

Winter Summary

SEASONAL THEMES

P11: As with previous years, P1 1 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)