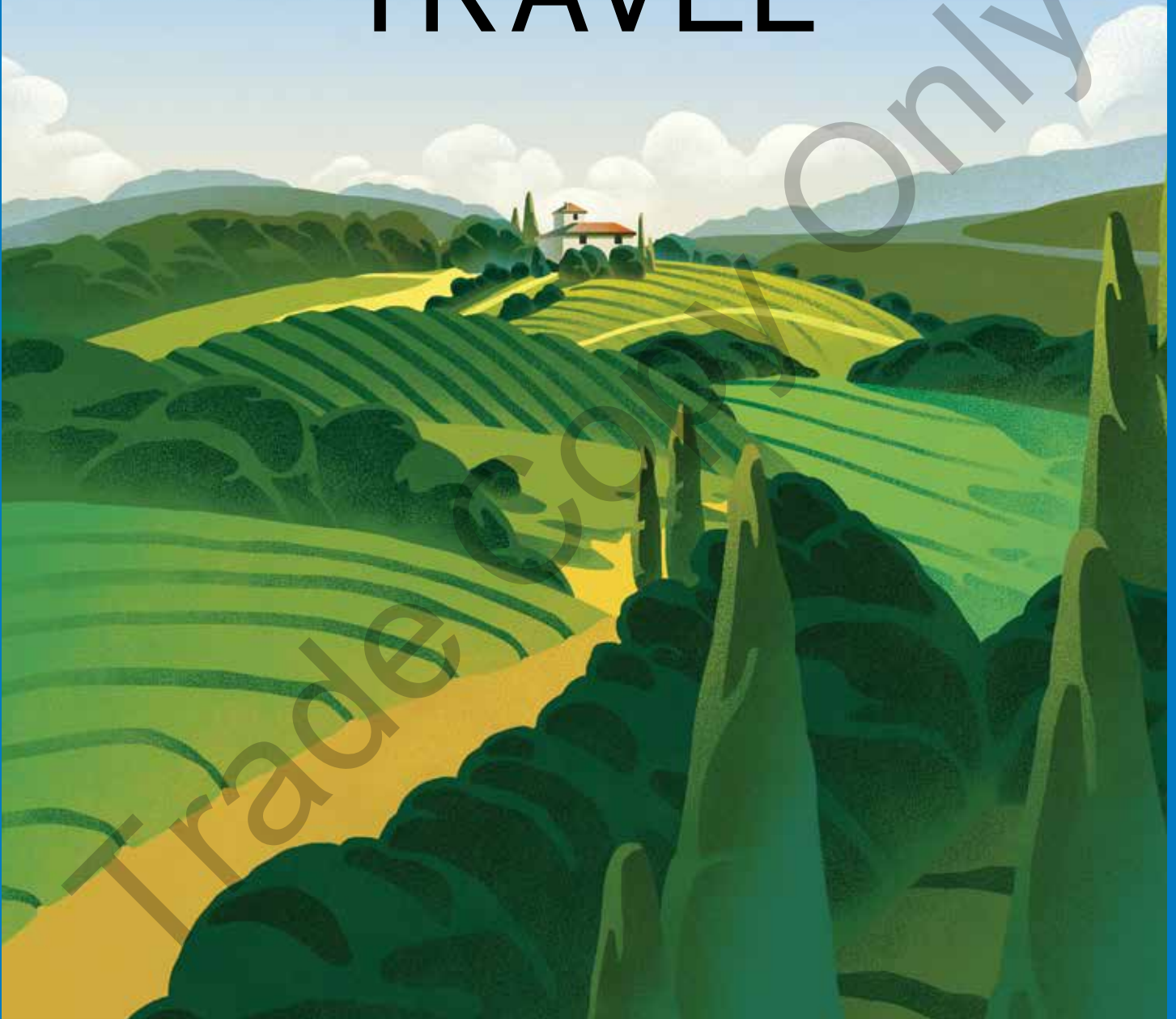


# TASTE & TRAVEL



**PERIOD 12 MARKETING & PRODUCT GUIDE**

JANUARY 28 - FEBRUARY 24, 2024

My Store #



Kudos to Store #434

# Period 12

## Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 12



## Promotional Programs

Period 12 Aeroplan Offers

P12 POP

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Mini Thematic A: Sweet gifts for Valentine's

Mini Thematic B: Gifts for Valentine's Day

Mini Thematic C: Local Beer for Winter

Front Nesting Table

Middle Nesting Table

Block Pile A: Game-Day Winners

Block Pile B: Ready-to-Sip Mixed Packs

Block Pile C: Aeroplan

Block Pile D: Diageo & NFL

Remy Martin 300 Year Anniversary Editions

Enhanced Block Pile Display: Ciroc x Raptors

Pop-Up Activation: Corona

Enhanced Occasions: Lunar New Year

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: January 28 - February 24, 2024**

## Participating Stores

All Stores

## Signage Components & Merchandising Instructions

### Components

### Image (example only)

#### P12 Aeroplan Exterior Banners

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

ENG (Re-order# 24P12-EB3) / BIL (Re-order# 24P12-EB4)



#### P12 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-24P12-ANS)

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



## P12 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
	42	Canadian Club Premium*	750	200	\$1.00
	12023	Freixenet Prosecco Doc	750	100	\$2.00
	28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	25	\$1.00
	33105	Carlsberg	473	15	\$0.30
	33106	Carlsberg Lite	473	15	\$0.30
LF	50088	Patron Reposado Tequila	750	200	\$5.00
	216887	Freixenet Carta Nevada Brut Cava	750	100	\$2.00
	417196	Grey Goose Vodka	1140	200	\$5.00
	447953	Fireball Whisky Shooter	750	200	\$3.00
	563122	Le Fat Bastard Shiraz Pays D'Oc	750	50	\$2.00
	563130	Le Fat Bastard Chardonnay Pays D'Oc	750	25	\$1.00
	570366	Bacardi Spiced Rum	1140	100	\$1.50

# Aeroplan Contest (P12 - P13)

## Get Closer to Your Dream Destination

**Aeroplan Offer: Buy any product on bonus to be entered for a chance to win one of 9 weekly grand prizes.**

Details can be found at [LCBO.com/aeroplancontest](http://LCBO.com/aeroplancontest).

### Participating Stores

All Stores

### Participating Products

All products with Aeroplan Offers

### Signage Components & Merchandising Instructions

#### Components

Image (example only)

#### P12-13 Aeroplan Seasonal Banner Insert

- Install the Operational Aeroplan seasonal banner insert.

