

LCBO

FY27 PROMOTIONAL OPPORTUNITIES (PERIODS 1-4)

Overview & Application Process

NEW

Key Program Changes & Updates

NEW CONDENSED FY27 (P1-P4) DOCUMENT

Moving forward, this document will provide Seasonal Summaries along with product allocations and overviews of the displays available only. This should simplify the information for Promotional Opportunities.

Please continue to refer to doingbusinesswithlcbo.com for complete information on each Program, including [Participating Stores](#).

NEW EXCITING RTD PROGRAMMING OPPORTUNITY - PERIOD 13 (FY26)

We're excited to announce a new opportunity for RTD Innovation in Period 13 (FY26), bringing new items to the forefront earlier than ever. New Innovation items will be eligible for placement in two key display areas ahead of Period 1, helping generate early excitement in high-traffic retail zones.

Eligible Programs for Period 13 (FY26):

Loyalty Block Pile C

- Up to 6 new innovation SKUs will be selected for display. All submissions must include an Aeroplan offer.

RTD Impulse Displays

- 4 cash impulse placements are available. All submissions must include an Aeroplan offer.

Extended Application Deadline: September 19, 2025

As the original submission window for Period 13 has closed, we are reopening applications specifically for these two programs. Please complete the [Excel Applied Programming Application Form](#) for these two displays and submit it to Ashley Ennis (Ashley.Ennis@LCBO.com) by the deadline.

For full program details—including store counts and participation costs—please refer to the [Fiscal 26 Promotional Overview](#).

Important: All participating Innovations must be ready to ship by January 5, 2026. If this timeline cannot be met, we kindly ask that you refrain from applying.

We look forward to spotlighting your innovations earlier than ever!

NEW FY27 PROGRAM UPDATES

Please find a recap of updates made to programs in FY27.

PROGRAM	UPDATE FOR FY27
LCBO Pop-Up Shop (FSM)	Stores 417, 437, 486 have been added to this program.
Flagship Spotlight (FSN)	Stores moved to Nesting Tables (10, 38, 149, 164, 217, 355, 452, 486). 511 remains on a dedicated Gifting fixture.
Digital Screen & End Aisle Display (FSK)	Stores 417, 432, 437, 457, 486 have been added to this program.
Branded Collection Page	Formerly called e-Commerce "Feature Page"

Fiscal 2026/27 Deadlines

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

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

APPLICATION DEADLINES (ALL CATEGORIES)				
Period	Promotional Turn Dates	Agent deadline for Excel & MPTS Promotional Applications	Category deadline for Excel & MPTS Approvals/Declines	Agent Deadline for Revised Forecasts (based on approvals)
1	March 29 - April 25	05-Sep-25 (October 3, 2025 for RTD)	10-Oct-25 (October 17, 2025 for RTD)	17-Oct-25
2	April 26 - May 23			14-Nov-25
3	May 24 - June 20	17-Oct-25	28-Nov-25	5-Dec-25
4	June 21 - July 18			9-Jan-26
5	July 19 - August 15	19-Dec-25	30-Jan-26	6-Feb-26
6	August 16 - September 12			6-Mar-26
7	September 13 - October 10	13-Feb-26	27-Mar-26	2-Apr-26
8	October 11 - November 7			1-May-26
9	November 8 - November 28	10-Apr-26	22-May-26	29-May-26
10	November 29 - January 2, 2027			19-Jun-26
11	January 3 - January 30*			24-Jul-26
12	January 31 - February 27	03-Jul-26	14-Aug-26	21-Aug-26
13	February 28 - March 27			18-Sep-26

*P11 applications will be due with P9/P10.

