer conversion on our best deals. The campaign will target an engaged LCBO audience (estimated 2.3 million impressions per period), reaching 40% of 19+ Meta users in Ontario.

This is an MPTS Applied Promotional Program (MPTS Code = FSI - FEATURE A). Please apply through MPTS directly before the deadline.



What We're Looking For

- Up to 8 Wines per period
- Up to 8 Spirits per period
- Up to 8 Beers/Ciders & Coolers per period

Criteria

- Products must have a strong LTO or Aeroplan Offers
- Products (or offers) should be exclusive to the LCBO

What's Included

- Placement within LCBO's Meta flyer for minimum 3-week duration – this may include placement within the hero video and/or collection tile components. Products will be promoted with up to 8 other skus.
- Ads will drive traffic to LCBO.com Product Information Pages to purchase products and browse store inventory, as well as to the Deals landing page.
- Post-campaign analytics including ad impressions, clicks to LCBO.com and top demographics (upon request)

Pricing Information

\$2,000 per SKU

External Advertising Opportunity

P9-P10 HOLIDAY SEASON CAMPAIGN

UPDATED
PROGRAM

The Holiday campaign marks another prime season to engage consumers and drive sales of incredible holiday gifts from the LCBO. We are pleased to offer a new opportunity to promote discovery of Holiday gift sets and year-round gift-worthy SKUs.

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

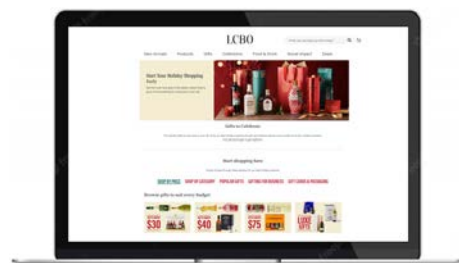
What We're Looking For

- New, unique and best-selling gift sets from previous years complimented by an assortment of gift-worthy year-round skus.
- We are looking to sell 10 SKUs into each of the following gifting themes for a total of 60 SKUs.
 - For the Whisky Lover
 - Luxe \$100+
 - Gifts Under \$25
 - Gifts Under \$40
 - Gifts Under \$75
 - Gifts for the Home Bartender (spirits)



What's Included

- Placement in 750k printed copies of the LCBO Holiday Gift Guide distributed direct to home. A targeted approach to distribution will reach qualified consumers.
- Participating products will be featured on spreads with up to 10 SKUS
- Placement in the Holiday Gift Shop on lcbo.com
- LCBO will invest in a robust digital advertising campaign to drive traffic to LCBO.com and the Holiday Gift Shop where consumers can shop our full Holiday gift assortment.
- Post campaign digital analytics, including impressions and clicks, will be available upon request – 6 weeks after the campaign.



Pricing Information

\$10,000 per SKU

NEW External Advertising Opportunity

GIFTING CAMPAIGN/MEDIA BUY

A new integrated opportunity for the Mini-Thematic displays tied to key gifting occasions, in Periods 2, 3 and 12 has been created. This opportunity includes integration in our paid external advertising tactics to help customers discover compelling and gift-worthy products within an LCBO curated collection.

- P2: Mothers Day,
- P3: Father's Day
- P12: Valentine's Day

What We're Looking For/How To Participate

- This opportunity is built in to the [Mini-Thematic \(A & B\)](#) Programs for Periods 2, 3 and 12, focusing on key gifting occasions for our customers: Mother's Day, Father's Day and Valentine's Day

What's Included

- Placement in our gifting-focused campaign digital ads (i.e., may include Facebook, Instagram, Pinterest, Influencers, Sponsored Content and/or other digital formats). Content will engage customers with compelling content and drive clicks to LCBO.com to Product Detail Pages or Shoppable Gifting Pages. Products will be curated into relevant themes and will be promoted with up to 10 other SKUs.
- Post Campaign digital analytics including impressions and clicks available upon request, ~6 weeks post-campaign.

Pricing Information

Pricing has been built into the Mini-Thematic Program for the select periods that this opportunity will activate.

NEW Advertising Opportunity

SPIRIT OF SUSTAINABILITY “GOOD PARTNERS” FEATURE

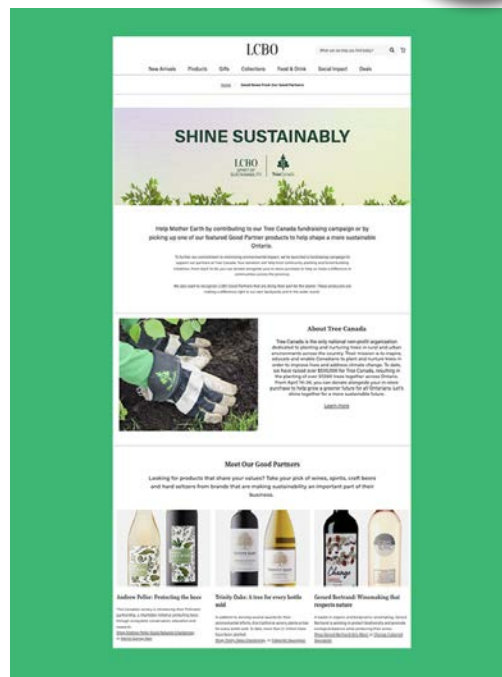


How it Works

Spirit of Sustainability (SoS) is 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 a new opportunity for brands and products to be featured within our campaigns in support of key LCBO SoS initiatives.

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

We're Looking to amplify, spotlight, and recognize Good Partners, products, and brands who are committed to enhancing industry diversity during P12 + P13.



This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline. See below for complete details.

What We're Looking For

- Up to 10 × Good Partners Products (each period) from Brands that align with the following criteria:

P12: Black History Month

- Brands that are supporting the Black community through meaningful charitable initiatives, programs, campaigns and partnerships and/or an ongoing commitment to support and celebrate the Black Community authentically.

P13: Embrace Equity (Women in Beverage Alcohol)

- Brands that are supporting women in the beverage alcohol industry through meaningful charitable initiatives, programs, campaigns and partnerships and/or an ongoing commitment to support and enhance industry diversity from an equitable lens.

What's Included

- Placement within our Good Partners landing 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 or other tactics)

Eligibility Criteria

- Proven impact, community investment, fundraising efforts; partnerships, scholarships, impactful initiatives that drive meaningful social and equitable change in communities.

Pricing Information

- \$5,000 / Product (includes \$1,000 SoS Charity Donation)

NOTE: Spirit of Sustainability efforts may have the opportunity to be enhanced through appropriate in-store display opportunities and online. Agents may apply separately for a display opportunity to promote this messaging

How To Apply:

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline. Please indicate which products you would like to participate in this campaign by selecting "SOS GOOD PARTNERS FEATURE" from the Promo Programs Dropdown in the Excel application form, and also adding any supplementary information or creative assets or additional information related in the Excel Application's SOS tab.

FOOD&DRINK Opportunities For 2024

YOUR PRODUCTS. OUR READERS.

Traditional advertising. Content-forward advertorials. Integrated social and digital opportunities. With an engaged Print & Digital audience of over **2.65 million readers** and over 113,000 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.

Run of Press Advertising

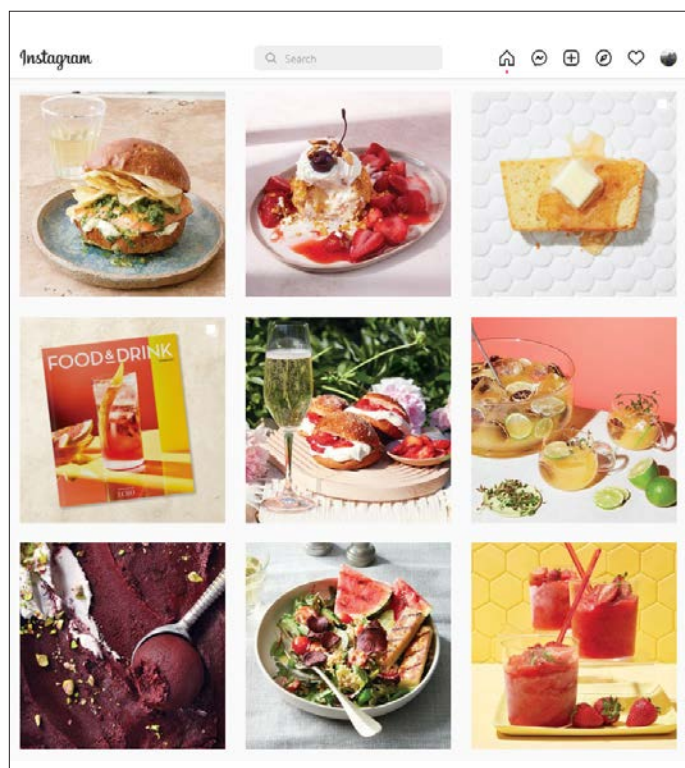
Showcase your brand and your product to an interested reader in our print and digital editions.

Advertorial, Custom & Integrated Content

We can help you present your products in a unique context, supported by engaging, quality content.

Social, Digital, Video, eCommerce Opportunities

Work with *Food & Drink* to strategically support your LCBO in-store and digital promotional opportunities.



Opportunities for Trade Partners

We're working hard on upcoming issues right now.

Spring 2023 issue:

Ad closing Jan 23; in stores Mar 22

Celebrate new beginnings and new trends with our Spring issue.

Early Summer 2023 issue

Ad closing Mar 11; in stores May 10

In May we'll appreciate the coming Summer and make the most of what's unique in Ontario.

Summer 2023 issue:

Ad closing Apr 28; in stores June 28

Our late-June issue will serve up the perfect refreshments for the height of summer fun.

Autumn 2023 issue:

Ad closing Jul 14; in stores Sept 13

September means Ontario, as we shine the spotlight on local makers and products.

Holiday 2023 issue:

Ad closing Sept 8; in stores Nov 8

The big one. Our largest, most popular issue of the year, celebrating all things Holiday.

How can we help?

Contact our ad sales team, Beaches Media Services.

Kirby Miller

C: 416 723-3923

E: kirby@beachesmediaservices.com

Winter Summary

SEASONAL THEMES

P11: As with previous years, P11 will focus on Lighter Choices to align with Ontarians post-holiday priorities and the growing interest in trends such as Dry (or Damp) January and an increased mindfulness around alcohol consumption. The focus will be on driving awareness of the lighter choices that can be found at the LCBO and educating customers on how to find lighter choices at the LCBO.

What are we looking for?

Light Choices: To help customers easily make the right choices for their lifestyle



Wines Features

Low (<9%)/No Alcohol, Low Sugar (5g or less), Low Calorie



BCRTD Features

Low/No Alcohol, Low Sugar/Carb Low Calorie, Sugar-free seltzers



Spirits Features

Low/No Alcohol, Low Sugar, Low Calorie, Options for Lighter Cocktails

NOTE: Value-Adds during this period should not contradict the *Lighter Choices* theme.

P12-P13 will shift to focus on Dream Destinations, highlighting the incredible regions and countries associated with our products. The campaign will have a strong Aeroplan component including added incentives (e.g., 2X points, multiple contests) for purchasing products with base Aeroplan offers.

What are we looking for?

Customer Favourites: Brands and product collections strongly associated with a dream destination



Wines Features

Product collections from specific countries or regions.



BCRTD Features

Brands connected to destinations, Styles connected to destinations, tropical coolers



Spirits Features

Product collections from specific countries, cocktails associated with specific destinations

We are looking to maximize base Aeroplan offers across key display points. Travel/Destination related Value-Adds are also welcome.

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P11	NFL Playoffs	N/A	Dry/Damp January (Moderation Focus) Robbie Burns Day (January 25)
P12	Super Bowl (February 11) Family Day (February 19)	Valentine's Day (Tuesday, February 14)	Lunar New Year (February 10) Black History Month
P13	St Patrick's Day (Friday, March 17) Good Friday (March 29) Easter Sunday (March 31)	N/A	International Women's History Month & Day (March 8)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS	ECOMMERCE PROMOTIONS
P11	N/A	N/A	N/A
P12	Black History Month Campaign + Good Partner Feature CEE/Black North / BHA Fundraising Campaign	ONLINE & IN-STORE: Contests & Rewards Promotion	
P13	Spirit of Inclusion & Equity Campaign + Good Partner Feature Women's College Hospital Fundraising Campaign	ONLINE & IN-STORE: Contests & Rewards Promotion	N/A

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 : Bloody Vodka Soda	Brandy/ Cognac: Jack Rose	Whisky: : Gold Rush
Entrance Table	Spirits	Spirits	Spirits
Mini Thematic A	Smart Buy Gifts	Valentine's Gifts (Liqueurs)*	Women in Spirits
Mini Thematic B	Smart Buy Gifts	Gifts for your Loved One (Rosés, Sparkling focus)	Premium Wines for the Host/ Hostess (Easter)
Front Nesting Table	Spirits	Spirits	Brown Spirits
Middle Nesting Table	Lighter Choices - <5g/L w/LTO	Chile (Aeroplan Partnership)	Italy (Aeroplan Partnership)
Beer Block Pile (A)	Beer	Beer	Beer
RTD Block Pile (B)	RTD	RTD	RTD
Loyalty Block Pile (C)	Spirits/Wine Aeroplan partnerships/offers	Spirits/Wine Aeroplan partnerships/offers	Spirits/Wine Aeroplan partnerships/offers
Mini Thematic C (End Aisle 10)	Local Beer/Cider - Lighter Choices	Local Beer for Winter	Local Cider
Block Pile D Activation Area	Spirits	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer	Beer
Beer Excitement Zone C	Beer	RTD	Beer
Beer Excitement Zone D	Beer	RTD	Beer
Spirits Cold Room	Spirits	Spirits	Spirits
Spirited Picks	Spirits	Spirits	Spirits
Front End Merchandiser 1	Spirits	Spirits	Spirits
Front End Merchandiser 2	Small format/ Impulse Wines	Small format/ Impulse Wines	Small format/ Impulse Wines
Front End Merchandiser 3	Brown Spirits	Brown Spirits	Brown Spirits
BCRTD Impulse Risers (1-4)	RTD	RTD	RTD
Pop Up Shops	Lighter Choice Brand Takeover	Country/ Destination (Beer) with Aeroplan	St. Patrick's Day (Beer and Spirits)
Enhanced Occasions Package	Lighter Choices	Lunar NY or Valentine's Day	Wines Portfolio Takeover (Easter)

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
End Aisle 1 (COTM)	See info at left.		
End Aisle 2	Brown Spirits	Brown Spirits	White Spirits
End Aisle 3	Low Alc/Low Cal Wine	Wines Regional focus w/ Aeroplan	Wines Regional focus w/ Aeroplan
End Aisle 4	White Spirits	White Spirits	Brown Spirits
End Aisle 5	Wines	Spirits	Wines
End Aisle 6	Wines	Spirits	Wines
End Aisle 7	Brown Spirits	Brown Spirits	Wines
End Aisle 8	Wines	Wines	Brown Spirits
End Aisle 9	Brown Spirits	Brown Spirits	White Spirits
End Aisle 10 (MTC)	Beer	Beer	Beer
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	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)	TBD	East Asia	Greece

*Includes external advertising package (refer to information on pg 20)

The NEW LCBO.com!



We are pleased to share that in April 2022 we launched a new LCBO.com!

This launch is the first phase of LCBO's eCommerce Renewal project, with the goal of creating a best-in-class customer experience that is seamless across shopping channels.

The site will make it easier for customers to discover and connect with what they are looking for and inspire them with new ideas.

The new features include:

1. A NEW LOOK AND FEEL, ALIGNED WITH OUR REFRESHED BRANDING

- New, easier-to-find sections for Vintages, 'Food & Drink' recommendations and recipes
- The same improved experience across all devices

2. IMPROVED SEARCH FUNCTION

- Searches show more relevant results
- Inventory is updated more frequently and is therefore more accurate

3. ENHANCED CHECKOUT PROCESS

- Customers can select home delivery or pickup in-store by item within the same shopping cart (split-cart feature)
- A notification will be sent when the products are available for pickup; items in stock can be picked up on the same day (in select stores)

4. ADDITIONAL PRODUCT DETAILS

- Call-outs to identify products that are best sellers and on sale
- New icons to identify products that are made in Ontario, organic, kosher or VQA
- A 5-point scale description on sweetness, body, flavour intensity, acidity, and tannins for wines

5. MORE WAYS TO CONNECT

- Customers can sign up for back-in-stock notifications
- Customers can ask or answer a question about a product, right alongside sharing a review

The improved search function and enhanced checkout process also apply to our mobile app.

