

# LIGHT & EASY



## **PERIOD 11 MARKETING & PRODUCT GUIDE**

DECEMBER 31, 2023 - JANUARY 27, 2024

My Store #



Kudos to Store #554



Kudos to Store #434

# Period 11

## Marketing & Product Guide

Participating		Participating		
DONE		DONE		
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# WHAT'S NEW FOR PERIOD 11



## Promotional Programs

Period 11 Aeroplan Offers

P11 POP

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Mini Thematic A: Save on Gift-Worthy Spirits

Mini Thematic B: Gift-Worthy Wines Under \$20

Mini Thematic C: Ontario-Made Ready to Sip

Front Nesting Table

Middle Nesting Table

Block Pile A: Beer

Block Pile B: Light & Easy Cocktails

Block Pile C: Aeroplan

Block Pile D: Diageo & NFL

Pop-Up Activation: Molson Coors

Enhanced Occasions: Non-Alc Products

Front End Merchandiser

Special Promotions Fixture

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

On Shelf

## Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

Flex Space

## Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



# Aeroplan Promotions

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. The participating products and Aeroplan offers will change every period promotional Period.

**Key Dates: December 31, 2023 - January 27, 2024**

## Participating Stores

All Stores

## Signage Components & Merchandising Instructions

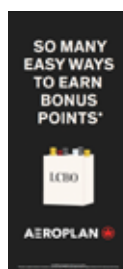
### Components

### Image (example only)

#### P11-P13 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.

ENG (Re-order# 24P11-EB7) / BIL (Re-order# 24P11-EB8)



#### P11 Pre-printed and Blank Aeroplan Shelf Talkers

- Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required

Pre-Printed Aeroplan Shelf Talkers BIL (Re-order # AIM-24P11-ANS)

Blank Aeroplan Shelf Talkers ENG/BIL (Re-order # 749359)



#### P11 Aeroplan Seasonal Banner Insert

- Install the Operational Aeroplan seasonal banner insert.

ENG (Re-order# 24P11-SB1) / BIL (Re-order# 24P11-SB2)



#### P11 Aeroplan End Aisle Backer Card

- Install the Aeroplan generic backer card on end aisles with Aeroplan offers.

ENG/BIL (Re-order# 24P11-BC-GEN2)



## Period 11 Aeroplan Combo Offers (LF)

**NOTE: Stores must either reorder signage or use blank side for any price or offer discrepancies.**

### Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
LF	18574	Jim Beam Honey	750	100	\$1.00
	23074	Bask Rose Bib	3000	100	\$3.00
	34595	Patron Silver Tequila	750	200	\$5.00
	125187	Cazadores Reposado Tequila	750	100	\$2.00
	390583	Canadian Club 100% Rye	750	100	\$1.75
	400754	Iceberg Vodka	750	100	\$1.00
	514463	Whitley Neil Original	750	100	\$5.00
	520320	Bacardi Superior	1140	100	\$1.50

# Period 11: Light & Easy SIGNAGE GALLERY

We're all becoming more mindful of lifestyle choices, especially at this time of the year. Let the LCBO be your guide to the world of no/low alcohol and no/low sugar options. We have over 1,000 lighter products to choose from and can help you find what suits you best. Looking to cut carbs? We have low-sugar options. Want a refreshing new weekend brew? Look no further than our lineup of low-alcohol RTDs. With innovative new flavours in low/no alcohol and low/no sugar wines, beers, spirits and RTDs, the LCBO makes it easy to find the perfect lighter choice.



## Signage Ship Date

The Period 11 signage components will be shipped to stores beginning **December 22, 2023**.

The Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@lcbo.com) and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

## Music CD Reorder# AIM-24P11-MUSIC-CD | Music USB Reorder# AIM-24P11-MUSIC-USB

We would like to hear your comments about this Period's music. Please provide your feedback to Customer Care Retail Field Store Support.

# Exterior Banners

Dimensions: 28”w x 45”h  
 Install: Exterior on building

## PRIORITY OF EXTERIOR BANNERS:

- 1 Light & Easy
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.

\* Repeat ‘Light & Easy’ Thematic Banner in the fourth banner spot

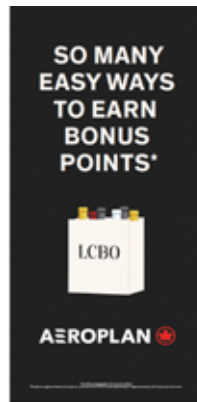


### 1 Light & Easy



Re-order#  
 24P11-EB1  
 (English)  
 Re-order#  
 24P11-EB2  
 (Bilingual)

### 2 Aeroplan Rewards



Re-order#  
 24P11-EB8  
 (English)  
 Re-order#  
 24P11-EB7  
 (Bilingual)

### 3 Same Day



Re-order#  
 24P11-EB3  
 (English)  
 Re-order#  
 24P11-EB4  
 (Bilingual)

### Generic Ecomm



Re-order#  
 24P11-EB5  
 (English)  
 Re-order#  
 24P11-EB6  
 (Bilingual)

**Aeroplan and eCommerce Exterior Banners are to remain in place from P11 to P13.**

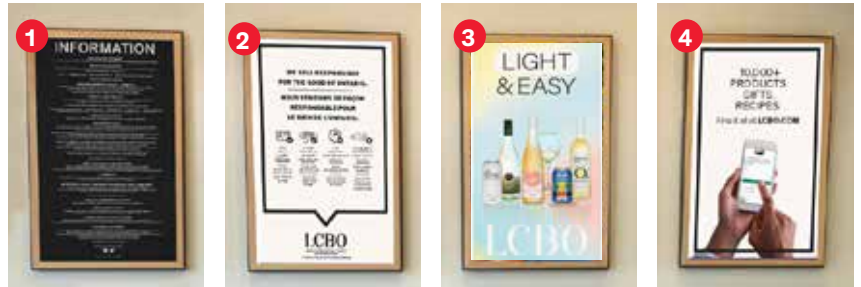
Signage is to remain in place for the duration of P11

## Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.

### PRIORITY OF WINDOW SHOW CARDS (based on the number of frames available)



- 1 Information Board (Operational) Install in the show card frame closest to the office.
- 2 Responsible Service (Operational) Install in the vestibule if there are 2 show card frames in that location.
- 3 Seasonal Thematic - Install in the vestibule.
- 4 Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

Note: Any additional frames should display Seasonal Thematic show cards.

#### 1 Information Board



Re-order# 22OP-INFOB  
(English + Bilingual)

#### 2 Responsible Service



Re-order# 22OP-RSP1  
(Bilingual)

#### 3 Seasonal Thematic



Re-order# 24P11-WS1  
(Bilingual)

#### 4 Same Day



Re-order# 22OP-SD16  
(English + Bilingual)

#### Generic Ecomm



Re-order# 22OP-SC2  
(English + Bilingual)

# Signage is to remain in place for the duration of P11

## Transparencies

### Square Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Horizontal Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Small Transparencies ENG/BIL

Vendor installed



Thematic POP  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

### Medium Transparencies ENG/BIL

Vendor installed



Thematic POP  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

### Large Transparencies BIL

Vendor installed



Thematic POP  
ENG/BIL

eComm  
BIL

Signage is to remain in place for the duration of P11

## P11 Backlit Tasting Bar Insert

Dimensions: 21 15/16" w x 32 9/16" h

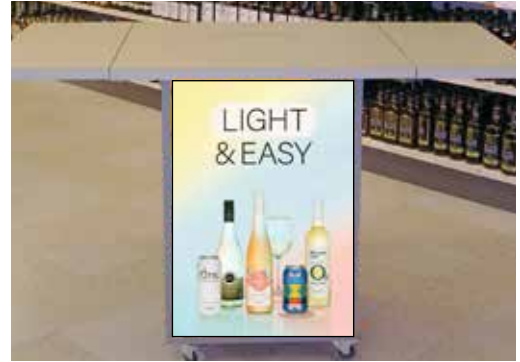
Install: In the frame on the portable Tasting Bar.



ENG Re-order #24P11-TB1



BIL Re-order #24P11-TB2



## P11 Blade Signs

Install: Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Remove P9 & P10 blade signs and replace with the following Period 11 versions.



EA1 Sunny Vodka Soda  
ENG (24P11-BS1)  
BIL (24P11-BS6)



EA2 Lighter Espresso Martini  
ENG (24P11-BS2)  
BIL (24P11-BS7)



EA3A Light Wine  
ENG (24P11-BS3P)  
BIL (24P11-BS8P)



EA3B Low-Sugar Wine  
ENG (24P11-BS3S)  
BIL (24P11-BS8S)



EA4 Lighter Mule  
ENG (24P11-BS4)  
BIL (24P11-BS9)

# P11 End Aisles Backer Cards

Remove the P9 & P10 backer cards and replace with the new Period 11 versions below.

24P11-BC1



EA1

24P11-BC2



EA 2

24P11-BC3A



EA 3A

24P11-BC3B



EA 3B

24P11-BC4A



EA4A

24P11-BC4B



EA4B

24P11-BC10

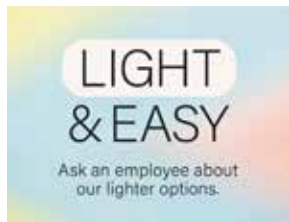


EA 10

# P11 Generic Backer Cards

Remove the P9 & P10 backer cards and replace with the new Period 11 versions below.

24P11-BC-GEN1



NOTE: Use this backer card with any product.

24P11-BC-GEN2



NOTE: The Aeroplan Backer Cards are only to be used when merchandising products with Aeroplan Bonus Offers.

24P11-BC-GEN3



NOTE: Use this backer card with RTD, Beer/Cider products.

These backer cards will be changing in Period 12.

24P11-BC-GEN4



NOTE: Use this backer card with Wine products.

24P11-BC-GEN5



NOTE: Use this backer card with Spirit products.

24P11-BC-GEN6



NOTE: Use this backer card with any product.

24P11-BC-GEN7



# NEW P11 Seasonal Banner Insert

Dimensions: 20”w x 70”h

Install: In the Metal Hero Banner Stand (store entrance).

## Operational Seasonal Banner Insert

ENG (Re-order# 24P11-SB1) / BIL (Re-order# 24P11-SB2)

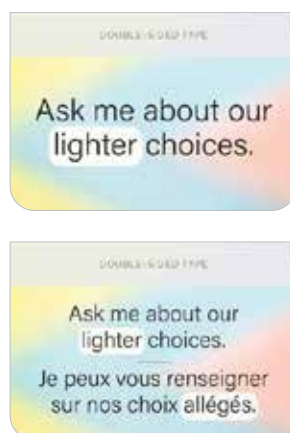


## Employee Engagement

### Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 11.

- “Ask me about our Lighter Choices.”
- All stores will receive Employee Name Badge Stickers.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5”.
- Staff Picks Name Badge Stickers: ENG (Re-order # 24P11-NT1) / BIL (Re-order # 24P11-NT2)



# NEW!

## NEW PRODUCT BIN TAG UNDERLAYS

All Stores

### Overview

This program highlights and promotes the new products at the LCBO.

Each new product will be highlighted with an Operational bin tag underlay that communicates its recent availability to our customers.

New products should feature the bin tag underlay for **TWO periods**. Each period, the Marketing & Product Guide will communicate products that are new to the program, those that are continuing and those that should have the “New” bin tag underlay removed. **Participation is mandatory.**

### Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

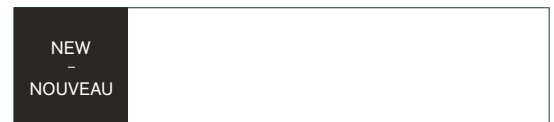
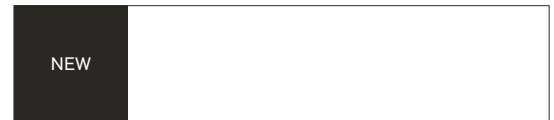
All Stores

### Signage Components

- Bin Tag Underlays will be sent to all stores prior to launch.
- Operational Bin Tag Underlay  
English/Bilingual (Re-order# 22OP-BTU2)
- Bilingual designated stores must display the bilingual bin tag underlays

### Merchandising Instructions

- Install “NEW” underlays to highlight products that are in-stock and new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel.
- Ensure the underlay message is still visible.
- NOTE: “NEW” bin tag underlays should not be displayed for longer than 60 days.



Example Only

## Period 11 New Products

LCBO#	Description	Sub Set	Product Type
18486	Bread & Butter Rosé	Rose New World	Regular
25441	Teremana Tequila Anejo	Tequila	Regular
32442	Old Monk Very Old Vatted XXX Rum	Rum	One-Shot
33201	Tommy Bahama Mango Vodka	Vodka	Regular
34430	Toasted Head Cabernet Sauvignon	California Red	Regular
34482	Remy Martin VSOP 300 Year Anniversary Giftpack	Brandy/Cognac	One-Shot
34621	Remy Martin XO 300 Year Anniversary Pack	Brandy/Cognac	One-Shot
34622	Remy Martin 1738 300 Year Anniversary Pack	Brandy/Cognac	One-Shot
35896	CEDER'S Crisp	De-Alc	One-Shot
36463	Hennessy XO LNY 2024	Brandy/Cognac	One-Shot
36464	Hennessy VSOP LNY 2024	Brandy/Cognac	One-Shot

**Continue to merchandise  
the New Product Underlays for the following P10 SKUs:**

LCBO#	Description
31752	Cecchi Storia di Famiglia Chianti Classico
31753	Cantina Di Illasi Amarone Della Valpolicella DOCG
31793	COLLAVINI VILLA CANLUNGO CABERNET SAUVIGNON
31794	Doppio Passo Primitivo IGT Puglia 1.5L
31795	Feudo Arancio Cabernet Sauvignon
31796	Oggi Sangiovese IGT Puglia
31797	Organic Molino a Vento Nero D'Avola DOC Siciliane
31800	Folonari Sangiovese
31801	Zensa Nero d'Avola Appassimento DOC Sicily ORGANIC
31802	Villa Puccini Toscana IGT Governo Toscano
31803	Zensa Primitivo IGP Puglia Organic
31804	Sistina Montepulciano d'Abruzzo DOC
31805	Angelo Montepulciano d'Abruzzo
31808	Orso Bruno Old Vine Zinfandel
31809	Prugneto Romagna DOC Sangiovese Superiore
31810	Michele Chiarlo Palas Barolo
32158	Primitivo De Falco IGP Salento
32159	Senza Tempo Montepulciano D'Abruzzo DOP
32160	Golden Gufo Primitivo Puglia IGP

## REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description	LCBO#	Description
10059	Side Launch Dark Lager	32976	High Park Pumpkin Spice Latteale
15731	Newark Helles Lager	33198	IPA Fun Box, 7th Edition
16699	Ashton Brewing Company IPA	33200	Smirnoff Spicy Tamarind
16870	Great Lakes Brewery Pumpkin Ale	33587	Cowbell Brewing Co. Creme Brulee Nitro Stout
17428	Great Lakes Brewery - Thrust! An IPA	33751	Glencadam American Oak Reserve Single Malt Scotch
18018	Perth Brewery Mocha Stout	34059	Xanabrew II - Belgian Aged Red Strong Ale
20043	Bench Brewing Mountainview Stout	34478	Nonino Monovitigno Picolit Gran Ris. 10 Yr. Grappa
21571	Vecchia Romagna Riserva Tre Botti Brandy	34483	Chateau de Laubade 1983 Bas Armagnac
22214	Beyond the Pale Cosmic Latte	34485	Dillon's Black Currant Liqueur
22248	Sons of Kent Brewing Festbier Oktoberfest	34532	Wellington Brewery Bootique Mixer Vol 3
22255	Grove Brewing Company - 1933 Oktoberfest Lager	34592	Great Lakes Brewery - Sultana Solero IPA
22621	Flying Monkeys Theatre of Madness Pumpkin Lager	34612	Collective Arts Mix 6
22886	Bellwoods Brewery Cat Lady IPA	34690	Henderson x Palm - Double Fusion Amber Ale
24507	Cowbell Brewing Co. Draught Nitro Stout	34691	IPA Mixed Six
24691	Chivas XV Blended Scotch Whisky	34780	Burdock Ducks IPA
25092	Cameron's Bad Robot - New England Double IPA	34853	Flying Monkeys Psychedelic Puzzle Factory DIP
27281	Bench Brewing Hopsters Double IPA	34903	Fat Baby, Continually Hopped IPA
27644	Larsen Extra Or	34906	Bellwoods Brewery PIG IPA
28446	Louis Royer VSOP Cognac with Gift Box	34907	On The Banks of The Mattagami Brown Ale
28496	Pumpkin Spice Espresso Porter	34908	Mousetrap Rye Pale Ale
28500	Left Field Sweet Spot Marshmallow Stout	34910	Rust Never Sleeps Marzenbier
28507	Country Bumpkin Harvest Ale	34911	Final Bow - Porter
28511	High Park Blak Magic Sour with Rapberries	34912	Collingwood Bricks & Mortar Oak Age Porter
28535	Brock Street Milk Chocolate Stout	34913	Freudian Sip Vienna Lager
28637	Big Rig Busted Sled Gingerbread Stout	34914	Stockyards Brewing Festbier
28658	Imperial City Chocolate Milk Peanut Butter	34915	Caledon Hills Brewing Irish Red Ale
28659	Blood Brothers Brewing Entheogen IPA	34919	Kichesippi Sasquatch Schnitzel
28726	Bobcaygeon Sweet Tooth Pumpkin Spice Latte	34920	Queen of the Night
28736	Beau's Nordic Pale Ale	34921	Super Dope
30934	Powerhouse Brewing Co. Generator India Pale A	34922	Neighbourly NEIPA
31155	Paradise Lost Spiced Cherry	34923	Two-Way West Coast IPA
31547	Cowbell Brewing Co. Hazy Days Hazy Nights	34924	Lake Of Bays Downtime Juicy Light IPA
31938	Eagle Rare Single Barrel Select	34927	Lake Of Bays Moostruck Dark Lager
32277	Black Tartan 88	34928	Keets American Lager
32500	Dancing with the Stars Malbec	34929	Hopservation
32501	Dancing with the Stars Chardonnay	34930	Atherley Pale Ale
32808	Muskoka Stein Sized Fest Bier	34931	Midnight Odyssey Oatmeal Stout

<b>LCBO#</b>	<b>Description</b>
34932	Brew0010 Cherry Dark Lager
34935	Small Pony Barrel Works SMUV Pumpkin
34950	Jelly King with Boysenberry & Plum
34957	Horchata White Milk Stout
35061	Nickel Brook Uncle Goose IPA
35064	Wellington - Good Odds Cranberry & Orange Sou
35080	Left Field Mr.Oktober Festbier
35727	Wild Blueberry Honey Brew
35855	Cameron's I love Craft Beer Vol. 2
35894	Trestle Arrow Pilsner
35905	Hennessy VS Hip Hop 50
36001	Collective Blood Orange, Cranberry & Vanilla Sour
36002	Collective Arts Fuzz Face Triple IPA
36048	Lost Craft Root Beer Float Stout
36050	PJ's Cappuccino
175794	Grappa Barili Di Sassicaia (Poli Distillerie)
296269	Wellington Imperial Stout
349001	Cleopatra Moscato Grappa (Poli Distillerie)
437244	Broadhead Oatmeal Stout
442319	Collective Arts Stranger Than Fiction
445577	Great Lakes Brewery - Lake Effect IPA
459115	Side Launch Mountain Lager
467522	Sagemehl Stadt
479485	Big Rig Pumpkin Porter
480012	Lake Of Bays Pumpkin Ale
481069	High Park Brewery Across The Pond English Pale Ale
485367	Great Lakes Brewery Karma Citra IPA
485425	Stout Beer
524876	Pecan Pie Porter
533679	Grand River Highballer Pumpkin Ale
536516	Marzen Lager
544924	Full City Coffee Porter
549865	Lost Craft Divercity Helles Lager
628875	Maclean's Cherry Porter
628883	Walkerville Brewery Rob Roy Scotch Ale
745901	Po' di Poli Morbida Smooth Moscato Grappa

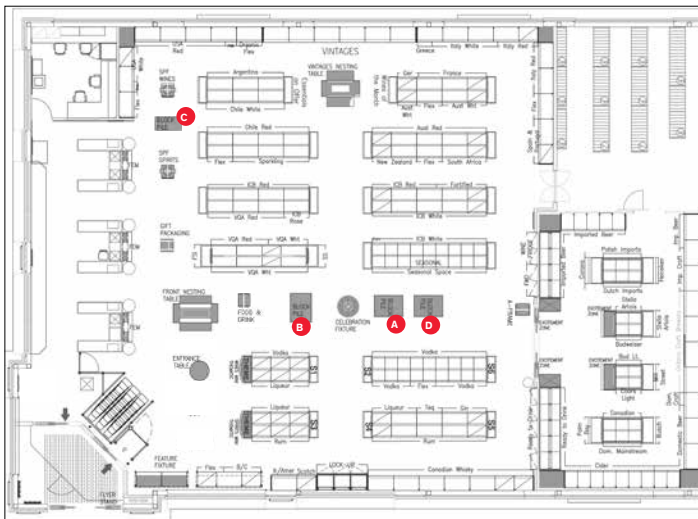
# STORE LAYOUT

## Overview

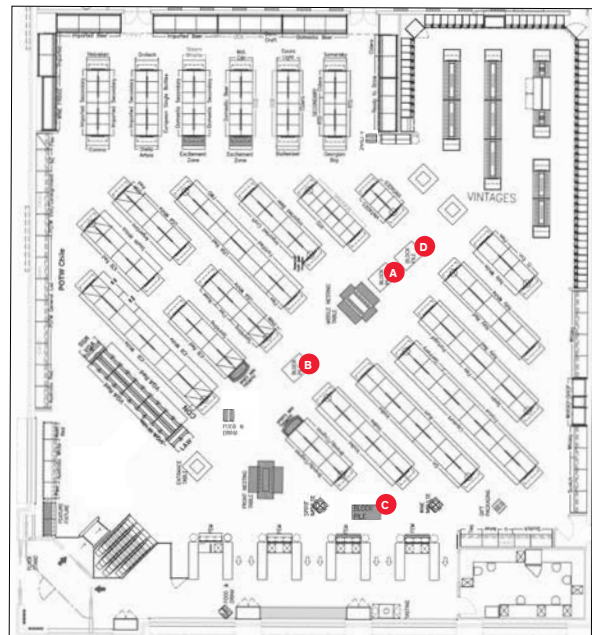
There are three table display points and the Feature Fixture display; most stores will have one or two display points, and some larger stores may have all displays.