ENG (Re-order# 24P12-SB1)

BIL (Re-order# 24P12-SB2)



#### P12-13 Aeroplan End Aisle Backer Card

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

ENG/BIL (Re-order# 24P12-BC-GEN6)



#### P12-13 Aeroplan End Aisle Blade Sign

- Install the Aeroplan Blade Sign on end aisles with Aeroplan offers.

ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)



#### P12-13 Aeroplan Contest Perpendicular Shelf Talker

ENG (Re-order# AIM-24P12-TTCAP1)

BIL (Re-order# AIM-24P12-TTCAP2)



#### P12-13 Aeroplan Contest Bin Channel Underlay

- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel
- Ensure the underlays message is visible to the customers.

LCBO Size ENG/BIL (Re-order# AIM-24P12-TTCAP3)

Vintages Size ENG/BIL (Re-order# AIM-24P12-TTCAP4)

# P12 Chilean Wine Aeroplan Offer

(Jan 28, 2024 – Feb 24, 2024)

**Aeroplan Offer: Spend \$50 or more and earn 75 bonus points on these select Chilean wines.**

## Participating Stores

All Stores

## Participating Products

LCBO#	Description	Size (mL)	LTO	BAP Offers
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00	
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00	
27122	Tierra Rica Cabernet Sauvignon Organic	750	\$2.00	
32498	Diablo Crystal Sauvignon Blanc	750	\$2.00	
64287	Cono Sur Bicicleta Viognier	750		100 BAP
191866	PKNT Cabernet Sauvignon Reserve	750		75 BAP
275925	Santa Carolina Reserva Cabernet Sauvignon	750	\$2.00	
318014	Cono Sur Bicicleta Pinot Noir Rosé	750		100 BAP
322586	Montes Alpha Cabernet Sauvignon	750	\$2.00	
337535	Santa Carolina Reserva Sauvignon Blanc	750	\$2.00	
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	
436956	Casillero del Diablo Reserva Devil's Collection Red	750	\$2.00	
974717	Casas del Bosque Reserva Sauvignon Blanc	750		50 BAP

## Signage Components & Merchandising Instructions

### Components

### Image (example only)

#### Perpendicular Shelftalker:

- Install the Perpendicular shelf talker in-section and on the Middle Nesting Table (participating stores only).

ENG (Re-order # AIM-24P12-CWAP1) /

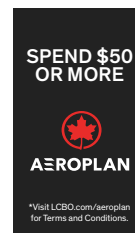
BIL (Re-order # AIM-24P12-CWAP2)



#### Bin Channel Underlay:

- Use the underlays to highlight the participating products in-section and on the Middle Nesting Table (participating stores only)
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel
- Ensure the underlays message is visible to the customers.

ENG/BIL (Re-order # AIM-24P12-CWAP3)



# Period 12: Taste & Travel

## SIGNAGE GALLERY

Travel is back in a big way for Ontarians. After years of being stuck at home, we're dreaming about our next trip, whether it's revisiting a familiar favourite or a once-in-a-lifetime bucket list destination. Planning is part of the fun; it's all about finding the inspiration and new ideas that will lead us to the perfect destination.

What better way to get inspired than by exploring a new destination through wines, beers and spirits from the LCBO. Whether it's a hearty Malbec from Argentina, a tropical cocktail from Cuba or the peaty smoke of an Islay whisky, each sip conveys a sense of place and inspires us to discover more. And this winter, the LCBO + Aeroplan can get you even closer to your dream destination with more opportunities to maximize your bonus points.



### Signage Ship Date

The Period 12 signage components will be shipped to stores beginning **January 22, 2024**.

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-24P12-MUSIC-CD | Music USB Reorder# AIM-24P12-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 Taste & Travel
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.

\* Repeat ‘Taste & Travel’ Thematic Banner in the fourth banner spot



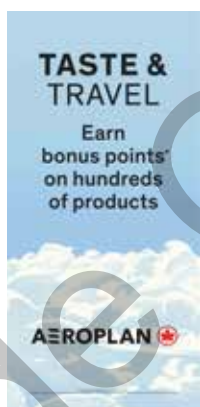
### 1 Taste & Travel



Re-order#  
24P12-EB1  
(English)

Re-order#  
24P12-EB2  
(Bilingual)

### 2 Aeroplan Rewards



Re-order#  
24P12-EB3  
(English)

Re-order#  
24P12-EB4  
(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)

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

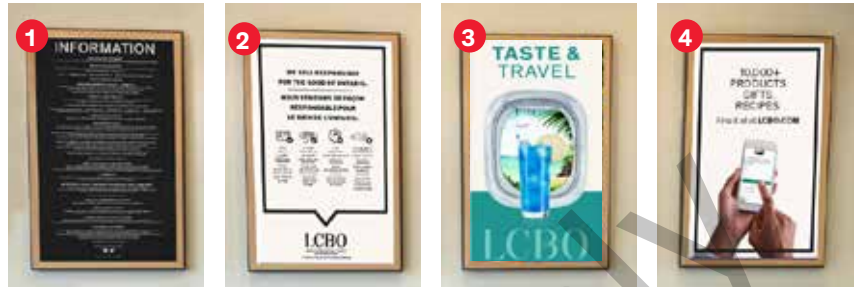
Signage is to remain in place for the duration of P12-13

## 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# 24P12-WS1  
(Bilingual)

#### 4 Same Day **OR** Generic Ecomm



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

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

Signage is to remain in place for the duration of P12-13

## 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 P12-13

## P12 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 #24P12-TB1

BIL Re-order #24P12-TB2



## P12 Blade Signs

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

Remove P11 blade signs and replace with the following Period 12 versions.



EA1 Brandy Rose  
ENG (24P12-BS1)  
BIL (24P12-BS6)



EA2 Mexican Coffee  
ENG (24P12-BS2)  
BIL (24P12-BS7)



EA3AB, EA5-EA20  
Aeroplan Contest  
ENG (24P12-BS5)  
BIL (24P12-BS10)

**The Aeroplan Contest blade signs on EA 5-20 will remain up until the end of P13.**



EA4AB Blue Lagoon  
ENG (24P12-BS4)  
BIL (24P12-BS9)

# P12 End Aisles Backer Cards

Remove the P11 EA 1-4 and 10 backer cards and replace with the new Period 12 versions below.

24P12-BC1



EA1

24P12-BC2



EA 2

24P12-BC3A



EA 3A

24P12-BC3B



EA 3B

24P12-BC5



EA4AB

24P12-BC10



EA 10

# P12 Generic Backer Cards

Continue to display the generic Period 11 backer card versions below. Only replace the Aeroplan and Generic Promo Lockup backer cards with the new P12 versions highlighted below.

24P12-BC-GEN1



NOTE: Use this backer card with any product.

24P12-BC-GEN6



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

These backer cards are new for Period 12.