Spring Summary

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Feature Fixture A	Spanish Wines	Australian Wines
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (EA 1)	Vodka	Tequila
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Spirits	Spirits
Wines Gifting Display	Spring Hosting Gifts (Whites/Light Reds)	Mother's Day Gifts (Rosé/Sparkling Rosé)
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	Wines	New Zealand Wines
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	100 Aeroplan Points Wines	BCRTD
Spirits Loyalty Block Pile (C)	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Excitement Zone A	Beer	Beer
Excitement Zone C	RTD	Beer
Excitement Zone D	Beer	RTD
Spirits Cold Room	Spirits	
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	Spirits Impulse	Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Spirits Impulse	Spirits Impulse
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Pop Up Shops	All categories eligible	All categories eligible
Flagship Spotlight	All categories eligible	All categories eligible
Digital Display EA Package	All categories eligible	All categories eligible
Aeroplan Promotion(s)*	eCommerce Spend and Get	Spend and Get (Omni-Channel) on Rosé wines

*Please visit doingbusinesswithlcbo.com for additional Aeroplan activity.

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 1	Period 2
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Wines	White Spirits
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	White Spirits	White Spirits
End Aisle 6	Brown Spirits	Brown Spirits
End Aisle 7	White Spirits	Wines
End Aisle 8	RTD	RTD
End Aisle 9	Wines	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	White Spirits	White Spirits
End Aisle 13	Brown Spirits	Wines
End Aisle 14	Wines	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)	Theme: Greece & Rueda	Theme: Japanese Sake

Summer Summary

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Feature Fixture A	French Wines	Italian Wines
Feature Fixture B (New & Seasonal)	Seasonal Rosés (not sold)	Seasonal Rosés (not sold)
Cocktail of the Month (EA 1)	Whisky	Gin
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Spirits	Spirits
Wines Gifting Display	Father's Day Vintages Essentials	Wedding Season (Sparkling/ Champagne)
Front Nesting Table	PRIDE (All Play)	Flight A: PRIDE (All Play) / Flight B: Canadian Whisky
Middle Nesting Table	Summer Trending Wines	VQA Wines
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	100 Aeroplan Points Wines	BCRTD
Spirits Loyalty Block Pile (C)	Spirits	Spirits
Local Beer & Cider Display (EA 10)	Beer	Cider
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone D	RTD	Beer
Beer Excitement Zone C	Beer	RTD
Spirits Cold Room	Brown Spirits	
Spirited Picks	White Spirits	White Spirits
Front End Merchandiser 1	Spirits Impulse	Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Spirits Impulse	Spirits Impulse
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Pop Up Shops	All categories eligible	All categories eligible
Flagship Spotlight	All categories eligible	All categories eligible
Digital Display EA Package	All categories eligible	All categories eligible
Aeroplan Promotion(s)*	Overlay on Ontario & Canadian-made bonus products. Canada Day - 2x Points event (July 1) online only	

*Please visit doingbusinesswithlcbo.com for additional Aeroplan activity.

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 3	Period 4
End Aisle 2	Brown Spirits	Brown Spirits
End Aisle 3	Brown Spirits	Wines
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	RTD	RTD
End Aisle 6	RTD	RTD
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 11	Brown Spirits	Brown Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	Wines	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)	Theme: Armenia	Theme: Portugal

External Advertising Opportunity

SUMMER REFRESHMENT CAMPAIGN (MPTS CODE: FSI FEATURE B)

We are pleased to offer two packages for RTD again this year. We will kick-off with our Early Season opportunity, a showcase of hot new coolers and 2026 trends. Heading into the heart of summer, we invite new products and existing RTD SKUs to participate in our Peak Season package. Across all campaign touchpoints, products will be curated into relevant collections designed to inspire our customers, helping them to easily shop our assortment.