As we build out more engaging customer journeys, the new site will allow for more placement opportunities in the future.

As we successfully wrap up phase 1 of our eCommerce Renewal project, we will be starting phase 2 soon, which includes further enhancements to B2C sites and improvements to the various B2B platforms.

We will continue to keep you updated as the project progresses.

WHY PARTICIPATE IN LCBO'S ECOMMERCE OPPORTUNITIES?

The LCBO e-commerce channel (LCBO.com and LCBO mobile app) is our biggest flagship store, offering Ontarians access to thousands of products with convenient delivery and pick-up options. This channel welcomes, on average, over **4 MILLION** visitors monthly and is often our customers' first stop on their path to purchase, influencing their shopping list by highlighting the latest trends in beverage alcohol, new products, customer favourites and providing inspiring recipes and pairings.

LCBO.COM & LCBO MOBILE APP: THE FIRST PART OF THE CUSTOMER JOURNEY

Customers thinking of purchasing will first view product information and availability on LCBO.com or through the mobile app, and has proved to be "THE" source for Ontarians for beverage alcohol information.

PROGRAM TAGGING & CROSS-PROMOTION COORDINATION

LCBO encourages suppliers to drive traffic to LCBO.com Feature Pages and Product Detail Pages from their own digital advertising efforts.

Upon request, LCBO will provide suppliers with UTM codes to tag and track digital ads.

Post-Campaign, LCBO will provide traffic and sales derived from supplier ad units.

Please direct requests to our eCommerce Marketing Team (Contact info on [Page 106](#)).

ECOMMERCE ONE DAY AEROPLAN DOUBLE BONUS POINT EVENTS

During One Day Aeroplan Bonus events, customers will receive 2× Aeroplan points on all the participating Aeroplan offers, within the respective period. This promotion will be featured prominently on LCBO.com with banners, feature pages and a dedicated email blast. These are great incremental sales opportunities for trade partners to offer customers extra value on a select number of products for a short period of time, promoting trial and discovery.

REPORTING & ANALYTICS

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.

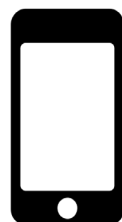


LCBO

ECOMMERCE AT A GLANCE



3.37M
visits per month
on lcbo.com



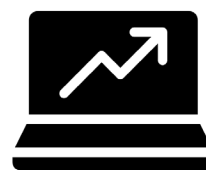
630K
visits per month
on the LCBO App



\$205
Average lcbo.com
Order Value



10.9 UNITS
Average lcbo.com
Order Size



29X UPLIFT
On average for e-Commerce
One Day Sale Products



+22.4%
Delivery Business Growth (YTD)*
*Includes ship to store and home delivery



CREATE

...Unique Customer Experiences
...Online Exclusive Opportunities

Note All figures referenced on this page are as of P3 FY23

Omni-Commerce Opportunity

FEATURE PAGE

How it Works

We are pleased to amplify in-store programs with prominent placement on lcbo.com.

This opportunity will allow Trade Partners to showcase their products and brands in an LCBO-endorsed collection that will:

- Create a direct touchpoint for products on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;

We have several in-store opportunities that include a Feature Page as part of their package. This opportunity is also available as a stand alone execution, if the Trade Partner is not activating any display promotions in-store.

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 (see next page for details)
- Feature Image Placement on Category Landing Page.
- Promotion in LCBO owned communications channels

LCBO will consider several factors when reviewing online feature page proposals:

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.
- This opportunity is available to one brand/supplier per Period.
- This page will live for one promotional period.

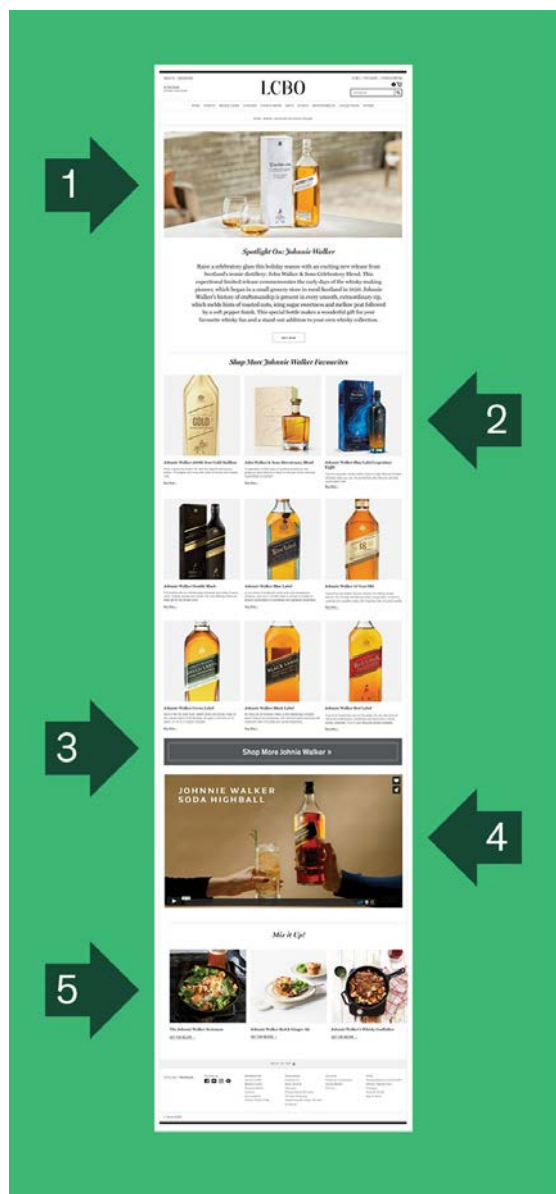
Pricing Information

- **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.

What's Included & Where it's Located Online

FEATURE PAGE



FEATURE PAGE: SINGLE BRAND

1. Product Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Collection

- Up to 12 additional SKUs from brand family (must be unique SKUs rather than different formats of the same product)
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (Product Information Page)

3. Product Results Page

- Link to a list of selected products

4. Optional: Brand Video

- To be supplied by participating sponsor brand where available.
- Must be AODA compliant and available in English and French
- Maximum length: 30 sec.

5. Related Content

- Three cocktail recipes, food pairings or gift suggestions.

NOTE: Cocktail and food pairing/recipes and image assets will be provided by LCBO from existing LCBO assets. Alternate option, at LCBO discretion, is using simple cocktails recipes (NO food recipes) from participating sponsor brands. Must be vetted and approved by LCBO.

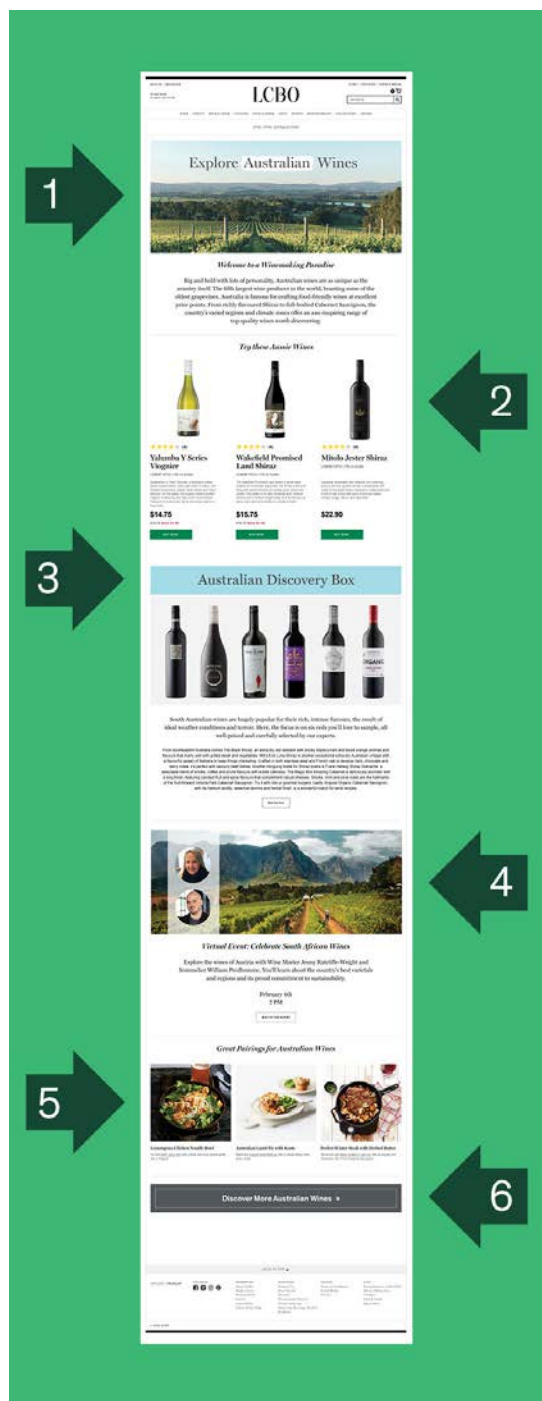
Feature Placement on [lcbo.com](https://www.lcbo.com) Category Landing Page
Clicks through to feature page

Please note, based on the promotion in-store, that the feature page the promotion is tied to and the respective product category, LCBO Marketing reserves the right to adjust the content template in order to optimize the customer experience.

Note: Creative for Feature page will be at the discretion of LCBO Marketing.

What's Included & Where it's Located Online

FEATURE PAGE



FEATURE PAGE: MULTI-BRAND

1. Feature Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Collection

- Up to 12 SKUs from trade association/brand family (must be unique SKUs rather than different formats of the same product)
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (Product Information Page)

3. Optional: Curated Box

- eCommerce exclusive SKU featuring an assortment of SKUs from the trade group/brand. Value-adds may be included.

4. Optional: Virtual Event

- Featuring a tasting of discovery box SKUs.
- Event will be developed by LCBO in collaboration with trade partner

NOTE: Virtual Event costs are additional and not included in Feature Page costs.

5. Related Content

- Up to three cocktail recipes, food pairings or gift suggestions.

NOTE: Cocktail and food pairing/recipes and image assets will be provided by LCBO from existing LCBO assets. Alternate option, at LCBO discretion, is using simple cocktails recipes (NO food recipes) from participating sponsor brands. Must be vetted and approved by LCBO.

6. Link to a list of selected products (product results page)

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

eCommerce Opportunity

NEW ARRIVALS HERO PACKAGE

How it Works

Customers love to discover new products, with our “New Arrivals” menu option receiving over **95,000** clicks every period. Our New Arrivals Promotional Package is a great way to drive awareness and sales of our biggest product launches. New this year, in some periods with less innovation coming to market, we will offer a multi-brand opportunity to showcase several new products from a specific category – e.g., New Sparkling Wines; New Lighter Choices.

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

What's Included

On lcbo.com:

- Hero Image (Banner) on the New Arrivals Landing Page
- Image Boxes on the Homepage and the Mega Menu Tile
- Mobile App Tile
- A social post on LCBO channels promoting new products, linking to Feature page
- A templated Feature Page for your New Products/Brand (this can include existing LCBO Products on the page if new products are a line or brand extension)

NOTES: For multi-brand features, program components will remain consistent however participating skus will not have guaranteed brand placement in the banner, image box, and social post. These placements will all drive to the Feature Page which will showcase all participating SKUs.

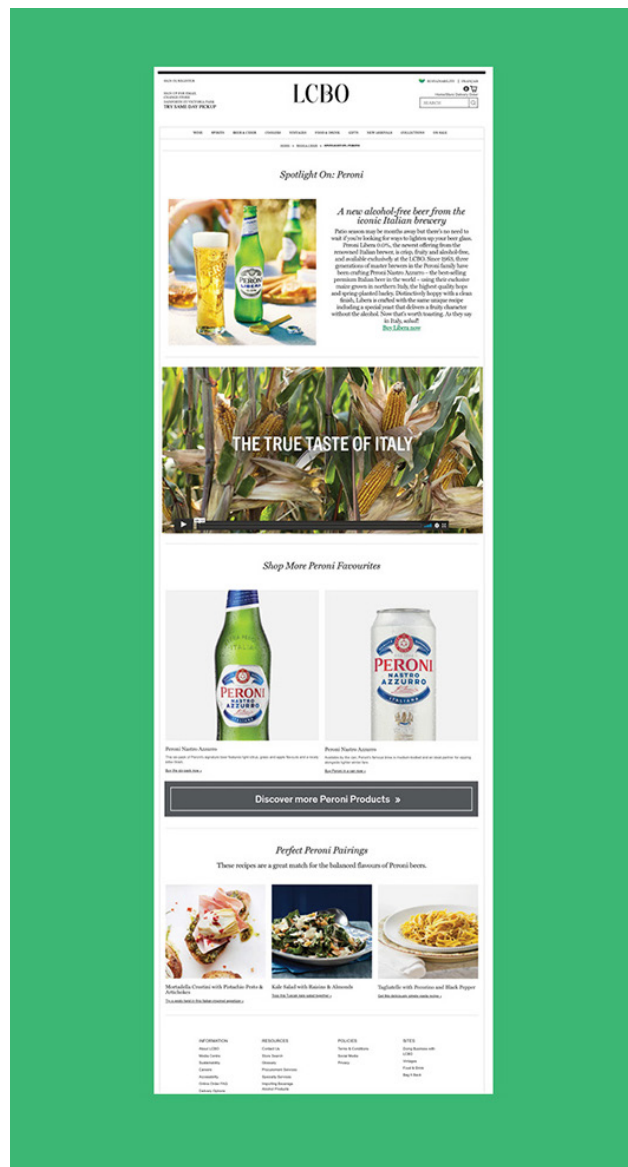
Any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

Pricing Information

Hero Package: \$28,000/Brand (available to 1 brand per period)

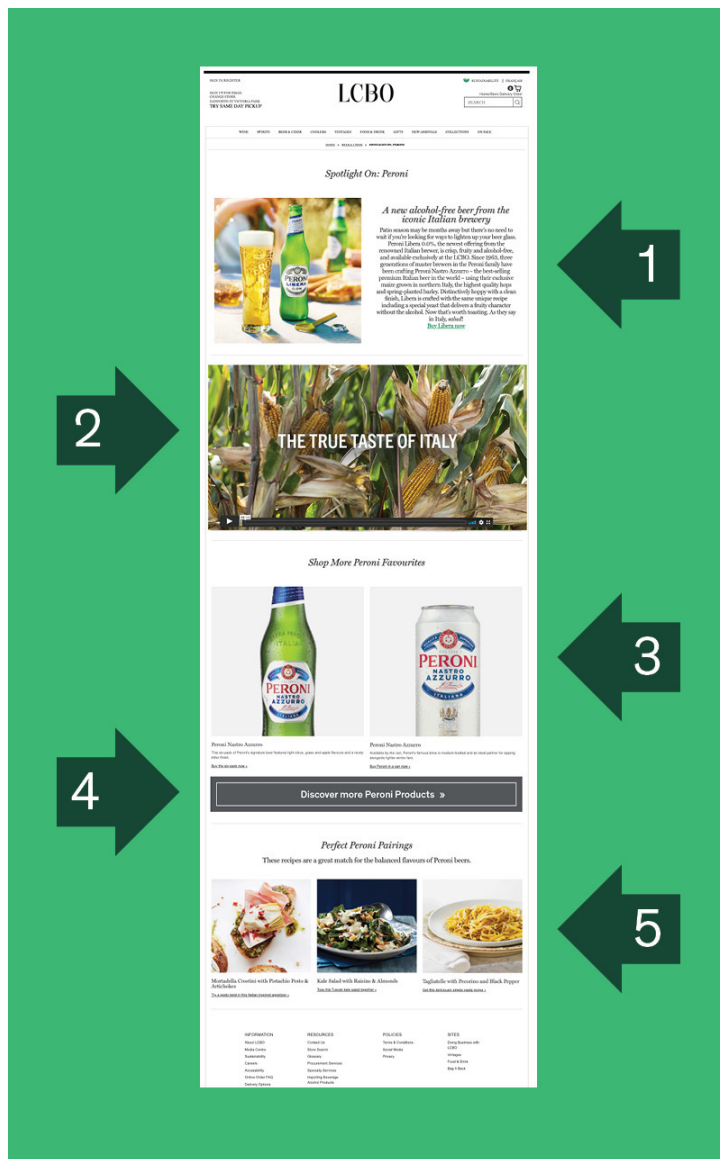
PRODUCT FOCUS		
Period	Period Dates	Focus (Cocktail Base)
1	March 26 - April 22	Wines
2	April 23 - May 20	White Spirits
3	May 21 - June 17	RTD
4	June 18 - July 15	Beer
5	July 16 - August 12	RTD
6	August 13 - September 9	Beer
7	September 10 - October 7	Wines

PRODUCT FOCUS		
8	October 8 - November 4	Brown Spirits
9	November 5 - November 25	White Spirits
10	November 26 - December 30	Brown Spirits
11	December 31 - January 27	All-Play
12	January 28 - February 24	Brown Spirits
13	February 25 - March 30	Wines



What's Included

NEW ARRIVALS HERO PACKAGE



TEMPLATED FEATURE PAGE

1. Product Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Optional: Brand Video

- To be supplied by participating sponsor brand where available)
- Must be AODA compliant and available in English and French.
- Maximum length: 30 sec.

