

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)	<i>See info at left.</i>	
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 VL 1)	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.

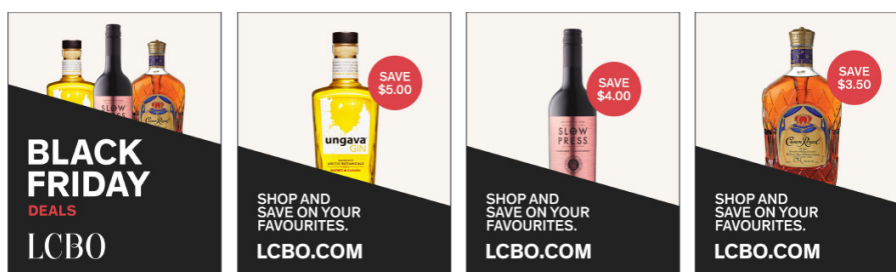
BOXING WEEK: SUPER SALE (APP, LTO & LTO + AEROPLAN COMBO OFFERS)

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.