**ACTION: These displays will be referred to by their respective fixture names and acronyms on the Promo Tree:**

- |  |   |
|--|---|
| Entrance Table/Cocktail of the Month: EA-S1/S2 | <b>A</b> Block Pile A (SBA): Beer                     |
| Feature Fixture A: FF - FFA                    | <b>B</b> Block Pile B (SBB): Ready-To-Drink Cocktails |
| Feature Fixture B: FF - FFB                    | <b>C</b> Block Pile C (SBC): Aeroplan                 |
| Front Nesting Table: BS - BSF                  | <b>D</b> Block Pile D: Diageo & NFL (XBP)             |
| Middle Nesting Table/Celebration Fixture : DD  | Pop-up Activation (FSM-A)                             |
|  | Enhanced Occasions Fixture                            |



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

Therefore, it is imperative you review your Min. settings on these programs to ensure a "Ready-for-Business" level of inventory. Please review the new Default Management screen and its' Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.

# Key Display (FFA-A)

## FEATURE FIXTURE A

Earn Points on Canadian Spirits

**This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

The Feature Fixture A will feature a variety of Canadian Spirits with great offers.

### Participating Products

LCBO#	Description	Size (mL)	Offers
984	Alberta Premium Whisky	750	BAP
15012	Northern Keep Vodka	750	BAP
30834	Canadian Club Classic 12 Year Old	1140	BAP
34637	Canadian Club Premium	1750	BAP
53082	Alberta Pure Vodka (P.E.T)	1750	BAP
54213	Alberta Premium Whisky (P.E.T)	1750	BAP
88799	Alberta Pure Vodka (P.E.T)	750	BAP
216903	Banff Ice Vodka	1140	BAP
217687	Canadian Club Premium.	1140	BAP
242339	Alberta Pure Vodka (P.E.T)	1140	BAP
311944	Canadian Club Classic 12 Year Old (P.E.T)	1750	BAP
350397	Banff Ice Vodka	750	BAP
390583	Canadian Club 100% Rye	750	BAP, LTO
438960	Canadian Club 100% Rye	1140	BAP
454462	Banff Ice Vodka	1750	BAP

### Signage Components

- Category Sign ENG/BIL (Re-order # 24P11-FF1)
- Solid Colour Category Sign (Re-order # 24P11-FF2)
- Bin Strips - Solid Colour (Re-order # 24P11-FF3)
- Box Sign ENG/BIL (Re-order # 24P11-FF4)
- Shelf Talkers ENG (Re-order # 24P11-FF11) / BIL (Re-order # 24P11-FF12)

### Merchandising Instructions

- Merchandise shelf talkers in front of the correct product on the feature fixture display and in-section.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs, at Manager's discretion.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

Earn Points and Save

**This is a sold program. Participation is mandatory.**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

The Seasonal Fixture will feature a variety of Spirits with great offers.

## Participating Products (P11)

LCBO#	Description	Size (mL)	Offer
16546	On The Rocks Hornitos Margarita	375	BAP
16608	Aviation Gin	375	BAP
16643	Polar Ice Arctic Extreme Vodka	750	LTO
19749	Teremana Blanco Tequila	750	BAP
27665	Wayne Gretzky Butter Pecan Cream	750	LTO
103747	Maker's Mark Kentucky Bourbon	750	BAP
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	LTO
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	LTO
350207	Forty Creek Copper Bold Whisky	1140	BAP
436279	Hornitos Plata	750	LTO
492256	Tag No.5 Vodka	1140	LTO
636209	Roku Gin (P.E.T)	750	BAP

## Signage Components

- Category Sign ENG/BIL (Re-order # 24P11-NS1)
- Blank Category Sign - Solid Colour (Re-order #24P11-NS2)
- Bin Strips - Solid Colour (Re-order # 24P11-NS3)
- Shelf Talkers ENG (Re-order # 24P11-NS4) / BIL (Re-order # 24P11-NS5)
- Box Sign ENG/BIL (Re-order # 24P11-NS6)

## Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Stores can merchandise their seasonal assortments on the fixture.
- Install the category sign , box sign and shelf talkers to promote Rosé SKUs.



This planguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# Key Display (EA-S1)

## ENTRANCE TABLE

Empress Gin

**This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

This display will feature Empress Gin and highlight a lighter cocktail solution the Gin & Sonic.

### Participating Products

LCBO#	Description	Size (mL)	Offers
32404	Empress Cocktail Gin	750	VA
557470	Empress Indigo Gin	750	VA

Value-Add (VA) - Near Pack: Sapsucker Can



### Merchandising Instructions

- Refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

### Signage Components

- Entrance Table Sign with Extension  
ENG (Re-order # 24P11-ET3) / BIL (Re-order # 24P11-ET4)
- Shelf Talkers ENG (Re-order # 24P11-ET5) / BIL (Re-order # 24P11-ET6)
- Value Add English Bundle ENG (Re-order # 24P11-ET9) / BIL (Re-order # 24P11-ET10)



Value Add Perpendicular Shelf Talker

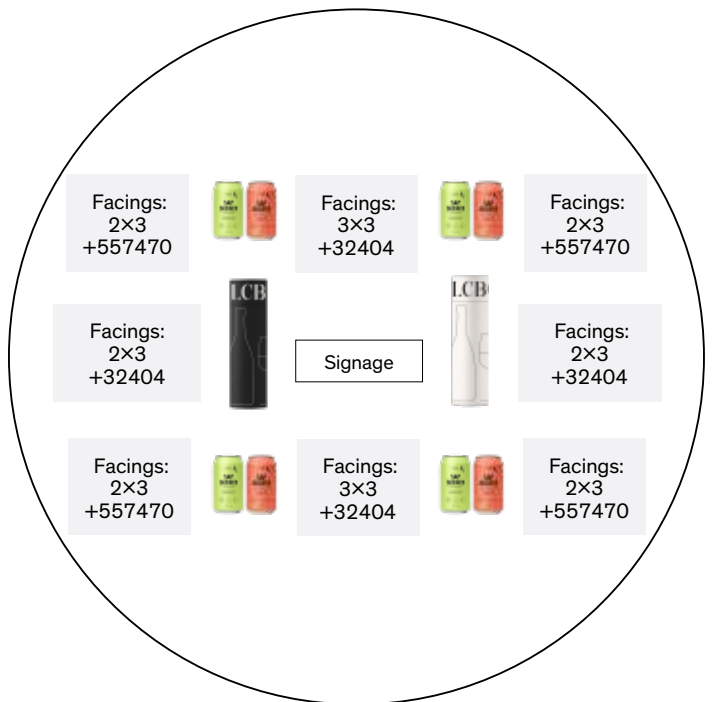


Shelf Talkers

## Planogram - Square Table



## Planogram - Round Table



# End Aisle #1 (BS-BSE)

## COCKTAIL OF THE MONTH

Sunny Vodka Soda



**This is a sold program. Participation is mandatory.**

### Key Dates (December 31, 2023 - January 27, 2024)

The Cocktail of the Month program is merchandised on End Aisle #1., and the Promo Code is **BS-BSE**. There will NOT be any products listed under EA1 in your store promo tree.

The Food & Drink Cocktail of the Month is the Sunny Vodka Soda . This refreshing twist on the vodka soda, features blood orange juice and is perfect for brunch!

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

Merchandising Location	LCBO#	Description	Size (mL)	Offers
	400754	Iceberg Vodka	750	LTO, BAP
End Aisle #1 (BS-BSE)	456095	Ketel Once	750	VA
Value-Add (VA) - Rep Applied: Cocktail Spoon				

### Merchandising Instructions

- Please review your floor plan and ensure the participating SKUs are merchandised on End Aisle #1.
- Merchandise the participating products according to the planogram.
- Install the end aisle backer card and blade sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

### Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 24P11-BC1)
- Blade Sign ENG (Re-order # 24P11-BS1) / BIL (Re-order # 24P11-BS6)
- End Aisle Shelf Talker Bundle  
ENG (Re-order # 24P11-ST1) / BIL (Re-order # 24P11-ST2)



# Spirits (MI-A)

## MINI THEMATIC A

Save on Gift-Worthy Spirits

**This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
16580	Maker's Mark	1140	LTO
19750	Teremana Reposado Tequila	750	LTO
31722	Carolans Peanut Butter	750	LTO, VA
32070	Olmecca Altos Margarita	750	LTO
32936	Kamora Coffee Liqueur	1140	BAP, VA
33545	Skrewball Peanut Butter Whiskey	750	LTO
34595	Patron Silver Tequila	750	LTO
267302	Crystal Head Vodka	750	LTO
550715	Forty Creek Barrel Select	750	LTO
<b>Value-Add (VA) - Rep Applied: Hot Chocolate</b>			

### Signage Components

- Category sign ENG/BIL (Re-order # 24P11-MTA1)
- Backer card ENG/BIL (Re-order # 24P11-MTA2)
- Shelf talkers ENG (Re-order # 24P11-MTA3) / BIL (Re-order # 24P11-MTA4)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage.  
Note: Stores with regular end aisle will need to install the backer card in the backer card frame.

Highlighting a variety of gift-worthy spirits with great savings.



**ACTION:** Stores with regular end aisle will need to install the backer card in the backer card frame.

# Wines (MI-B)

## MINI THEMATIC B

Gift-Worthy Wines Under \$20

**This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
27757	High Road Cellars Pinot Grigio	750	LTO
28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO
32460	Tete De Lion Chenin Blanc	750	LTO
32541	Folonari Prosecco Doc Extra Dry	750	LTO
78840	Citra Montepulciano D'Abruzzo	1500	LTO
219030	Red House Wine Co. Cabernet Shiraz VQA	750	LTO
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO
499707	Brancott Marlborough Sauvignon Blanc	750	LTO
594341	Rh Phillip Toasted Head Chardonnay	750	LTO

### Signage Components

- Category sign ENG/BIL (Re-order # 24P11-MTB8)
- Backer card ENG/BIL (Re-order # 24P11-MTB9)
- Shelf talkers ENG (Re-order # 24P11-MTB10) / BIL (Re-order # 24P11-MTB11)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage.  
Note: Stores with regular end aisle will need to install the backer card in the backer card frame.

Highlighting a variety of gift-worthy wines under \$20.

Gift-worthy wines under \$20



**ACTION:** Stores with regular end aisle will need to install the backer card in the backer card frame.

# Beer (MI-C) MINI THEMATIC C

Ontario-Made Ready to Sip

**This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

## Participating Stores

Please refer to the Participation Lookup page for information

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

This display will feature an assortment of lighter local brews.

## Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
16787	Collingwood Happy Tails Session IPA	473	LTO	4205 - The Collingwood Brewery
20844	Bobber 100 Calorie Hazy IPA	473		462 - Bobcaygeon Brewing Company Limited
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	LTO	458 - Cowbell Brewing Co.
30129	Refined Fool Catstronaut Session Hazy IPA	473	LTO	5732 - Refined Fool Brewing Company
31451	Ace Hill Ultra	6 x 355		LCBO Warehouse
32170	Collective Arts Beyond Reason	473		LCBO Warehouse
450239	Whitewater Brewing Farmer's Daughter	473		8454 - Whitewater Brewing Company
459537	Woodhouse Lager	473		189 - Woodhouse Junction
646620	Beyond The Pale Clean Cut	473	LTO	7672 - Beyond The Pale Brewing Company

## Signage Components

- Backer card ENG/BIL (Re-order# 24P11-BC10)
- Shelf Talkers ENG (Re-order # 24P11-ST1) / BIL (Re-order # 24P11-ST2)

## Merchandising Instructions

- Continue to display the End Aisle Backer card from last period.
- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage. .



# Key Display (BS - BSF)

## FRONT NESTING TABLE

Lighten Up Classic Cocktails

**This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

During P11, the Front Nesting Table will feature an assortment of spirits with focus on lighter cocktails.

### Participating Products

LCBO#	Description	Size (mL)	Offers
893	J.P. Wiser's Deluxe	750	BAP, VA
135566	Polar Ice Vodka	750	LTO, VA
209213	Beefeater London Dry Gin	1140	LTO, VA
321562	McGuinness Peach Schnapps	750	BAP, VA
337667	Havana Club Original 3 Year Old	750	BAP, VA
454074	Olmecca Altos Plata	750	BAP, VA
477836	Malibu Coconut Rum	750	BAP, VA
631176	McGuinness Triple Sec	750	BAP, VA
631200	McGuinness Blue Curacao	750	BAP, VA
631218	McGuinness Creme De Banane	750	BAP, VA
631234	McGuinness Melon	750	BAP, VA
631390	McGuinness Cherry Whisky	750	BAP, VA
631457	McGuinness Cherry Brandy	750	BAP, VA

**Value-Add (VA) - Merchandiser:** Cocktail Shaker

### Signage Components

- Table Sign ENG (Re-order # 24P11-FNT1) / BIL (Re-order # 24P11-FNT2)
- Shelf Talkers ENG (Re-order # 24P11-FNT5) / BIL (Re-order # 24P11-FNT6)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Nesting Table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.

## 7Ft Nesting Table Planogram (For stores that do not have end tables)

\*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View

Back View

Back



Front

A

# Display Program (BP-SBA)

## BLOCK PILE A

### Game-Day Brews

**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (December 31, 2023 - January 27, 2024)**

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

#### Participating Products

LCBO#	Description	Size (mL)	Offers
1107	Bud Light (275/TBS)	473	
311779	Bud Light (275/TBS)	6 × 473	LTO
311787	Budweiser (275/TBS)	6 × 473	
904334	Budweiser (275/TBS)	6 × 355	LTO
905976	Budweiser (275/TBS)	473	
908665	Bud Light (275/TBS)	6 × 355	

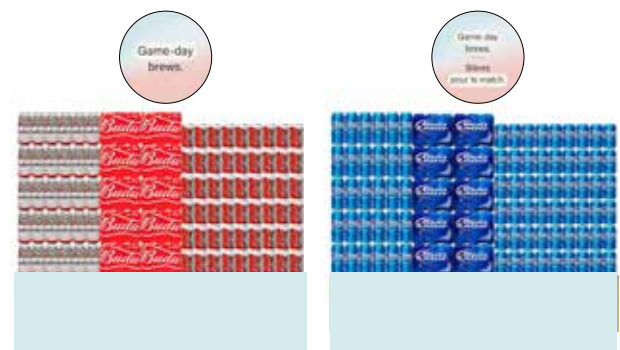
#### Signage Components

- Pole Topper Sign ENG (Re-order # 24P11-BPA1)  
BIL (Re-order # 24P11-BPA2)
- Riser Wrap - solid colour (Re-order # 24P11-BPA3)
- Pricer Cards ENG (Re-order # 24P11-BPA4)  
BIL (Re-order # 24P11-BPA5)
- Shelf Talkers ENG (Re-order # 24P11-BPA6)  
BIL (Re-order # 24P11-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P11-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P11-BPA9)  
BIL (Re-order # 24P11-BPA10)

#### Merchandising Instructions

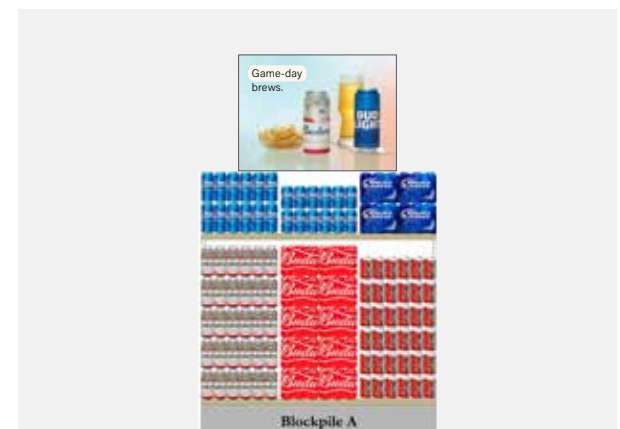
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Get ready for the Super Bowl with savings on Bud and Bud Light, and an on-pack contest for the ultimate at-home fan experience.



Front View

Back View



**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

# Display Program (BP-SBB)

## BLOCK PILE B

### Light & Easy Cocktails

**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (December 31, 2023 - January 27, 2024)**

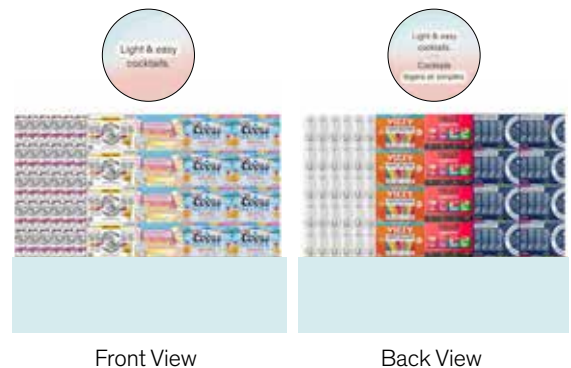
#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

#### Participating Products

LCBO#	Description	Size (mL)	Offers
14486	White Claw Hard Seltzer Black Cherry	473	BAP
21938	White Claw Variety Pack #2	12 × 355	
24408	Smirnoff Seltzer Lemonades Variety Pack	12 × 355	LTO
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	LTO
28636	Vizzy Signature Variety Pack	12 × 355	LTO
31223	Truly Punch Mixed Pack	12 × 355	
31314	Cottage Springs Vodka Water Mixed Pack	8 × 355	LTO
553164	Nutrl Soda Lemon	473	LTO

These Ready-to-Drink cocktails are proven customer favourites which make them the perfect entertaining solution.



Front View

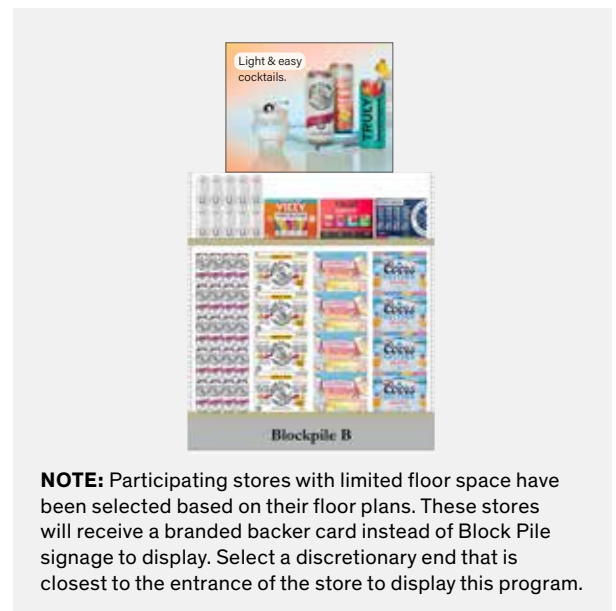
Back View

#### Signage Components

- Pole Topper Sign ENG (Re-order # 24P11-BPB1)  
BIL (Re-order # 24P11-BPB2)
- Riser Wrap - solid colour (Re-order # 24P11-BPB3)
- Pricer Cards ENG (Re-order # 24P11-BPB4)  
BIL (Re-order # 24P11-BPB5)
- Shelf Talkers ENG (Re-order # 24P11-BPB6)  
BIL (Re-order # 24P11-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P11-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P11-BPB9)  
BIL (Re-order # 24P11-BPB10)

#### Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.