3. Collection

- Six to nine additional SKUs from brand family (must be unique SKUs rather than different formats of same product). Hero product must be new.
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (product information page)

4. Link to a list of selected products (product results page)

- Note: Products to be selected by LCBO in collaboration with supplier.

5. Related Content

- Three cocktail recipes, food pairings or gift suggestions.

NOTE: Cocktail and food pairing/recipes and image assets will be provided by LCBO from existing LCBO assets. Alternate option, at LCBO discretion, is using simple cocktails recipes (NO food recipes) from participating sponsor brands. Must be vetted and approved by LCBO.

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.

Note: Creative for Feature page will be at the discretion of LCBO Marketing.

eCommerce Opportunity

PAID PRODUCT PLACEMENT

**NEW
PROGRAM**

How it Works

LCBO is pleased to offer suppliers a paid product placement opportunity in prime locations throughout the online customer journey.

This is a great way to bring strong visibility to new products and compelling offers, and reach customers already interested in the category.

Placement opportunities are currently available on our top sub-category search pages which typically receive, on average, over **18,600** organic monthly visits.

Products on the first page of results are.....



***6.8X more likely
to be clicked***



***2.5X more likely
to be added to cart***

.....than products on the second page

Generally, these top sub-category search pages convert **2X more** customers when compared to the overall site conversion metric. This is true across all e-commerce fulfillment methods (Same Day Pickup and Home Delivery).

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

Eligibility Criteria

- New Products
- Aeroplan Offers
- LTO Offers
- Products that support the period thematic (i.e. Lighter Choices in P11 or Local Products in P7)

Page Opportunities

3 paid placement products (with a “Sponsored Product” badge*) will appear in the first page of results on each of the following sub-categories:

Wine

- Red Wine
- White Wine
- Rosé
- Sparkling Wine

Spirits

- Whisky
- Tequila
- Vodka
- Liqueurs

Beer

- Lager
- Ale

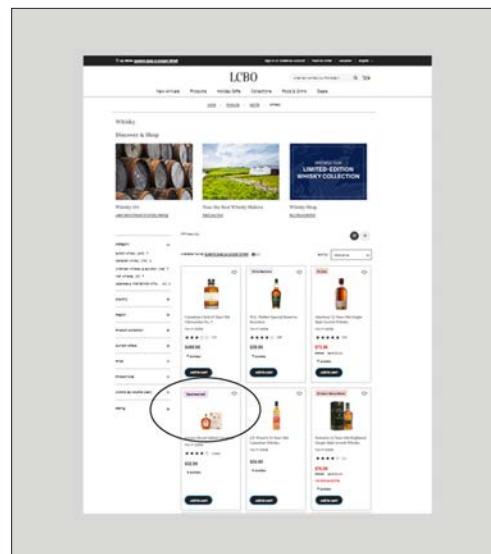
RTD

- Coolers & Cocktails
- Seltzers & Sodas

Pilot Program Pricing Information

\$250/Product (per period).

*Vintages products will not include a “Sponsored Product” badge.



Product Placement in the first page of the selected sub-category

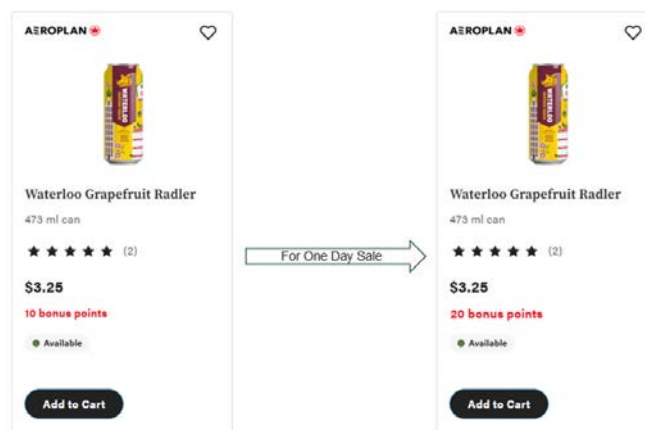
Online Promotion

ONE-DAY AEROPLAN DOUBLE POINT EVENTS

How it Works

During One Day Aeroplan Bonus events, customers will receive 2× Aeroplan points on all the participating Aeroplan offers, within the respective period. This promotion will be featured prominently on LCBO.com with banners, feature pages and a dedicated email blast. These are great incremental sales opportunities for trade partners to offer customers extra value on a select number of products for a short period of time, promoting trial and discovery.

Trade Partners should apply for regular Aeroplan Bonus Point offers through MPTS for relevant products in the given promotional period.



What We're Looking For

At this time we plan to activate this double point event on the following occasions:

- P1 Spring Sale (FRIDAY April 7)
- P3 Victoria Day (Monday May 22)
- P5 Civic Holiday (MONDAY August 7)
- P6 Labour Day (MONDAY September 4)
- P8 Thanksgiving (MONDAY October 7)

What's Included

- lcbo.com Homepage Feature on the day of the Promotion
- Social and CRM Support: dedicated Promotional email, and Social channel promotion linking to the One-Day Promotion landing page

Pricing Information

- No Participation Fee

Online Exclusive
PRODUCTS WITH VALUE-ADDS

How it Works

Building on LCBO's successful Wine Wednesday Program, we are looking for products that offer great Value-Adds exclusively for our eCommerce channel across all categories.

The product itself does not need to be an eCommerce exclusive, but the offer (product with value-add) must be an eCommerce exclusive. Offers can be single or multiple products with a value-add. The value-add is the offer 'story',

Successful value adds have included board games, quality glassware, gift-cards for province-wide retailers and restaurants, but we are open to all types of ideas that can drive strong sell-through of the offer (minimum target \$50K to \$70K in sales).

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

What We're Looking For

We are looking for unique, solution-driven and premium value-adds that are going to drive customers to purchase your product online. As this is an online exclusive offer, we are not restricted by retail shelf constraints, so get creative!

- General list spirits, beer, cider, RTD, wines and Vintages Essentials are eligible to participate
- Note: We encourage participating products in Spirits EA 1-4 Value-Add Partnerships to present enhanced eCommerce offers through this program

We are looking for the product(s) and value-add offer to align with the larger promotional/seasonal themes and/or align to key occasions/events.

What's Included

- Feature placement on the day the offer launches on lcoo.com's respective Category Landing page
- Feature placement on the Online Exclusives page until the offer is sold through (up to four weeks). The expectation is that the offer will sell through within ONE WEEK

Notes

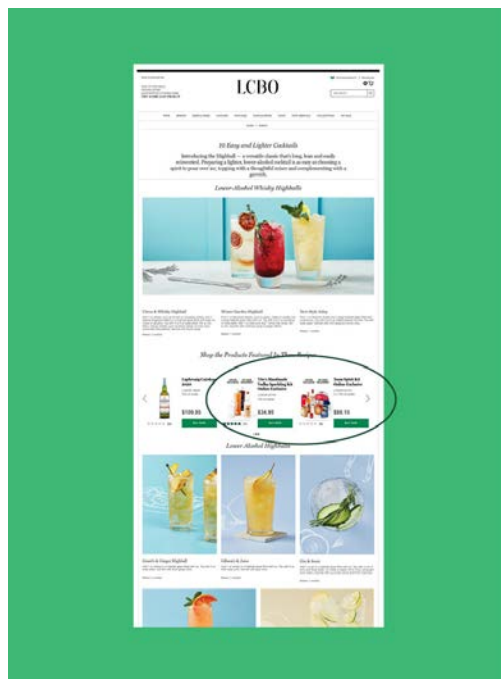
- Value-Adds must adhere to the AGCO rule that the value add cannot exceed 20% of the value of the product(s) to which it is applied.
- Minimum sales forecast \$40K for all offers
- There is no cost to participate in this program at this time; bring us your very best Value-Adds!
- Any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability

Pricing Information

- There is no cost to participate except for the cost of the value-add

Supplier Value-add Requirements

- All offer contents (tools, branded box, etc.)
- Packaging colour
- Quantity of value adds
- Size (mL) if applicable
- Type of glass – rocks, balloon, martini
- Is it branded?
- Is the value add FREE? Or incremental in cost?
- Any extra unique aspects



Online Opportunity

VIRTUAL EXPERIENCE

How it Works

Events and experiential programs are powerful tools that enable discovery, trial and conversion. Our virtual event program offers the same benefits while also allowing for enhanced storytelling to a broader audience. We're excited to continue to offer virtual events as a core component of our experiential programs.

Virtual experiences allow us to:

- Educate customers on product information, category trends, and inspired ideas in a friendly, helpful and accessible manner
- Encourage discovery and trial of new and interesting products; and help drive in-store/eCommerce sales in doing so
- Build customer loyalty by serving seasonally relevant content to our valued customers

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

What's Included

On lcbo.com:

- Virtual Events Program Image Box on Homepage
- Placement on the LCBO Virtual Events Page
- Dedicated 'product reel' on events page featuring products in the event
- Dedicated social post driving to Virtual Events Page
- All events are recorded and once completed, posted to LCBO's YouTube Channel
- A digital playlist spot at the new flagship Store 217's Tasting Bar, for LCBO-Produced Virtual Experiences.

Pricing Information

LCBO-Produced Virtual Experience: \$11,600/Event

1 event per Period, up to 8 SKUs per event

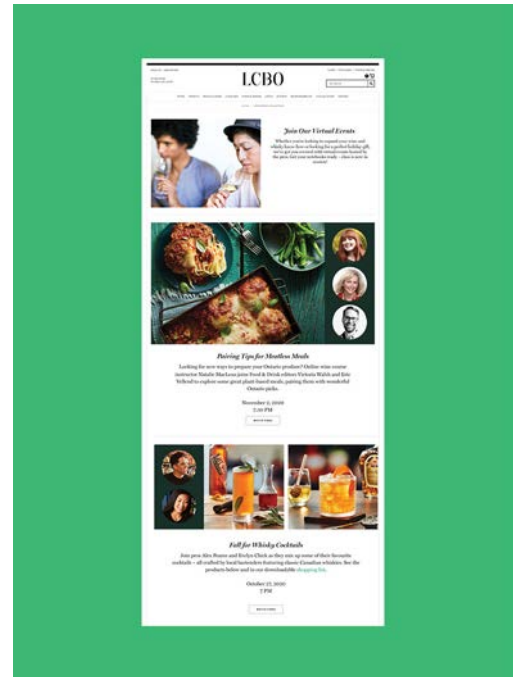
Supplier-Produced Virtual Experience: \$3,500/Event

1 event per Period, up to 8 SKUs per event

Trade Partners may also apply for placement in 217 digital screen for a charge of \$1,600

*Production type for events are at the discretion of LCBO Marketing.

Priority consideration will be given to new & noteworthy product launches and gifts that have a unique story to tell and would benefit from a virtual experience.



OmniCommerce Opportunity

COCKTAIL OF THE MONTH & ONLINE PAGE

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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
COTM	381 Stores total	2-4 SKUs including Value-Adds	Refer to www.doingbusinesswithlcbo.com for Participating Stores
MPTS Code: BSE	NOTE: If this display is flighted; Premium Stores: 162/Standard Stores: 219		
Staff-Led Tastings	6K Engagements+	36-48 units per tasting	30 employee-led tastings at 10 store locations
LCBO.com Online Page	OmniCommerce Component (see next page for details). Note in all instances of flighting and multiple participating brands, the online Page will be assigned to a flight at LCBO Merchandising's discretion.		
Cocktail Engagement Video	Estimated 300K impressions	15s cocktail video promoted across social media, driving traffic to LCBO.com Page.	
Food & Drink Placement	Optional	An additional component available at a discounted rate ; please contact Beaches Media Services for details.	
+Engagement based on 2019 store traffic data. 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	\$100,000	\$42,500	\$57,500
PT 10	\$145,000	\$61,625	\$83,375
PT 11	\$80,000	\$34,000	\$46,000



PRODUCT FOCUS		
Period	Period Dates	Focus (Cocktail Base)
1	March 26 - April 22	Gin
2	April 23 - May 20	Tequila
3	May 21 - June 17	Rum
4	June 18 - July 15	Canadian Whisky
5	July 16 - August 12	Vodka
6	August 13 - September 9	Tequila
7	September 10 - October 7	Local Vodka + VQA Red Wine: Red Lemonade
8	October 8 - November 4	Whisky : Perfectly Thymed Manhattan
9	November 5 - November 25	Rum: Bumbo
10	November 26 - December 30	Cream Liqueur: Creamy Chai
11	December 31 - January 27	Vodka: Bloody Vodka Soda
12	January 28 - February 24	Brandy/Congnac: Jack Rose
13	February 25 - March 30	Whisky: Gold Rush

COCKTAIL OF THE MONTH ONLINE PAGE DETAILS

How it Works

This offer is now an additional automatic, non-optional component to the Cocktail of the Month, featuring enhanced messaging and communication under the story umbrella of the Cocktail Solution.

This page will serve to engage customer with our *Food & Drink* COTM video and recipe, and drive conversion of participating SKUs.

What's Included

- Program Page for the Cocktail of the Month on lcbo.com
 - 1. Cocktail Video** produced by LCBO with Cocktail recipe developed by LCBO and *Food & Drink*.
 - 2. Featured Cocktail Recipe and Food Matches**
 - 3. Product grid** will feature products participating in the Cocktail of the Month Program, product image, brief description and BUY NOW button linking to PIP (product information page)
- Image Box on Category Landing Page drives to Program Page
- Cocktail of the Month video driving to online Feature/Program Page and LCBO Connect (staff training).