24P11-BC-GEN3



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

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 P12 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# 24P12-SB1) / BIL (Re-order# 24P12-SB2)



## Employee Engagement

### Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 12.

- “Ask me about our AeroPlan Contest.”
- 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 # 24P12-NT1) / BIL (Re-order # 24P12-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.**

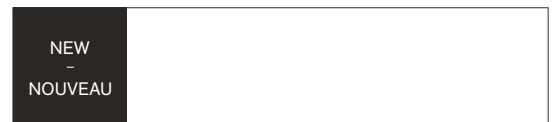
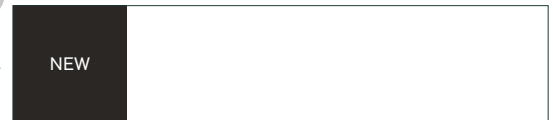
### Key Dates (January 28 - February 24, 2024)

### 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 12 New Products

LCBO#	Description	Sub Set	Product Type
13955	Bushmills 16 Year Old Whiskey	Whisky Shop	One-Shot
21164	Bud Light Chelada 6X355	Coolers	Regular
24073	The Macallan Double Cask 30 YO	Whisky Shop	One-Shot
31176	Elijah Craig Barrel Proof	Whisky Shop	One-Shot
34778	Rig Hand Craft Distillery Rocking R Rye Whisky	Whisky Shop	One-Shot
35475	Bad Shepherd Double Choc Hazelnut Brown	Craft Beer	One-Shot
35573	Shot in the Dark Shiraz Petite Sirah	Australia Red	Regular
35577	Smoky Bay Pinot Grigio	Australia White	Regular
35623	Squealing Pig Sauvignon Blanc	New Zealand White	Regular
35870	The Macallan Harmony Release No. 3	Whisky Shop	One-Shot
35929	Lower West Side West Coast IPA	Craft Beer	Regular
36223	King Maui Sauvignon Blanc	New Zealand White	Regular
36273	Blood Oath Pact 9	Whisky Shop	One-Shot
36278	The Macallan Classic Cut 2023	Whisky Shop	One-Shot
36291	Laphroaig Cairdeas 2023 Release	Whisky Shop	One-Shot
36406	Laphroaig 10 YO Cask Strength Batch 16	Whisky Shop	One-Shot
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	Vodka	Seasonal
36492	Jefferson's Ocean Aged at Sea Bourbon Whiskey	Whisky Shop	One-Shot
435883	Bib & Tucker 6YO Small Batch Bourbon	Whisky Shop	One-Shot
494765	Writers' Tears Red Head Single Malt	Whisky Shop	One-Shot
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	Ontario White VQA	Regular
620914	Canadian Club Chronicles 41 Year Old	Whisky Canadian	One-Shot

**Continue to merchandise the New Product Underlays for the following P11 SKUs:**

LCBO#	Description
18486	Bread & Butter Rosé
34430	Toasted Head Cabernet Sauvignon
34482	Remy Martin VSOP 300 Year Anniversary Giftpack
34621	Remy Martin XO 300 Year Anniversary Pack
34622	Remy Martin 1738 300 Year Anniversary Pack
36463	Hennessy XO LNY 2024
36464	Hennessy VSOP LNY 2024



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

<b>LCBO#</b>	<b>Description</b>
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

# 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

Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

**A** Block Pile A (SBA): Beer

**B** Block Pile B (SBB): Ready-To-Drink Cocktails

**C** Block Pile C (SBC): Aeroplan

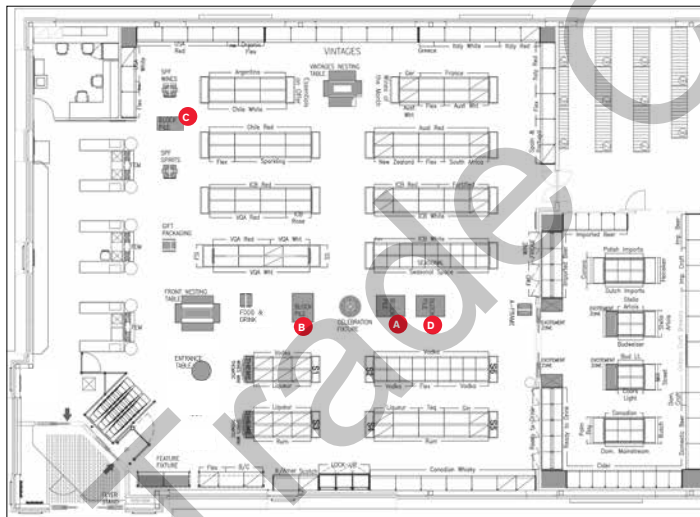
**D** Block Pile D: Diageo & NFL (XBP)

Remy Martin 300 Year Anniversary Editions (FSG-A)

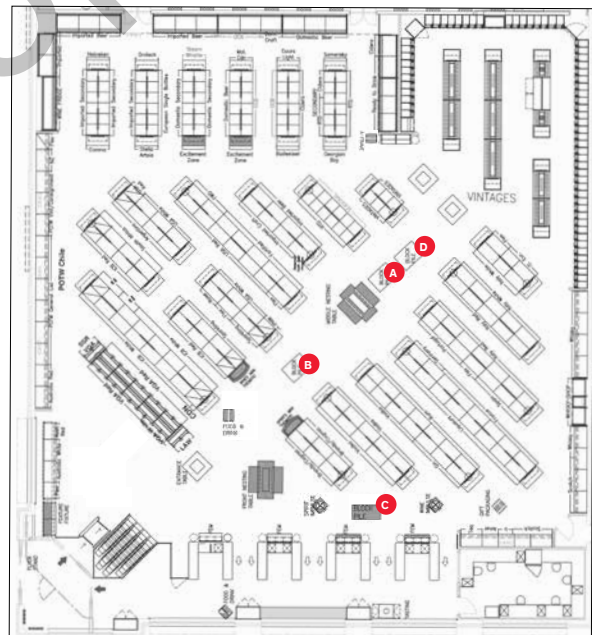
Enhanced Block Pile Display: Ciroc x Raptors (FSO-A)

Pop-up Activation (FSM-A)

Enhanced Occasions Fixture (FSN)



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

Diageo Brands - Takeover

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

**Key Dates (January 28 - February 24, 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 World Class program is a showcase of mixology at its best and Diageo brings their premium portfolio to the FFA to share both the recipes and the inspiration to make World Class cocktails. With some great offers on the display this will be sure to provide great value for customers this winter.

### Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	LTO, VA
16608	Aviation Gin	375	BAP, VA
26979	Don Julio Anejo	750	BAP, VA
54866	Bulleit Bourbon Frontier Whiskey	750	VA
129940	Aviation Gin	750	BAP, VA
173542	Don Julio Blanco	750	LTO, VA
249680	Talisker 10 YO Single Malt Scotch Whisky	750	LTO, VA
363770	Ketel One Vodka	1140	LTO, VA
417295	Ciroc Original Unflavoured	750	BAP, VA
456095	Ketel One Vodka	750	BAP, VA
600163	Tanqueray No. Ten Gin	750	BAP, VA



Value-Add (VA) - Near Pack: World Class Glassware

### Signage Components

- Category Sign ENG/BIL (Re-order # 24P12-FF1)
- Solid Colour Category Sign (Re-order # 24P12-FF2)
- Bin Strips - Solid Colour (Re-order # 24P12-FF3)
- Box Sign ENG/BIL (Re-order # 24P12-FF4)
- Shelf Talkers ENG (Re-order # 24P12-FF11) / BIL (Re-order # 24P12-FF12)
- Value Add Shelf Talkers ENG (Re-order # 24P12-FF13) / BIL (Re-order # 24P12-FF14)



Value Add Shelf Talker

### 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

## Hot Deals on Spirits

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

**Key Dates (January 28 - February 24, 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 Seasonal Fixture will feature a variety of Spirits with great offers.

### Participating Products

LCBO#	Description	Size (mL)	Offer
7617	Chivas Regal 12 Year Old	750	LTO
7880	Johnnie Walker Black 12 Yr	750	LTO
15009	New Amsterdam Pink Whitney Vodka	750	VA
16551	Olmecca Altos Tequila Reposado	750	LTO
22013	Absolut Raspberri Vodka	750	LTO
26679	On The Rocks Knob Creek Old Fashioned	375	LTO
33267	Collingwood Whisky	750	LTO
50088	Patron Reposado Tequila	750	LTO
275248	Citadelle Gin	750	LTO
369819	Mount Gay Eclipse Rum	1750	BAP
417196	Grey Goose Vodka	1140	LTO
430355	Jura Origin 10 Year Old	750	LTO
491811	Southern Comfort	750	
600981	Hpnotiq Liquor	750	BAP

### Signage Components

- Category Sign ENG/BIL (Re-order # 24P12-NS1)
- Blank Category Sign - Solid Colour (Re-order #24P12-NS2)
- Bin Strips - Solid Colour (Re-order # 24P12-NS3)
- Shelf Talkers ENG (Re-order # 24P12-NS4) / BIL (Re-order # 24P12-NS5)
- Box Sign ENG/BIL (Re-order # 24P12-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.

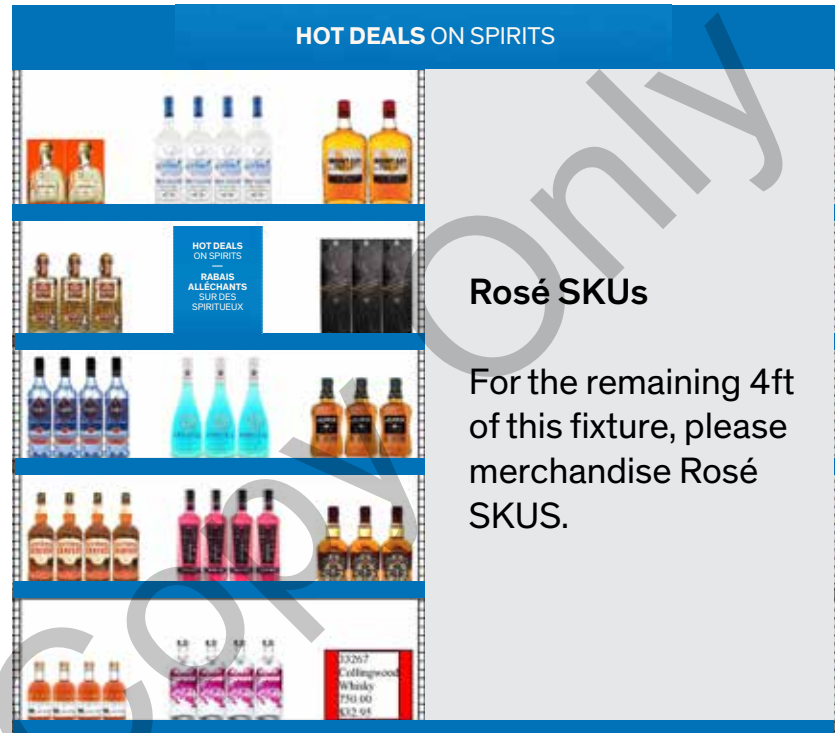


This planguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

### 4ft. Feature Fixture



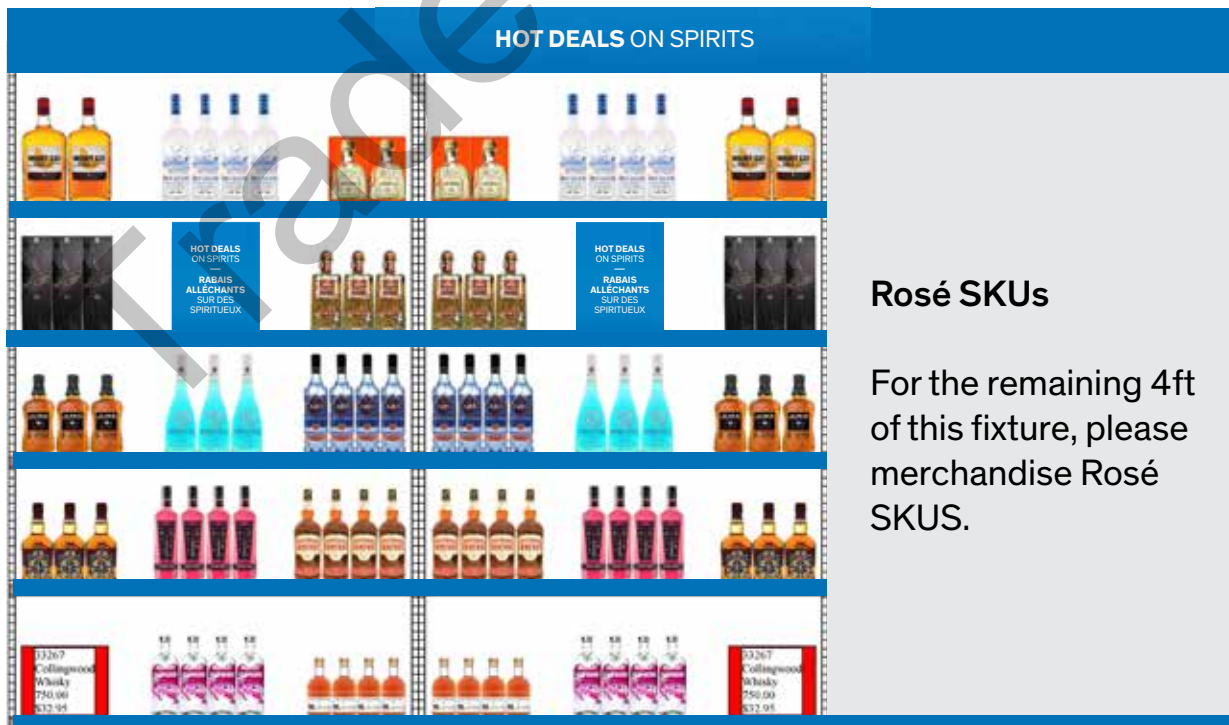
### 8ft. Feature Fixture



### Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé SKUS.