**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

C

# Display Program (BP-SBC)

## BLOCK PILE C

Aeroplan

EARN  
**BONUS POINTS**  
ON THESE PRODUCTS\*

Until January 27

AEROPLAN 

**This is a sold program. Participation is mandatory. All stores are to execute BOTH displays. All products from both wines and spirits lists are to be merchandised for the duration of the period.**

Spirits and wines  
with great  
Aeroplan offers.

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Wines Participating Products

LCBO#	Description	Size (mL)	Offer
23074	Bask Rosé Bib	3000	LTO, BAP
26546	Finca Las Moras Pinot Grigio	750	BAP
176461	Folonari Soave Doc	750	BAP
494492	Woodbridge By Robert Mondavi Merlot	750	BAP
633305	Woodbridge By Robert Mondavi Chardonnay	1500	BAP



Front View

Back View

### Spirits Participating Products

LCBO#	Description	Size (mL)	Offer
21378	Jim Beam White Label Bourbon	750	BAP
27605	Reifel Rye	750	BAP
45898	Bacardi Superior White Rum (P.E.T.)	1750	BAP
133439	Captain Morgan White Rum (P.E.T.)	1750	BAP
217042	Bell's Original Scotch Whisky.	1140	BAP



Front View

Back View

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P11-BPC1) / BIL (Re-order # 24P11-BPC2)
- Riser Wrap - solid colour (Re-order # 24P11-BPC3)
- Pricer Cards ENG (Re-order # 24P11-BPC4) / BIL (Re-order # 24P11-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P11-BPC8) / BIL (Re-order # 24P11-BPC9)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

# Display Program (XBP)

## BLOCK PILE D

Diageo & NFL

### Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

### Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

The following stores will receive branded merchandiser:

1, 15, 148, 156, 171, 195, 198, 217, 226, 253, 263, 329, 334, 346, 371, 385, 398, 404, 437, 445, 511, 522, 523, 545, 573, 590, 619, 623, 630, 631, 632, 641, 698, 703, 751, 758, 776

The following stores will receive generic merchandiser:

21, 22, 31, 115, 130, 154, 187, 243, 288, 393, 394, 412, 438, 443, 499, 500, 624, 741

### Participating Products

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal	750	BAP
22017	Smirnoff Vodka (P.E.T)	750	VA
216929	Smirnoff Vodka	1140	VA
217950	Crown Royal	1140	VA
500512	Captain Morgan Original Spiced Rum	750	VA
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO



Value-Add (VA) - Rep Applied: Super Bowl Glass Jigger



Supplied by Agent (Branded)

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P11-BPD1)  
BIL (Re-order # 24P11-BPD2)

### Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a display with the participating products.
- Install the pricer cards in front of the participating products.



Supplied by Agent (Generic)

# POP-UP ACTIVATION (FSM-A)

## Molson Coors: Lighter Choices

### Overview

A pop-up shop featuring a variety of lighter choices from the Molson Coors brand portfolio will be taking place at stores 164, 217, and 511 during P11.

### Key Dates (December 31, 2023 - January 27, 2024)

**Participating Store:** 164, 217, 511

### Participating Products

LCBO#	Description	Size (mL)	Offers
14066	Molson Ultra	6×473	
24431	Coors Seltzer Fruit Splash Variety Pack	12×355	LTO
28636	Vizzy Signature Pack	12×355	LTO
31224	Coors Seltzer Slushie Flavour Pack	12×355	VA
32018	Amstel Ultra	6×355	
32064	Strongbow Ultra	6×330	LTO
300681	Coors Light	6×473	VA
558940	Miller Lite	6×473	LTO
906560	Coors Light	6×341	
906628	Coors Light	6×355	LTO
906669	Coors Light	473	

**Value-Add (VA)/Merchandise:** Receive a full size bag of Skinny Pop Popcorn with purchase of Coors Seltzer Slushie Flavour Pack.

### Signage and Merchandising Instructions

- Signage will be supplied, installed, and dismantled by the supplier.
- Print the on-shelf signage in store.
- Digital content for screens at Stores 164 & 217.

Store 164 & 217



Store 511



# ENHANCED OCCASIONS (FSN)

## Non-Alc Products

### Overview

The Enhanced Occasions fixture features an assortment of lighter products. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P11. Capitalizing on the “Dry January” movement, the enhanced occasions package will showcase the LCBOs growing everyday assortment of Non-Alc products.

### Key Dates (December 31, 2023 - January 27, 2024)

**Participating Store:** 164, 217, 511

**Nesting Table Stores:** 10, 38, 149, 355, 452, 486

### Participating Products

LCBO#	Description	Size (mL)	Offers
13654	Partake Brewing Non-Alcoholic IPA	355	
17435	H2 Craft Spiritliss Hibiscus Non-Alcoholic Gin & Tonic	355	
24899	Corona Sunbrew	6×330	LTO
25636	Libra Non-Alcoholic Pale Ale	4×355	
27824	Peroni Nastro Azzurro 0.0	6×330	
28153	Luna De Murviedro Sparkling Rose De-Alcoholized	750	
28557	Tarapacá De-Alcoholized Sauvignon Blanc	750	
31064	Collective Arts Non Alcoholic Pale Ale	355	
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6×355	LTO
33989	Guinness 0	4×440	BAP
35896	Ceder's Crisp	500	
589416	Heineken 0.0	6×330	BAP
589549	Clausthaler Premium Non Alcoholic	500	
617878	Partake Brewing Non-Alcoholic Pale Ale	355	

### Signage and Merchandising Instructions

- Stretch fabric graphics for Stores 164 & 217 and Large signs for Store 511 will be installed by Visual Merchandising.
- Nesting Table Sign ENG (Re-order # 24P11-EO1) / BIL (Re-order # 24P11-EO2)
- Shelf Talkers Bundle ENG (Re-order # 24P11-EO5) / BIL (Re-order # 24P11-EO6)



Store 164 & 217



Right View

Left View

Store 511



Nesting Table



Front

Back

# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

### Low Sugar Wines

**This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

#### Participating Stores

Please refer to the Participation Lookup page for information

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

#### Participating Products

LCBO#	Description	Size (mL)	Offers
9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
13295	Matua Sauvignon Blanc Hawke's Bay	1500	LTO
20865	Ventoux Grande Reserve Des Challieres	750	LTO
21523	On Point. Smooth Red	750	LTO
21524	On Point. Crisp White	750	LTO
27728	Bask Pinot Grigio	750	LTO
27732	High Road Cellars Cabernet Merlot	750	LTO
33578	Honest Lot Pinot Grigio	750	LTO
34259	Bask Lightly Sparkling Rosé	750	LTO
292110	>La Mascota Cabernet Sauvignon	750	LTO
361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO
444059	>Joel Gott 815 Cabernet Sauvignon	750	LTO

#### Signage Components

- Table Sign ENG (Re-order # 24P11-MNT1) / BIL (Re-order # 24P11-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 24P11-MNT5)  
BIL (Re-order # 24P11-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P11-MNT7)
- Shelf Talkers ENG (Re-order # 24P11-MNT8) / BIL (Re-order # 24P11-MNT9)

#### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.



Front



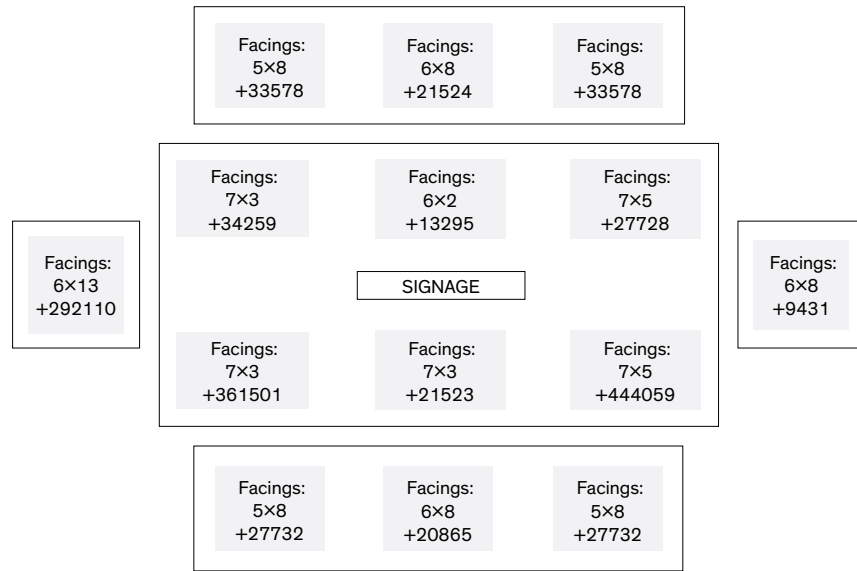
Back

## Middle Nesting Table Planograms



Front View

Back View



Top View

## Celebration Fixture Planograms



Front View

Back View

# Period 11

## END AISLES

The Cocktail of the Month program is now merchandised on End Aisle 1. You will find the participating SKUs under Promo Code BS-BSE. There will NOT be any products listed under EA 1 in your store promo tree. Please refer to the Cocktail of the Month section of this guide for more information.

### End Aisle #1 Cocktail of the Month (BS-BSE)



LCBO#	Description	Size (mL)	Offers
400754	Iceberg Vodka	750	LTO
456095	Ketel One Vodka	750	VA

**Value-Add (VA) - Rep Applied: Cocktail Spoon**  
(Only applied on Ketel One Vodka 456095 | 750 mL)

**Sunny Vodka Soda Blade Sign**  
ENG (Re-order # 24P11-BS1) / BIL (Re-order # 24P11-BS6)

- Install Cocktail Blade Sign on End Aisle 1.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Sunny Vodka Soda Backer Card ENG / BIL (Re-order # 24P11-BC1)**



### End Aisle #2



LCBO#	Description	Size (mL)	Offers
16544	St Remy Signature	750	BAP, VA
19035	St Remy XO	375	VA
557108	St Remy XO Brandy	750	VA

**Value-Add (VA) - Near Pack: Two Bears Coffee Twin Pack**

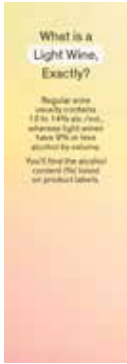
**Lighter Espresso Martini Blade Sign**  
ENG (Re-order# 24P11-BS2) / BIL (Re-order# 24P11-BS7)

- Install Cocktail Blade Sign on End Aisle 2.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Mix up something lighter - Espresso Martini Backer Card**  
ENG / BIL (Re-order# 24P11-BC2)



**End Aisle #3A  
Premium**



LCBO#	Description	Size (mL)	Offers
12287	Jackson-Triggs Cabernet Sauvignon Light	750	LTO
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	LTO
581124	XOXO Light Pinot Grigio	750	LTO

**Light Wines Blade Sign  
ENG (Re-order# 24P11-BS3P) / BIL (Re-order# 24P11-BS8P)**

- Install Cocktail Blade Sign on End Aisle 3.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Light Wines Backer Card  
ENG / BIL (Re-order# 24P11-BC3A)**



**End Aisle #3B  
Standard**



LCBO#	Description	Size (mL)	Offers
30950	Cecchi La Mora Vermentino Maremma	750	BAP
31752	Cecchi Storia Di Famiglia Chianti Classico	750	LTO
490144	Cecchi Chianti Docg	750	LTO

**Low-Sugar Wine Blade Sign  
ENG (Re-order# 24P11-BS3S) / BIL (Re-order# 24P11-BS8S)**

- Install Cocktail Blade Sign on End Aisle 3.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Low-Sugar Wine Backer Card  
ENG / BIL (Re-order# 24P11-BC3B)**



**End Aisle #4A  
Premium**



LCBO#	Description	Size (mL)	Offers
38505	Smirnoff Vodka (P.E.T)	1750	VA
131391	Smirnoff Vodka (P.E.T)	1140	VA
382028	Smirnoff Vanilla Flavoured Vodka	750	BAP, VA

**Value-Add (VA)/Merchandiser: Mini Mule Mug**

**Lighter Mule Blade Sign  
ENG (Re-order# 24P11-BS4) / BIL (24P11-BS9)**

- Install Cocktail Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Mix up something lighter - Mule Backer Card  
ENG / BIL (Re-order# 24P11-BC4A)**



**End Aisle #4B**  
**Standard**



LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	VA
380303	Smirnoff Blueberry Flavoured Vodka	750	VA
381970	Smirnoff Lime Flavoured Vodka	750	BAP, VA

Value-Add (VA)/Merchandiser: Mini Mule Mug

**Lighter Mule Blade Sign**  
ENG (Re-order# 24P11-BS4) / BIL (24P11-BS9)

- Install Cocktail Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Mix up something lighter - Mule Backer Card**  
ENG / BIL (Re-order# 24P11-BC4B)



**End Aisle #5**

LCBO#	Description	Size (mL)	Offers
13248	Woodbridge By Robert Mondavi Rose	750	LTO
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	BAP
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	BAP
99408	Woodbridge By Robert Mondavi Chardonnay	750	LTO
258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	LTO
494492	Woodbridge By Robert Mondavi Merlot	750	BAP



**End Aisle #6**

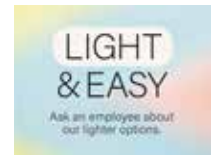
LCBO#	Description	Size (mL)	Offers
10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	
16191	Toro Bravo Sparkling Secco White	750	
17834	Toro Bravo Tempranillo Merlot	1500	
635755	Toro Bravo Tempranillo Merlot, Do Valencia	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	16785	Peller Family Vineyards Light Pinot Grigio	750	LTO
	33579	XOXO Light Pinot Grigio	1500	LTO
	35473	Honest Lot Sauvignon Blanc	4000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	103747	Maker's Mark Kentucky Bourbon	750	BAP
	217786	Jim Beam White Label Bourbon	1140	BAP
	326025	Basil Hayden Straight Bourbon	750	BAP



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	16787	Collingwood Happy Tails Session IPA	473	BAP
	20844	Bobcaygeon Brewing Bobber 100 Calorie Hazy IPA	473	
	25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	BAP
	30129	Refined Fool Catstronaut, Session Hazy IPA	473	BAP
	31451	Ace Hill Ultra	6 × 355	
	32170	Collective Arts Beyond Reason	473	
	450239	Whitewater Brewing Co. Farmer's Daughter	473	
	459537	Woodhouse Lager	473	
	646620	Beyond the Pale Clean Cut	473	BAP
<b>Backer Card ENG / BIL (Re-order # 24P11-BC10)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	30834	Canadian Club Classic 12 Year Old	1140	VA
	311928	Canadian Club Classic 12 Year Old	750	VA, BAP
	311944	Canadian Club Classic 12 Year Old	1750	VA, BAP
<b>Value-Add (VA) - Rep Applied:</b>				
LCBO# 30834 & 311928: Reifel Rye 50 mL				
LCBO# 311944: Reifel Rye 2 × 50mL				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	1222	Wiser's Special Blend	750	BAP
	112672	Wiser's Special Blend (P.E.T)	1750	BAP
	216671	Wisers Special Blend.	1140	VA
<b>Value-Add (VA) - Rep Applied: JP Wiser's Deluxe 50 mL</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	491803	Southern Comfort (P.E.T.)	375	LTO
	491811	Southern Comfort	750	BAP
	491829	Southern Comfort	1140	VA
<b>Value-Add (VA) - Rep Applied: Fireball 2 X 50 mL</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	8979	Rodet Cotes Du Rhone Aoc	750	LTO
	12286	Anselme La Fiole Du Pape Cdp Aoc	750	LTO
	17779	Belleruche Rouge Cote Du Rhone	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	217554	Captain Morgan Dark Rum	1140	VA
	217653	Captain Morgan Original Spiced Rum	1140	LTO
	217745	Captain Morgan White Rum	1140	
<b>Value-Add (VA) - Rep Applied: Captain Morgan 50 mL</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	1487	Crown Royal	750	BAP
	114694	Crown Royal	1750	LTO
	217950	Crown Royal	1140	VA
<b>Value-Add (VA) - Rep Applied: Crown Royal Peach 50 mL</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	447060	Deakin Estate Sauvignon Blanc	750	LTO
	457119	Big Bill Cabernet Sauvignon	750	LTO
	495507	Robertson Winery Chenin Blanc	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	25104	Luksusowa Vodka	1750	LTO
	212282	Luksusowa Vodka	1140	LTO
	253302	Luksusowa Vodka	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	405845	Evan Williams Black Label Bourbon Whiskey	750	VA
	30603	Larceny Kentucky Straight Bourbon	750	LTO
	547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	BAP
<b>Value-Add (VA) - Rep Applied: Coke Zero</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	10036	Chum Churum - Strawberry	360	
	12562	Chum Churum Citron	360	
	12563	Chum Churum Blueberry	360	
	22437	Chum Churum Apple Mango	360	
	24468	Chum Churum Soju	360	
	545251	Chum Churum Apple	360	



# Wines Discovery End Aisles - Australian Wines

Celebrate Australia Day on January 26; the participating stores will merchandise front-line Vintages and Essentials SKUs on a discretionary End Aisle.

Australia Day marks the 1788 landing of the First Fleet and raising of the Union Flag by Arthur Phillip at Sydney Cove in New South Wales.

Merchandise the participating products on a Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Participation is mandatory.**

## Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

10, 31, 35, 38, 83, 149, 154, 156, 164, 187, 243, 371, 393, 394, 417, 438, 445, 481, 486, 499, 556, 569, 619, 624, 630, 641

### Participating Products

	LCBO#	Description	Size (mL)
<b>Merchandise any of the Vintages Front Line Australian wines from the January 6 release and Essential SKUs at the Manager's discretion.</b>  <b>Please note the January 6th products will be force-allocated to the participating stores.</b>	18525	Hollick The Bard Coonawarra Cabernet Sauvignon	750
	13030	Shanahans The Old Dog Shiraz Barossa Valley	750
	22984	Mountadam Vineyards 550 Chardonnay	750
	26929	Haselgrove Clarence Hill South Australia Shir	750
	32555	Yalumba Y Series Riesling	750
	33379	Ch Tanunda Year of the Dragon Ltd Reserve Shi	750
	33501	Thorn Clarke Barossa Shiraz	750
	33368	Random Shot Shiraz	750
	269464	Sister's Run Epiphany McLaren Vale Shiraz	750
	446146	Sidewood Shiraz	750
744235	Wakefield Estate Cab. Sauv. Clare Valley-Lime	750	

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # AIM-24P11-DBC1)
- Shelf Talkers - print at store level

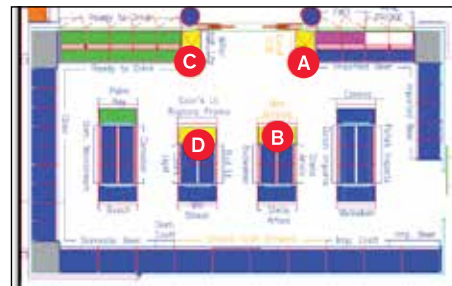
### Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.



# BEER EXCITEMENT ZONE

(A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (A, C and D)**, and the remaining (B) is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

## Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

### Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	284562	Michelob Ultra	473	275 - The Beer Store	
	496968	Michelob Ultra	6×473	275 - The Beer Store	LTO
	697623	Michelob Ultra	6×355	275 - The Beer Store	VA
	<b>VA/Merchandiser:</b> Purchase 2 Michelob Ultra 6×355 and receive a water bottle.				
<b>B</b> Plinth (EA - EZB)	37351	Flying Monkeys IPA Box Set	4×473	6309 - Flying Monkeys Craft Brewery	
	37626	Great Lakes Brewery - Karmageddon Double IPA	473	1929 - Great Lakes Brewing Co. Inc.	
	36713	Lake Of Bays Last Run White IPA	473	8958 - Lake Of Bays Brewing	
<b>C</b> Plinth (EA - EZH)	300681	Coors Light	6×473	275 - The Beer Store	VA
	906628	Coors Light	6×355	275 - The Beer Store	LTO
	906669	Coors Light	473	275 - The Beer Store	
	<b>VA/Merchandiser:</b> Purchase a 6×473 Coors Light pack and receive a Coors Light & Raptors Couch Can Holder.				
<b>D</b> End Aisle (EA - EZD)	19147	Nutrl Vodka Soda Cherry	473		LTO
	24407	Nutrl The Mixed	12×355		VA
	31320	Nutrl N7 Black Raspberry	473		
	<b>VA/Merchandiser:</b> Nutrl Fanny Pack				

**Beer Excitement Zone A:** Discover our most popular low-carb brew available in different formats. Purchase 2 Michelob Ultra 6×355 and receive a water bottle.