Entrance Display Opportunity

ENTRANCE TABLE

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.**

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
ENTRANCE TABLE MPTS Code: EA-S1 & EA-S2*	161 Stores total NOTE: If this display is flighted; Premium Stores: 94/ Standard Stores: 67 (72 Square Tables, 88 Round Tables, 1 Celebration Fixture)	1-4 SKUs (including Value-Adds, if applicable)	Refer to www.doingbusinesswithlcbo.com for Participating Stores
This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:			

PERIOD	RATE PER PERIOD
	TOTAL
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$219/store
PT 10	\$316/store
PT 11	\$173/store



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 26 - April 22	Spirits
2	April 23 - May 20	Spirits
3	May 21 - June 17	Spirits
4	June 18 - July 15	Spirits
5	July 16 - August 12	Spirits
6	August 13 - September 9	Spirits
7	September 10 - October 7	Ontario Wines (SOS Focus)
8	October 8 - November 4	Spirits
9	November 5 - November 25	Spirits
10	November 26 - December 30	Spirits
11	December 31 - January 27	Spirits
12	January 28 - February 24	Spirits
13	February 25 - March 30	Spirits

Entrance Display Opportunity

FEATURE FIXTURE

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 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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Feature Fixture A MPTS Code: FFA	159 Stores total NOTE: If this display is flighted; Premium Stores: 75/Standard Stores: 84	15-30 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast.
Feature Fixture B (New & Seasonal) MPTS Code: FFB	134 Stores total NOTE: If this display is flighted; Premium Stores: 63/Standard Stores: 71	10-20 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast.
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



PRODUCT FOCUS			
Period	Period Dates	FFA	FFB
1	March 26 - April 22	Trending: Sparkling Wines	Seasonal Rosé Wines
2	April 23 - May 20		
3	May 21 - June 17	Summer Whites	Seasonal Rosé Wines
4	June 18 - July 15		
5	July 16 - August 12	Smart Cottage Buys (Red/ White/Rosé)	
6	August 13 - September 9		
7	September 10 - October 7	Local Spirits All Play	Local Spirits All Play
8	October 8 - November 4	NOT SOLD	
9	November 5 - November 25	NOT SOLD	
10	November 26 - December 30	NOT SOLD	
11	December 31 - January 27	Spirits	Spirits
12	January 28 - February 24	Spirits	Spirits
13	February 25 - March 30	Spirits	Spirits

Entrance Display Opportunity

MINI THEMATICS A & B

Mini-Thematic A and B will both focus on **seasonally relevant products that make GREAT GIFTS**. This display may also feature LCBO gift packaging as a part of the merchandising strategy.

A new opportunity for the Mini-Thematic displays tied to key gifting occasions, in Periods 2, 3 and 12 has been created. Refer to the [External Gifting Advertising Opportunity](#) section for details.

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

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Mini Thematic Fixture (Rounded End Aisle) MPTS Code: MT	274 stores	3-9 SKUs (including VAs) Target: 9 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast.
Digital Gifting Campaign	Placement in our Gifting focused Digital Campaign Advertising. Estimated 200K impressions		In P2, 3 and 12; Post Campaign Digital analytics including Impressions & Clicks available upon request (6 weeks post-campaign).
This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:			
PERIOD		RATE PER PERIOD	
PT 1, 4, 5, 6, 7, 8, 9, 10, 11 and 13		\$6,570 per SKU	
PT 2, 3 and 12		\$9,970 per SKU*	



PRODUCT FOCUS			
Period	Period Dates	MT A Gifting Focus	MT B Gifting Focus
1	March 26 - April 22	Premium Sippers for Easter	Premium Essentials
2	April 23 - May 20	Pink Spirits for Mother's Day	Rosés/Pink Sparkling Wines
3	May 21 - June 17	Brown Spirits for Father's Day	Give the Gift of Vintages (Father's Day)
4	June 18 - July 15	Tequila Gifts for Summer	Canada Day Celebrations (VQA)
5	July 16 - August 12	Gin Gifts for Summer	Fizz Gifts - Summer Celebrations
6	August 13 - September 9	Bourbon Gifts for BBQ	BBQ Reds - Host/Hostess Gifts
7	September 10 - October 7	Local Spirits Gifts	VQA Sparkling
8	October 8 - November 4	Scotch Gifts	Red Wine Gifts (Premium GL/ Essentials)
9	November 5 - November 25	Aged Spirits Gifts	Sparkling/Champagne Gifts
10	November 26 - December 30	Premium Spirits Gifts (All Play)	Sparkling/Champagne Gifts
11	December 31 - January 27	Smart Buy Gifts	Smart Buy Gifts
12	January 28 - February 24	Valentine's Gifts (Liqueurs)*	Gifts for your Loved One (Rosés, Sparkling focus)
13	February 25 - March 30	Women in Spirits	Premium Wines for the Host/ Hostess (Easter)

*The charge for Mini-Thematics A & B in PT 2, 3 and 12 will be billed under 2 separate invoices equaling the total cost per SKU.

OmniCommerce Opportunity

FRONT NESTING TABLE & FEATURE PAGE

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 noted deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Front Nesting Table MPTS Code: BSF	123 Stores NOTE: If this display is flighted; Premium Stores: 70 Standard Stores: 53	8-12 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores Qty purchased relates to LCBO sales forecast. <u>This display no longer includes window placement at 452 and 528.</u> LCBO may choose to split this display among multiple suppliers at a prorated cost.
Staff-Led Tastings	12K Engagements+	36-48 units per tasting	60 employee-led tastings at 20 store locations
LCBO.com Home Page Feature			OmniCommerce Component (Feature Page section 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. Note: In P7 the Premium VQA Flight will be aligned to the lcbo.com home page feature.

PERIOD	RATE PER PERIOD*
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$130,000
PT 10	\$155,000
PT 11	\$110,000

PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 27 - April 23	White Spirits
2	April 24 - May 21	White Spirits
3	May 22 - June 18	Flight A: Pride (Multi Brand) Spirits Flight B: Spirits Seasonal Story
4	June 19 - July 16	Flight A: Pride (Multi Brand) Spirits Flight B: Spirits Seasonal Story
5	July 17 - August 13	White Spirits
6	August 14 - September 10	White Spirits
7	September 11 - October 8	A: Ontario Sustainable Certified / B: IDB
8	October 9 - November 5	Brown Spirits
9	November 6 - November 26	Brown Spirits
10	November 27 - December 31	Brown Spirits
11	January 1 - January 28	Spirits
12	January 29 - February 25	Spirits
13	February 25 - March 30	Brown Spirits



*Prices subject to change
 +Engagement based on 2019 store traffic data.

OmniCommerce Opportunity

MIDDLE NESTING TABLE & FEATURE PAGE

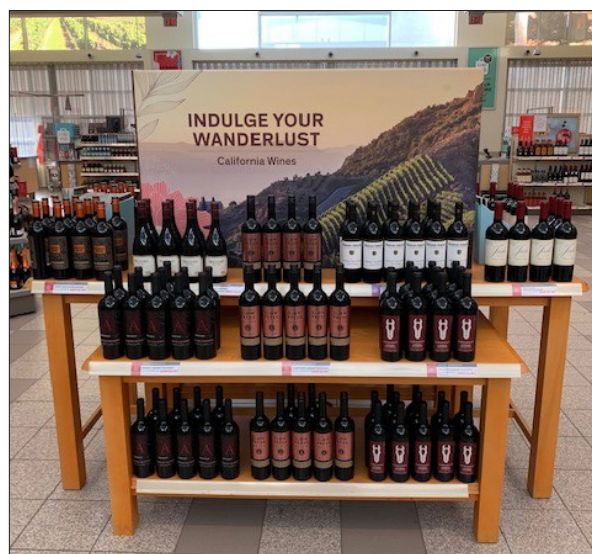
This display is a large rectangular table with two small adjacent square tables (or baskets in place of side tables), typically located towards the middle of the Power Aisle. It will be a tiered cake-style display in a handful of stores.

This display is meant to showcase a seasonal or regional WINES story (with the exception of Flight A in 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. After the deadline passes, you will be contacted if your product is selected to participate in this display.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Middle Nesting Table MPTS Code: MD	145 Stores NOTE: See below for Flight breakdown	12 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast.
LCBO.com Feature Page			OmniCommerce Component (Feature Page section 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 rates:			

PERIOD	TOTAL COST PER SKU IF NOT FLIGHTED (12 SKUS)	FLIGHT A: 85 STORES (12 SKUS)	FLIGHT B: 60 STORES (12 SKUS)
PT 3, 5, 6, 8, 12, 13	\$8,800	\$5,300	\$3,500
PT 1, 2, 4, 7, 9 (<i>Food & Drink</i> Ads for Flight A 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



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 26 - April 22	California
2	April 23 - May 20	New World Wines Aeroplan Partnership
3	May 21 - June 17	French Rosé
4	June 18 - July 15	Rosés All Play
5	July 16 - August 12	New World Wines
6	August 13 - September 9	European Wines Aeroplan Partnership
7	September 10 - October 7	Flight A: Ontario VQA Harvest Dinner Flight B: IDB
8	October 8 - November 4	Brown Spirits
9	November 5 - November 25	Popular Holiday Wines
10	November 26 - December 30	Essentials
11	December 31 - January 27	Lighter Choices - <5g/L w/LTO
12	January 28 - February 24	Chile (Aeroplan partnership)
13	February 25 - March 30	Italy (Aeroplan Partnership)

*Prices 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.

End Aisle 1-9 will live for 8 weeks as much as possible, and have the opportunity to be flighted with Standard and Premium product. End Aisle stories for 11-20 execute in 8-week turns (product may rotate). Assortment Requirement: 2-6 SKUs per End Aisle.

End Aisles 1, 3 and 4, flight A will be reserved for Spirits and Wines partnerships to promote Big Bet NEW launches and to promote seasonally relevant Value-Add Brand partnerships (e.g. mixers). eCommerce exclusive offers tied to the offers on EAs 1, 3 and 4 are strongly recommended.

Note: Other solution-oriented and education-based partnerships will be considered, however the focus will be on New products and Value-Add partnerships.

Brands participating in partnerships on EAs 1, 3 and 4, Flight A can participate in 1-2 periods and/or on Flight B during a seasonal theme. Flight B participation can simply be the base brand of the NEW launch/VA offer brand OR if the NEW SKU/Value-Add offer can be supported through flight B it may be approved for both flights.

End Aisles are MPTS Applied Promotional Programs, however applications for Ends Aisles 1, 3 and 4 MUST be submitted in advance through the Excel Applied Promotional Program form in advance of the deadline.

See Seasonal Summary Pages for End Aisle Allocations/Product Focus.

END AISLE NO.	STORES	PREMIUM FLIGHT (A)	STANDARD FLIGHT (B)
EA 1+	381	162	219
EA 2	381	162	219
EA 3	381	162	219
EA 4	327	151	176
EA 5	327	151	176
EA 6	261	132	129
EA 7	261	132	129
EA 8	261	132	129
EA 9	225	111	114
EA 10**	225		
EA 11	103		
EA 12	103		
EA 13	103		
EA 14	103		
EA 15	103		
EA 16	30		
EA 17	30		
EA 18	30		
EA 19	30		
EA 20	30		
Vintages (EA VL1)	179		

*LCBO may choose to split displays among multiple suppliers at a prorated costs.

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	\$219 per store
PT 10	\$316 per store
PT 11	\$173 per store

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

PERIOD	RATE PER PERIOD
PT 1 -9, 12 -13	\$10,750 per SKU
PT 10	\$12,750 per SKU
PT 11	\$8,750 per SKU

FY24 Period 7 End Aisle Store Flighting++

END AISLE	FL A: VQA	FL B: IDB
EA 2	199	184
EA 3	199	184
EA 4	180	146
EA 5	180	146
EA 6	153	106
EA 7	153	106
EA 8	153	106

+End Aisle 1 is the home of the Cocktail of the Month Program

**End Aisle 10 is the home of Mini Thematic C (Beer)

++Final flighting information will be confirmed closer to period launch.

Power Aisle Display Opportunity

BLOCK PILES A & B

Our Block Pile Program continues to evolve and improve! We are pleased to continue offering several dedicated display opportunities during our Fiscal 24 promotional year. This program provides an opportunity for many brands to engage with LCBO customers through a multi-faceted approach. 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.

These are Excel Applied Promotional Programs. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Block Pile A (Beer) MPTS Code: SBA	176 Stores NOTE: If this display is flighted; Premium Stores: 90 Stores Standard Stores: 86 Stores	2-8 SKUs	This is a free standing display OR an End Aisle 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 execute on End Aisles). Please refer to "Supplier-Produced Merchandiser Guidelines". Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast. LCBO Marketing Signage Kit includes: <ul style="list-style-type: none"> • Pole Topper, • Riser Wrap, • Pricer Cards for all participating products OPTION: Supplier-Produced Merchandiser in lieu of Pole Topper and Riser Wrap. Refer to Supplier Produced Merchandiser Guidelines at the back of this document.
Block Pile B (RTD) MPTS Code: SBB	202 Stores NOTE: If this display is flighted; Premium Stores: 97 Stores Standard Stores: 105 Stores	2-8 SKUs	

These Block Pile Packages, inclusive of all opportunities and non-negotiable, are available for a rate of
\$18 per SKU per store per week



PRODUCT FOCUS			
Period	Period Dates	BP A Focus	BP B Focus
1	March 26 - April 22	Beer/Cider	RTD
2	April 23 - May 20	Beer/Cider	RTD
3	May 21 - June 17	Beer/Cider	RTD
4	June 18 - July 15	Beer/Cider	RTD
5	July 16 - August 12	Beer/Cider	RTD
6	August 13 - September 9	Beer/Cider	RTD
7	September 10 - October 7	Beer/Cider	RTD
8	October 8 - November 4	Beer/Cider	RTD
9	November 5 - November 25	Beer/Cider	RTD
10	November 26 - December 30	Beer/Cider	RTD
11	December 31 - January 27	Beer/Cider	RTD
12	January 28 - February 24	Beer/Cider	RTD
13	February 25 - March 30	Beer/Cider	RTD

Power Aisle Display Opportunity

MINI THEMATIC C

Mini-Thematic C will showcase seasonally relevant LOCAL products that have a strong link to the promotional theme.

Mini Thematic allocation for this display will vary between Beer, Cider, and Ready-to-Drink 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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
End Aisle 10 MPTS Code: MT	225 stores NOTE: If this display is flighted; Premium Stores: 111 Standard Stores: 114	3-9 SKUs (Including VAs)	Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast. The Beer Mini-Thematic will now be housed on End Aisle 10 in participating stores.
This Package, inclusive of all opportunities and non-negotiable, is available for a rate of:			
PERIOD		RATE PER PERIOD	
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13		\$219 per store (divisible by a target of 9 SKUs)	



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 26 - April 22	Local Beer for Spring
2	April 23 - May 20	New Local Beer/Cider
3	May 21 - June 17	Local Beer for Summer
4	June 18 - July 15	Local Cider
5	July 16 - August 12	Local Beer for Summer
6	August 13 - September 9	Local Beer for Summer
7	September 10 - October 7	Local Beer - OCB
8	October 8 - November 4	Local Beer for Autumn
9	November 5 - November 25	RTD
10	November 26 - December 30	Local Beer/Cider Gift Ideas
11	December 31 - January 27	Local Beer/Cider - Lighter Choices
12	January 28 - February 24	Local Beer for Winter
13	February 25 - March 30	Local Cider

Power Aisle Display Opportunity

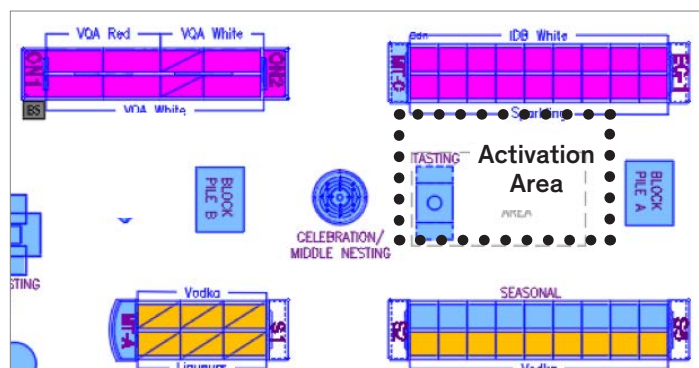
SUPPLIER MERCHANDISER DISPLAY

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: 36" w x 48" 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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Free-standing Block Pile space/ Activation area near the Tasting Bar (Block Pile D) MPTS Code: SB	51 Stores	2-8 SKUs (including VAs)	1, 15, 21, 22, 31, 115, 130, 148, 154, 156, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 371, 385, 393, 394, 398, 404, 412, 437, 438, 443, 445, 452, 486, 499, 522, 523, 573, 590, 619, 623, 624, 630, 631, 632, 641, 698, 703, 741, 776
*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast			
This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:			
PERIOD		RATE PER PERIOD	
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13		\$250 PER STORE (artwork and merchandiser MUST BE provided by supplier)	
PT 10			
PT 11			



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 26 - April 22	Spirits
2	April 23 - May 20	Spirits
3	May 21 - June 17	Spirits
4	June 18 - July 15	Spirits
5	July 16 - August 12	Spirits
6	August 13 - September 9	Spirits
7	September 10 - October 7	Spirits
8	October 8 - November 4	Spirits
9	November 5 - November 25	Wines & Spirits
10	November 26 - December 30	Wines & Spirits
11	December 31 - January 27	Spirits
12	January 28 - February 24	Spirits
13	February 25 - March 30	Spirits

In-Section Display Opportunity

WINES FLEX SPACE

Flex space is a new 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 and high-impact brand stories where our customers are already looking to discover new and exciting wines from their favourite regions. Display/Brand stories will be held over two periods when possible.