### 12ft. Feature Fixture



### Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé SKUS.

# Key Display (EA-S1) ENTRANCE TABLE

Baileys

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

**Key Dates (January 28 - February 24, 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
5959	Baileys Irish Cream	750	LTO, VA
193490	Baileys Irish Cream	1750	VA
400259	Baileys Salted Caramel	750	VA
605956	Baileys Irish Cream Liqueur	1140	VA

Value-Add (VA) - Near Pack: Hot Chocolate

## 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.

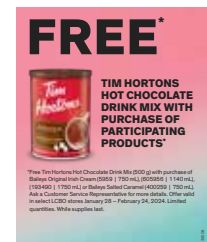
## Signage Components

- Entrance Table Sign with Extension  
ENG (Re-order # 24P12-ET3) / BIL (Re-order # 24P12-ET4)
- Shelf Talkers ENG (Re-order # 24P12-ET5) / BIL (Re-order # 24P12-ET6)
- Value Add Perpendicular Shelf Talkers Bundle  
ENG (Re-order # 24P12-ET9) / BIL (Re-order # 24P12-ET10)

Baileys for the sweet valentine: Love is in the air, and what better way to treat yourself or a loved one than with something sweet.



Shelf Talkers

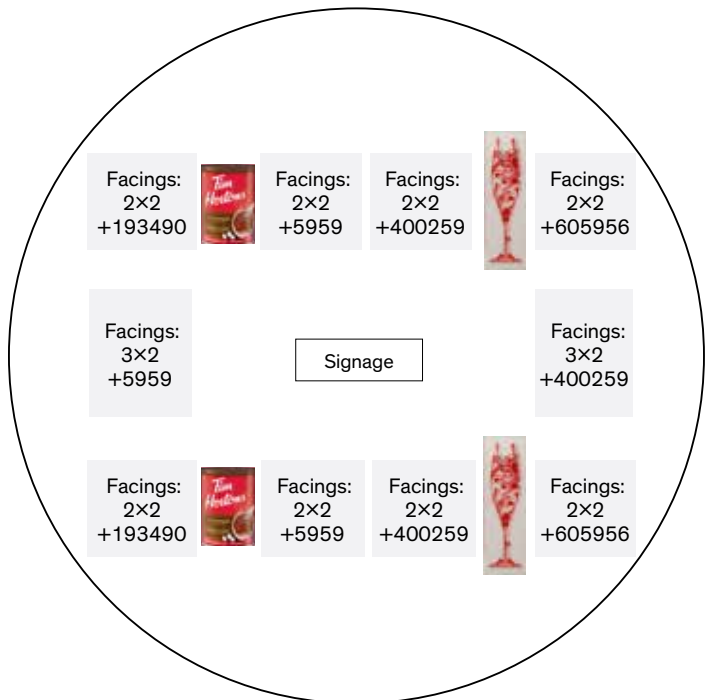


Perpendicular Shelf Talkers

## Planogram - Square Table



## Planogram - Round Table





# End Aisle #1 (BS-BSE)

## COCKTAIL OF THE MONTH

Brandy Rose



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

### Key Dates (January 28 - February 24, 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.

### Participating Stores

Please refer to the Participation Lookup page on the Portal 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
Premium	4101	Remy Martin VSOP & VS	750	VA
	8284	Hennessy Cognac	750	
	8888	St Remy Brandy VS	750	
	410803	D'Usse VSOP	750	BAP
	<b>Value-Add (VA) - Rep Applied: Lunar NY Envelopes</b>			
Standard	1925	Courvoisier	750	LTO, BAP
	245688	Hennessy VS	375	
	286807	Buton Vecchia Romagna Brandy	750	BAP
	384867	Cognac Gautier VS	750	LTO

The Food & Drink Cocktail of the Month is the Brandy Rose. A must-try at your next cocktail hour.



Premium



Standard

### 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 # 24P12-BC1)
- Blade Sign ENG (Re-order # 24P12-BS1) / BIL (Re-order # 24P12-BS6)
- End Aisle Shelf Talker Bundle ENG (Re-order # 24P12-ST1) / BIL (Re-order # 24P12-ST2)

# Spirits (MI-A)

## MINI THEMATIC A

Sweet gifts for Valentine's

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

**Key Dates (January 28 - February 24, 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
5959	Baileys Irish Cream	750	LTO
11248	Baileys Espresso	750	VA
30082	Carolans Irish Cream	1750	LTO
33377	Forty Creek Cream Butter Tart	750	VA
180695	St-Germain Elderflower Liqueur	750	VA
250134	Sortilege	750	LTO
380865	Rumchata	750	LTO
382747	Tequila Rose Strawberry Cream Liqueur	750	VA
520718	Sour Puss Raspberry Liquor	375	BAP

### Value-Add (VA) - Rep Applied:

LCBO #11248: Captain Morgan 50mL  
 LCBO #33377: Scented Candles  
 LCBO #180695: Cazadores Blanco 50mL  
 LCBO #382747: 360 Vodka 50mL

### Signage Components

- Category sign ENG/BIL (Re-order # 24P12-MTA1)
- Backer card ENG/BIL (Re-order # 24P12-MTA2)
- Shelf talkers ENG (Re-order # 24P12-MTA3) / BIL (Re-order # 24P12-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 for Valentine's Day.