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

NOTES:

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

What's Included

	TRADE PACKAGE 1 - EARLY SEASON	TRADE PACKAGE 2 - PEAK SEASON
Season	P1-2	P3-4
Products	30	50
Fee per SKU	\$10,000	\$10,000
Key Tactics*	▪ Inclusion in (Out of Home) Media within priority markets, paid digital and social media, Collection Page on LCBO.com	▪ Inclusion in (Out of Home) Media within priority markets, paid digital and social media, Collection Page on LCBO.com

*Media plan subject to minor changes

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

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



Spirit of Sustainability Opportunity

GOOD PARTNERS



How it Works

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

good of Ontario. **This is an opportunity for brands and products Doing Good to be featured within our campaigns in support of key SoS initiatives.**

There is no cost for this program* we would like our partners to submit the details of all the Good Work they have been doing in the community using the SoS tab in the relevant period excel application. Please send this along with your promotional application submissions before each deadline.

**Potential opportunity to collaborate on sponsorship for key PR events and tactics*

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

What We're Looking For

- Partner and Highlight up to 6 x Good Partners brands/products to support key LCBO SoS Initiatives:
 - **P1/P2 Environmental Campaign:** Brands with strong environmental sustainability initiatives that have clear and measurable impact. To align with Earth Month and related SoS partnerships and/or fundraising.
 - **P3/P4 Annual Integrated Pride Campaign:** Brands that are supporting the 2SLGBTQI+ community through meaningful charitable initiatives, community impact efforts and/or an ongoing commitment to support and celebrate the community. To align with Pride Month and related SoS partnerships and/or fundraising.

What's Included

- Brand placement within the SoS related campaign feature page – including product image, initiative description, and SKU to shop.
- Navigation to the landing page from the LCBO.com home page / SoS banner
- LCBO Social coverage via IG Stories
- Potential brand placement in related advertising and/or public relations campaign (example tactics may include influencer marketing, advertorials/ sponsored content, social media, or other tactics)
- Potential **opportunity to collaborate on sponsorship for key PR events and tactics**

Eligibility Criteria

- Fundraising efforts; Charitable donations; Impactful Initiatives that have been in place for a minimum of two years - driving meaningful social or environmental change for our communities and/or planet that have clear and measurable targets and impact.

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

Display Opportunities Overview

Key Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Feature Fixture A	Excel Applied	Wines	Wines	Wines	Wines	162	15-30	\$3,500 / SKU	
Feature Fixture B (New & Seasonal)	Excel Applied	Seasonal Rosés (Not Sold)	Seasonal Rosés (Not Sold)	Seasonal Rosés (Not Sold)	Seasonal Rosés (Not Sold)	139	10-20	\$3,000 / SKU	
Cocktail of the Month (EA 1)	Excel Applied	Vodka	Tequila	Whisky	Gin	388	2-4 (including VAs)	\$110,000 (Premium: \$46,750 / Standard: \$63,250)	Paid Product Placement + Branded Collection Page – 30 Employee Led @ 10 locations
Entrance Table	Excel Applied	Spirits	Spirits	Spirits	Spirits	184	1-4	\$250 / end	LCBO.com Paid Product Placement
Spirits Gifting Display	MPTS Code: MT	Spirits	Spirits	Spirits	Spirits	283	3-9	\$10,250 / SKU	Placement in Gifting focused Digital Campaign
Wines Gifting Display	MPTS Code: MT	Wines	Wines	Wines	Wines	283	3-9	\$10,250 / SKU	Placement in Gifting focused Digital Campaign
Front Nesting Table	Excel Applied	Spirits	Spirits	Spirits	Spirits	129	8-12 (including VAs)	\$130,000 (Premium: \$80,000 / Standard: \$50,000)	Branded Collection Page – 60 Employee Led @ 20 locations
Middle Nesting Table	Excel Applied	Wines	Wines	Wines	Wines	142	12	P2, P4: \$11,200 (Premium: \$7,000 / Standard: \$4,200) P1, P3: \$8,800 (Premium: \$5,300 / Standard: \$3,500)	Branded Collection Page <i>Food & Drink</i> Ad in Periods 2 & 4.

