

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)	<i>See info at left.</i>	
End Aisle 2	VQA (FLA) / IDB (FL B)	Brown Spirits
End Aisle 3	VQA (FLA) / IDB (FL B)	Brown Spirits
End Aisle 4	VQA (FLA) / IDB (FL B)	Brown Spirits
End Aisle 5	VQA (FLA) / IDB (FL B)	Brown Spirits
End Aisle 6	VQA (FLA) / IDB (FL B)	Brown Spirits
End Aisle 7	VQA (FLA) / IDB (FL B)	Brown Spirits
End Aisle 8	VQA (FLA) / 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)