Sweet gifts for Valentine's day



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

# Wines (MI-B)

## MINI THEMATIC B

Gifts for Valentine's Day

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

**Key Dates (January 28 - February 24, 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
14882	Saintly Rosé VQA	750	LTO
16396	Champagne Victoire Brut Rosé	750	LTO
20624	19 Crimes Snoop Dogg Cali Rosé	750	LTO
21621	Bread & Butter Prosecco Doc	750	LTO
30836	Yellow Tail Bubbles Rosé	750	LTO
43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	LTO
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	LTO
341743	Trius Rosé VQA	750	LTO
395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	LTO

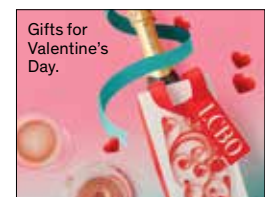
### Signage Components

- Category sign ENG/BIL (Re-order # 24P12-MTB7)
- Backer card ENG/BIL (Re-order # 24P12-MTB8)
- Shelf talkers ENG (Re-order # 24P12-MTB9) / BIL (Re-order # 24P12-MTB10)

### 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.



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

# Beer (MI-C)

## MINI THEMATIC C

Local Beer for Winter

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

**Key Dates (January 28 - February 24, 2024)**

This display will feature an assortment of local brews.

### 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	Distributor
14812	Great Lakes Brewery - Haze Mama	473	LTO	1929 - Great Lakes Brewing Co. Inc.
18005	Sons Of Kent Scotch Ale	473		2218 - Sons Of Kent
24507	Cowbell Brewing Co. Draught Nitro Stout	404		458 - Cowbell Brewing Co.
24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473	LTO	6309 - Flying Monkeys Craft Brewery
32973	Side Launch IPA Mixer Pack	4 x 473	LTO	3827 - Side Launch Brewing
36704	Refined Fool 2 Vans Full Of Weirdos	473		5732 - Refined Fool Brewing Company
36708	Beyond The Pale Evening Edition	473		7672 - Beyond The Pale Brewing Company
288837	Muskoka Mad Tom IPA	473		LCBO Warehouse
296269	Wellington Imperial Stout	473		4826 - Wellington County Brewery Inc

### Signage Components

- Backer card ENG/BIL (Re-order# 24P12-BC10)
- Shelf Talkers ENG (Re-order # 24P12-ST1) / BIL (Re-order # 24P12-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

Canadian Whisky

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

**Key Dates (January 28 - February 24, 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))

Throughout P12, the Front Nesting Table will feature a selection of Canadian Whisky on offer.

## Participating Products

LCBO#	Description	Size (mL)	Offers
42	Canadian Club Premium	750	BAP
1487	Crown Royal	750	LTO
3558	Gibson's Finest Rare 12 YO	750	LTO
27605	Reifel Rye	750	LTO
27768	J.P. Wiser's 10 YO Canadian Whisky	750	BAP
285254	Forty Creek Copper Bold Whisky	750	LTO
472332	Wayne Gretzky Red Cask Whisky	750	LTO
476911	Crown Royal Vanilla	750	LTO

## Signage Components

- Table Sign ENG (Re-order # 24P12-FNT1) / BIL (Re-order # 24P12-FNT2)
- Shelf Talkers ENG (Re-order # 24P12-FNT5) / BIL (Re-order # 24P12-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

Facings: 5×9 +476911		Facings: 3×9 +1487		Facings: 3×9 +476911
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Facings: 6×2 +472332		Facings: 6×2 +27605		Facings: 6×2 +3558
SIGNAGE				
Facings: 7×3 +27768		Facings: 8×3 +285254		Facings: 7×3 +27768

Facings: 5×8 +382861		Facings: 5×8 +42		Facings: 5×8 +382861
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Front

A

# Display Program (BP-SBA)

## BLOCK PILE A

### Game-Day Winners

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

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

**Key Dates (January 28 - February 24, 2024)**

#### Participating Stores

Please refer to the Participation Lookup page on the dashboard 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
17488	Molson Cold Shots	4 × 222	LTO
300699	Molson Canadian	6 × 473	LTO, VA
311779	Bud Light	6 × 473	
311787	Budweiser	6 × 473	
558940	Miller Lite	6 × 473	BAP
904334	Budweiser	6 × 355	VA

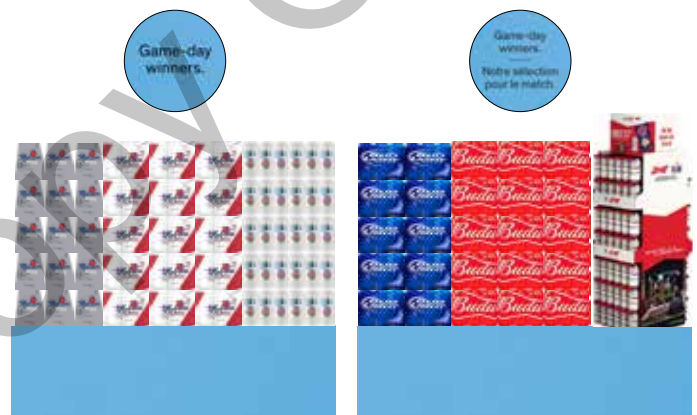
#### Value-Add (VA) - Merchandiser:

LCBO# 904334: Purchase 2 Budweiser 6×355mL and receive free bag of Ruffles chips.

#### Value-Add (VA) - Rep Applied:

LCBO# 300699: Purchase two Molson Canadian 6×473mL and receive a pair of vintage inspired NHL socks.

Get ready for the NHL All-Star game in Toronto and the Superbowl with Molson Canadian and Budweiser for the ultimate at-home fan experience.



Front View

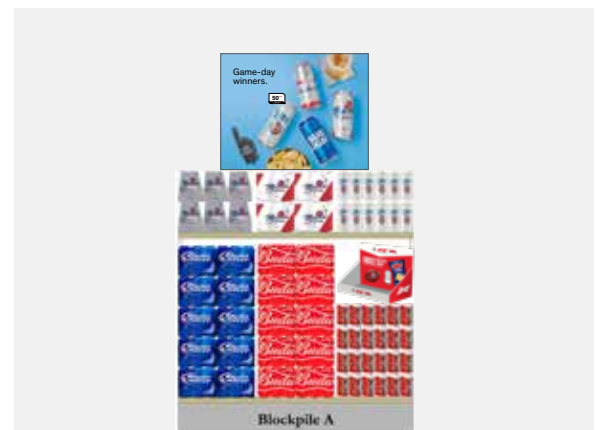
Back View

#### Signage Components

- Pole Topper Sign ENG (Re-order # 24P12-BPA1)  
BIL (Re-order # 24P12-BPA2)
- Riser Wrap - solid colour (Re-order # 24P12-BPA3)
- Pricer Cards ENG (Re-order # 24P12-BPA4)  
BIL (Re-order # 24P12-BPA5)
- Shelf Talkers ENG (Re-order # 24P12-BPA6)  
BIL (Re-order # 24P12-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P12-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P12-BPA9)  
BIL (Re-order # 24P12-BPA10)

#### Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.
- **NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.
- 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.