**Beer Excitement Zone B:** An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

**Beer Excitement Zone C:** Try our best selling light beer available in different formats. Purchase a 6×473 Coors Light pack and receive a Coors Light & Raptors Couch Can Holder.

**Beer Excitement Zone D:** Nutrl offers an assortment of flavours and formats all with zero sugar, and zero carbs.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P11-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P11-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P11-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P11-BEZ5) / BIL (Re-order # 24P11-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P11-BEZ7) / BIL (Re-order # 24P11-BEZ8)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card until the end of the promotion.



# BEER BRANDED ENDS (P11-P13)

The Beer Branded End Aisles are permanently dedicated to the brands Corona, Stella Artois and Heineken. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic.

**These are sold spaces and participation is mandatory.**

## Key Dates (P11-P13)

### Participating Stores

Please refer to the Participation Lookup page for information

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 24P11-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P11-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P11-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

**NOTE: Images above are for references only.**

# Ontario Craft Beer (CB) END AISLE

## Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries. Stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products. **Participation is mandatory.**

## Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
11871	Lake Of The Woods Nautical Disaster DIPA	473	4277 - Lake Of The Woods Brewing Comp
19994	Muskoka Tread Lightly	6x473	LCBO Warehouse
31512	Collective Arts Lager	473	LCBO Warehouse
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	1420	458 - Cowbell Brewing Co.
34957	Sawdust City - Horchata White Milk Stout	473	1143 - Sawdust City Brewing Co.
28735	Beau's Lug Lite	473	9654 - Beau's All Natural Brewing

### Merchandising Instructions

- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 8-Pack Carrier stores:

- Remove a shelf from the back End Aisle and move to the top of the front end with the 8-Pack merchandiser displayed beside it (use case cuts/stack outs on the back end)
- Display a fully-assembled 8-pack carrier, filled with local bestselling Ontario Craft Beer on the top shelf.
- Choose products that are the most local to your market, highlighting near-by/ community breweries. Up to 10 skus may be featured on this end (2 on top shelf in assembled 8-Pack carriers, 4 on each of the bottom 2 shelves).

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-24P11-OCB1)  
BIL (Re-order #AIM-24P11-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

### Participating Products

LCBO#	Description	Size (mL)
16693	Flying Dog Gonzo Imperial Porter	355
17844	Bear Russian Imperial Stout	330
27007	Allsopps IPA	500
32776	St. Ambroise Imperial Porter Barrel Collection	500
34457	3 Fonteinen Platinum Blend Geuze	375
34459	Duvel Cherry Chouffe	330
34463	Macaroon Machine -Coconut Pastry Stout	440
35474	Andechser Dopperbock Dunkel	500
35475	Bad Shepherd Double Choc Hazelnut Brown	440
35656	Emmanuel De Landtsheer Malheur 12 Belgian Dark Ale	330
97469	Eggenberg Brewery's Samichlaus	330
125435	Weihenstephaner Hefeweissbier Dunkel	500
311860	Erdinger Pikantus	500

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
 ENG (Re-order #AIM-24P11-ICB1 / BIL (Re-order #AIM-24P11-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

# ONTARIO WINES

## ON1: Go Local (VQA) - (EA-GL) (formerly known as Our Wine Country)

**This is a sold program. Participation is mandatory.** This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU). Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

### Key Dates (December 31, 2023 - January 27, 2024)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
25462	Mindful Rose VQA	750	LTO
303792	Trius Riesling VQA	750	LTO
582825	Peller Estates Family Series Chardonnay VQA	750	LTO
565713	Reif Estate Cabernet/Merlot VQA	750	LTO

#### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx))

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-24P11-ON1)

##### Merchandising Instructions

- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Signs x 2  
(Re-order# OWSIGN-001)



Cube Sign  
(Re-order# OWSIGN-002)



#### PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

##### Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA067)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-24P11-ON1)

##### Merchandising Instruction

- Keep the backer card in place.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card  
(Re-order#  
NIVQA067)



# ON2: Our Buyer's Pick (VQA) - (OWC)

## (formerly known as Ontario Superstars)

This program will feature **TWO (2) Ontario VQA** products every period promotional Period. Stores must order products required (minimum of three (3) cases per SKU) **This is a sold program. Participation is mandatory.**

### Key Dates (December 31, 2023 - January 27, 2024)

#### Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
63826	Wayne Gretzky Chardonnay VQA	750	50 BAP
200584	Konzelmann Pinot Noir VQA	750	100 BAP



#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # 24P11-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # 24P11-OWP2) / BIL (Re-order # 24P11-OWP3)

#### Merchandising Instructions

##### Cut-Case Display Stores:

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola, with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card.
- **Option 3:** If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

##### End Aisle Display Stores:

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display. If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card.

##### Shelf Talker Only Stores:

- Install the shelf talkers in-section in front of the participating products.

# VINTAGES

## V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program spans one promotional period and features two products on offer on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

### Key Dates (December 31, 2023 - January 27, 2024)

#### Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

#### Participating Products

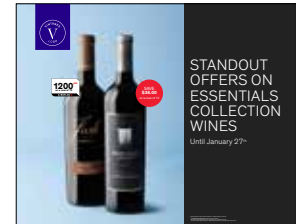
LCBO#	Description	Size (mL)	Offers
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	LTO
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	BAP

#### Signage Components

- Shelf Talker Bundle (Re-order# AIM-24P11-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P11-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P11-VINT3)

#### Merchandising Instructions

- Merchandise products together on a front-facing/primary end aisle.
- Install the backer card and offer shelf talkers.
- Pre-printed shelf talkers should be installed over top of the bin tag using the shelf talker clip.



## V2 VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks. **Participation is mandatory.**

### Key Dates (January 6 & January 20 Release)

#### Mandatory Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

#### Important Note

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

#### Participating Products

LCBO#	Description	Size (mL)
<b>January 6 Release</b>		
33379	Château Tanunda Year of the Dragon Grand Barossa Limited Reserve Shiraz 2022	750
354134	Château Bellevue La Forêt Original 2020	750
<b>January 20 Release</b>		
17014	Intrinsic Red Blend 2020	750
33410	Torre Il Cerreto Chianti Classico Riserva 2018	750

#### Signage Components

- Year-round backer card kit ENG/BIL:  
Vintages fixtures (Re-order# 24OP-VIN-VBC39) / LCBO fixtures (Re-order#24OP-VIN-LBC39)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



## VINTAGES LTO/Aeroplan Program | Key Dates (December 31, 2023 - January 27, 2024)

The signage will arrive in the mailbag the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call Customer Care Retail Field Store Support to request one.

### Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- Shelf Talkers (Re-order# AIM-24P11 -VLTO1)

### Participating Products

#### LTO Offers:

LCBO#	Description	Size (mL)	LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$3.00
84061	Corte Majoli Ripasso Valpolicella Superiore	750	\$2.00
521021	Francis Coppola Diamond Collection Cabernet Sauvignon	750	\$2.00
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00
25746	LVE French Rosé	750	\$2.00
292110	La Mascota Cabernet Sauvignon	750	\$2.00
556217	Maturana Naranjo Torontel Orange Wine	750	\$2.00
595280	Porcupine Ridge Syrah	750	\$3.00
119354	Saint-Roch Chimères Grenache/Syrah/Carignan	750	\$2.00
460170	Santa Rita Medalla Real Gran Reserva Cabernet Sauvignon	750	\$2.00
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00
32209	Villa Sandi Valdobbiadene Extra Dry Prosecco Superior	750	\$2.00
142398	Wakefield Jaraman Cabernet Sauvignon	750	\$2.00

#### Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
412320	Josh Cellars Reserve Paso Robles Cabernet Sauvignon	750	100
964221	Le Volte Dell'Ornellaia	750	100

## VINTAGES Ontario Our Buyer's Picks Program

The VINTAGES Our Buyer's Picks program showcases the best of local producers, all recommended by LCBO Buyers. Each period there will be three Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

### Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Product

LCBO#	Description	Size (mL)	Offers
258673	G. Marquis The Silver Line Pinot Noir	750	LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-24P11 -VBP

#### Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by the end of the promotion.

#### Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the Vintages section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by the end of the promotion.

#### Basket Sign Insert ENG/BIL (Our Wine Country stores only)

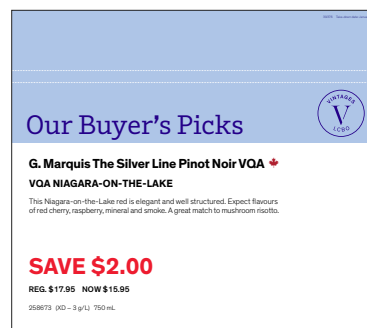
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

#### Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 220P-BTU3)

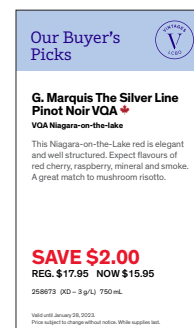
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

# YEAR-ROUND GIFTING

**ACTION:** Stores are to pack up and box any residual Holiday gifting (packaging and/or cards/carriers), and mark clearly for use next year. Only Year-Round packaging and gift cards/presenters are to be displayed on the designated fixtures.

Please note that a new signage package containing the Year-Round signage will be shipped to all stores in Period 11. Refer to the next pages for more details.

LCBO#	Component	Case Pack	Retail
<b>Gift Packaging</b>			
27353	LCBO "Our Favourite" Bag	100	\$1.50
27354	Enhanced 2 Bottle Paper Gift Bag	24	\$4.95
35049	<b>NEW</b> Year Round 1 Bottle Gift Box Black 2023	24	\$5.95
35050	<b>NEW</b> Year Round 1 Bottle Gift Box Warm White 2023	24	\$5.95
27355*	Year-Round 1 Bottle Rigid Box	24	\$5.95
35421	2 Bottle Reusable Bag	50	\$1.25
27396	Reusable Bag 6 Bottle	50	\$2.95
27397	Large Reusable Bag	50	\$2.95
16877	Organic Cotton Canvas 4 Pocket Bag	50	\$14.95
16679*	Vintages 1 Bottle Box	24	\$5.95
34381	Vintages Enhanced Gift Bag	50	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	24	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	3	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95

LCBO#	Component
<b>Gift Cards &amp; Presenters</b>	
27053	Soft Black Gift Card
27054	Warm White Gift Card
27055	Gift Card Carrier
33823	Vintages Gift Card
33824	Vintages Carrier

\* NOTE: Inventory is limited, please order as needed while inventory is available in the warehouse and merchandise on Nesting Tables and the Wooden Gift Fixture.

## NEW! Year Round 1 Bottle Gift Boxes





Year Round 1 Bottle Gift Box Warm White 2023  
Case packed 24  
LCBO# 35050 • \$5.95



Year Round 1 Bottle Gift Box Black 2023  
Case packed 24  
LCBO# 35049 • \$5.95

The new Year Round 1 Bottle Gift Boxes will be merchandised in three (3) areas: Nesting Tables, Mini-Thematics, Wooden Gift Fixture

Description	Reorder #
  \$5.95 Bag Hot Button Signs	24P11-GFT15

# MERCHANDISING OPTIONS

		Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Mini-Thematics	Metal Gift Fixture	Wooden Gift Fixture	Vintages Nesting Tables	Vintages End Aisles	Vintages Feature Fixture	Small Acrylic Gift Card Merchandiser
<b>Gifting Items</b>												
27353	LCBO "Our Favourite" Bag	✓	✓					✓				
27354	Enhanced 2 Bottle Paper Gift Bag	✓		✓								
35049	<b>NEW</b> Year Round 1 Bottle Gift Box Black 2023				✓	✓		✓				
35050	<b>NEW</b> Year Round 1 Bottle Gift Box Warm White 2023				✓	✓		✓				
27355	Year-Round 1 Bottle Rigid Box				✓			✓				
35421	2 Bottle Reusable Bag	✓		✓			✓					
27396	Reusable Bag 6 Bottle			✓			✓					
27397	Large Reusable Bag			✓			✓					
16877	Organic Cotton Canvas 4 Pocket Bag	✓					✓					
16679	Vintages 1 Bottle Box							✓	✓		✓	
34381	Vintages Enhanced Gift Bag							✓	✓	✓	✓	
35051	Vintages 1 Bottle Folding Gift Box							✓	✓	✓	✓	
17373	Vintages Wooden Box - 1 Bottle Box							✓	✓		✓	
17377	Vintages Wooden Box - 2 Bottle Box							✓	✓		✓	
17374	Vintages Wooden Box - 3 Bottle Box							✓	✓		✓	
17378	Vintages Wooden Box - 6 Bottle Box							✓	✓		✓	
<b>Gift Cards &amp; Carriers</b>												
27053	Soft Black Gift Card							✓				✓
27054	Warm White Gift Card							✓				✓
27055	Gift Card Carrier							✓				✓
33823	Vintages Gift Card							✓				✓
33824	Vintages Carrier							✓				✓

# HOW TO MERCHANDISE


## Reusable/Hanging Bag Stand

Merchandise Year-Round bags on the fixture. Please note that this fixture has metal arms, allowing 4 merchandising opportunities. Please follow instructions below to merchandise the fixture. Stores in FLS designated areas MUST display the bilingual side of the sign.

Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the Year-Round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Boxes WILL NOT be allocated to you. Please order from your supplying warehouse.

### Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
	Year Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG 24P11-GFT5 BIL 24P11-GFT6



**Organic Cotton Canvas 4 Pocket Bag**  
LCBO# 16877 • \$14.95



**Enhanced Double Bottle Paper Gift Bag (2 Versions)**  
LCBO# 27354 • \$4.95



**Reusable 6 Bottle Bag (2 Versions)**  
LCBO# 27396 • \$2.95



**Reusable Large Bottle Bag (2 Versions)**  
LCBO# 27397 • \$2.95



**Reusable 2 Bottle Bag**  
LCBO# 35421 • \$1.25

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

Stores not receiving the new Seasonal gift bags, please merchandise the following residual Year-Round gift packaging items:






LCBO#	Component	Retail
27353	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
27355	Year-Round 1 Bottle Rigid Box	\$5.95
35049	<b>NEW</b> Year Round 1 Bottle Gift Box Black 2023	\$5.95
35050	<b>NEW</b> Year Round 1 Bottle Gift Box Warm White 2023	\$5.95
16679	Vintages Single Bottle Rigid Gift Box	\$5.95
34381	Vintages Enhanced Gift Bag	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95

### Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support:

416-864-6787 or email retailfield@lcbo.com.

Signage	Description	Reorder #
	Wooden Gift Packaging Floor Merchandiser Sign	ENG/ENG: 24P11-GFT7 BIL/BIL: 24P11-GFT8
	\$1.25 Bag Hot Button Signs	24P11-GFT16
	\$1.50 Bag Hot Button Signs	24P11-GFT1
	\$5.95 Bag Hot Button Signs	24P11-GFT15
	\$2.95 Vintages Gift Bags Hot Button Signs	24P11-GFT19
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag Holder	749390

## SIDE A:

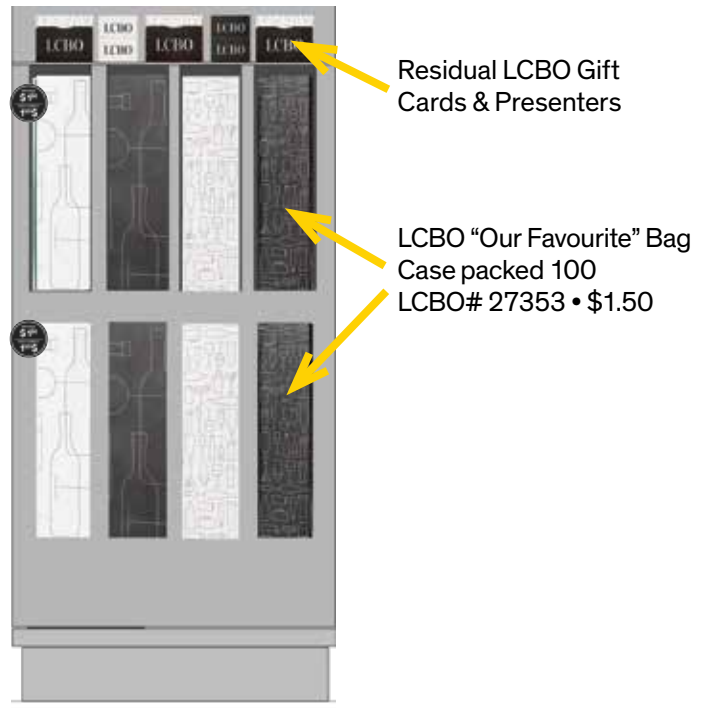


Residual LCBO Gift Cards & Presenters

Year Round 1 Bottle Gift Box Black 2023  
Case packed 24  
LCBO# 35049 • \$5.95

Year Round 1 Bottle Gift Box Warm White 2023  
Case packed 24  
LCBO# 35050 • \$5.95

## SIDE B:



Residual LCBO Gift Cards & Presenters

LCBO "Our Favourite" Bag  
Case packed 100  
LCBO# 27353 • \$1.50

Reusable 2 Bottle Bag  
Case Packed 50  
LCBO# 35421 • \$1.25

## SIDE C:



Vintages 1 Bottle Folding Gift Box  
Case Packed 24  
LCBO# 35051 • \$5.95

Vintages Enhanced Gift Bag (1 Bottle Box)  
Case Packed 50  
LCBO# 34381 • \$2.95

Vintages Wooden Box (1 Bottle)  
Case Packed 12  
LCBO# 17373 • \$12.95

Vintages Year-Round Wooden Box (2 Bottles)  
Case Packed 6  
LCBO# 17377 • \$17.95

Vintages Year-Round Wooden Box (3 Bottles)  
Case Packed 4  
LCBO# 17374 • \$22.95

## SIDE D:



Residual LCBO Gift Cards & Presenters

LCBO "Our Favourite" Bag  
Case packed 100  
LCBO# 27353 • \$1.50

Reusable 2 Bottle Bag  
Case Packed 50  
LCBO# 35421 • \$1.25

# HOW TO MERCHANDISE

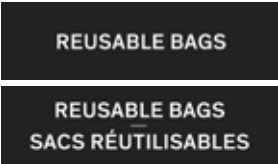




## Gift Packaging Floor Merchandiser (Metal)

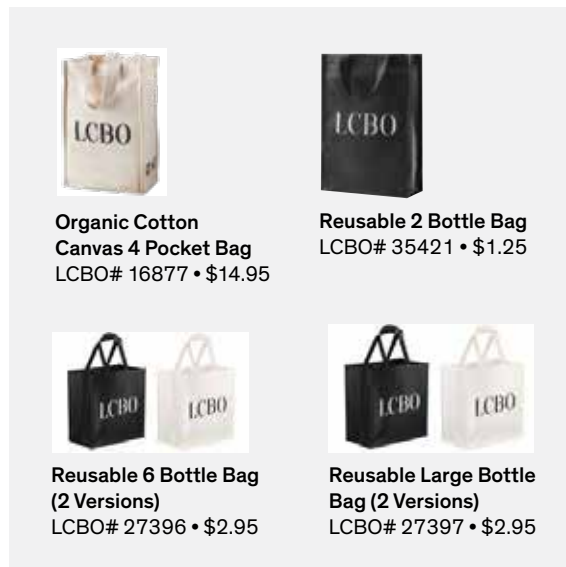
Continue to merchandise the operational signage for this fixture.

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish the fixture throughout the promotion.

### Signage Re-order Codes






Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
	Reusable Bags Insert Sign	ENG/ENG: 23OP-GFT13 BIL/BIL: 23OP-GFT15
	Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14
	\$1.25 Reusable Bag Hot Button Signs	24P11-GFT16
	\$14.95 Reusable Bag Hot Button Signs	24P11-GFT18
	\$2.95 Reusable Bag Hot Button Signs	24P11-GFT17
	Hot Button Sign Clip (bundles of 10)	NIHK102



# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards & Carriers

LCBO#	Description	Image	LCBO#	Description	Image
27053	Soft Black		27055	LCBO Year-Round Carrier	
27054	Warm White				
33823	Vintages Gift Card		33824	Vintages Carrier	

## Receiving Instructions

- Receive gift cards and presenters into inventory as you would any other Vendor Direct Receipts using Givex distributor 6230. Vendor Direct Receipts procedures are available on the Intranet Portal (search “Vendor Direct Receipts”)

## Merchandising Instructions

- Install the LCBO Year-Round insert sign in the acrylic merchandiser.
- Both Vintages and LCBO gift cards and carriers will be merchandised in the small acrylic merchandiser.
- Merchandise a selection of residual Gift Cards and Carriers behind the new assortment (i.e. the new LCBO Gift Card/Carrier designs should be displayed at the front of the merchandiser).
- Stores may order additional Gift Cards and carriers by emailing [ordergiftcards@lcbo.com](mailto:ordergiftcards@lcbo.com)

### Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

# VALENTINE'S DAY GIFT BAGS

The Valentine's Day Gift Bag and \$2.95 Hot Button signage will ship to participating stores during the week of January 8th, 2024.