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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Flex Space 1: Sparkling MPTS Code: FSA	86 Stores	Up to 9 SKUs	Sparkling & Rosé Brands/Brand Families *Select transition periods may be used for SOLD space opportunities (P1, P6, P7, P11-13).
Flex Space 2: California MPTS Code: FSB	68 Stores	Up to 9 SKUs	California Brands
Flex Space 3: Between Italy and Spain/Portugal MPTS Code: FSC	68 Stores	Up to 9 SKUs	Any European Brands (including Sparkling)
Flex Space 4: Australia/New Zealand MPTS Code: FSD	68 Stores	Up to 9 SKUs	Australia or New Zealand Brands
Flex Space 5: Between Chile and Argentina MPTS Code: FSE	68 Stores	Up to 9 SKUs	Chile, Argentina, or South Africa Brands
*Participating stores and components subject to minor changes. Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast			
This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:			
PER FLEX SPACE PER PERIOD			RATE PER PERIOD
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13			\$7,100
PT 10			\$9,500



BEER EXCITEMENT ZONE

Opportunities (including Cider & RTD)

Since its launch in summer 2018, we have seen significant success with our Beer Excitement Program as it continues to grow. We are pleased to continue offering several dedicated display opportunities during our Fiscal 22 promotional year. This program provides an opportunity for many brands to engage with LCBO beer & RTD customers through a multi-faceted approach. Participation in the program will position your brand at the forefront of the customer's journey, and includes brand presence in key display space.

These are Excel Applied Promotional Programs. Please apply by completing the Excel Application Form before the deadline.

Why participate in the Beer Excitement Zone Program?

- Create direct touchpoint opportunities for your brand
- Dedicated brand exposure through display signage
- Drive significant sales volume in participating stores

BEER EXCITEMENT ZONE PLINTHS (+ OPTIONAL VA MERCHANDISER)



BEER EXCITEMENT ZONE END AISLE



Full details on these opportunities are available on the next page.

BEER EXCITEMENT ZONE

A, C & D

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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Beer Excitement Zone Plinth Display (A) MPTS Code: EZA Supplier-produced Value-Add Merchandiser (optional)	138 Stores total	2-3 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast. LCBO Marketing Signage Kit includes: <ul style="list-style-type: none">• End Aisle Backer Card• Pricer Card for each product
Beer Excitement Zone Plinth Display (C) MPTS Code: EZH Supplier-produced Value-Add Merchandiser (optional)* *Value-add Merchandisers to be made sized for both Plinth and End Aisle participating stores.	224 Stores total (136 Plinth / 88 End Aisle)	2-3 SKUs	
Beer Excitement Zone End Aisle Display (D) MPTS Code: EZD	224 Stores total	2-3 SKUs	
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			\$219 per store
PT 10			\$316 per store
PT 11			\$173 per store

PRODUCT FOCUS*				
Period	Period Dates	Zone A (Plinth)	Zone C (End)	Zone D (Plinth)
1	March 26 - April 22	Beer/Cider	Beer/Cider	Beer/Cider
2	April 23 - May 20	Beer/Cider	RTD	RTD
3	May 21 - June 17	Beer/Cider	Beer/Cider	Beer/Cider
4	June 18 - July 15	Beer/Cider	RTD	RTD
5	July 16 - August 12	Beer/Cider	Beer/Cider	Beer/Cider
6	August 13 - September 9	Beer/Cider	RTD	Beer/Cider
7	September 10 - October 7	Beer/Cider	Beer/Cider	Beer/Cider
8	October 8 - November 4	Beer/Cider	RTD	Beer/Cider
9	November 5 - November 25	Beer/Cider	Beer/Cider	RTD
10	November 26 - December 30	Beer/Cider	RTD	Beer/Cider
11	December 31 - January 27	Beer/Cider	Beer/Cider	Beer/Cider
12	January 28 - February 24	Beer/Cider	RTD	RTD
13	February 25 - March 30	Beer/Cider	Beer/Cider	Beer/Cider

*Priority will be given to Beer products.

Impulse Display Opportunity

SPIRITS COLD ROOM DISPLAY

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 has the potential to hold for 8 weeks and 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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
A-Frame	132 Stores	3-6 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores.
MPTS Code: CM	NOTE: If this display is flighted; Premium Stores: 69 Standard Stores: 63		Qty purchased relates to LCBO sales forecast.
This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:			
PERIOD		RATE PER PERIOD	
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13		\$20,000 (divided between the number of SKUs participating)	

PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 26 - April 22	Spirits
2	April 23 - May 20	Spirits
3	May 21 - June 17	Spirits
4	June 18 - July 15	Spirits
5	July 16 - August 12	Spirits
6	August 13 - September 9	Spirits
7	September 10 - October 7	Spirits
8	October 8 - November 4	Spirits
9	November 5 - November 25	Spirits
10	November 26 - December 30	Spirits
11	December 31 - January 27	Spirits
12	January 28 - February 24	Spirits
13	February 25 - March 30	Spirits



Impulse Display Opportunity BLOCK PILE C

Block Pile C will be a display space to feature our strongest Aeroplan Bonus Point offers. This block pile will rotate every period, and 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.

SHOP AND
EARN POINTS.
MAGASINEZ
ET ACCUMULEZ
DES POINTS.



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

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Block Pile C MPTS Code: SBC	194 Stores	Up to 16 SKUs	This is a free standing display OR an End Aisle located near the Impulse/Cash area. Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast.
This Block Pile Package, inclusive of all opportunities and non-negotiable, is available for a rate of \$18 per SKU per store per week			



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 26 - April 22	Spirits/Wines
2	April 23 - May 20	Spirits/Wines
3	May 21 - June 17	Spirits/Wines
4	June 18 - July 15	Spirits/Wines
5	July 16 - August 12	Spirits/Wines
6	August 13 - September 9	Spirits/Wines
7	September 10 - October 7	VQA Wines Aeroplan Offer
8	October 8 - November 4	Spirits/Wines
9	November 5 - November 25	Spirits/Wines
10	November 26 - December 30	Spirits/Wines
11	December 31 - January 27	Spirits/Wine Aeroplan partnerships/offers
12	January 28 - February 24	Spirits/Wine Aeroplan partnerships/offers
13	February 25 - March 30	Spirits/Wine Aeroplan partnerships/offers

Impulse Display Opportunity

SPIRITED PICKS

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.

Three checkouts at our new 217 Flagship store have a digital landscape screen (35" 4K resolution) that can display scheduled video or animated content, with synchronized optimized playlist lengths to ensure maximum exposure to viewers and passersby for impulse purchase opportunities. **This promotional program includes participation on these digital screens with one digital playlist spot, approx. 10 seconds in length that will be played for the duration of the promotional period.**

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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Top Shelf of FEM at Cash #1 MPTS Code: CE1	235 Stores	2 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores. **All stores with minimum two full sized FEM to receive the spirited picks program on the fixture closest to the entrance. Includes placement in digital screen at the Cash Area of the new flagship 217 store.

*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast

PERIOD	RATE
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$60 per store / period
PT 10	\$75 per store / period
PT 11	\$50 per store / period



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 26 - April 22	Spirits
2	April 23 - May 20	Spirits
3	May 21 - June 17	Spirits
4	June 18 - July 15	Spirits
5	July 16 - August 12	Spirits
6	August 13 - September 9	Spirits
7	September 10 - October 7	Spirits
8	October 8 - November 4	Spirits
9	November 5 - November 25	Spirits
10	November 26 - December 30	Spirits
11	December 31 - January 27	Spirits
12	January 28 - February 24	Spirits
13	February 25 - March 30	Spirits

Impulse Display Opportunity

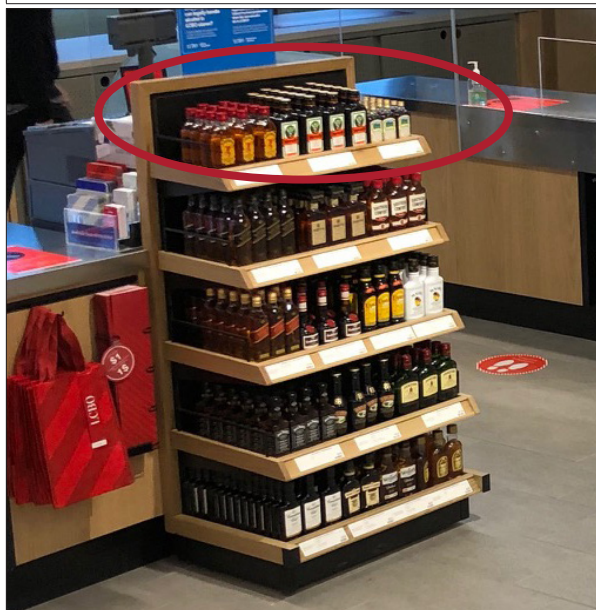
FRONT END MERCHANDISERS

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.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Front End Merchandiser 1: Spirits MPTS Code: FEM1	116 Stores	Up to 2 SKUs (on the top shelf)	In stores with at least 2 FEM fixture
Front End Merchandiser 2: Wines MPTS Code: FEM2	92 Stores	Up to 2 SKUs (on the top shelf)	In stores with at least 3 FEM fixtures
Front End Merchandiser 3: Spirits MPTS Code: FEM3	60 Stores	Up to 2 SKUs (on the top shelf)	In stores with at least 4 FEM fixtures
*Participating stores and components subject to minor changes. Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast 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	\$50 /per store / period
PT 10	\$65 /per store / period
PT 11	\$40 /per store / period



Impulse Display Opportunity

TOP PICKS: BEER, CIDER & RTD IMPULSE

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

Three checkouts at our new 217 Flagship store have a digital landscape screen (35" 4K resolution) that can display scheduled video or animated content, with synchronized optimized playlist lengths to ensure maximum exposure to viewers and passersby for impulse purchase opportunities. **This promotional program includes participation on these digital screens with one digital playlist spot for the Beer, Cider & RTD Impulse Program, approx. 10 seconds in length that will be played for the duration of the promotional period.**

For FY24, these displays will be focused on RTD products, with preference given to applications with Aeroplan Bonus Point Offers.

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

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Beer, Cider & RTD Impulse 1 (Risers, Crates or Cut Case Displays at Cash) MPTS Code: CE3	231 Stores (minimum of 1 display of each product in each participating location).	Maximum 1 SKU	In stores with at least 1 impulse opportunities
Beer, Cider & RTD Impulse 2 (Risers, Crates or Cut Case Displays at Cash) MPTS Code: CE4	231 Stores (minimum of 1 display of each product in each participating location).	Maximum 1 SKU	In stores with at least 2 impulse opportunities
Beer, Cider & RTD Impulse 3 (Risers, Crates or Cut Case Displays at Cash) MPTS Code: CE5	231 Stores (minimum of 1 display of each product in each participating location).	Maximum 1 SKU	In stores with at least 3 impulse opportunities
Beer, Cider & RTD Impulse 4 (Risers, Crates or Cut Case Displays at Cash) MPTS Code: CE6	231 Stores (minimum of 1 display of each product in each participating location).	Maximum 1 SKU	In stores with at least 4 impulse opportunities
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		\$60 per store / period	
PT 10		\$75 per store / period	
PT 11		\$50 per store / period	



PRODUCT FOCUS		
Period	Period Dates	
1	March 26 - April 22	RTD
2	April 23 - May 20	RTD
3	May 21 - June 17	RTD
4	June 18 - July 15	RTD
5	July 16 - August 12	Beer
6	August 13 - September 9	RTD

PRODUCT FOCUS		
Period	Period Dates	
7	September 10 - October 7	RTD
8	October 8 - November 4	RTD
9	November 5 - November 25	RTD
10	November 26 - December 30	RTD
11	December 31 - January 27	RTD
12	January 28 - February 24	RTD
13	February 25 - March 30	RTD

Enhanced Activation Opportunity

ENHANCED OCCASIONS PACKAGE

Our customers know that LCBO is a place to find gifts year-round. We want to provide gifting options for customers online and in stores through curating large multi branded gifting occasion stories, providing big brand opportunities as well as creating opportunities for premium and elevated products connected to the seasonal theme.

The LCBO has combined and created a tiered-opportunity package that will create an enhanced customer shopping experience for a specific gifting occasion every period/season, that will be a unique and exciting LCBO-curated opportunity.

These activations go beyond displays in store and visibility for products online, and activate for maximum impressions that drive the customer into the store and online, and engage the customer.

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

PROMOTIONAL PERIOD	SPOTS AVAILABLE	PARTICIPATION COST*	217 GIFTING AREA ¹	511 ACTIVATION AREA #1 ²	FLAGSHIP STORE TABLE DISPLAY ³	LCBO.COM FEATURE PAGE ⁵
Activation Takeover	up to 24 SKUs	\$90,000/Period	●	●	●	●
Multi-Brand Activation	16-24 SKUs	\$4,000/SKU/Period	●	●	●	●

*Pricing subject to change.

¹ 217 Gifting Area: Dominant placement on a large enclosed fixture within Store 217 with LCBO gift packaging

² 511 Activation Area #1: Feature Fixture Area at the front of Store 511

³ Flagship Store Table Display: Stores 10, 38, 149, 164, 355, 452, 486

⁵ LCBO.com Feature Page: Online LCBO Curated EPP (with opportunity for value-adds), with additional Marketing support through the External Gifting Campaign, in select periods.

NOTE: Store lists are subject to change pending store renovations and relocations.

This promotional program will be enhanced by LCBO-curated activations and creative featured in Store 483/528 Premium Window Displays, and select Exterior Window Glazings in flagship stores activating the promotion.

GIFTING STORY		PRODUCT ALLOCATION
Period	Focus	
1	Spring Entertaining/Easter	Premium Wines: 6 Red, 6 White, 6 Sparkling, 6 Rose
2	Mother's Day	9 Rose, 9 Rose Sparkling, 3 Pink Gins, 3 Pink Liqueurs
3	Father's Day	Scotch
4	BCRTD Summer (Innovations and/or Favourites)	TBC
5	BCRTD Summer (Innovations and/or Favourites)	TBC
6	Summer Spritz/Fizz/Spirits (Cocktail All Play)	TBC
7	Thanksgiving Hosting with Local Brands	All play local products
8	NOT SOLD	NOTE SOLD
9	Holiday Spirit Gifts	Scotch, Whisky, etc
10	Holiday Sparkling Gifts	Sparkling & Champagne
11	Lighter Choices	TBC
12	Lunar NY or Valentine's Day	TBC
13	Wines Portfolio Takeover (Easter)	Wines

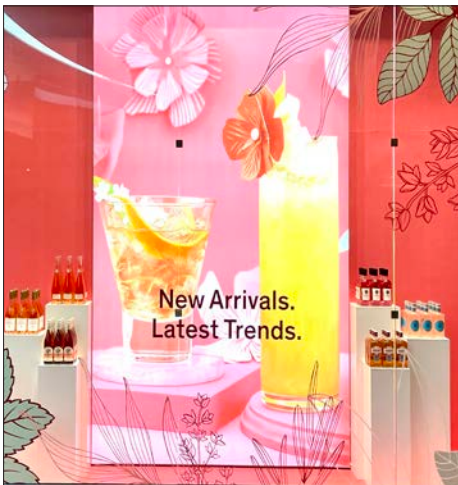
Enhanced Activation Opportunity

ENHANCED OCCASIONS PACKAGE

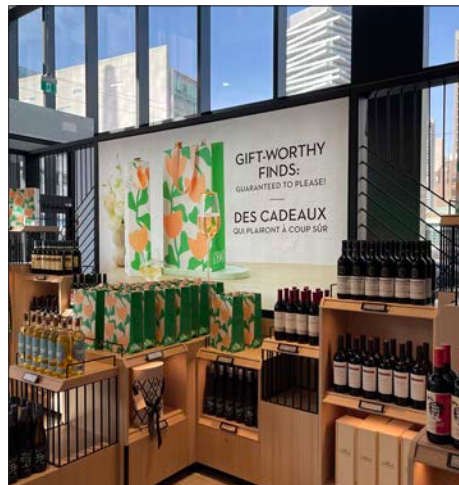
These activations go beyond displays in store and activate for maximum impressions that drive the customer into the store, and engage the customer.