B

# Display Program (BP-SBB)

## BLOCK PILE B

Ready-to-Sip Mixed Packs

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

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

**Key Dates (January 28 - February 24, 2024)**

### Participating Stores

Please refer to the Participation Lookup page on the dashboard 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
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	LTO
15373	White Claw Variety Pack #1	12 × 355	
19543	Twisted Tea Original	12 × 355	BAP
24400	Palm Bay Island Mixer	12 × 355	LTO
26346	Smirnoff Ice Original 12 Pack	12 × 355	LTO
29726	Dillons Gin Cocktails Variety Pack	12 × 355	BAP
31225	Simply Spiked Lemonade Variety Pack	12 × 355	BAP
31360	Mikes Hard Iced Tea Mixer	12 × 355	

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

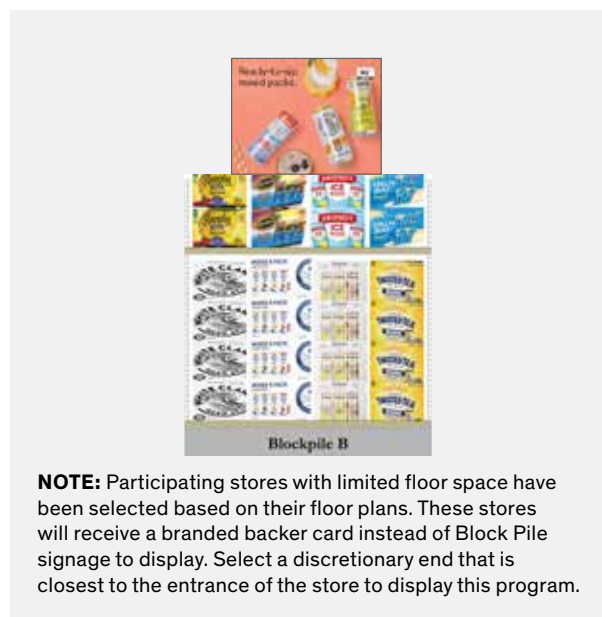


### Signage Components

- Pole Topper Sign ENG (Re-order # 24P12-BPB1)  
BIL (Re-order # 24P12-BPB2)
- Riser Wrap - solid colour (Re-order # 24P12-BPB3)
- Pricer Cards ENG (Re-order # 24P12-BPB4)  
BIL (Re-order # 24P12-BPB5)
- Shelf Talkers ENG (Re-order # 24P12-BPB6)  
BIL (Re-order # 24P12-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P12-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P12-BPB9)  
BIL (Re-order # 24P12-BPB10)

### Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.
- **NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.
- 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

GET CLOSER TO  
YOUR DREAM  
DESTINATION WITH  
**BONUS POINTS\***

Until February 24

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.**

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

**Key Dates (January 28 - February 24, 2024)**

## Participating Stores

Please refer to the Participation Lookup page on the dashboard 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)	BAP Offer
25068	Laurent Perrier La Cuvee Brut Champagne	750	250
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	50
393090	Monasterio De Las Vinas Crianza Carinena	1500	100
433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	200
659607	>Mitolo Jester Shiraz	750	100
897702	Bottega Vino Dei Poeti Prosecco Doc	750	60



Front View

Back View

## Spirits Participating Products

LCBO#	Description	Size (mL)	BAP Offer
984	Alberta Premium Whisky	750	200
53082	Alberta Pure Vodka (P.E.T)	1750	200
390583	Canadian Club 100% Rye	750	200
462424	Cabot Trail Maple Cream	750	120
520320	Bacardi Superior	1140	90
520353	Bacardi Spiced Rum	750	75



Front View

Back View

## Signage Components

- Pole Topper Sign ENG (Re-order # 24P12-BPC1) / BIL (Re-order # 24P12-BPC2)
- Riser Wrap (Re-order # 24P12-BPC3)
- Pricer Cards ENG (Re-order # 24P12-BPC4) / BIL (Re-order # 24P12-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P12-BPC8) / BIL (Re-order # 24P12-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.
- **NEW** Merchandise a contest pricer card in addition to the branded pricer card for each product on the display.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Spirits and wines with great Aeroplan offers.

# 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. The merchandiser base will be displayed until the end of Period 13 (please do not dispose of the base at the end of P12). A new merchandiser header will be provided to stores for Period 13.

### Key Dates (January 28 - February 24, 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
67	Smirnoff Vodka	750	BAP
1487	Crown Royal	750	LTO
10357	Crown Royal Peach	750	BAP
22017	Smirnoff Vodka (P.E.T)	750	BAP
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	BAP
500512	Captain Morgan Original Spiced Rum	750	BAP

#### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P12-BPD1)  
BIL (Re-order # 24P12-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.
- NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.



Supplied by Agent

# Display Program (FSG-A)

## REMY MARTIN 300 YEAR ANNIVERSARY EDITIONS

### 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 (January 28 - February 24, 2024)

### Participating Stores

1, 171, 198, 243, 329, 346, 360, 385, 390, 398, 401, 428, 445, 490, 523, 619, 624, 627, 632, 703

### Participating Products

LCBO#	Description	Size (mL)	Offers
34482	Remy Martin VSOP 300 Year Anniversary Giftpack	750	BAP
34621	Remy Martin XO 300 Year Anniversary Pack	700	BAP
34622	Remy Martin 1738 300 Year Anniversary Pack	700	BAP

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P12-BPD5)  
BIL (Re-order # 24P12-BPD6)

### 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.
- **NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.



Supplied by Agent

# Display Program (FSO-A)

## ENHANCED BLOCK PILE DISPLAY

Ciroc x Raptors

### 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 (P12-13)

### Participating Stores

1, 148, 149, 217, 346, 360, 371, 398, 411, 437, 445, 481, 485, 497, 511, 523, 573, 590, 619, 623, 632, 641, 675, 677, 751, 758

### Participating Products

LCBO#	Description	Size (mL)	Offers
334110	Ciroc Peach	750	VA
334128	Ciroc Red Berry	750	VA
417295	Ciroc Original Unflavoured	750	BAP, VA
446823	Ciroc Pineapple	750	VA
481614	Ciroc Apple	750	VA
662379	Ciroc Watermelon	750	VA

### Value-Add (VA) - Rep Applied:

LCBO# 417295: Giroc Pineapple 50mL

LCBO# 334110, 334128, 446823, 481614, 662379: Raptors Contest Ticket Necktag

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P12-BPD3)  
BIL (Re-order # 24P12-BPD4)

### 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.
- **NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.



Supplied by Agent

# POP-UP ACTIVATION (FSM-A)

Corona

## Overview

A pop-up shop featuring one of our top Mexican beer brands Corona, will be taking place at stores 164, 217, and 511 during P12.