**Install Date:** Week of January 15th, 2024 upon receipt.



Please refer to the P11 online worksheets posted on the portal for information on Valentine's Gift Bags stores & allocation.

## Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Valentine's Day Enhanced 1 Bottle Bag  
LCBO# 35074 • \$2.95  
Case Pack: 24

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	24P11-GFT20
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Mini Thematic A

Save on gift-worthy spirits



Mini Thematic A - Spirits

### Mini Thematic B

Gift-worthy wines under \$20



Mini Thematic B - Wines

### Cash Ends



- Install the Valentine's Day Gift Bag on the Mini Thematic fixtures upon receiving.
- Refer to the Mini Thematic A/B sections for more details.

- Merchandise the new Valentine's Day gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

# FLEX SPACE

## Overview

Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. There are 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory).**

## Key Dates (December 31, 2023 - January 27, 2024)

## Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))



## Merchandising Instructions

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and will be Promo Forced. SOOs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.
- Install the box signs and bin strips.
- Merchandise the shelf talkers in front of participating products.

## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P11-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P11-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 24P11-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 24P11-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 24P11-FS5)
- Shelf Talkers ENG (Re-order # 24P11-FS6) / BIL (Re-order # 24P11-FS7)
- Bin Strip ENG/BIL (Re-order # 24P11-FS8)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "GREAT DEALS ON PORTUGUESE WINES"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	166	Sogrape Mateus Rosé	750	BAP
	12781	Sogrape Mateus Rosé	1500	LTO
	34465	Silk & Spice Spice Road	750	BAP
	141432	Sogrape Gazela Vinho Verde	750	BAP
	238964	Sogrape Grao Vasco Dao	1500	BAP
	533307	Silk & Spice Red	750	BAP
	<b>(FSB) USA - California Flex Space "EARN WITH CANYON ROAD WINES"</b>			
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	552505	Canyon Road Cabernet Sauvignon	750	BAP
	552513	Canyon Road Chardonnay	750	BAP
<b>(FSC) Europe - Italy/SE Flex Space "EARN ON ICONIC ITALIAN WINES"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	170142	Zonin Valpolicella Ripasso Superiore Doc	750	BAP
	250480	Zonin Prosecco Brut 1821 Doc	3 x 200	
	250498	Castello Del Poggio Moscato Frizzante	750	LTO
	277186	Zonin Prosecco Brut 1821 Doc	750	BAP
	475145	Zonin Valpolicella Classico Doc	750	LTO
<b>(FSD) Australia/New Zealand Flex Space "SAVE &amp; EARN ON YELLOW TAIL"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	18953	Yellow Tail Pure Bright Chardonnay	750	
	21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	BAP
	68254	Yellow Tail Pinot Grigio	750	LTO, Wine Fridge
	524314	Yellow Tail Sauvignon Blanc	750	LTO
	621623	Yellow Tail Cabernet Sauvignon	750	BAP
	624544	Yellow Tail Shiraz	750	
	625350	Yellow Tail Merlot	750	LTO
	627802	Yellow Tail Chardonnay	750	

**(FSE) Chile/Argentina Flex Space "CHILEAN WINES UNDER \$20"**

**\*Mandatory Participation: This is a SOLD promotion.**



23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	LTO
27123	Tierra Rica Sauvignon Blanc Organic	750	LTO
79129	Gato Negro Sauvignon Blanc	1500	LTO
116426	Frontera Cabernet Sauvignon	750	BAP
169052	Carmen Reserva 1850 Premier Carmenere	750	LTO
280719	Gato Negro Cabernet Sauvignon	1500	LTO
553917	Frontera After Midnight Dark Red Blend	750	
638270	Santa Rita Cavanza Cabernet Sauvignon	750	LTO

**Sparkling/Rosé Flex Space**



**USA Flex Space**



**EUROPE Italy/SE Flex Space**



**Australia/New Zealand Flex Space**



**Chile/Argentina Flex Space**



This planguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

# FRONT END MERCHANDISER

## Spirited Picks Program

Promo Code: CE1

Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store. **This is a sold program. Participation is mandatory.**

**Key Dates (December 31, 2023 - January 27, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
3871	Alberta Premium	375	
363812	Tito's Handmade Vodka	375	LTO

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P11-SP2) / BIL (Re-order #AIM-24P11-SP3)
- Shelf Talker ENG (Re-order #AIM-24P11-SP4) / BIL (Re-order #AIM-24P11-SP6)

### Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser closest to the entrance of the store.
- Install the shelf talkers in front of the participating products.
- Ensure the shelf talker is installed in the bin strip channel on the fixture.



Shelf Talker



# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

**Key Dates (December 31, 2023 - January 27, 2024)**

## Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

## Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	463	Canadian Club Premium	375	BAP
	486217	Prince Igor Extreme Vodka (P.E.T)	375	BAP
Wines/Wine in Cans (FEM2)	35478	Honest Lot Sauvignon Blanc	200	
	35479	Honest Lot Cabernet Sauvignon	200	
Brown Spirits/Liqueurs (FEM3)	122952	Hpnotiq Liquor	375	LTO
	584730	Sour Puss Raspberry Liquor	200	BAP

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P11-FEM1) / BIL (Re-order #AIM-24P11-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P11-FEM3) / BIL (Re-order #AIM-24P11-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P11-FEM5) / BIL (Re-order #AIM-24P11-FEM6)

## Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE (CE2)

The Special Promotions Fixtures are located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products.

### Key Dates (Period 11)

#### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx))

#### Merchandising Instructions

- Continue to merchandise the year-round category sign and poster sign.
- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Important Note: During the promotional period, if your store sells through a participating product(s), ONLY select an alternate product from the list to replace on the fixture for the duration of the period.

#### Signage Components

- Category Sign Wine (Bilingual)  
Re-order #22OP-SPF1
- Category Sign Spirits (Bilingual)  
Re-order #22OP-SPF2
- Wine Poster Sign (Bilingual)  
Re-order #22OP-SPF3
- Spirits Poster Sign (Bilingual)  
Re-order #22OP-SPF4



## Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

### Participating Products

	LCBO#	Description	Size (mL)
Whisky	187047	Johnnie Walker Black 12 YO	375
	230987	Jameson Irish Whiskey	375
Brown Spirits	12195	Grand Marnier Cordon Rouge	375
	61408	Jagermeister	375
	74393	Baileys Irish Cream	375
	245688	Hennessy Vs Cognac.	375
	398776	Fireball Whisky Shooter	375
	2808	Bacardi Gold Rum (P.E.T)	375
White Spirits	12596	Empress Gin	375
	21159	New Amsterdam Pink Whitney Vodka	375
	265199	Absolut Vodka	375
	363812	Tito's Handmade Vodka	375
	417261	Hendrick's Gin	375
	446468	Ketel One	375
	604934	Grey Goose Vodka	375



Examples Only

## Wine Impulse - Half Bottles/Cans:

It is recommended that stores do not double merchandise any 375 mL wines on the special promotions fixture and the Front End Merchandiser, in order to reduce excess inventory at store level.

### Participating Products

LCBO#	Description	Size (mL)
6254	Folonari Valpolicella Classico	375
24490	Champagne Victoire Brut Prestige*	375
25267	Josh Cellars Cabernet Sauvignon	375
25960	Trapiche Reserve Malbec	375
36423	Cave Spring Riesling Dry VQA	375
38810	Chateau Des Charmes Cabernet Merlot	375
160085	Kim Crawford Marlborough Sauvignon Blanc	375
194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375
253930	Martini & Rossi Asti	375
297648	Voga Pinot Grigio Igt	375
297655	Masi Campofiorin Igt	375
297663	Masi Costasera Amarone Classico	375
313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375
389056	Veuve Clicquot Brut Champagne	375
453076	Moët & Chandon Imperial Champagne	375
687558	(V) P.Grigio Valdadige Doc (Sta Margherita)	375



Examples Only

### Important Note:

If your store sells through a participating product(s), **ONLY** select an alternate product from the product list to replace on the fixture for the duration of the period.

# Top Picks (Beer, Cider, RTD)

## IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

The cash desk, being the last touch-point in the customer journey, is a key display for influencing customers with impulse and other recommended products.

In order to display both Staff Picks and Top Picks (i.e. Beer/RTD Impulse) products at Cash, a dual branded riser wrap has been developed to easily switch between the two messages.

**This is a sold program. Participation is mandatory.**

### Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

The participating store lists for CE3, CE4, CE5 and CE6 have been updated. Please refer to the lists below carefully to see which products your store should merchandise.

### Merchandising Instructions

- Stores with 4 (or fewer) Cash Desks:  
Merchandise the Beer/RTD Impulse Program (customer facing name is now “Top Picks”) products in cut case displays at the desk.
- Stores with 5 (or more) Cash Desks:  
Alternate the Top Picks products with Staff Picks products at each Cash Desk.

### Signage Components

- Pricer Card ENG (Re-order #AIM-24P11-FEM7) / BIL (Re-order #AIM-24P11-FEM8)  
**All participating stores will receive the same set of pricer cards. Only use what you need and recycle the ones that do not apply to your store.**

#### CE3



LCBO# 24390  
Smirnoff Ice Peach  
Lemonade  
473 mL | 10 BAP

#### CE4



LCBO# 334805  
Mott's Clamato Extra  
Spicy Caesar  
458 mL | 15 BAP

#### CE5



LCBO# 14487  
White Claw Hard Seltzer  
Mango  
473 mL | 15 BAP

#### CE6



LCBO# 24321  
Dillon's Blackberry, Lemon &  
A Dash Of Elderflower  
473 mL | 15 BAP

# THE COLD ROOM SPIRITS DISPLAY (CM)

The Cold Room Spirits Display program will provide Spirits display space in high-traffic areas near the beer cold room. The program is aimed at encouraging customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons. This sold program display will encourage cross-category shopping.

**This is a sold program. Participation is mandatory.**

## Key Dates (December 31, 2023 - January 27, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

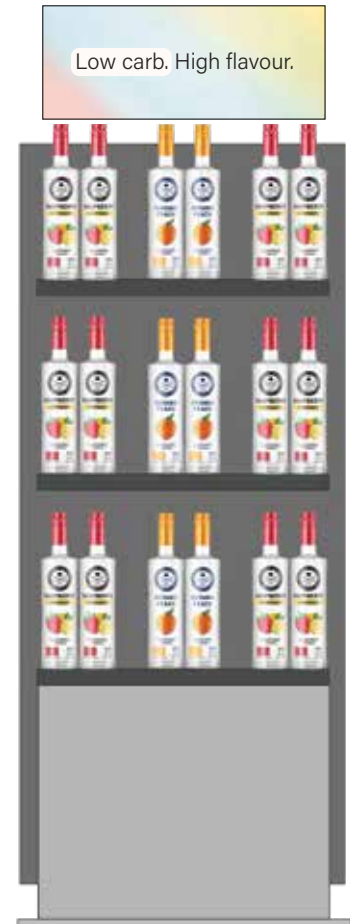
LCBO#	Description	Size (mL)	Offers
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	BAP
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	BAP

### Signage Components

- A-Frame Sign ENG (Re-order# 24P11-AF1) / BIL (Re-order# 24P11-AF2)
- Shelf Talkers English Bundle ENG (Re-order# 24P11-AF3)
- Shelf Talkers Bilingual Bundle ENG (Re-order# 24P11-AF4)

### Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Continue merchandise the A-frame sign.
- Merchandise the participating products according to the planogram.
- Install the pre-printed shelf talkers on the fixture.



# Turn 3

## WINE FRIDGE

Period 12 - Period 2

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 3 guide for participating products. **This is a sold program. Participation is mandatory.**

### Participating Stores

#### Group A Stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 182, 195, 207, 212, 214, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 388, 390, 391, 393, 394, 397, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 601, 619, 623, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 771, 776

#### Group B Stores

8, 14, 23, 26, 27, 33, 34, 45, 50, 51, 52, 55, 59, 60, 61, 62, 63, 64, 68, 70, 74, 77, 79, 80, 81, 86, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 197, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 598, 602, 605, 614, 617, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 759

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 146, 153, 157, 160, 161, 167, 175, 181, 186, 199, 217, 223, 224, 227, 230, 233, 236, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 277, 281, 284, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 366, 370, 372, 374, 386, 402, 403, 404, 406, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 507, 517, 546, 552, 562, 581, 596, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 696, 701, 703, 706, 744, 746, 749, 754, 755, 756, 757, 758, 760, 761, 789

#### Group D Stores














1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 72, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 200, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 450, 449, 455, 462, 467, 468, 477, 482, 483, 484, 492, 500, 522, 523, 527, 529, 530, 540, 549, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 629, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762, 772

### Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



# ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P11-ST1 BIL: 24P11-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P11-ST12 BIL: 24P11-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P11-ST14 BIL: 24P11-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P11-ST3 BIL: 24P11-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P11-ST5 BIL: 24P11-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P11-ST7 BIL: 24P11-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P11-ST9 BIL: 24P11-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk) (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Extender Strips 12" w x 2½" h	692186	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	2300	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-24P11-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P11-AS1 BIL: AIM-24P11-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P11-LTO	

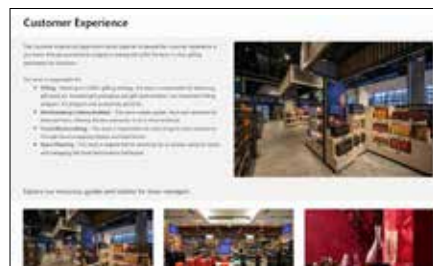
# Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the Customer Experience Portal Site.