Beer, Cider & RTD Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Beer Block Pile (A)	Excel Applied	Beer	Beer	Beer	Beer	170	2-8	\$500 / store (divided by the # products)	Digital Flyer inclusion
RTD Block Pile (B)	Excel Applied	RTD	RTD	RTD	RTD	186	2-8	\$500 / store (divided by the # products)	Digital Flyer inclusion
Local Beer & Cider Display (EA 10)	MPTS Code: MT	Beer	Beer	Beer	Cider	49	3-9	\$6,570 / SKU	LCBO.com Paid Product Placement
Excitement Zone A	MPTS Code: EZA	Beer	Beer	Beer	Beer	139	2-3	\$250 / store	Digital Flyer inclusion
Excitement Zone C	MPTS Code: EZH	RTD	Beer	RTD	Beer	215	2-3	\$250 / store	Digital Flyer inclusion
Excitement Zone D	MPTS Code: EZD	Beer	RTD	Beer	RTD	215	2-3	\$250 / store	Digital Flyer inclusion

Block Pile & Supplier Merchandiser Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Wines BCRTD Loyalty Block Pile (C)	Excel Applied	Wines	RTD	Wines	RTD	166	1-6	\$500 / store (divided by the # products)	Digital Flyer inclusion
Spirits Loyalty Block Pile (C)	Excel Applied	Spirits	Spirits	Spirits	Spirits	166	1-6	\$500 / store (divided by the # products)	Digital Flyer inclusion
Supplier Merchandiser Display (Block Pile D)	Excel Applied	Spirits	Spirits	Spirits	Spirits	49	2-8	\$600/store	
Super Sale (See page 12 for Super Sale Dates)	MPTS Code: SSL	Open to all Categories	Open to all Categories	Open to all Categories	Open to all Categories	In- Section: All Block Pile: 128	Up to 12	In-Section & Block Pile : \$5,000 / SKU In-Section Only: \$2,000 / SKU	Digital Flyer inclusion & through LCBO.com & LCBO owned communication channels

Wines & Vintages Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Wines Flex Space A	Excel Applied	Seasonal Rosé	Seasonal Rosé	Seasonal Rosé	Seasonal Rosé	86	9	\$8,500 (divided between the # of SKUs)	

Wines Flex Space B-F	Excel Applied	Wines	Wines	Wines	Wines	70	9	\$8,500 (divided between the # of SKUs)	
Wine Fridge	MTPS Code: WFP	Wines	Wines	Wines	Wines	Up to 520		Refer to DBWL	
VQA Our Buyer's Pick	MTPS Code: OWS	VQA Wines	VQA Wines	VQA Wines	VQA Wines	314	2		
Vintages Essentials on Offer EA	MTPS: EA-VL1	Essential with LTO/ BAP Offer	Essential with LTO/ BAP Offer	Essential with LTO/ BAP Offer	Essential with LTO/ BAP Offer	181	2	\$62 / SKU per Store (plus an LTO or Aeroplan Bonus Offer)	LCBO.com Paid Product Placement & Digital Flyer inclusion

Spirits Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Spirits Cold Room	Excel Applied	Spirits	Spirits	Spirits	Spirits	117	3-6	\$52,000 / Season (divided between the # of SKUs)	
Spirited Picks	MTPS Code: CE1	Spirits	Spirits	Spirits	Spirits	235	2	\$65 / store	Digital Screens display

Flagship Store Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Flagship Spotlight ++	Excel Applied	Open to all Categories	Open to all Categories	Open to all Categories	Open to all Categories	9	10-16	\$52,400	Branded Collection Page
Pop-Up Shop	Excel Applied	Open to all Categories	Open to all Categories	Open to all Categories	Open to all Categories	9	1 Brand/ Portfolio: 4-16 SKUs	\$50,000	Digital Screen display
Flagship Digital Screens EA	Excel Applied	Open to all Categories	Open to all Categories	Open to all Categories	Open to all Categories	13	1-3	\$40,000	Digital Screen display

