

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)

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