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <https://lcbo.sharepoint.com/:f:/r/sites/marketing/Marketing%20%20Digital/Marketing%20%20%26%20Product%20Guidelines?csf=1&web=1&e=CnnvCP> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	<b>1 A/B</b> (Promo code is BSE not EA 1)	400754	Iceberg Vodka	750	BSE, End Aisle 1, LTO
			456095	Ketel One Vodka	750	BSE, End Aisle 1, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>2 A/B</b>	16544	St Remy Signature	750	BAP, Value Add
			19035	St Remy XO	375	Value Add
			557108	St Remy XO Brandy	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>3A</b>	12287	Jackson-Triggs Cabernet Sauvignon Light	750	LTO
			18947	>Kim Crawford Illuminate Sauvignon Blanc	750	LTO
			581124	XOXO Light Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>3B</b>	30950	Cecchi La Mora Vermentino Maremma	750	BAP
			31752	Cecchi Storia Di Famiglia Chianti Classico	750	LTO
			490144	Cecchi Chianti Docg	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>4 A</b>	38505	Smirnoff Vodka (P.E.T)	1750	Value Add
			131391	Smirnoff Vodka (P.E.T)	1140	Value Add
			382028	Smirnoff Vanilla Flavoured Vodka	750	BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>4 B</b>	67	Smirnoff Vodka	750	Value Add
			380303	Smirnoff Blueberry Flavoured Vodka	750	Value Add
			381970	Smirnoff Lime Flavoured Vodka	750	BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>5 A/B</b>	13248	Woodbridge By Robert Mondavi Rosé	750	LTO
			17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	BAP
			17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	BAP
			99408	Woodbridge By Robert Mondavi Chardonnay	750	LTO
			258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	LTO
			494492	Woodbridge By Robert Mondavi Merlot	750	BAP, Seasonal Block Pile C
<input type="checkbox"/>	<input type="checkbox"/>	<b>6 A/B</b>	10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	
			16191	Toro Bravo Sparkling Secco White	750	
			17834	Toro Bravo Tempranillo Merlot	1500	
			635755	Toro Bravo Tempranillo Merlot, Do Valencia	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>7 A/B</b>	189217	Gibson's Finest Sterling Edition	750	LTO
			215038	Gibson's Finest Sterling Edition	1750	LTO
			215889	Gibson's Finest Sterling Edition Whisky	1140	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	8 A/B	16785	Peller Family Vineyards Light Pinot Grigio	750	LTO
			33579	XOXO Light Pinot Grigio	1500	LTO
			35473	Honest Lot Sauvignon Blanc	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9 A/B	103747	Maker's Mark Kentucky Bourbon	750	BAP, Feature Fixture B
			217786	Jim Beam White Label Bourbon	1140	BAP
			326025	Basil Hayden Straight Bourbon	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	10	16787	Collingwood Happy Tails Session IPA (4205)	473	LTO
			20844	Bobber 100 Calorie Hazy IPA (462)	473	
			25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	LTO
			30129	Refined Fool Catstronaut Session Hazy IPA (5732)	473	LTO
			31451	Ace Hill Ultra (LCBO Warehouse)	6 × 355	
			32170	Collective Arts Beyond Reason (LCBO Warehouse)	473	
			450239	Whitewater Brewing Farmer's Daughter (8454)	473	
			459537	Woodhouse Lager (189)	473	
			646620	Beyond The Pale Clean Cut (7672)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	30834	Canadian Club Classic 12 Year Old	1140	BAP, Value Add, Feature Fixture A
			311928	Canadian Club Classic 12 Year Old	750	Value Add
			311944	Canadian Club Classic 12 Year Old	1750	BAP, Value Add, Feature Fixture A
<input type="checkbox"/>	<input type="checkbox"/>	12	1222	Wiser's Special Blend	750	BAP
			112672	Wiser's Special Blend (P.E.T)	1750	BAP
			216671	Wisers Special Blend	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	13	491803	Southern Comfort (P.E.T)	375	LTO
			491811	Southern Comfort	750	BAP
			491829	Southern Comfort	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	14	8979	Rodet Cotes Du Rhone Aoc	750	LTO
			12286	Anselme La Fiole Du Pape Cdp Aoc	750	LTO
			17779	Belleruche Rouge Cote Du Rhone	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	217554	Captain Morgan Dark Rum	1140	Value Add
			217653	Captain Morgan Original Spiced Rum	1140	LTO
			217745	Captain Morgan White Rum	1140	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		16	1487	Crown Royal	750	BAP, Seasonal Block Pile D
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	LTO
			217950	Crown Royal	1140	Value Add, Seasonal Block Pile D
		17	447060	Deakin Estate Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		457119	Big Bill Cabernet Sauvignon	750	LTO
			495507	Robertson Winery Chenin Blanc	750	LTO
		18	25104	Luksusowa Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		212282	Luksusowa Vodka	1140	LTO
			253302	Luksusowa Vodka	750	LTO
		19	30603	Larceny Kentucky Straight Bourbon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		405845	Evan Williams Black Label Bourbon Whiskey	750	Value Add
			547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	BAP
		20	10036	Chum Churum - Strawberry	360	
			12562	Chum Churum Citron	360	
<input type="checkbox"/>	<input type="checkbox"/>		12563	Chum Churum Blueberry	360	
			22437	Chum Churum Apple Mango	360	
			24468	Chum Churum Soju	360	
			545251	Chum Churum Apple	360	
		Entrance Table (EA-S1)	400754	Iceberg Vodka	750	BSE
<input type="checkbox"/>	<input type="checkbox"/>		456095	Ketel One Vodka	750	PF BSE
		Mini Thematic A	16580	Maker's Mark	1140	LTO
			19750	Teremana Reposado Tequila	750	LTO
			31722	Carolans Peanut Butter	750	LTO, Value Add
			32070	Olmecca Altos Margarita	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		32936	Kamora Coffee Liqueur	1140	BAP, Value Add
			33545	Skrewball Peanut Butter Whiskey	750	LTO
			34595	Patron Silver Tequila	750	LTO
			267302	Crystal Head Vodka	750	LTO
		550715	Forty Creek Barrel Select	750	LTO	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Mini Thematic B	27757	High Road Cellars Pinot Grigio	750	LTO
		28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO
		32460	Tete De Lion Chenin Blanc	750	LTO
		32541	Folonari Prosecco Doc Extra Dry	750	LTO, Wine Fridge
		78840	Citra Montepulciano D'Abruzzo	1500	LTO
		219030	Red House Wine Co. Cabernet Shiraz VQA	750	LTO
		426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO
		499707	Brancott Marlborough Sauvignon Blanc	750	LTO
		594341	Rh Phillip Toasted Head Chardonnay	750	LTO
		<input type="checkbox"/> <input type="checkbox"/>	Mini Thematic C	16787	Collingwood Happy Tails Session IPA (4205)
20844	Bobber 100 Calorie Hazy IPA (462)			473	
25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)			473	LTO
30129	Refined Fool Catstronaut Session Hazy IPA (5732)			473	LTO
31451	Ace Hill Ultra (LCBO Warehouse)			6 × 355	
32170	Collective Arts Beyond Reason (LCBO Warehouse)			473	
450239	Whitewater Brewing Farmer's Daughter (8454)			473	
459537	Woodhouse Lager (189)			473	
646620	Beyond The Pale Clean Cut (7672)			473	LTO
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table			893	J.P. Wiser's Deluxe
		135566	Polar Ice Vodka	750	LTO, Value Add
		209213	Beefeater London Dry Gin	1140	LTO, Value Add
		321562	McGuinness Peach Schnapps	750	BAP, Value Add
		337667	Havana Club Original 3 Year Old	750	BAP, Value Add
		454074	Olmecca Altos Plata	750	BAP, Value Add
		477836	Malibu Coconut Rum	750	BAP, Value Add
		631176	McGuinness Triple Sec	750	BAP, Value Add
		631200	McGuinness Blue Curacao	750	BAP, Value Add
		631218	McGuinness Creme De Banane	750	BAP, Value Add
631234	McGuinness Melon	750	BAP, Value Add		
631390	McGuinness Cherry Whisky	750	BAP, Value Add		
631457	McGuinness Cherry Brandy	750	BAP, Value Add		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			984	Alberta Premium Whisky	750	BAP, Value Add
			15012	Northern Keep Vodka	750	BAP
			30834	Canadian Club Classic 12 Year Old	1140	End Aisle, BAP, Value Add
			34637	Canadian Club Premium	1750	BAP
			53082	Alberta Pure Vodka (P.E.T)	1750	BAP, Value Add
			54213	Alberta Premium Whisky (P.E.T)	1750	BAP, Value Add
			88799	Alberta Pure Vodka (P.E.T)	750	BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture A (FFA)</b>	216903	Banff Ice Vodka	1140	BAP, Value Add
			217687	Canadian Club Premium	1140	Comm. Extender, BAP
			242339	Alberta Pure Vodka (P.E.T)	1140	BAP, Value Add
			311944	Canadian Club Classic 12 Year Old	1750	End Aisle, BAP, Value Add
			350397	Banff Ice Vodka	750	BAP
			390583	Canadian Club 100% Rye	750	Shelf Extender, LTO
			438960	Canadian Club 100% Rye	1140	BAP, Value Add
			454462	Banff Ice Vodka (P.E.T)	1750	BAP, Value Add
			16546	On The Rocks Hornitos Margarita	375	BAP
			16608	Aviation Gin	375	BAP
			16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	LTO
			19749	Teremana Blanco Tequila	750	BAP
			27665	Wayne Gretzky Butter Pecan Cream	750	LTO
			103747	Maker's Mark Kentucky Bourbon	750	End Aisle, BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture B (FFB)</b>	281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	LTO
			324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	LTO
			350207	Forty Creek Copper Bold Whisky	1140	BAP
			436279	Hornitos Plata	750	LTO
			492256	Tag No.5 Vodka (P.E.T)	1140	LTO
			636209	Roku Gin	750	BAP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile A	1107	Bud Light (275/TBS)	473	Seasonal Block Pile A
			311779	Bud Light (275/TBS)	6 × 473	Seasonal Block Pile A, LTO
<input type="checkbox"/>	<input type="checkbox"/>		311787	Budweiser (275/TBS)	6 × 473	Seasonal Block Pile A, Contest
			904334	Budweiser (275/TBS)	6 × 355	Seasonal Block Pile A, LTO
			905976	Budweiser (275/TBS)	473	Seasonal Block Pile A
			908665	Bud Light (275/TBS)	6 × 355	Seasonal Block Pile A
		Block Pile B	14486	White Claw Hard Seltzer Black Cherry	473	Seasonal Block Pile B, BAP
			21938	White Claw Variety Pack #2	12 × 355	Seasonal Block Pile B
			24408	Smirnoff Seltzer Lemonades Variety Pack	12 × 355	Seasonal Block Pile B, LTO
<input type="checkbox"/>	<input type="checkbox"/>		24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	FSM, Seasonal Block Pile B, LTO
			28636	Vizzy Signature Variety Pack	12 × 355	FSM, Seasonal Block Pile B, LTO
			31223	Truly Punch Mixed Pack	12 × 355	Seasonal Block Pile B
			31314	Cottage Springs Vodka Water Mixed Pack	8 × 355	Seasonal Block Pile B, LTO
		553164	Nutrl Soda Lemon	473	Seasonal Block Pile B, LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			21378	Jim Beam White Label Bourbon	750	Seasonal Block Pile C, BAP
			23074	Bask Rosé Bib	3000	Seasonal Block Pile C, LTO
			26546	Finca Las Moras Pinot Grigio	750	Seasonal Block Pile C, BAP
			27605	Reifel Rye	750	Seasonal Block Pile C, BAP
			45898	Bacardi Superior White Rum (P.E.T)	1750	Seasonal Block Pile C, BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile C</b>	133439	Captain Morgan White Rum (P.E.T)	1750	Seasonal Block Pile C, BAP
			176461	Folonari Soave Doc	750	Seasonal Block Pile C, BAP
			217042	Bell's Original Scotch Whisky	1140	Seasonal Block Pile C, BAP
			494492	Woodbridge By Robert Mondavi Merlot	750	End Aisle, BAP, Seasonal Block Pile C
			633305	Woodbridge By Robert Mondavi Chardonnay	1500	Seasonal Block Pile C, BAP
			1487	Crown Royal	750	End Aisle, BAP
			22017	Smirnoff Vodka (P.E.T)	750	Seasonal Block Pile D, Value Add
			216929	Smirnoff Vodka	1140	Seasonal Block Pile D, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile D (XBP)</b>	217950	Crown Royal	1140	End Aisle, Value Add, Seasonal Block Pile D
			500512	Captain Morgan Original Spiced Rum	750	Seasonal Block Pile D, Value Add
			617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	Seasonal Block Pile D, LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Occasions (FSN)	13654	Partake Brewing Non-Alcoholic IPA	355	FSN
		17435	H2 Craft Spiritliss Hibiscus Non-Alcoholic Gin & Tonic	355	FSN
		24899	Corona Sunbrew	6 × 330	FSN, LTO
		25636	Libra Non-Alcoholic Pale Ale	4 × 355	FSN
		27824	Peroni Nastro Azzurro 0.0	6 × 330	FSN
		28153	Luna De Murviedro Sparkling Rose De-Alcoholized	750	FSN
		28557	Tarapacá De-Alcoholized Sauvignon Blanc	750	FSN
		31064	Collective Arts Non Alcoholic Pale Ale	355	FSN
		32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	FSN, LTO
		33989	Guinness 0	4 × 440	FSN, BAP
		35896	Ceder's Crisp	500	FSN
		589416	Heineken 0.0	6×330	FSN, BAP
		589549	Clausthaler Premium Non Alcoholic	500	FSN
		617878	Partake Brewing Non-Alcoholic Pale Ale	355	FSN
		<input type="checkbox"/> <input type="checkbox"/>	Pop-up Activation (FSM-A)	14066	Molson Ultra
24431	Coors Seltzer Fruit Splash Variety Pack			12×355	FSM, Seasonal Block Pile B, LTO
28636	Vizzy Signature Pack			12×355	FSM, Seasonal Block Pile B, LTO
31224	Coors Seltzer Slushie Flavour Pack			12×355	FSM, VA
32018	Amstel Ultra			6×355	FSM
32064	Strongbow Ultra			6×330	FSM, LTO
300681	Coors Light			6×473	FSM, EZH, VA
558940	Miller Lite			6×473	FSM, LTO
906560	Coors Light			6×341	FSM
906628	Coors Light			6×355	FSM, LTO
906669	Coors Light	473	FSM		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO	
			13295	Matua Sauvignon Blanc Hawke's Bay	1500	LTO	
			20865	Ventoux Grande Reserve Des Challieres	750	LTO	
			21523	On Point. Smooth Red	750	LTO	
			21524	On Point. Crisp White	750	LTO	
		Middle Nesting Table/Celebration Fixture	27728	Bask Pinot Grigio	750	LTO, Wine Fridge	
<input type="checkbox"/>	<input type="checkbox"/>		27732	High Road Cellars Cabernet Merlot	750	LTO	
			33578	Honest Lot Pinot Grigio	750	LTO, Necktag Contest	
			34259	Bask Lightly Sparkling Rosé	750	LTO	
			292110	>La Mascota Cabernet Sauvignon	750	LTO	
			361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO	
			444059	>Joel Gott 815 Cabernet Sauvignon	750		
				697623	Michelob Ultra (275/TBS)	6 × 355	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	284562	Michelob Ultra (275/TBS)	473	
				496968	Michelob Ultra (275/TBS)	6 × 473	LTO
		37351		Flying Monkeys IPA Box Set (6309)	4 × 473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	37626	Great Lakes Brewery - Karmageddon Double IPA (1929)	473		
			36713	Lake Of Bays Last Run White IPA (8958)	473		
			300681	Coors Light (275/TBS)	6 × 473	Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	906628	Coors Light (275/TBS)	6 × 355	LTO	
			906669	Coors Light (275/TBS)	473		
			19147	Nutrl Vodka Soda Cherry	473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	24407	Nutrl The Mixed	12 × 355	Value Add	
			31320	Nutrl N7 Black Raspberry	473		
			11871	Lake Of The Woods Nautical Disaster Dipa (4277)	473		
			19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	28735	Beau's Lug Lite (9654)	473	LTO	
			31512	Collective Arts Lager (LCBO Warehouse)	473		
			31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355		
			34957	Sawdust City - Horchata White Milk Stout (1143)	473		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	25462	Mindful Rosé VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>		303792	Trius Riesling VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>		565713	Reif Estate Cabernet/Merlot VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>		582825	Peller Estates Family Series Chardonnay VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	63826	Wayne Gretzky Chardonnay VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		200584	Konzelmann Pinot Noir VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: January 6	33379	Château Tanunda Year of the Dragon Grand Barossa Limited Reserve Shiraz 2022	750	
<input type="checkbox"/>	<input type="checkbox"/>		354134	Château Bellevue La Forêt Original 2020	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: January 20	17014	Intrinsic Red Blend 2020	750	
<input type="checkbox"/>	<input type="checkbox"/>		33410	Torre Il Cerreto Chianto Classico Riserva 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	3871	Alberta Premium	375	CE1
<input type="checkbox"/>	<input type="checkbox"/>		363812	Tito's Handmade Vodka	375	CE1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2)	6254	Folonari Valpolicella Classico	375	
<input type="checkbox"/>	<input type="checkbox"/>		24490	Champagne Victoire Brut Prestige*	375	
<input type="checkbox"/>	<input type="checkbox"/>		25267	Josh Cellars Cabernet Sauvignon	375	
<input type="checkbox"/>	<input type="checkbox"/>		25960	Trapiche Reserve Malbec	375	
<input type="checkbox"/>	<input type="checkbox"/>		36423	Cave Spring Riesling Dry VQA	375	
<input type="checkbox"/>	<input type="checkbox"/>		38810	Chateau Des Charmes Cabernet Merlot	375	
<input type="checkbox"/>	<input type="checkbox"/>		160085	Kim Crawford Marlborough Sauvignon Blanc	375	
<input type="checkbox"/>	<input type="checkbox"/>		194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375	
<input type="checkbox"/>	<input type="checkbox"/>		253930	Martini & Rossi Asti	375	
<input type="checkbox"/>	<input type="checkbox"/>		297648	Voga Pinot Grigio Igt	375	
<input type="checkbox"/>	<input type="checkbox"/>		297655	Masi Campofiorin Igt	375	
<input type="checkbox"/>	<input type="checkbox"/>		297663	Masi Costasera Amarone Classico	375	
<input type="checkbox"/>	<input type="checkbox"/>		313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375	
<input type="checkbox"/>	<input type="checkbox"/>		389056	Veuve Clicquot Brut Champagne	375	
<input type="checkbox"/>	<input type="checkbox"/>	453076	Moët & Chandon Imperial Champagne	375		
<input type="checkbox"/>	<input type="checkbox"/>	687558	(V) P.Grigio Valdadige Doc (Sta Margherita)	375		
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	24390	Smirnoff Ice Peach Lemonade	473	CE3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	334805	Mott's Extra Spicy Caesar	458	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	14487	White Claw Hard Seltzer Mango	473	CE5, BAP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	CE6, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	463	Canadian Club Premium	375	FEM1, BAP
<input type="checkbox"/>	<input type="checkbox"/>		486217	Prince Igor Extreme Vodka (P.E.T)	375	FEM1, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	35478	Honest Lot Sauvignon Blanc	200	FEM2
<input type="checkbox"/>	<input type="checkbox"/>		35479	Honest Lot Cabernet Sauvignon	200	FEM2
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	122952	HpnotiQ Liquor	375	FEM3, LTO
<input type="checkbox"/>	<input type="checkbox"/>		584730	Sour Puss Raspberry Liquor	200	FEM3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	31826	Cottage Springs Ontario Peach Flavoured Vodka	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	BAP

# Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R1	Vodka A	446468 Ketel One	375	BAP											Y	Y
R2	Vodka B	369009 Pinnacle Vodka	750	LTO						Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	211110 Wyborowa Vodka	1140	BAP					Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	19515 Absolut Watermelon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	12476 Prince Igor Vodka (P.E.T)	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	215020 El Dorado 5 Year Old Rum	1140	LTO												Y
R7	Rum B	545210 Plantation 3 Star White Rum	750	LTO						Y	Y	Y	Y	Y	Y	Y
R8	Rum C	520320 Bacardi Superior	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R9	Rum D	602920 Flor De Cana 5 Year Rum Anejo Clasico	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	390260 Appleton Estate V/X Signature Blend	1750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	575001 Wild Turkey Longbranch	750	LTO											Y	Y
R12	Canadian Whisky B	397091 Forty Creek Copper Bold Whisky	1750	LTO						Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	390583 Canadian Club 100% Rye	750	LTO, Feature Fixture A			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	216689 J.P. Wiser's Deluxe	1140	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	8805 Forty Creek Barrel Select Whisky	1750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	103341 Canadian Club Premium (P.E.T)	750						Y	Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	42 Canadian Club Premium	750	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	1040 Gordons Gin	750	BAP			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	157917 Domaine De Canton Ginger Liqueur,	750	BAP							Y	Y	Y	Y	Y	Y
R20	Liqueurs B	601518 Sour Puss Blue Liquor	750	BAP					Y	Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	518670 Sour Puss Raspberry Liquor	750	BAP, Value Add		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	314856 Fireball Whisky Shooter	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	417576 Stock 84 Spirit	1140	BAP												Y
R24	Brandy B	286807 Buton Vecchia Romagna Brandy	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	143040 Hornitos Reposado Tequila	750	LTO							Y	Y	Y	Y	Y	Y
R26	Ontario Blend A	594127 Vineland Cabernet Franc VQA	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	16810 Peller Family Vineyards Light Cabernet Sauvignon	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	21442 Honest Lot Cabernet Sauvignon	750	LTO, Necktag Contest	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	17523 Megalomaniac Much Obliged Red VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	276501 G. Marquis The Red Line Pinot Grigio VQA	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	21441 Honest Lot Sauvignon Blanc	750	LTO, Necktag Contest	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	27919 XOXO Sauvignon Blanc Light	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	268375 Henry Of Pelham Riesling VQA	750	LTO								Y	Y	Y	Y	Y
R34	Ontario VQA B	219279 Konzelmann Pinot Blanc VQA	750	LTO								Y	Y	Y	Y	Y
R35	Australia/New Zealand A	338012 Hardys Stamp Series Shiraz/Cabernet	750	LTO									Y	Y	Y	Y
R36	Australia/New Zealand B	625350 Yellow Tail Merlot	750	LTO								Y	Y	Y	Y	Y
R37	Australia/New Zealand C	189415 Wyndham Estate Bin 555 Shiraz	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	633578 Jacob's Creek Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	392597	Chloe Chardonnay	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40 USA B	13186	Sebastiani Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	257329	Caliterra Cabernet Sauvignon Reserva	750	LTO							Y	Y	Y	Y	
R42 Chile B	28803	Misterio Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	26906	Danzante Pinot Grigio Delle Venezie Igt	750	LTO, Wine Fridge										Y	
R44 France Blend B	269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	245324	Les Janelles Merlot Vin De Pays D'Oc	750	LTO									Y	Y	
R46 France South B	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	621227	Straccali Chianti Docg	750	LTO									Y	Y	
R48 Italy Central A	245340	Chapoutier Belleruche Cdr White Aoc	750	LTO									Y	Y	
R49 Italy Central B	376145	Radio Boka Tempranillo Vdt Castilla	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	31800	Folonari Sangiovese	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	669085	Blu Giovello Pinot Grigio	1500	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	32656	Marques De Riscal Rioja Reserva	750	LTO										Y	
R53 Southern Europe B	16840	Bolla Valpolicella Classico	750	LTO									Y	Y	
R54 Germany A	42606	Ruffino Chianti	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	27128	Flat Roof Manor Pinot Grigio	750	LTO									Y	Y	
R56 Sparkling B	28152	Nozeco - De-Alcoholized	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	415950	Hofbrau Dunkel (LCBO Warehouse)	500	LTO									Y	Y	
R58 Ontario Beer B	688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	15980	Furnace Room Chicken Man Pale Ale (3267)	473											Y	
R60 Beer 2	15895	Miller High Life (275/TBS)	6 × 473	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	37185	Mill St. Cobblestone Stout (1950)	404	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	24344	Arizona Hard Lemon Iced Tea	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	31273	JP Wisner's Old Fashioned Sparkling Cocktail	355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	125187	Cazadores Reposado Tequila	750	LTO	BACARDI CANADA INC.
C2: Canadian Whisky	217687	Canadian Club Premium	1140	Feature Fixture A, BAP	BEAM SUNTORY
C3: Ontario Non VQA Blend	22297	Ck Mondavi Chardonnay	750	LTO	TRAJECTORY BEVERAGE PARTNERS
C4: French Blend	107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	LTO	PHILIPPE DANDURAND WINES LTD.
C5: Fixed Store Location	111526	Nederburg Cabernet Sauvignon	750	LTO	PMA CANADA LTD.
C6: Vodka	638130	Dillon's Vodka	750	LTO	MARK ANTHONY WINE & SPIRITS
C7: Scotch	350561	Forty Creek Cream Liquor	1140	LTO	FORTY CREEK DISTILLERY LTD
C8: Liqueurs	10393	Legent	750	LTO	BEAM SUNTORY
C9: Ontario Blends	27731	Pelee Island Best In Show Cabernet Sauvignon	750	BAP	PELEE ISLAND WINERY
C10: France Red	383885	The Show Cabernet Sauvignon	750	LTO	PHILIPPE DANDURAND WINES LTD.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	32461	Tete De Lion Cabernet Sauvignon	750	LTO	UNIVINS AND SPIRITS CANADA INC.
D2: Discovery Wines 2		Store Manager's Discretion			
D3: Discovery Wines 3	12452	Bodega Toro Centenario Malbec	750	LTO	DIONYSUS WINES & SPIRITS LTD.
D4: Discovery BSM 1	456996	Lost Craft Revivale (179)	473	LTO	VON TERRA ENTERPRISES LTD.
D5: Discovery BSM 2	492769	Duchesse De Bourgone (LCBO Warehouse)	330	LTO	MCCLELLAND PREMIUM IMPORTS
D6: Discovery BSM 3	19303	Crown Royal Whisky & Cola	473	BAP	DIAGEO CANADA INC.
D7: Discovery Spirits 1	18524	Wayne Gretzky Salted Caramel Cream Whisky	750	LTO	ANDREW PELLER LIMITED
D8: Discovery Spirits 2	267245	Jose Cuervo Especial Gold Tequila	1140	LTO	PROXIMO SPIRITS CANADA INC.
D9: Discovery Spirits 3	413104	Dillon's Dry Gin	750	BAP	MARK ANTHONY WINE & SPIRITS

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	27729	Pelee Island Best In Show Pinot Grigio	750	BAP	PELEE ISLAND WINERY