Shelf Extenders

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Regular Shelf Extenders	MTPS Code: SE	All Categories	All Categories	All Categories	All Categories	Up to 336	1	\$90 / store	
Discovery Shelf Extenders - Spirits	MTPS Code: SE	Spirits	Spirits	Spirits	Spirits	23	1	\$90 / store	

Discovery Shelf Extenders - Wines	MTPS Code: SE	Wines	Wines	Wines	Wines	43	1	\$90 / store
Discovery Shelf Extenders - Beer	MTPS Code: SE	Beer	Beer	Beer	Beer	31	1	\$90 / store
Green Shelf Extenders	MTPS Code: SE	All Categories	All Categories	All Categories	All Categories	36	1	\$90 / store
Community Shelf Extenders	MTPS Code: SE	All Categories	All Categories	All Categories	All Categories	Up to 256	1	\$60 / store

Impulse Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Spirits Front End Merchandiser 1, & 3	MTPS Codes: FEM1 / FEM3	Spirits Small Format Impulse	Spirits Small Format Impulse	Spirits Small Format Impulse	Spirits Small Format Impulse	127 / 62	Up to 2 ea	\$30 /store /SKU	
Wines Front End Merchandiser 2	MTPS Code: FEM2	Wines Small Format Impulse	Wines Small Format Impulse	Wines Small Format Impulse	Wines Small Format Impulse	98	Up to 2	\$30 /store /SKU	
Top Picks (RTD Impulse)	MTPS CODES: CE3, CE4, CE5 & CE6	RTD	RTD	RTD	RTD	Up to 179	1 ea	\$65 /store /SKU (plus Aeroplan Bonus Offer)	

Ecommerce Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P1 -P4 PRODUCT FOCUS	COST**	ADS / DIGITAL / LCBO.COM
Branded Collection Page	Excel	Open to all Categories	Included in the cost for the following displays: Cocktail Of The Month (EA1), Front Nesting Table, Middle Nesting Table, Flagship Spotlight. <i>Please contact your category partner directly for stand-alone opportunities.</i>	A branded collection page on LCBO.com
Value-Adds with Purchase	Excel	Open to all Categories	In addition to the value-add itself, participating suppliers are responsible for shipping costs to send value-adds to Trillium LCBO Warehouse at 205 Speirs Giffen Ave., Caledon, ON.	Feature placement on LCBO.com
Paid Product Placement	Included with primary display application	Open to all Categories	This opportunity is built into the following display programs every period and is included in their price: Vintages Essentials on Offer End Aisle, Entrance Table, Cocktail of the Month (EA 1), Local Beer & Cider Display (EA 10) and Top Picks (RTD Impulse Display).	Sponsored product placement on relevant pages on LCBO.com.
Free Shipping	Excel	Open to all Categories	The agent/supplier will be invoiced \$11.95 + tax for each qualifying order shipped as part of the Free Shipping promotion.	Feature placement on LCBO.com

Digital Gift Card Value-Add	Excel	Open to all Categories	The agent/supplier will be invoiced for the total dollar value of all LCBO Digital Gift Cards activated for qualifying orders	Feature placement on LCBO.com
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Gifting Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P1 -P4 PRODUCT FOCUS	COST**
Promotional Coupons	Excel	Open to all categories	The agent/supplier will be charged back for the total retail value of all Promotional Coupons redeemed. Promotional Coupons are subject to a five percent administration fee charged on the retail value of every Promotional Coupon redeemed. H.S.T. is also applied to the total administration fee. The manufacturer covers all costs associated with redemption of Promotional Coupons at their full retail value.
LCBO Gift Packaging, Cards, Mixers & Accessories As Value-Adds	Excel	Open to all categories	Cost of Gift Packaging, Gift Card Mixers and/or Accessories.

NOTES:

*Number of stores subject to change. Please refer to doingbusinesswithlcbo.com for Participating Store list by Period.