What's Included:

PREMIUM WINDOW DISPLAYS (STORES 483, 528)



217 GIFTING AREA



STORE 511 ACTIVATION AREA #1



SELECT WINDOW GLAZINGS



SELECT TABLE ACTIVATIONS



LCBO.COM FEATURE PAGE



Enhanced Flagship Activation Opportunity

LCBO POP-UP SHOP PACKAGE

Our flagship 511 and 217 locations offer an excited brand takeover opportunity through bundled Pop-Up Shop opportunity for our Trade partners. **As of P8, FY23/24, this opportunity will also be featured in a third flagship store: 164.**

These flagship pop-up promotions offer the chance to showcase a strong brand or series of brands and products that have a strong 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.

OMNICHMERCE COMPONENTS		ENGAGEMENT/ PARTICIPATING STORES
217 & 164 Pop Up Shops	The Pop-Up Shop zone is comprised of 4 Merchandising Pods located in the power aisle of the store in 217, and 2 merchandising Pods in the power aisle at 164.	
	Each Pod has space and shelving for merchandising products along with a digital portrait screen (55" 4K resolution) that can display scheduled video or animated content. Each Pod digital portrait screen has an optimized playlist length to ensure maximum exposure to viewers and passersby. The digital screens playlist can accomodate up to 8 brand digital spots with each spot having a play length of 6 seconds.*	
511 Activation Area #2	4 Pods with signage opportunities located in the spirits section of the store.	

TIERED PACKAGE AVAILABILITY	SPOTS AVAILABLE	PARTICIPATION COST	DETAILS
Brand Takeover	1 Brand	\$40,000/Period (as of P8)	Includes full takeover of pop-up shop at 217, 511, and 164 with all 8 digital screen playlist spots - played across all 4 digital screens at 217 and both screens at 164.
Pod Takeover	1 Brand per Pod (up to 2 brands)	\$25,000/Period (as of P8)	One brand <u>per Pod</u> as available in all three stores , with 8 digital playlist screen spots on 2 pods at 217 and one pod at 164.
LCBO Curated Pop-Up Secondary Placement	available to 24 SKUs	\$2,000/Period/SKU (as of P8)	Participation in the pop up shop as part of an LCBO-curated, multibrand story

*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
1 spot is reserved for LCBO communications related to marketing thematic and in store takeover messaging.
8 spots are available within the playlist for selling to third-parties/brand partners

BRAND FOCUS	
Period	Focus
1	RTD/ Brand Innovation Takeover
2	RTD/ Brand Innovation Takeover
3	Father's Day or Pride
4	BCRTD Summer (Innovations and/or Favourites)
5	BCRTD Summer (Innovations and/or Favourites)
6	Brand Innovation / Takeover
7	Ontairo Wines Regional Story Takeovers (4 Regions)
8	Halloween Story/ Brand Takeover
9	Premium Gifting Brand Takeover
10	Premium Gifting Brand Takeover/Sparkling Brand Takeover
11	Lighter Choice Brand Takeover
12	Country/Destination (Beer) with Aeroplan
13	St. Patrick's Day (Beer and Spirits)

Enhanced Flagship Activation Opportunities

LCBO POP-UP SHOP PACKAGE

These activations go beyond displays in store and activate for maximum impressions that drive the customer into the store, and engage the customer with opportunities for tastings and exciting customer events in stores, as well as digital signage opportunities in 164 and 217.

What's Included:

STORE 217 AND STORE 164

POP-UP SHOP WITH DIGITAL SCREENS

(note fixtures in these two stores are the same)



STORE 511

ACTIVATION AREA #2



Enhanced Activation Opportunity

DISCOVERY END AISLE

A new 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 is meant to showcase regional and ethnically relevant products in key stores during important cultural occasions, in smaller or more focused communities.

We have calendarized the opportunities in the chart below. Additional opportunities are 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.**

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
End Aisle MPTS Code: EA-W5*	2 - 30 stores	3-9 SKUs	Participating product must include continuously listed SKUs; can include Vintages Release/ Destination Collection Boutique Exclusives in the appropriate stores
Qty purchased relates to LCBO sales forecast 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



Display Example

	FOCUS	# OF STORES	OCCASION
Period			
1	Kosher	5	Passover
	Greece	10	Orthodox Easter
2	Spain	25-30	
3	Croatia	5	Statehood Day
	Portugal	25-30	National Day of Portugal
4	Germany	25-30	Summer Wines
5	Greece	5-30	
6	East Asia (Sake focus)	3-4	Japan Festival Canada (Mississauga)
7	Kosher	5	Rosh Hashanah
8	Germany	2	Oktoberfest
	Central Europe (Hungary)	3	Hungarian Heritage Month
9	Diwali	TBD	Diwali
10	Kwanzaa / Hanukkah	TBD	Kwanzaa / Hanukkah
11	TBD	TBD	
12	East Asia	5	Lunar New Year
13	Greece	TBD	

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 (KEY DISPLAYS & ACTIVATIONS)** found in this document:

- Complete the application form, “F24 Promotional Opportunities Excel Application Form,” that is found on doingbusinesswithlcbo.com.
- We expect to receive one file per supplier. If applying for promotional opportunities in multiple periods please indicate on the application form.
- **Mock-ups for all supplier produced merchandisers and enhanced activations are also required at the time of application.**
- **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. “#” “+” “&”)**
- ONLY successful applicants will be notified, due to the volume of applications.

For **MPTS APPLIED PROMOTIONS (SECONDARY DISPLAYS & SUPPORT)** 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:

- 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

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

Fiscal 2023/24 Deadlines

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

Please note that due to compressed timelines, 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 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 26 - April 22	19-Aug-22	23-Sep-22	26-Sep-22
2	April 23 - May 20			14-Oct-22
3	May 21 - June 17	7-Oct-22	10-Nov-22	14-Nov-22
4	June 18 - July 15			2-Dec-22
5	July 16 - August 12	25-Nov-22	6-Jan-23	9-Jan-23
6	August 13 - September 9			3-Feb-23
7	September 10 - October 7	20-Jan-23	3-Mar-23	6-Mar-23
8	October 8 - November 4			7-Apr-23
9	November 5 - November 25	17-Mar-23	28-Apr-23	1-May-23
10	November 26 - December 30			19-May-23
11	December 31 - January 27	12-May-23	30-Jun-23	3-Jul-23
12	January 28 - February 24			21-Jul-23
13	February 25 - March 30			18-Aug-23

Appendix & FAQs

Value-Adds

Food Value-Add Program Requirements

Food Value-Add products are subject to specific regulatory requirements pertaining to product composition, labeling and traceability. The LCBO updated the framework supporting the Value-Add program to incorporate specific requirements for Food products to ensure compliance with the regulations.

Effective February, 2021, Food Value-Add submissions that are considered for the Promotional Program require to undergo an Attestation and Traceability information disclosure.

Suppliers are required to complete a [Food Product Value-Add Questionnaire](#) where the Agent/Vendor provides required information related to product composition, labeling and traceability.

Vendors must be aware that Product Traceability records must be provided to the LCBO within 5 hours from the request for such records. Typically, requests for Product Traceability are prompted by Quality Investigations up to/including Product Recalls therefore a timely response is critical to ensure product safety and compliance requirements. For more details related to CFIA Traceability requirements please refer to: [Safe Food for Canadians Regulations \(justice.gc.ca\)](https://www.justice.gc.ca/sfc/sfc-eng/sfc-eng.html).

Applications with value-adds must include a description of the value-add and size. For Online Exclusives, value-add dimensions must be provided in its packaged form. Wherever possible, provide a picture of the value-add in the 'Supporting Creative and Assets' Tab in excel application.

NOTE: The description of value-add should include as much detail as possible, including but not limited to:

- All offer contents (tools, branded box, etc.)
- Quantity of value-adds
- Packaging colour
- Size (mL) if applicable
- Type of glass – rocks, balloon, martini
- Is it branded?
- Is the value-add FREE? Or incremental in cost?
- Any extra unique aspects?

If your value-add is or has a food component, please complete the [Food Product Value-add Questionnaire](#) posted on www.doingbusinesswithlcbo.com for more information.

Beverage Alcohol Value-Add Program Update (March 2022)

- Value Added beverage alcohol items are permitted to exceed 100mL.
 - Note: Value-add items must not exceed 20% of the retail price of the beverage alcohol product with which it is included.
- Preference is for execution on display space only.
- Value-add items must not impede shelf space for adjacent products if approved in-section.

Value-Add Program Update (April 2023)

The follow requirements have been instituted for value-adds. These requirements will be in effect moving forward for applications as of FY24 P11/P12/P13.

- Near pack value-adds on End Aisles must be applied to **all SKUs** on the End and must be confirmed at time of application.
- Near pack value-add dimensions must be submitted at time of the application, for planogramming and e-commerce shipping information purposes.
- On-pack and near pack value-adds cannot be a gift bag or reusable bag. **Exceptions should be discussed with Category for pre-approval.**

NOTE: Applications without all required information will be declined.

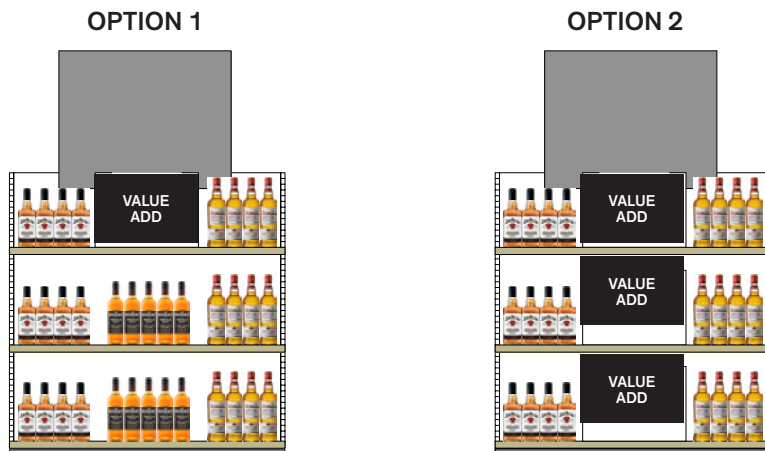
Refer to the [Value-Add Terms & Conditions](#) posted on www.doingbusinesswithlcbo.com for more information.

Supplier-Produced Merchandiser Guidelines:

END AISLES (INCLUDING COTM)

CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for End Aisles 1-4.



Maximum Merchandiser Dimensions:

- 18" w x 13" h (including signage) x 10" d

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements:

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value-Add Message:

- Preferred message to communicate a VA is “FREE WITH PURCHASE.”
- Value-Add messaging should always be accompanied with a “While Supplies Last” statement.
- “GIFT WITH PURCHASE” is also permitted.

Imagery:

All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)

Merchandiser Set Up:

- Merchandisers must be delivered on the first Monday of the promotional period and fully assembled and merchandised by agents
- Displays must also be removed on the first Monday of the next period by agents
- **LCBO Retail Employees are not responsible for merchandiser assembly or take-down.**

Supplier-Produced Merchandiser Guidelines: **BEZ & BLOCK PILES**

CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the Block Pile & Beer Excitement Zone Programs:

Maximum Dimensions:

- Block Piles: 42" - 58" h (including signage) x 36" w x 30" d
- Occasion Plinth VA Merchandiser: 52" h (including signage) x 18" w x 18" d"
- Occasion End Aisle VA Merchandiser: 18" w x 13" h (including signage) x 10" d"



Examples of incorrect merchandiser size and placement

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements:

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value-Add Message:

- Preferred message to communicate a VA is "FREE WITH PURCHASE."
- Value-Add messaging should always be accompanied with a "While Supplies Last" statement.
- "GIFT WITH PURCHASE" is also permitted.

Imagery:

All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)

Merchandiser Set Up:

- Merchandisers must be delivered on the first Monday of the promotional period and fully assembled and merchandised by agents
- Displays must also be removed on the first Monday of the next period by agents
- **LCBO Retail Employees are not responsible for merchandiser assembly or take-down.**

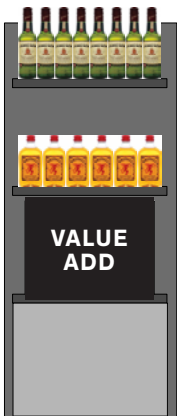
Supplier-Produced Merchandiser Guidelines:

A-FRAME

CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the A-Frame Fixture.

OPTION 1: MERCHANDISER ON SHELF



OPTION 1: CUT CASE BESIDE FIXTURE



Maximum Dimensions for Merchandiser:

18" w x 13" h (including signage) x 10" d

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements:

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value-Add Message:

- Preferred message to communicate a VA is “FREE WITH PURCHASE.”
- Value-Add messaging should always be accompanied with a “While Supplies Last” statement.
- “GIFT WITH PURCHASE” is also permitted.

Imagery:

All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)

Merchandiser Set Up:

- Merchandisers must be delivered on the first Monday of the promotional period and fully assembled and merchandised by agents
- Displays must also be removed on the first Monday of the next period by agents
- **LCBO Retail Employees are not responsible for merchandiser assembly or take-down.**

Supplier-Produced Merchandiser Guidelines:

SUPPLIER MERCHANDISER DISPLAY

CREATIVE APPROVAL BY LCBO VISUAL MERCHANDISING TEAM IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the Enhanced Activation Display in the Power Aisle.

The purpose of this display is to enhance our customer experience in-store. It tells a strong brand story that may be associated with a tactical occasion occurring within the period; the display/merchandiser must be relevant to the period. (e.g. Halloween merchandiser during P8, Mother's Day merchandiser during P2). **The merchandiser creative must be submitted for approval at the time of the initial application.**

Merchandiser Set Up:

- Merchandisers must be delivered on the first Monday of the promotional period and fully assembled and merchandised by agents
- Displays must also be removed on the first Monday of the next period by agents
- **LCBO Retail Employees are not responsible for merchandiser assembly or take-down.**

Maximum Merchandiser Dimensions:

- The floor footprint cannot exceed **36" w x 48" l**.
- Height is restricted to 72" including the relevant signage

Language Requirements:

- Two versions of the display are to be produced: English and Bilingual (for FLS-designated LCBO stores)
- Copy on the bilingual version must be visible and the same size/prominence in both English and French

Value-Add Messaging:

- Preferred message to communicate a value-add is "FREE WITH PURCHASE"
- Value-Add messaging should always be accompanied with the "While Supplies Last" statement
- "GIFT WITH PURCHASE" is also permitted
- Value-Add should be attached to the product, or a merchandiser should be supplied within the allotted space to hold the Value-Add

Imagery:

- A strong and impactful presentation will get a brand noticed within our stores. Tasteful, compelling and unique displays will be chosen.
- All imagery must be in accordance with LCBO Social Responsibility mandates. (e.g. Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption or consumption in public places)

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](https://www.lcbo.com/doing-business).