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
596	Bacardi Superior White Rum (P.E.T)	375	\$1.00	
1784	Grand Marnier Cordon Rouge	750	\$2.50	
8979	Rodet Cotes Du Rhone Aoc	750	\$2.00	End Aisle
9431	Bouchard Aine & Fils Beaujolais Superieur	750	\$1.50	Middle Nesting Table
10393	Legent	750	\$5.00	Comm. Extender
10899	Jose Cuervo Tradicional Plata	750	\$2.00	
11423	Dillon's The Professors Negroni	4 × 125	\$1.00	
12286	Anselme La Fiole Du Pape Cdp Aoc	750	\$2.00	End Aisle
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00	End Aisle
12452	Bodega Toro Centenario Malbec	750	\$1.00	Discovery Extender
12781	Sogrape Mateus Rosé	1500	\$3.00	Flex Space
13186	Sebastiani Cabernet Sauvignon	750	\$3.00	Shelf Extender
13248	Woodbridge By Robert Mondavi Rosé	750	\$2.00	End Aisle
13295	Matua Sauvignon Blanc Hawke's Bay	1500	\$2.00	Middle Nesting Table
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	\$1.00	
13602	Tavarnello, Sangiovese Cabernet	750	\$2.00	
14355	Appleton Estate 12YO Rare	750	\$4.00	
14996	Hollandia Lager	4 × 500	\$1.00	
15174	D'Ont Poke The Bear Berry Cider	473	\$0.20	
15440	Dab Ultimate	6 × 500	\$1.00	
15895	Miller High Life	6 × 473	\$1.30	Shelf Extender
16180	Carlo Pellegrino, Marsala Superiore	750	\$2.00	
16327	Calvet Brut Celebration Rosé	750	\$2.00	
16345	Peller Family Vineyards Cab Merlot Crtn	1000	\$1.00	
16580	Maker's Mark	1140	\$5.00	Mini Thematic
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	Feature Fixture B
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	
16785	Peller Family Vineyards Light Pinot Grigio	750	\$1.00	End Aisle
16787	Collingwood Happy Tails Session IPA	473	\$0.25	Mini Thematic
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	\$1.00	Shelf Extender
16840	Bolla Valpolicella Classico	750	\$2.00	Shelf Extender
17435	Spiritliss Hibiscus Non-Alcoholic Gin & Tonic	355	\$0.25	FSN
17523	Megalomaniac Much Obliged Red VQA	750	\$2.00	Shelf Extender
17650	Smoky Bay Shiraz	750	\$1.00	
17779	Belleruche Rouge Cote Du Rhone	750	\$3.00	End Aisle
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	\$3.00	Discovery Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18574	Jim Beam Honey	750	\$1.00	
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00	End Aisle
19147	Nutrl Vodka Soda Cherry	473	\$0.25	EZD
19254	Smoky Bay Cabernet Sauvignon	1500	\$1.00	
19309	Shiny Apple Peach Light Cider	473	\$0.30	
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	
19370	Stock And Row Slow & Low Dry Cider	355	\$0.25	
19515	Absolut Watermelon	750	\$2.00	Shelf Extender
19592	Ren Ultra Premium Vodka Ddp	750	\$2.00	
19750	Teremana Reposado Tequila	750	\$4.00	Mini Thematic
19923	Peroni Nastro Azzurro Slim Can	6 × 330	\$1.50	
19994	Muskoka Tread Lightly	6 × 473	\$1.25	OCB
20362	Finlandia Vodka	750	\$2.00	
20865	Ventoux Grande Reserve Des Challieres	750	\$2.00	Middle Nesting Table
21441	Honest Lot Sauvignon Blanc	750	\$1.00	Shelf Extender, Necktag Contest
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Shelf Extender, Necktag Contest
21523	On Point. Smooth Red	750	\$1.00	Middle Nesting Table
21524	On Point. Crisp White	750	\$1.00	Middle Nesting Table
22035	Skrewball Peanut Butter Whiskey	750	\$3.00	
22297	Ck Mondavi Chardonnay	750	\$1.00	Comm. Extender
23074	Bask Rosé Bib	3000	\$3.00	Seasonal Block Pile C
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	\$2.00	Flex Space
24344	Arizona Hard Lemon Iced Tea	473	\$0.20	Shelf Extender
24376	Twisted Tea Slightly Sweet	473	\$0.20	
24408	Smirnoff Seltzer Lemonades Variety Pack	12 × 355	\$1.00	Seasonal Block Pile B
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$1.00	Seasonal Block Pile B, FSM
24899	Corona Sunbrew	6 × 330	\$1.00	FSN
25046	High Park Rings Of Saturn IPA	473	\$0.20	
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	\$0.20	Mini Thematic
25104	Luksusowa Vodka	1750	\$4.50	End Aisle
25462	Mindful Rosé VQA	750	\$1.50	goLOCAL
25608	Chateau Haut Balastard Bordeaux	750	\$1.00	
25698	Jacob's Creek Grenache Shiraz	750	\$2.50	
25746	22 Lve French Rosé W/John Legend (J.C. Boisset)	750	\$2.00	
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$2.00	Shelf Extender, Wine Fridge
27123	Tierra Rica Sauvignon Blanc Organic	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27128	Flat Roof Manor Pinot Grigio	750	\$2.00	Shelf Extender
27348	La Vieille Ferme Luberon Blanc Aoc	3000	\$3.50	
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00	
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	
27665	Wayne Gretzky Butter Pecan Cream	750	\$3.00	Feature Fixture B
27727	Bask Cabernet Sauvignon	750	\$1.00	
27728	Bask Pinot Grigio	750	\$1.00	Middle Nesting Table, Wine Fridge
27732	High Road Cellars Cabernet Merlot	750	\$2.00	Middle Nesting Table
27757	High Road Cellars Pinot Grigio	750	\$2.00	Mini Thematic
27919	XOXO Sauvignon Blanc Light	750	\$1.00	Shelf Extender
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	Mini Thematic
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	Wine Fridge
28152	Nozeco - De-Alcoholized	750	\$2.00	Shelf Extender, FSN
28636	Vizzy Signature Variety Pack	12 × 355	\$1.00	Seasonal Block Pile B, FSM
28735	Beau's Lug Lite	473	\$0.25	OCB
28803	Misterio Malbec	750	\$1.00	Shelf Extender
30129	Refined Fool Catstronaut Session Hazy IPA	473	\$0.50	Mini Thematic
30603	Larceny Kentucky Straight Bourbon	750	\$3.00	End Aisle
31273	JP Wiser's Old Fashioned Sparkling Cocktail	355	\$0.30	Shelf Extender
31314	Cottage Springs Vodka Water Mixed Pack	8 × 355	\$1.00	Seasonal Block Pile B
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	\$0.20	Shelf Extender
31510	Lakefront New Grist Gluten Free	4 × 473	\$0.70	
31722	Carolans Peanut Butter	750	\$2.00	Mini Thematic, Value Add
31752	Cecchi Storia Di Famiglia Chianti Classico	750	\$2.00	End Aisle
31800	Folonari Sangiovese	750	\$2.00	Shelf Extender
32064	Strongbow Ultra Apple	6 × 330	\$1.25	
32070	Olmecca Altos Margarita	750	\$2.00	Mini Thematic
32190	Mindful Sparkling VQA	750	\$2.00	Wine Fridge
32209	Prosecco Superiore Extra Dry (Villa Sandi)	750	\$2.00	
32425	Tanqueray Dry Gin	375	\$1.00	
32460	Tete De Lion Chenin Blanc	750	\$2.00	Mini Thematic
32461	Tete De Lion Cabernet Sauvignon	750	\$2.00	Discovery Extender
32541	Folonari Prosecco Doc Extra Dry	750	\$2.00	Mini Thematic, Wine Fridge
32656	Marques De Riscal Rioja Reserva	750	\$3.00	Shelf Extender
32750	Cowbell Brewing Co. Peach Cider	473	\$0.20	
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	\$1.00	FSN

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
32794	Mindful Pinot Grigio Vidal VQA	750	\$1.50	
33106	Carlsberg Lite	473	\$0.30	
33461	Wayne Gretzky Signature White VQA	750	\$2.00	Wine Fridge
33466	Keep Calm & Laugh Chardonnay	750	\$1.00	Wine Fridge
33545	Skrewball Peanut Butter Whiskey	750	\$3.00	Mini Thematic
33578	Honest Lot Pinot Grigio	750	\$1.00	Middle Nesting Table, Necktag Contest
33579	XOXO Light Pinot Grigio	1500	\$2.00	End Aisle
34259	Bask Lightly Sparkling Rosé	750	\$1.00	Middle Nesting Table
34595	Patron Silver Tequila	750	\$5.00	Mini Thematic
35473	Honest Lot Sauvignon Blanc	4000	\$3.00	End Aisle
36423	Cave Spring Riesling Dry VQA	375	\$1.00	
36630	Social Lite Field Strawberry Vodka Soda	355	\$0.25	
36633	Social Lite Triple Berry Vodka Soda	355	\$0.25	
37185	Mill St. Cobblestone Stout	404	\$0.25	Shelf Extender
42606	Ruffino Chianti	1500	\$2.00	Shelf Extender
53678	Peninsula Ridge Sauvignon Blanc VQA	750	\$2.00	Wine Fridge
68254	Yellow Tail Pinot Grigio	750	\$2.00	Flex Space, Wine Fridge
68924	Gnarly Head Cabernet Sauvignon	750	\$2.00	
70052	Peninsula Ridge Shiraz VQA	750	\$1.00	
71647	Polar Ice Vodka (P.E.T)	750	\$1.00	
73163	Casal Thaulero Pinot Grigio Igt	750	\$1.00	
78840	Citra Montepulciano D'Abruzzo	1500	\$1.50	Mini Thematic
79129	Gato Negro Sauvignon Blanc	1500	\$2.00	Flex Space
84061	20 Corte Majoli Valp Rip Sup (Tezza Flavio)	750	\$2.00	
84210	Mill Street Original Organic Lager	6 × 341	\$1.00	
92791	La Trappe Quadrupel Ale	750	\$1.00	
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	End Aisle
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	Comm. Extender
111526	Nederburg Cabernet Sauvignon	750	\$2.00	Comm. Extender
114694	Crown Royal	1750	\$2.00	End Aisle
119354	(V) Cdroussillon Villages Chimeres (St Roch)	750	\$2.00	
122952	Hpnotiq Liquor	375	\$2.00	FEM3
125187	Cazadores Reposado Tequila	750	\$2.00	Comm. Extender
128090	Collective Arts Artisanal Gin	750	\$2.00	
135566	Polar Ice Vodka	750	\$1.00	Front Nesting Table, Value Add

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
140509	James Ready 5.5	6 × 473	\$1.00	
142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	\$2.50	
143040	Hornitos Reposado Tequila	750	\$3.00	Shelf Extender
169052	Carmen Reserva 1850 Premier Carmenere	750	\$2.50	Flex Space
189217	Gibson's Finest Sterling Edition	750	\$3.00	End Aisle
189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00	Shelf Extender
201723	Erdinger Dunkel	500	\$0.25	
209213	Beefeater London Dry Gin	1140	\$1.00	Front Nesting Table, Value Add
212282	Luksusowa Vodka	1140	\$2.00	End Aisle
215020	El Dorado 5 Year Old Rum	1140	\$2.00	Shelf Extender
215038	Gibson's Finest Sterling Edition	1750	\$2.00	End Aisle
215889	Gibson's Finest Sterling Edition Whisky	1140	\$2.00	End Aisle
216689	J.P. Wiser's Deluxe	1140	\$1.00	Shelf Extender
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	End Aisle
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	Mini Thematic
219279	Konzelmann Pinot Blanc VQA	750	\$2.00	Shelf Extender
238097	Dalwhinnie 15 Yr Malt	750	\$5.00	
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Shelf Extender
245340	Chapoutier Belleruche Cdr White Aoc	750	\$2.00	Shelf Extender
250498	Castello Del Poggio Moscato Frizzante	750	\$2.00	Flex Space
253302	Luksusowa Vodka	750	\$1.00	End Aisle
257329	Caliterra Cabernet Sauvignon Reserva	750	\$1.00	Shelf Extender
258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	\$3.00	End Aisle
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	OWS
260372	Pondview Dragonfly Pinot Grigio VQA	750	\$2.00	
267245	Jose Cuervo Especial Gold Tequila	1140	\$3.00	Discovery Extender
267302	Crystal Head Vodka	750	\$5.00	Mini Thematic
268375	Henry Of Pelham Riesling VQA	750	\$2.00	Shelf Extender
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.00	Shelf Extender
270439	Smithwick's Ale	500	\$0.25	
275172	Nickel Brook Head Stock West Coast-Style IPA	473	\$0.30	
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	Shelf Extender
279661	L'Orangerie Rosé Pays D'Oc	750	\$2.00	
280719	Gato Negro Cabernet Sauvignon	1500	\$2.00	Flex Space
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	\$2.00	Feature Fixture B
286807	Buton Vecchia Romagna Brandy	750	\$1.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
292110	>La Mascota Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
303792	Trius Riesling VQA	750	\$2.00	goLOCAL
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A
314856	Fireball Whisky Shooter	1140	\$4.00	Shelf Extender
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	Feature Fixture B
328567	>Cathedral Cellar Cabernet Sauvignon	750	\$3.00	
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
337949	Heineken Lager	500	\$0.20	
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$2.00	Shelf Extender
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$3.00	Shelf Extender
350561	Forty Creek Cream Liquor	1140	\$1.00	Comm. Extender
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	\$3.00	VL1
361501	Carpineto Dogajolo Rosso Toscano Igt	750	\$2.00	Middle Nesting Table
363812	Tito's Handmade Vodka	375	\$1.00	CE1
369009	Pinnacle Vodka	750	\$1.00	Shelf Extender
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	Shelf Extender
379958	Kronenbourg 1664 Blanc	500	\$0.50	
383885	The Show Cabernet Sauvignon	750	\$2.00	Comm. Extender
387159	Bodacious Smooth Red	1500	\$2.00	
390583	Canadian Club 100% Rye	750	\$1.75	Shelf Extender, Feature Fixture A
392597	Chloe Chardonnay	750	\$3.00	Shelf Extender
397091	Forty Creek Copper Bold Whisky	1750	\$2.50	Shelf Extender
398776	Fireball Whisky Shooter	375	\$2.00	
400754	Iceberg Vodka	750	\$1.00	BSE, End Aisle 1
415950	Hofbrau Dunkel	500	\$0.50	Shelf Extender
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	Mini Thematic
431239	Faxe Premium Replaced By 37099	500	\$0.35	
436279	Hornitos Plata	750	\$6.00	Feature Fixture B
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
447060	Deakin Estate Sauvignon Blanc	750	\$2.00	End Aisle
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	Shelf Extender
456996	Lost Craft Revivale	473	\$0.20	Discovery Extender
457119	Big Bill Cabernet Sauvignon	750	\$2.00	End Aisle
460170	21 Santa Rita Medalla Real Gran Reserva Cab Sauv	750	\$2.00	
475145	Zonin Valpolicella Classico Doc	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
490144	Cecchi Chianti Docg	750	\$2.00	End Aisle
491803	Southern Comfort (P.E.T)	375	\$2.00	End Aisle
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	Feature Fixture B
492769	Duchesse De Bourgone	330	\$0.20	Discovery Extender
495507	Robertson Winery Chenin Blanc	750	\$2.00	End Aisle
496968	Michelob Ultra	6 × 473	\$1.00	EZA
497396	Bavaria Premium	500	\$0.25	
499707	Brancott Marlborough Sauvignon Blanc	750	\$2.00	Mini Thematic
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	
520320	Bacardi Superior	1140	\$1.50	Shelf Extender
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	
524314	Yellow Tail Sauvignon Blanc	750	\$2.00	Flex Space
526772	Anciano Garnacha Rioja	750	\$1.50	
535641	Vicente Faria Animus Douro, Do	750	\$2.00	
544833	Miller Genuine Draught	6 × 355	\$1.00	
545210	Plantation 3 Star White Rum	750	\$2.00	Shelf Extender
549113	1800 Anejo Tequila	750	\$5.00	
550715	Forty Creek Barrel Select	750	\$1.70	Mini Thematic
553164	Nutrl Soda Lemon	473	\$0.25	Seasonal Block Pile B
556217	22 Maturana Naranjo Orange Wine	750	\$2.00	
558940	Miller Lite	6 × 473	\$1.45	
565713	Reif Estate Cabernet/Merlot VQA	750	\$2.00	goLOCAL
575001	Wild Turkey Longbranch	750	\$5.00	Shelf Extender
575357	Amsterdam 3 Speed Lager 568	568	\$0.30	
581124	XOXO Light Pinot Grigio	750	\$1.00	End Aisle
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	goLOCAL
588962	Mezzomondo Negroamaro Puglia Igt	750	\$2.00	
589028	Peller Family Vineyards Rosé Bag In Box	4000	\$2.00	
594127	Vineland Cabernet Franc VQA	750	\$2.00	Shelf Extender
594341	Rh Phillip Toasted Head Chardonnay	750	\$3.00	Mini Thematic
595280	>Porcupine Ridge Syrah	750	\$3.00	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	Shelf Extender
617183	Zubr	500	\$0.20	
617233	Haymans London Dry Gin	750	\$3.00	
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$2.00	Seasonal Block Pile D
621227	Straccali Chianti Docg	750	\$1.50	Shelf Extender
625350	Yellow Tail Merlot	750	\$2.00	Shelf Extender, Flex Space
633578	Jacob's Creek Pinot Grigio	750	\$2.50	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
638130	Dillon's Vodka	750	\$2.00	Comm. Extender
638270	Santa Rita Cavanza Cabernet Sauvignon	750	\$1.00	Flex Space
646620	Beyond The Pale Clean Cut	473	\$0.25	Mini Thematic
666917	Creemore Premium Lager	473	\$0.25	
669085	Blu Giovello Pinot Grigio	1500	\$3.00	Shelf Extender
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	
900621	Molson Canadian	6 × 341	\$1.00	
904334	Budweiser	6 × 355	\$1.00	Seasonal Block Pile A
906628	Coors Light	6 × 355	\$1.00	EZH

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
42	Canadian Club Premium	750	100
166	Sogrape Mateus Rosé	750	100
463	Canadian Club Premium	375	75
893	J.P. Wiser's Deluxe	750	80
935	Captain Morgan White Rum	750	50
984	Alberta Premium Whisky	750	100
1040	Gordons Gin	750	60
1222	Wiser's Special Blend	750	50
1487	Crown Royal	750	60
2089	Lamb's Palm Breeze	750	50
2196	Captain Morgan Dark Rum	750	50
5322	Aveleda Vinho Verde	750	60
10157	Jameson Irish Whiskey	750	120
11933	The Black Shiraz	750	120
14484	Arizona Hard Green Tea	473	25
14486	White Claw Hard Seltzer Black Cherry	473	15
14487	White Claw Hard Seltzer Mango	473	15
15012	Northern Keep Vodka	750	200
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	100
16361	Robertson Winery Chapel Red	750	95
16544	St Remy Signature	750	200
16546	On The Rocks Hornitos Margarita	375	180
16608	Aviation Gin	375	50
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	50
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	50
18869	Hornitos Black Barrel	750	200
19303	Crown Royal Whisky & Cola	473	10
19441	Dejado Tequila Blanco 100% Agave	750	150
19523	Tag No.5 Vodka (P.E.T)	375	60
19749	Teremana Blanco Tequila	750	150
21378	Jim Beam White Label Bourbon	750	125
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	80
21445	Louis Bernard Louis Costieres De Nimes	750	90
21465	Angel's Envy	750	160
22579	Maverick Barnburner Whisky	1140	90
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	15
24390	Smirnoff Ice Peach Lemonade	473	10