**Costs listed are valid for FY27 Periods 1-4 only.

+FY27 Super Sale Dates:

- P1 (Easter) - April 1 - April 7, 2026
- P2 (Victoria Day) - May 13 - May 19, 2026
- P3 - n/a
- P4 (Canada Day) - June 24 - June 30, 2026

++Flagship Spotlight

Possibility to leverage Supplier creative (printed by LCBO). Please contact your category partner for details.

End Aisles

- End Aisles 2-4 are Excel Applied and may accommodate Near-Pack Value-Add Merchandisers (with LCBO approval)
- End Aisles 5-9 and 11-20 are MTPS Applied (use MTPS Code: EA)
- End Aisles 2-9 and 11-20 include placement in the [Digital Flyer](#) with LTOs or Aeroplan Bonus Points
- All End Aisles will accommodate 2-6 SKUs
- All End Aisles are \$250/store

DISPLAY	MPTS CODE / EXCEL APPLIED	P1 PRODUCT FOCUS	P2 PRODUCT FOCUS	P3 PRODUCT FOCUS	P4 PRODUCT FOCUS	# OF STORES
End Aisle 2	Excel Applied	White Spirits	White Spirits	Brown Spirits	Brown Spirits	388
End Aisle 3	Excel Applied	Wines	White Spirits	Brown Spirits	Wines	388
End Aisle 4	Excel Applied	Brown Spirits	Brown Spirits	Brown Spirits	Brown Spirits	314
End Aisle 5	MTPS Code: EA	Brown Spirits	White Spirits	RTD	RTD	314
End Aisle 6	MTPS Code: EA	White Spirits	Brown Spirits	RTD	RTD	251
End Aisle 7	MTPS Code: EA	White Spirits	Wines	Beer	Beer	251
End Aisle 8	MTPS Code: EA	RTD	RTD	RTD	RTD	251
End Aisle 9	MTPS Code: EA	White Spirits	Beer	Beer	Beer	218
End Aisle 11	MTPS Code: EA	White Spirits	White Spirits	Brown Spirits	Brown Spirits	100
End Aisle 12	MTPS Code: EA	White Spirits	White Spirits	Brown Spirits	Brown Spirits	100
End Aisle 13	MTPS Code: EA	Brown Spirits	Wines	Wines	White Spirits	100
End Aisle 14	MTPS Code: EA	Wines	White Spirits	Brown Spirits	Brown Spirits	100
End Aisle 15	MTPS Code: EA	Wines	Wines	White Spirits	White Spirits	100
End Aisle 16	MTPS Code: EA	Brown Spirits	Brown Spirits	Wines	Wines	21
End Aisle 17	MTPS Code: EA	White Spirits	White Spirits	Beer	Beer	21
End Aisle 18	MTPS Code: EA	Beer	Beer	White Spirits	White Spirits	21
End Aisle 19	MTPS Code: EA	Brown Spirits	Brown Spirits	Wines	Wines	21
End Aisle 20	MTPS Code: EA	Beer	Beer	Beer	Beer	21
Discovery End Aisles	MTPS Code: EA-W5	Theme: Greece & Rueda	Theme: Japanese Sake	Theme: Armenia	Theme: Portugal	Custom

Additional Resources Available on www.doingbusinesswithlcbo.com

Aeroplan Customer Loyalty

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

Other Resources:

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

How To Apply For Promotional Opportunities

There are two types of promotional opportunities - *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** noted in this document:

- Complete the application form, "F27 Promotional Opportunities Excel Application Form," that is found on doingbusinesswithlcbo.com.
- We expect to receive one file per supplier/agent.
- **Mock-ups for all supplier produced merchandisers and enhanced activations are also required at the time of application and should be included in the Excel Application form's Supporting Assets and Creative tab.**
- **Change the title of the document to include the applicant name (e.g. Agent or Vendor), and send the application file to promoapplications@lcbo.com. Do NOT use any special characters in the title of the file (e.g. "#", "+", "&")**

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

- Successful applicants will be notified per the deadlines on [page 3](#).

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

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

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