1. Individual Display Pages: Under “Document Downloads:
2. [Forms Page](#): At the very bottom of the page, under “Merchandising Programs - Participating Store Lists”



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.

eCommerce & OmniCommerce Opportunities FAQs

CAN WE SUBMIT MULTIPLE OPPORTUNITIES PER PERIOD FOR LCBO TO CONSIDER?

Yes, a supplier may be granted multiple promotion opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same promotion if the opportunity makes sense, e.g., around a theme or solution.

CAN SPONSORSHIPS BE LEVERAGED THROUGH THESE OPPORTUNITIES?

Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting your promotion application.

HOW HAS COSTING BEEN DETERMINED?

The costs to participate are all introductory rates and subject to change. All prices are relative to current in-store display fees, and takes into account the promotional components supporting the offers and the number of anticipated customers that will engage with the online offering.

CAN A TRADE ASSOCIATION APPLY FOR A PROMOTION TO PROMOTE A COUNTRY OR REGION?

Yes. The application should include details of the promotional message, the support activity planned and the estimated number of participating products. The product list can be finalized in partnership with the category team if the application is accepted.

CAN A SUPPLIER SUGGEST A MULTI-BRAND PROMOTION, WHERE OTHER SUPPLIERS WOULD ALSO APPLY?

Yes. We encourage new and innovative ideas to be pitched.

WHAT CAN A SUPPLIER EXPECT FROM A REPORTING PERSPECTIVE? WILL RESULTS BE SHARED?

We are pleased to offer post-campaign reports to all suppliers participating in Feature Pages on lcbo.com. These reports will provide data including eCommerce sales of featured SKUs by fulfillment method, campaign pageviews, product pageviews during the campaign period, and the lift in eCommerce sales and product pageviews relative to the category. Reports will be provided approximately 6 weeks after the campaign ends.

We encourage suppliers participating in online programs to help promote their offers/pages and drive traffic to lcbo.com through digital and social media. LCBO is pleased to offer UTM tagging to all suppliers who plan to drive traffic to lcbo.com, and in doing so, may provide you with data including traffic and sales on lcbo.com derived by individual ads.

Please contact Stephanie Alexiou (stephanie.alexiou@lcbo.com) for more information about this opportunity and to request UTM codes.

WILL FEEDBACK BE SUPPLIED IF OUR APPLICATION IS DECLINED?

Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding the new eCommerce Programs may be directed to the appropriate Category/Product Manager.

Entrance, Power Aisle & Flex Space FAQs

CAN WE SUBMIT MULTIPLE OPPORTUNITIES PER PERIOD FOR LCBO TO CONSIDER?

Yes, a supplier may be granted multiple promotional opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same display if the opportunity makes sense.

WILL WE BE ABLE TO WEIGH IN AND/OR APPROVE CREATIVE ELEMENTS ASSOCIATED WITH OUR APPROVED PROMOTIONAL PROGRAMS?

LCBO's Marketing team will collaborate with our suppliers on creative and is open to leveraging brand assets, where appropriate. That said, LCBO will own the creative and shall not require formal approval from the supplier. LCBO will also be fully responsible for production and installation of displays.

CAN WE CUSTOMIZE SIGNAGE COMPONENTS FOR OUR PROMOTIONS?

Ideas for enhanced signage will be considered for use at select stores, but not guaranteed. All creative decisions will be made the discretion of the LCBO marketing team. Trade partners are welcome to share their assets with LCBO and discuss what components LCBO may or may not choose to leverage for marketing and display purposes.

CAN A TRADE ASSOCIATION APPLY FOR A PROMOTION TO PROMOTE A COUNTRY OR REGION?

Yes. The application should include details of the promotional message, the support activity planned and the estimated number of participating products. The product list can be finalized in partnership with the category team if the application is accepted.

CAN A SUPPLIER SUGGEST A MULTI-BRAND PROMOTION, WHERE OTHER SUPPLIERS WOULD ALSO APPLY?

Yes. We encourage new and innovative ideas to be pitched. Complementary products from other suppliers will be considered to fill the display.

CAN SPONSORSHIPS BE LEVERAGED THROUGH KEY PROMOTIONAL OPPORTUNITIES?

Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting the promotional opportunity proposal.

HOW HAS COSTING BEEN DETERMINED?

The cost is relative to current in-store display fees and accounts for potential costs associated with promotion in LCBO channels and advertising.

WILL INVENTORY BE FORCED TO PARTICIPATING STORES?

A minimum display quantity is forced from the promo tree to participating stores for most but not all promotions. It is the responsibility of the Store Manager to build 'ready-for-business' promotional displays.

WILL FEEDBACK BE SUPPLIED IF OUR APPLICATION IS DECLINED?

Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding Promotional Opportunities or the application process may be directed to the appropriate Product Manager.

Block Piles & Beer Excitement Zone FAQs

CAN WE SUBMIT MULTIPLE OPPORTUNITIES PER PERIOD FOR LCBO TO CONSIDER?

Yes, a supplier may be granted multiple promotion opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same display if the opportunity makes sense, e.g., around a theme or style.

CAN WE GEO-TARGET A PROGRAM IN SELECT STORES?

We are unable to adjust store lists for the Beer Excitement Zone program. Block piles may be geo-targeted and program fee will be prorated accordingly.

WILL WE BE ABLE TO WEIGH IN AND/OR APPROVE CREATIVE ELEMENTS ASSOCIATED WITH OUR APPROVED BEER EXCITEMENT ZONE?

LCBO's Marketing team will collaborate with suppliers on creative which will align visually with our seasonal thematic. They are open to leveraging brand assets at their discretion. LCBO will own the creative and shall not require formal approval from the supplier.

CAN WE CUSTOMIZE SIGNAGE COMPONENTS FOR OUR DISPLAY?

LCBO signage components are standard, as outlined in the program details. Supplier-produced merchandiser may be customized, provided they meet our size restrictions and creative approval.

CAN SPONSORSHIPS BE LEVERAGED THROUGH PROMOTIONAL PROGRAMS AND DISPLAYS?

Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting your promotion application.

HOW HAS COSTING BEEN DETERMINED?

The cost is relative to current in-store display fees .

WILL INVENTORY BE FORCED TO PARTICIPATING STORES?

Excitement Zone displays are populated on the promo tree but currently not forced. For block piles a minimum display quantity is forced from the promo tree to participating stores. It is the responsibility of the Store Manager to build 'ready-for-business' promotional displays.

CAN BEER & RTD SUPPLIERS APPLY TO THE REGULAR PROMOTIONAL PROGRAMS?

Yes, Beer & RTD suppliers may also apply to the regular promotional programs. These are more competitive programs shared with Wines and Spirits.

WILL FEEDBACK BE SUPPLIED IF OUR APPLICATION IS DECLINED?

Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding the Beer Excitement Zone or Block Pile Programs may be directed to the appropriate Product Manager.

Asset Handover

Deadlines & Instructions

We're streamlining the creative process and requesting to receive all supplier provided assets prior to developing the promotional materials in support of the various omni-commerce and ecommerce programs. Suppliers should contact their respective Marketing team after programs and associated offers are formally approved by Merchandising. The use of supplier assets on LCBO.com will be at LCBO's discretion and must be supplied by Marketing deadlines indicated in order to be considered for use. All imagery must be in accordance with LCBO Social Responsibility mandates. (e.g., Models must appear a minimum of 25 years of age; No images depicting physical activity, irresponsible consumption, or consumption in public places).

The LCBO is required to provide services and information in an accessible, equitable and inclusive approach, as mandated by the [Accessibility for Ontarians with Disabilities Act \(AODA\)](#).

1. IMAGES

- Close crop bottle shots or bottle shots with packaging: Shot on white background, straight on
- Lifestyle images: Landscape images pertaining to winery/brewery/distillery, regions and winemakers/brew masters/distillers, etc.
- In-situation: Wine glasses/pours or a table setting
- Logos (if applicable) and usage specs: Vector files or .eps include bilingual or French logos if available
- Image Size: for print and web 300 DPI at approx. 8" x 10"
- Format: .jpeg or .tiff

2. VIDEOS

- One 30 sec. video per feature page, with educational component
- Format: .mp4
- English and French SRT files, AODA compliant (refer to detailed *Video Content Accessibility Checklist*)

WHO RECEIVES THE MATERIAL IN THE HANDOVER?

All requested assets to be delivered to the corresponding Marketing contacts noted on the next page.

Marketing Contacts

WINES IN-STORE & OMNI-COMMERCE PROGRAMS

LCBO Wines (except Ontario and Destination Collection) and Vintages

- Marketing Manager, Taleen Yazejian taleen.yazejian@lcbo.com
- Assistant Marketing Manager, Harpreet Bhogal harpreet.bhogal@lcbo.com
- Marketing Coordinator, Sue Antoniou sue.antoniou@lcbo.com
- Marketing Coordinator, JR Sapienza john_robert.sapienza@lcbo.com

Ontario Wines, Destination Collection, Aeroplan Promotions and Gifting

- Marketing Manager, Renée Frisina renee.frisina@lcbo.com
- Senior Marketing Planner (Aeroplan), Matt Wade matt.wade@lcbo.com
- Marketing Coordinator, Tracy Craig tracy.craig@lcbo.com
- Marketing Coordinator (Gifting), Debbie Williams debbie.williams@lcbo.com

SPIRITS IN-STORE & OMNI-COMMERCE PROGRAMS

- Marketing Manager, Sarah Duggan-Smith sarah.duggansmith@lcbo.com
- Senior Marketing Planner, Margot Boudreau margot.boudreau@lcbo.com
- Marketing Coordinator, Jonmichael Fletcher jonmichael.fletcher@lcbo.com

BEER, CIDER AND READY-TO-DRINK IN-STORE & OMNI-COMMERCE PROGRAMS

- Marketing Manager, Laura Ruffalo laura.ruffolo@lcbo.com
- Marketing Coordinator, Jessie Smith jessie.smith@lcbo.com

ECOMMERCE MARKETING OPPORTUNITIES

- Marketing Manager, Stephanie Owen-Hicks stephanie.owen-hicks@lcbo.com
- Senior Marketing Planner, Haley Alexander haley.alexander@lcbo.com
- Marketing Coordinator, April Dickson april.dickson@lcbo.com

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)

Spring Summary

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)	See info at left.	
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

Summer Summary

SEASONAL THEMES

Summer is the most highly anticipated season in Ontario. We all look forward to longer days in the sun, long weekends, patios, backyards, the great outdoors, and to memorable moments with family and friends. From special moments like weddings and graduations to every-day moments like making the most of BBQ season, the LCBO is here to help you celebrate Summer. With the best selection of refreshment options and thoughtful gifts, all available in one-stop or one-click – we help customers create unforgettable summer memories.

In P3, we'll kick-off the season by introducing customers to our exciting selection of new summer refreshers that they can enjoy all season long. In P4, we'll shine a light on our homegrown talent and help customers discover local and Canadian made products.

Lead Categories: local wines, craft beers, Canadian spirits, locally made RTD

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P3	CFL Season begins	Lead up to Father's Day	National Indigenous History Month National Indigenous People's History Day (June 21) PRIDE
P4	Canada Day (Saturday, July 1)	Father's Day (June 18) Graduations Wedding Season	St. Jean Baptiste Day (June 24)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS	ECOMMERCE PROMOTIONS	FOOD & DRINK
P3	Pride Campaign + Good Partner Feature Pride Fundraising / Collective Group of Charities Fundraising Campaign	ONLINE & IN-STORE: Celebrate Dad	One-Day Online Double Points Event: Victoria Day (May 22)	Summer Release (June 28)
P4	Lab Integration Campaign	ONLINE & IN-STORE: Celebrate Summer Promotion)		

ALSO HAPPENING IN THE SUMMER:

Summer Gifting Program (Gift Cards and Gift Packaging)

Summer Summary

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Feature Fixture A	Summer Whites	Summer Whites
Feature Fixture B (New & Seasonal)	Seasonal Rosé Wines	Seasonal Rosé Wines
Cocktail of the Month (EA 1)	White Spirits - Rum	Canadian Whisky
Entrance Table	Spirits	Spirits
Mini Thematic A	Brown Spirits for Father's Day	Tequila Gifts for Summer
Mini Thematic B	Give the Gift of Vintages (Father's Day)	Canada Day Celebrations (VOA)
Front Nesting Table	Flight A: Pride (Multi Brand) Spirits Flight B: Spirits Seasonal Story	Flight A: Pride (Multi Brand) Spirits Flight B: Spirits Seasonal Story
Middle Nesting Table	French Rosés	Rosé All Play
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 Summer	Local Cider
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone D	Beer	RTD
Beer Excitement Zone C	Beer	RTD
Spirits Cold Room	Spirits	Spirits
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	Spirits	Spirits
Front End Merchandiser 2	Impulse Wines	Impulse Wines
Front End Merchandiser 3	Spirits	Spirits
BCRTD Impulse Risers (1-4)	RTD	RTD
Pop Up Shops	Father's Day or Pride	BCRTD Summer (Innovations and/or Favourites)
Enhanced Occasions Package	Father's Day Scotch	BCRTD Summer (Innovations and/or Favourites)

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
End Aisle 1 (COTM)	See info at left.	
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Wines	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 10 (MT C)	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)	Croatian Statehood Day / National Day of Portugal	German Summer Wines

Late Summer Summary

SEASONAL THEMES

Summer is the most highly anticipated season in Ontario. We all look forward to longer days in the sun, long weekends, patios, backyards, the great outdoors, and to memorable moments with family and friends. From special moments like weddings, and seeing loved-ones from near and far, to every-day moments like making the most of BBQ season, the LCBO is here to help you make the most of Summer. With the best selection of refreshment options and thoughtful gifts, all available in one-stop or one-click – we help customers create unforgettable summer moments.

In P5-6, we'll celebrate the outdoors – the BBQ, the weekends, the cottage, and help customers discover simple and convenient solutions that they can purchase all in onestop.

Lead Categories: local wines, craft beers, Canadian spirits, locally made RTD

OCCASIONS & OBSERVANCES

	CORE SALES OCCASIONS	CORE GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P5	Civic Holiday (Monday, August 7)	Wedding Season	Emancipation Day (August 1) Toronto Caribbean Festival
P6	Labour Day (Monday, September 4)	Wedding Season	Toronto International Film Festival

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS	ECOMMERCE PROMOTIONS	FOOD & DRINK
P5	Lab Integration Campaign	ONLINE & IN-STORE: RTD Promotion	One-Day Online Double Points Event: Civic Holiday (Monday, August 7)	N/A
P6	Lab Integration Campaign	ONLINE & IN-STORE: Beer & Cider Promotion	One-Day Online Double Points Event: Labour Day (Monday, September 4)	

ALSO HAPPENING IN THE SUMMER:

Summer Gifting Program Continues (Gift Cards and Gift Packaging)

Late Summer Summary

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
Feature Fixture A	Smart Cottage Buys (Red/White/Rose)	Smart Cottage Buys (Red/White/Rose)
Feature Fixture B (New & Seasonal)	Seasonal Rosé Wines	Seasonal Rosé Wines
Cocktail of the Month (End Aisle 1)	Vodka	Tequila
Entrance Table	White Spirits	White Spirits
Mini Thematic A	Gin Gifts for Summer	Bourbon Gifts for BBQ
Mini Thematic B	Fizz Gifts - Summer Celebrations	BBQ Reds - Host/Hostess Gifts
Front Nesting Table	White Spirits	White Spirits
Middle Nesting Table	New World Wines	European 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 Summer	Local Beer for Summer
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	Beer
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 Shop	BCRTD Summer (Innovations and/or Favourites)	BCRTD Summer (Innovations and/or Favourites)
Enhanced Occasions Package	BCRTD Summer (Innovations and/or Favourites)	BCRTD Summer (Innovations and/or Favourites)

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
End Aisle 1 (COTM)	See info at left.	
End Aisle 2	White Spirits	White Spirits
End Aisle 3	FLA: Seasonal Wines FL B: New Italian Wines	FLA: Seasonal Wines FL B: New World 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 10 (MT C)	Beer	Beer
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	Brown 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	East Asia (Sake focus)

Fall Summary

SEASONAL THEMES

The 30th anniversary of *Food & Drink* coincides with our fall focus on Ontario VQA wines in Period 7 and cocktails in Period 8. *Food & Drink* has been and continues to be Ontario's much-beloved and go-to source for inspiration, trends and ideas on how to make the most of any occasion at home. To commemorate this 30 year milestone, LCBO is planning a special celebration of F&D with our customers. We will lean into this milestone during Period 7 and 8 inviting customers to discover Ontario's best VQA, 30 years of inspired recipes and pairings plus the best fall cocktails. There will be exciting and incremental opportunities to both highlight and integrate your brands as part of *Food & Drink*'s 30th celebration. When applying, please share your best ideas and moments with *Food & Drink*!