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
24404	Smirnoff Vodka Soda Berry Blast	355	10
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	60
24493	Courvoisier VSOP Cognac	750	400
26546	Finca Las Moras Pinot Grigio	750	75
27464	Dewar's Japanese Smooth	750	75
27562	Laneway No. 12 Vodka	750	100
27605	Reifel Rye	750	200
27729	Pelee Island Best In Show Pinot Grigio	750	95
27731	Pelee Island Best In Show Cabernet Sauvignon	750	95
28587	Suntory World Whisky Ao	700	300
30834	Canadian Club Classic 12 Year Old	1140	150
30950	Cecchi La Mora Vermentino Maremma	750	50
31173	Settesoli Vermentino Igt Terre Siciliane	750	50
31211	Mommessin Export St Pierre Rouge	1500	50
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	60
32936	Kamora Coffee Liqueur	1140	100
33268	Collingwood Double Barreled Whisky	750	200
33989	Guinness 0	4 x 440	10
34260	Sync Cabernet Sauvignon	750	50
34261	Sync Sauvignon Blanc	750	50
34465	Silk & Spice Spice Road	750	80
34637	Canadian Club Premium	1750	200
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	60
45898	Bacardi Superior White Rum (P.E.T)	1750	130
53082	Alberta Pure Vodka (P.E.T)	1750	200
54213	Alberta Premium Whisky (P.E.T)	1750	200
63826	Wayne Gretzky Chardonnay VQA	750	50
75291	Weihenstephaner Hefeweissbier	500	30
79046	Citra Trebbiano D'Abruzzo	1500	75
88799	Alberta Pure Vodka (P.E.T)	750	100
103747	Maker's Mark Kentucky Bourbon	750	275
112672	Wiser's Special Blend (P.E.T)	1750	120
116426	Frontera Cabernet Sauvignon	750	70
125260	Konzelmann Canada Red VQA	750	95
133439	Captain Morgan White Rum (P.E.T)	1750	120
134940	Adesso Chardonnay D'Italia	1500	100
141432	Sogrape Gazela Vinho Verde	750	85

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
145367	Lindemans Bin 50 Shiraz	750	50
146449	Passion Of Portugal Red, Lisboa	750	35
157917	Domaine De Canton Ginger Liqueur,	750	200
170142	Zonin Valpolicella Ripasso Superiore Doc	750	125
176461	Folonari Soave Doc	750	50
176834	Aperol	750	60
183582	Captain Morgan Dark Rum (P.E.T)	1750	120
192922	Seagram's 83	1140	350
200584	Konzelmann Pinot Noir VQA	750	100
211110	Wyborowa Vodka	1140	90
216655	Absolut Vodka	1750	120
216721	Tanqueray London Dry Gin	1140	90
216903	Banff Ice Vodka	1140	150
217042	Bell's Original Scotch Whisky	1140	75
217190	Grand Macnish	1140	250
217687	Canadian Club Premium	1140	150
217786	Jim Beam White Label Bourbon	1140	200
218875	Domaine Bousquet Cabernet Sauv Organic	750	80
222299	The Pavillion Shiraz Cabernet Sauvignon	750	100
225565	Maker's Mark 46	750	300
231571	Seagrams 83 (P.E.T)	1750	500
234039	Captain Morgan Gold Rum (P.E.T)	1750	120
238964	Sogrape Grao Vasco Dao	1500	150
240143	Lamb's Classic White Rum (P.E.T)	1140	75
240150	Polar Ice Vodka	1140	75
242339	Alberta Pure Vodka (P.E.T)	1140	150
253856	Luccarelli Primitivo Puglia Igt	750	40
254722	Silent Sam Vodka	1140	75
277186	Zonin Prosecco Brut 1821 Doc	750	50
281311	The Pavillion Chenin Blanc	750	100
297648	Voga Pinot Grigio Igt	375	35
301507	Wente Southern Hills Cabernet Sauvignon	750	150
311944	Canadian Club Classic 12 Year Old	1750	200
321562	McGuinness Peach Schnapps	750	40
326025	Basil Hayden Straight Bourbon	750	300
334805	Mott's Extra Spicy Caesar	458	15
336503	Black Tower Rivaner	750	80

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
337667	Havana Club Original 3 Year Old	750	80
350207	Forty Creek Copper Bold Whisky	1140	100
350397	Banff Ice Vodka	750	150
358838	Wakefield Promised Land Cabernet Sauvignon	750	100
378711	Daura Damm	6 × 330	140
381970	Smirnoff Lime Flavoured Vodka	750	60
382028	Smirnoff Vanilla Flavoured Vodka	750	60
395582	Auchentoshan American Oak, Lowland	750	200
395723	Tomatin Legacy	750	150
398024	Dr. McGillicuddy Intense Peach	1140	240
407866	Lindemans Bin 85 Pinot Grigio	1500	75
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	100
413104	Dillon's Dry Gin	750	100
417576	Stock 84 Spirit	1140	150
438960	Canadian Club 100% Rye	1140	150
446468	Ketel One	375	40
454074	Olmecca Altos Plata	750	100
454462	Banff Ice Vodka (P.E.T)	1750	200
458679	Lindemans Bin 40 Merlot	750	50
470070	The Ned Sauvignon Blanc	750	120
477836	Malibu Coconut Rum	750	80
478909	Blue Moon	473	25
479923	Stalk & Barrel Blue Blend	750	150
486217	Prince Igor Extreme Vodka (P.E.T)	375	40
491324	Motts Clamato Pickled Caesar	458	15
491811	Southern Comfort	750	200
494492	Woodbridge By Robert Mondavi Merlot	750	100
506741	Kronenbourg 1664	500	25
507467	Josh Cellars Legacy Red	750	100
517904	Wiser's Special Blend Canadian Whisky	750	50
518670	Sour Puss Raspberry Liquor	750	75
525188	Peroni Nastro Azzurro	6 × 330	30
530261	Casal Garcia Vinho Verde, Do	750	50
533307	Silk & Spice Red	750	100
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	100
552505	Canyon Road Cabernet Sauvignon	750	75
552513	Canyon Road Chardonnay	750	75

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
569905	Carnivor Zinfandel	750	150
584730	Sour Puss Raspberry Liquor	200	50
589416	Heineken 0.0	6 × 330	40
601518	Sour Puss Blue Liquor	750	100
605964	O'Darby's Irish Cream Liquor	1 140	75
620583	Dragani Pinot Grigio Trebbiano	2000	50
621623	Yellow Tail Cabernet Sauvignon	750	80
631176	McGuinness Triple Sec	750	40
631200	McGuinness Blue Curacao	750	40
631218	McGuinness Creme De Banane	750	40
631234	McGuinness Melon	750	40
631390	McGuinness Cherry Whisky	750	40
631457	McGuinness Cherry Brandy	750	40
633305	Woodbridge By Robert Mondavi Chardonnay	1500	150
636209	Roku Gin	750	300
649343	Smirnoff Ice Light Original	4 × 355	50
669226	Voga Pinot Grigio	750	55
718940	Goats Do Roam Red	750	50
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	100

## UPDATED Value-Added Program

**Plant Applied/Mother Carton** – These Value-adds arrive packaged with the product.

**Sales Applied** – These Value-Adds are supplied by Trade Reps and are applied in store. They may be applied directly to the product(s) or merchandised in an LCBO approved Supplier Produced Merchandiser, or placed near the applicable product(s) on a display with LCBO approved signage to communicate the offer to customers.

**Near Packs** – These Value-Adds are merchandised in close proximity to the applicable product. They may sit on the shelf with corresponding signage or in an LCBO approved Supplier Produced Merchandiser.

**As per the Value-Added Products Policy RO-0102-09, a Value-add that is physically attached to a product is not to be removed from the selling floor and should continue to be sold until depleted, even after the promotion is over unless otherwise instructed. Any near pack item is to be handed out to any customer who makes any purchase the day after the promotion has finished until the product is exhausted, with the exception of alcohol near pack value-adds which should be given to customers making a purchase of the original product offered, or a product that is part of the same brand family (any size).**

**REMINDER: The Employee Purchase Policy RO-0310-01 must be followed for all purchases (with or without value-adds).**

### Near Packs

These Value-Adds are merchandised in close proximity to the applicable product. They may sit on the shelf with corresponding signage or in an LCBO approved Supplier Produced Merchandiser.

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Sap Sucker Organic Sparkling Tree Water	Entrance Table	32404	Empress Cocktail Gin	750
Sap Sucker Organic Sparkling Tree Water	Entrance Table	557470	Empress 1908 Gin	750
Cocktail Shaker	Front Nesting Table, BAP	893	J.P. Wiser's Deluxe	750
Cocktail Shaker	Front Nesting Table, LTO	135566	Polar Ice Vodka	750
Cocktail Shaker	Front Nesting Table, LTO	209213	Beefeater London Dry Gin	1140
Cocktail Shaker	Front Nesting Table, BAP	321562	McGuinness Peach Schnapps	750
Cocktail Shaker	Front Nesting Table, BAP	337667	Havana Club Original 3 Year Old	750
Cocktail Shaker	Front Nesting Table, BAP	454074	Olmecca Altos Plata	750
Cocktail Shaker	Front Nesting Table, BAP	477836	Malibu Coconut Rum	750
Cocktail Shaker	Front Nesting Table, BAP	631176	McGuinness Triple Sec	750
Cocktail Shaker	Front Nesting Table, BAP	631200	McGuinness Blue Curacao	750
Cocktail Shaker	Front Nesting Table, BAP	631218	McGuinness Creme De Banane	750
Cocktail Shaker	Front Nesting Table, BAP	631234	McGuinness Melon	750
Cocktail Shaker	Front Nesting Table, BAP	631390	McGuinness Cherry Whisky	750
Cocktail Shaker	Front Nesting Table, BAP	631457	McGuinness Cherry Brandy	750
Full size bag of Skinny Pop Popcorn	FSM	31224	Coors Seltzer Slushie Flavour Pack	12 x 355

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Two Bears Coffee Twin Pack Cold Brew	End Aisle, BAP	16544	St Remy Signature	750
Two Bears Coffee Twin Pack Cold Brew	End Aisle	19035	St Remy XO	375
Two Bears Coffee Twin Pack Cold Brew	End Aisle	557108	St Remy XO Brandy	750
Mini Mule Mug	End Aisle	67	Smirnoff Vodka	750
Mini Mule Mug	End Aisle	38505	Smirnoff Vodka (P.E.T)	1750
Mini Mule Mug	End Aisle	131391	Smirnoff Vodka (P.E.T)	1140
Mini Mule Mug	End Aisle	380303	Smirnoff Blueberry Flavoured Vodka	750
Mini Mule Mug	End Aisle, BAP	381970	Smirnoff Lime Flavoured Vodka	750
Mini Mule Mug	End Aisle, BAP	382028	Smirnoff Vanilla Flavoured Vodka	750
Purchase 2 Michelob Ultra 6 × 355 mL and Receive a Water Bottle	EZA	697623	Michelob Ultra	6 × 355
Purchase a 6 × 473 mL Coors Light pack and receive a Co-branded Coors Light & Raptors Couch Can Holder	EZH	300681	Coors Light	6 × 473
Nutrl Fanny Pack	EZD	24407	Nutrl The Mixed	12 × 355

## Value-Added Program - Plant Applied /Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
984	Alberta Premium Whisky	750	Reifel Rye 50 mL	Feature Fixture A, BAP
8805	Forty Creek Barrel Select Whisky	1750	FC Copper Bold 2 × 50 mL	Shelf Extender
25100	Dixon's Wicked Citrus Gin	750	Dixon's Flaming Caesar Vodka 50 mL	
27780	Dixon's Flaming Caesar Vodka	750	Dixon's Wicked Citrus Gin 50 mL	
30834	Canadian Club Classic 12 Year Old	1140	Reifel Rye 50 mL	End Aisle, BAP, Feature Fixture A
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 2 × 50mL	Feature Fixture A, BAP
54213	Alberta Premium Whisky (P.E.T)	1750	Reifel Rye 2 × 50 mL	Feature Fixture A, BAP
88799	Alberta Pure Vodka (P.E.T)	750	Alberta Pure 50 mL	Feature Fixture A, BAP
216903	Banff Ice Vodka	1140	Alberta Pure 50 mL	Feature Fixture A, BAP
242339	Alberta Pure Vodka (P.E.T)	1140	Alberta Pure 50 mL	Feature Fixture A, BAP
311928	Canadian Club Classic 12 Year Old	750	Reifel Rye 50 mL	End Aisle
311944	Canadian Club Classic 12 Year Old	1750	Reifel Rye 2 × 50 mL	End Aisle, BAP, Feature Fixture A
390260	Appleton Estate V/X Signature Blend	1750	Appleton 8YO 2 × 50 mL	Shelf Extender
398032	Dr. McGillicuddy Intense Butterscotch	750	Fireball 50 mL	
438960	Canadian Club 100% Rye	1140	Reifel Rye 50 mL	Feature Fixture A, BAP
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	Feature Fixture A, BAP
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL	
517136	Alberta Premium Whisky (P.E.T)	750	Reifel Rye 50 mL	

## Value-Added Program - Sales (Rep) Applied

These Value-Adds are supplied by Trade Reps and are applied in store. They may be applied directly to the product(s) or merchandised in an LCBO approved Supplier Produced Merchandiser, or placed near the applicable product(s) on a display with LCBO approved signage to communicate the offer to customers.

LCBO#	Description	Size (mL)	VA Approved	Display Program
4101	Remy Martin VSOP	750	Remy Martin VSOP	
6502	Cointreau	750	Remy Martin VSOP	
8805	Forty Creek Barrel Select Whisky	1750	FC Copper Bold 2 × 50 mL	Shelf Extender
10946	Fireball 6 Pack Carrier	6 × 50	Fireball 50 mL	
11689	Gold Bar Whiskey, California, USA	750	Lunar New Year Gift Bag	
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	Shelf Extender
15282	18.8 Vodka	750	Gray Jay Deluxe Whiskey 50 mL	
16777	Bask Sauvignon Blanc	750	Tea Soaking Basket	
16778	Bask Crisp Rosé	750	Tea Soaking Basket	
16779	Bask Pinot Noir	750	Tea Soaking Basket	
21200	Somersby Apple Cider	4 × 473	Glassware	
22017	Smirnoff Vodka (P.E.T)	750	NFL Branded Shot Glass	Seasonal Block Pile D
27561	Laneway No. 11 Gin	750	NO 12 50 mL	
30282	18.8 Gin	750	Gray Jay Deluxe Whisky 50 mL	
30331	Myers's Original Dark Rum	750	Stirrings Mai Tai Cocktail Mix	
31722	Carolans Peanut Butter	750	Hot Chocolate	Mini Thematic, LTO
32735	Somersby Wild Garden Crushed Apple Cider	4 × 355	Glassware	
32936	Kamora Coffee Liqueur	1140	Hot Chocolate Cube	Mini Thematic, BAP
33544	Seagram's VO Select	750	Cocktail Mix	
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	
209205	Walker's Special Old (P.E.T)	1750	Walker's Special Old 200 mL	
216671	Wisers Special Blend	1140	JP Wiser's Deluxe 50 mL	End Aisle
216929	Smirnoff Vodka	1140	NFL Branded Shot Glass	Seasonal Block Pile D
217554	Captain Morgan Dark Rum	1140	Captain Morgan 50 mL	End Aisle
217950	Crown Royal	1140	Crown Royal Peach 50 mL	End Aisle, Seasonal Block Pile D
237792	Icebox Long Island Iced Tea	1140	Mixing Glass	
390260	Appleton Estate V/X Signature Blend	1750	Appleton 8YO 2 × 50 mL	Shelf Extender
397976	Dr. McGillicuddy Intense Peach	375	Sheep Dog 50 mL	
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	
398032	Dr. McGillicuddy Intense Butterscotch	750	Fireball 50 mL	
405845	Evan Williams Black Label Bourbon Whiskey	750	Coke Zero	End Aisle
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
456095	Ketel One Vodka	750	Cocktail Spoon	BSE, End Aisle 1
456350	Fireball Cinnamon Whisky	1750	Socks	

LCBO#	Description	Size (mL)	VA Approved	Display Program
491829	Southern Comfort	1140	Fireball 2 × 50 mL	End Aisle
500512	Captain Morgan Original Spiced Rum	750	NFL Branded Shot Glass	Seasonal Block Pile D
518670	Sour Puss Raspberry Liquor	750	Iceberg Vodka 50 mL	Shelf Extender, BAP
666867	Bavaria Premium Value Beer	6 × 500	Bonus Glass	
666867	Bavaria Premium Value Beer	6 × 500	Bonus Glass	

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
21441	Honest Lot Sauvignon Blanc	750	Hello Fresh	Shelf Extender, LTO
21442	Honest Lot Cabernet Sauvignon	750	Hello Fresh	Shelf Extender, LTO
33578	Honest Lot Pinot Grigio	750	Hello Fresh	Middle Nesting Table, LTO
34340	Clyde Mays's Original Alabama Style Whiskey	750	Clyde May's Necktag Program	
263780	Licor 43	750	Key Lime Pie recipe and QR Code to further L43 cocktail recipies	

## Beer Direct Delivery Products


Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	284562	Michelob Ultra	473	275 - The Beer Store	Store Order
	496968	Michelob Ultra	6 × 473	275 - The Beer Store	Store Order
	697623	Michelob Ultra	6 × 355	275 - The Beer Store	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	36713	Lake Of Bays Last Run White IPA	473	8958 - Lake Of Bays Brewing	Store Order
	37351	Flying Monkeys IPA Box Set	4 × 473	6309 - Flying Monkeys Craft Brewery	Store Order
	37626	Great Lakes Brewery - Karmageddon Double IPA	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
Beer Excitement Zone - 21C (End EZH)	300681	Coors Light	6 × 473	275 - The Beer Store	Store Order
	906628	Coors Light	6 × 355	275 - The Beer Store	Store Order
	906669	Coors Light	473	275 - The Beer Store	Store Order
Beer Excitement Zone - 21D (End EZD)	19147	Nutrl Vodka Soda Cherry	473		Store Order
	24407	Nutrl The Mixed	12 × 355		Store Order
	31320	Nutrl N7 Black Raspberry	473		Store Order
Ontario Craft Beer End Aisle	11871	Lake Of The Woods Nautical Disaster Dipa	473	4277 - Lake Of The Woods Brewing Comp	Store Order
	19994	Muskoka Tread Lightly	6 × 473	LCBO Warehouse	Store Order
	28735	Beau's Lug Lite	473	9654 - Beau's All Natural Brewing	Store Order
	31512	Collective Arts Lager	473	LCBO Warehouse	Store Order
	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	458 - Cowbell Brewing Co.	Store Order
	34957	Sawdust City - Horchata White Milk Stout	473	1143 - Sawdust City Brewing Co.	Store Order
Seasonal Block Pile A	1107	Bud Light	473	275 - The Beer Store	Forced
	311779	Bud Light	6 × 473	275 - The Beer Store	Forced
	311787	Budweiser	6 × 473	275 - The Beer Store	Forced
	904334	Budweiser	6 × 355	275 - The Beer Store	Forced
	905976	Budweiser	473	275 - The Beer Store	Forced
	908665	Bud Light	6 × 355	275 - The Beer Store	Forced

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
<b>End Aisle #10/Mini Thematic C</b>	16787	Collingwood Happy Tails Session IPA	473	4205 - The Collingwood Brewery	Store Order
	20844	Bobber 100 Calorie Hazy IPA	473	462 - Bobcaygeon Brewing Company Limited	Store Order
	25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	458 - Cowbell Brewing Co.	Store Order
	30129	Refined Fool Catstronaut Session Hazy IPA	473	5732 - Refined Fool Brewing Company	Store Order
	31451	Ace Hill Ultra	6 × 355	Lcbo Warehouse	Store Order
	32170	Collective Arts Beyond Reason	473	Lcbo Warehouse	Store Order
	450239	Whitewater Brewing Farmer's Daughter	473	8454 - Whitewater Brewing Company	Store Order
	459537	Woodhouse Lager	473	189 - Woodhouse Junction	Store Order
	646620	Beyond The Pale Clean Cut	473	7672 - Beyond The Pale Brewing Company	Store Order
<b>R57: Ontario Beer A</b>	415950	Hofbrau Dunkel	500	LCBO Warehouse	Forced
<b>R58: Ontario Beer B</b>	688507	Flying Monkeys Sparklepuff Triple IPA	473	6309	Forced
<b>R59: Beer 1</b>	15980	Furnace Room Chicken Man Pale Ale	473	3267	Forced
<b>R60: Beer 2</b>	15895	Miller High Life	6 × 473	275 - The Beer Store	Forced
<b>R61: Beer 3</b>	37185	Mill St. Cobblestone Stout	404	1950	Forced
<b>R62: Beer 4</b>	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	6309	Forced
<b>D4: Discovery BSM 1</b>	456996	Lost Craft Revivale	473	179	Forced
<b>D5: Discovery BSM 2</b>	492769	Duchesse De Bourgone	330	LCBO Warehouse	Forced

## Questions?

Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@lcbo.com)

# PERIOD 11

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
DECEMBER 31 <b>Start of Period 11</b> <b>P11 BAP START DATE</b> New Year's Eve 	JANUARY 1 <b>P11 LTO START DATE</b> New Year's Day (Stores are closed)	2	3	4	5	6
7	8 Valentine's Day Gift Bags ship to participating stores	9	10	11	12	13 Vintages Release
14	15	16	17	18	19	20
21	22	23	24	25	26	27 End of Period 11 <b>P11 BAP END DATE</b> Vintages Release
28	29	30	31			

# LCBO