Period 7: 30 years of inspired local pairings (Lead Category: Ontario VQA + F&D recipes)

In this period, we will promote all things local with a spotlight on the exceptional VQA wines made right here in Ontario.

Period 8: 30 years of inspiring cocktails (Lead Category: Brown Spirits)

In this period, we will promote cocktail exploration and how to pair food & spirits/cocktails.

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	National Day For Truth & Reconciliation (September 30) Rosh Hashanah (September 15-17) Yom Kippur (September 24-25) Franco-Ontarian Day (September 25)
P8	Thanksgiving (October 9) Halloween (Tuesday, October 31) NHL & NBA Seasons begin	N/A	Day of the Dead (November 2) Diwali Lead-up (Nov 12)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS	ECOMMERCE PROMOTIONS	FOOD & DRINK
P7	Focus on Ontario Good Partners Support Local / United Way Charity Fundraising Campaign	TBC	N/A	Fall Release (September 13)
P8	LCBO Impact Report Published	ONLINE & IN-STORE: Partnership Contest Opportunity	One-Day Online Double Points Event: Thanksgiving (Monday, October 7)	

ALSO HAPPENING IN THE FALL:

Fall Gifting Program (Gift Cards and Gift Packaging)

Fall Summary

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
Feature Fixture A	Local Spirits All Play	NOT SOLD
Feature Fixture B (New & Seasonal)	Spirits	NOT SOLD
Cocktail of the Month (EA 1)	Local Vodka + VQA Red Wine; Red Lemonade	Whisky: Perfectly Thymed Manhattan
Entrance Table	Ontario Wines (SOS Focus)	Brown Spirits
Mini Thematic A	Local Spirits Gifts	Whisky Gifts
Mini Thematic B	VQA Sparkling	Red Wine Gifts (Premium GL/ Essentials)
Front Nesting Table	Ontario Sustainable Certified (Flight A) / IDB (Flight B)	Brown Spirits
Middle Nesting Table	Ontario VQA Harvest Dinner (Flight A) / IDB (Flight B)	Brown Spirits
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Loyalty Block Pile (C)	VQA Wines	Spirits/Wines
Mini Thematic C (EA 10)	Local Beer - OCB	Local Beer for Autumn
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	Spirits	Spirits
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	White Spirits	White Spirits
Front End Merchandiser 2	Ontario VQA Wines	Wines
Front End Merchandiser 3	Brown Spirits	Brown Spirits
BCRTD Impulse Risers (1-4)	RTD	RTD
Pop Up Shops	Ontario Wine Regional Stories	Halloween (All Play)
Enhanced Occasions Package	Thanksgiving Hosting with Local Brands - All Play	NOT SOLD

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
End Aisle 1 (COTM)	See info at left.	
End Aisle 2	VQA (FL A) / IDB (FL B)	Brown Spirits
End Aisle 3	VQA (FL A) / IDB (FL B)	Brown Spirits
End Aisle 4	VQA (FL A) / IDB (FL B)	Brown Spirits
End Aisle 5	VQA (FL A) / IDB (FL B)	Brown Spirits
End Aisle 6	VQA (FL A) / IDB (FL B)	Brown Spirits
End Aisle 7	VQA (FL A) / IDB (FL B)	Brown Spirits
End Aisle 8	VQA (FL A) / IDB (FL B)	Brown Spirits
End Aisle 9	Brown Spirits	Brown Spirits
End Aisle 10 (MT C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	White Spirits	White Spirits
End Aisle 14	Brown Spirits	Brown Spirits
End Aisle 15	Brown Spirits	Wines
End Aisle 16	White Spirits	White Spirits
End Aisle 17	Brown Spirits	Brown Spirits
End Aisle 18	Beer	Wines
End Aisle 19	Beer	White Spirits
End Aisle 20	Beer	White Spirits
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP) ONE ONTARIO ESSENTIAL, ONE IMPORT	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Kosher	Germany / Central Europe (Hungary)

External Advertising Opportunity

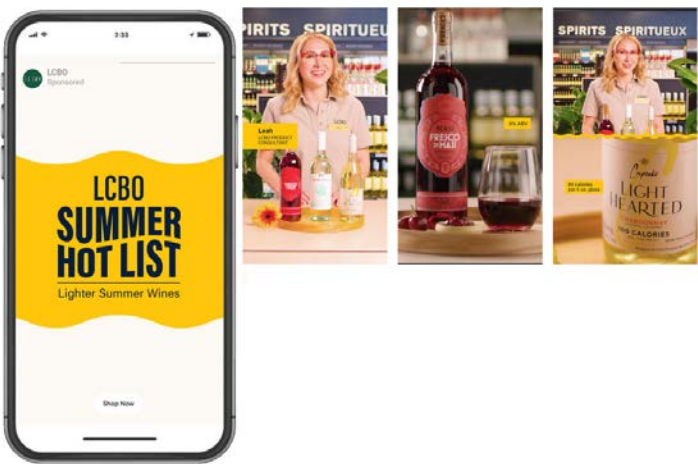
P3-P4 SUMMER REFRESHMENT CAMPAIGN

Our annual summer campaign is our biggest advertising investment of the year! We are pleased to offer an extensive integrated advertising opportunity to promote discovery of our hottest new summer releases. Our media plan will build on the success and learnings from our previous year’s campaign to drive awareness, engagement and purchase intent of all featured products; and will reinforce LCBO as the go-to destination for summer refreshment in Ontario.

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

What We’re Looking For

- Up to 80 new refreshing products (launching 2023), with the focus and preference being on NEW launches. Seasonally relevant existing SKUs are also welcome to participate.
- Allocation emphasis will be on RTD, with the opportunities available for Beer, Cider, Wines and Spirits (such as RTD, Radlers, Roses, Flavoured Wines, Sparkling Wines, Flavoured Gins & Vodkas, Summer Liqueurs etc).



What’s Included

MEDIA CHANNEL	MEDIA DETAILS	PARTICIPATION DETAILS	ESTIMATED TOTAL IMPRESSIONS
OOH (STATIC + DIGITAL)	Out of Home takeover in a notable location (e.g., Yonge/ Dundas Square)	TSA will include placement with up to 3 other brands per piece of creative. Products will be curated into relevant themes such as flavours and trends, Estimated 12 placements in key markets across Ontario for 8 weeks.	340,000,000
	Bus Wraps and/or TSA (Transit Shelter Ads Static) Markets TBD but may include: Toronto, Brampton, Orangeville, Windsor, Ottawa, Mississauga, Markham, Newmarket, Richmond Hill, Hamilton, Ancaster, Waterdown, London, Sudbury, Niagara, Ajax, Milton, Barrie, Kitchener, Oshawa, Whitby, Peterborough, St Catharines		
SOCIAL & DIGITAL	Various ad units including in-feed, video, stories across multiple social media platforms (Facebook, Instagram, SnapChat, Pinterest)	Placement within Social/Digital Ads for 1 period (4 weeks) on at least two of the featured social and digital channels.	52,000,000
	Sponsored Content (e.g., BuzzFeed articles; influencer content)	Products will be featured together with at least 3 other skus	
	Digital ContoBox	Content will engage customers with compelling content and drive traffic to LCBO.com to Product Detail Pages or Shoppable Thematic Landing Pages.	

*Media plan subject to minor changes
Post Campaign digital analytics including impressions and clicks available upon request, ~6 weeks post campaign

Pricing Information

\$10,000 per SKU

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.

Holiday Summary

SEASONAL THEMES

Time together is what brings out the genuine holiday cheer in all of us. From long-awaited reunions and festive feasts to some quiet time by the fireplace, each and every joyous moment with loved ones is worth toasting. And, with renewed excitement around finding and giving the perfect gift, the LCBO will continue to secure our position as THE gifting and entertaining destination. So, if you're looking for a special gift to celebrate time spent with family and friends, look no further than the LCBO. With a focus on seasonal gift packs and products, customer favourites and premium selections, the LCBO offers the perfect choice for all your gift and entertaining needs.

Gifting will continue to be the primary focus. Entertaining solutions will be secondary.

Lead Categories: Vintages, Spirit Shops (Whisky Shop), Liqueurs, Cognac

OCCASIONS & OBSERVANCES

	CORE SALES & GIFTING OCCASIONS	DIVERSITY, INCLUSION, BELONGING & EQUITY (DIBE) & SUPPORT OCCASIONS
P9	CFL Grey Cup in Hamilton (November 19) Black Friday (November 24)	Remembrance Day (Saturday, November 11) Diwali (November 12)
P10	Cyber Monday (November 27) Christmas (Monday, December 25) Boxing Day (Tuesday, December 26) New Year's Eve (Sunday, December 31)	Giving Tuesday (November 28) Hanukkah (December 7-15) Kwanzaa (December 26 - January 1)

	SOS FOCUS & FUNDRAISING CAMPAIGNS	AEROPLAN PROMOTIONS	ECOMMERCE PROMOTIONS	FOOD & DRINK
P9	Gifts of Impact / Moderation Focus	ONLINE & IN-STORE: Black Friday/Cyber Monday (November 24 - 27) ONLINE & IN-STORE: Member Appreciation Contest	Week-long Black Friday / Cyber Monday Sale	Holiday Release (November 8)
P10	Children's Hospital & Camp Ooch Fundraising Campaigns			

ALSO HAPPENING IN THE FALL:

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: Bumbo	Cream Liqueur : Creamy Chai
Entrance Table	Spirits	Spirits
Mini Thematic A	Aged Spirits Gifts	Premium Spirits Gifts (All Play)
Mini Thematic B	Sparkling/ Champagne Gifts	Sparkling/ Champagne Gifts
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	Popular Holiday Wines	Vintages Essentials
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)	RTD	Local Beer/Cider Gift Ideas
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone C	Beer	RTD
Beer Excitement Zone D	RTD	Beer
Spirits Cold Room	Spirits	Spirits
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	White Spirits	White 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	Premium Gifting Brand Takeover	Premium Gifting Brand Takeover or New Year's Eve
Enhanced Occasions Package	Holiday Gifts	Holiday Gifts

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
End Aisle 1 (COTM)	See info at left.	
End Aisle 2	Spirits	Spirits
End Aisle 3	Vintages	Vintages
End Aisle 4	Spirits	Spirits
End Aisle 5	Wines	Wines
End Aisle 6	Spirits	Spirits
End Aisle 7	Wines	Wines
End Aisle 8	Spirits	Spirits
End Aisle 9	Spirits	Spirits
End Aisle 10 (MT C)	RTD	Beer
End Aisle 11	Spirits	Spirits
End Aisle 12	Spirits	Spirits
End Aisle 13	Spirits	Spirits
End Aisle 14	Spirits	Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Spirits	Spirits
End Aisle 17	Wines	Wines
End Aisle 18	Spirits	Spirits
End Aisle 19	Spirits	Spirits
End Aisle 20	Spirits	Spirits
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Diwali	Kwanzaa / Hanukkah

2023-24 Holiday Promotions

We are making significant investments to our streamlined holiday promotional activities, with proven customer favourites making a return, and new exciting sales and promotional activities as well.

BLACK FRIDAY: AEROPLAN BONUS POINT + LTO COMBO OFFERS

November 24 - 26

- Offers to also be featured on Block Pile or communicated in-section (where store space permits)
- Sales event will be promoted through email, social and additional digital communications.

How to Participate: Trade Partners are encouraged to apply for Limited Time Offer (SSL) and Aeroplan Bonus Point Offers (LF) for the event timeframe.

CYBER MONDAY: ONE DAY ONLY - 2X THE POINTS PROMOTION

November 27

- Promotion will be communicated in-store and online with significant marketing collateral. Sales event will be promoted through email, social and additional digital communications.

How to Participate: Trade Partners are encouraged to apply via the regular process for a period-long Aeroplan Bonus Point Offers (BAM) in Period 10.

BOXING WEEK: SUPER SALE (APP, LTO & LTO + AEROPLAN COMBO OFFERS)

December 26 - 31

- Aeroplan Bonus Point offers, Limited Time Offers, SSL/LTO plus Aeroplan combo offers activating for the weeklong event.
- Offers will be highlighted in prime position on LCBO.com across the whole customer journey.
- Offers to also be featured on Block Pile or communicated in-section (where store space permits)
- Sales event will be promoted through email, social and additional digital communications, to promote entertaining for your New Year's Celebration.

How to Participate: Trade Partners are encouraged to apply for Limited Time Offer (SSL) and Aeroplan Bonus Point Offers (LF) for the event timeframe.

Trade are encouraged to apply with their strongest and deepest offers, being mindful of the 20% threshold for combination offers.



2023-24 Holiday Promotions

FOOD & DRINK 30TH ANNIVERSARY CURATED ENTERTAINING BOX

- *Food & Drink* is celebrating its 30th Anniversary in 2023. In honour of this occasion, for the first two weeks in Period 10, we will be offering customers a perfectly paired entertaining solution for the holiday season.
- Limited to 1,000 kits, the box will include:
 - 6 wines (1 Sparkling Wine, 1 Rosé, 2 White and 2 Red Wines) perfectly paired with
 - Seasonal *Food & Drink* recipes and menu ideas for a full, multi-course holiday meal, from appetizers to the main course to dessert.
 - And the always coveted Holiday issue of *Food & Drink*.
- Complete kits will be available for purchase online (with an additional “Free Shipping” offer for customers) and in select stores.
- Program promotion channels include LCBO.com, e-mail, social media and exposure in the Holiday issue of *Food & Drink*, reaching a potential audience of over 5 million LCBO customers.
- This is an exclusive opportunity for partners to align with a unique *Food & Drink* program during the Holiday season.

What we're looking for: 1 Sparkling Wine, 1 Rosé, 2 White and 2 Red Wines.

How to Participate: This is an Excel Applied Promotional Program (“*Food & Drink* Holiday Wine Entertaining Box”). Please apply by completing the Excel Application Form before the deadline.

Cost: \$4,000 / SKU (this fee includes kitting & free shipping)

VINTAGES BUILD A CASE PROMOTIONS

Nov 12 - 23 & Dec 10-23

- In order to capitalize on increased holiday traffic in stores, a new promotion will encourage customers to trade up, increasing their basket size, to purchase cases (12 bottles) of Vintages Release Collection products.
- Stores will create stack outs of release products with provided signage communicating the offer to customers:
BUILD A CASE AND EARN 1,000 AEROPLAN BONUS POINTS*
- This “Build A Case” offer applies to any combination of 12 Vintages Release Collection, Residual Vintages Holiday Gifts and Classics products purchased in a single transaction.
- This not a Trade applied program. All Vintages Release products will automatically participate.



HOLIDAY GIFTING OCCASIONS

- Diwali (November 12)
- Hanukkah (December 7-15)
- Kwanzaa (December 26 - January 1)
- In the spirit of diversity and inclusion, this year the LCBO is investing in highlighting products to our customers to celebrate the holidays listed above.
- Promoting these occasions as an extension of our Discover End Aisle Program, these products will be featured on End Aisles displays in select stores and also on LCBO.com; each occasion will have its own tailored distribution, and communication strategy.

What we're looking for: Products that are culturally relevant to each of the occasions listed above.

How to Participate: This is an Excel Applied Promotional Program (“*Discovery End Aisle*”). Please apply by completing the Excel Application Form before the deadline. Please include (in the Promotional Summary Section) details regarding the products relevancy to the specific occasion.