## Key Dates (January 28 - February 24, 2024)

Participating Store: 164, 217, 511

## Participating Products

LCBO#	Description	Size (mL)	Offers
17818	Corona Extra	6×330	BAP
17817	Corona Extra	6×473	Contest
17853	Corona Extra	473	
22683	Corona Extra	710	
17846	Corona Extra	6×355	LTO
611566	Coronita Extra	6×207	
17850	Corona Light	6×330	
24899	Corona Sunbrew	6×330	

**Contest:** On-pack contest - Win a once in a lifetime trip to Corona's Private Island

## 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-A)

## Lunar New Year: Year of the Dragon

### Overview

To celebrate the Lunar New Year, the Enhanced Occasions fixture will showcase an assortment of Premium spirits for gifting and Specialty Wines. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P12.

### Key Dates (January 28 - February 24, 2024)

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

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
11689	Gold Bar Whiskey, California, USA**	750	
29688	Meukow XO Cognac Lunar New Year Gift Set	750	
30836	Yellow Tail Bubbles Rosé	750	LTO
31804	Sistina Montepulciano D'Abruzzo Doc	750	VA
34642	Johnnie Walker Blue Label Elusive Umami	750	
34682	Johnnie Walker Blue Cny Year Of The Dragon	750	
36403	Chivas Royal Salute 21YO Lunar New Year Edition	700	
36463	Hennessy XO Cny 2024	750	
36464	Hennessy VSOP Cny 2024	750	
91702	Red Knot Cabernet Sauvignon	750	BAP
166538	>(V) Crianza Rioja (Bodegas Lan)	750	LTO
170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO
563247	>(V)Vidal Icewine VQA Niag (Kittling Ridge)	375	LTO
565861	>(V) Vidal Icewine Est (Ch Des Charmes)	200	LTO
619395	Red Knot Shiraz	750	LTO
652883	>Belle Glos Clark & Telephone Pinot Noir	750	VA

#### Value-Add (VA)/Rep Applied:

LCBO# 31804: Glassware

LCBO# 652883: Lunar NY Money Envelope

### 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 # 24P12-EO1) / BIL (Re-order # 24P12-EO2)
- Shelf Talkers Bundle ENG (Re-order # 24P12-EO5) / BIL (Re-order # 24P12-EO6)

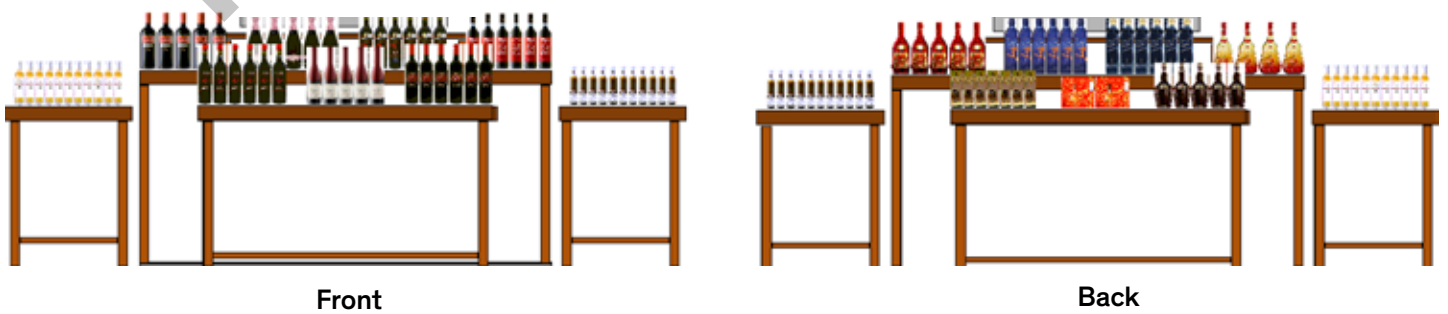
Store 164 & 217



Store 511



Nesting Table



# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Chilean Wines

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

**Key Dates (January 28 - February 24, 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
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	LTO
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO
27122	Tierra Rica Cabernet Sauvignon Organic	750	LTO
32498	Diablo Crystal Sauvignon Blanc	750	LTO
64287	Cono Sur Bicicleta Viognier	750	BAP
191866	Pknt Cabernet Sauvignon Reserve	750	BAP
275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO
318014	Cono Sur Bicicleta Pinot Noir Rose	750	BAP
322586	>Montes Alpha Cabernet Sauvignon	750	LTO
337535	Santa Carolina Sauvignon Blanc Reserva	750	LTO
341602	Cono Sur Bicicleta Pinot Noir	750	LTO
436956	Casillero Del Diablo Devil's Collection Red	750	LTO
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	BAP



Front



Back

### Signage Components

- Table Sign ENG (Re-order # 24P12-MNT1)  
BIL (Re-order # 24P12-MNT2)
- Celebration Fixture Drum Sign  
ENG (Re-order # 24P12-MNT5)  
BIL (Re-order # 24P12-MNT6)
- Celebration Fixture Bin Strip - solid colour  
(Re-order # 24P12-MNT7)
- Shelf Talkers ENG (Re-order # 24P12-MNT8)  
BIL (Re-order # 24P12-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.

### Chilean Wine Aeroplan Offer

**Earn 75 Bonus Points when you spend \$50 or more on the Middle Nesting Table products.**

### Participating Stores

All Stores



## Chilean Wine Aeroplan Offer Signage Components

**\*Please note that the Chilean Offer signage will be shipped with the Aeroplan on-shelf signage package.**

### Perpendicular Shelftalker:

ENG (Re-order # AIM-24P12-CWAP1) /  
BIL (Re-order # AIM-24P12-CWAP2)



Image (example only)

### Bin Channel Underlay:

ENG/BIL (Re-order # AIM-24P12-CWAP3)

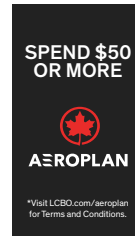


Image (example only)

## Middle Nesting Table Planograms



Front View



Back View

Facings: 5x8 +318014	Facings: 5x8 +275925	Facings: 5x8 +436956
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Facings: 8x3 +32498	Facings: 8x3 +191866	Facings: 7x5 +18721
SIGNAGE		
Facings: 8x3 +16186	Facings: 8x3 +64287	Facings: 8x3 +341602

Facings: 5x13 +974717
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Facings: 6x8 +337535
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Facings: 5x8 +318014	Facings: 5x13 +322586	Facings: 5x8 +27122
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Top View

## Celebration Fixture Planograms



Front View



Back View

# Period 12 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.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1 Cocktail of the Month (BS-BSE-A) Premium</b>	4101	Remy Martin VSOP	750	LTO, VA
	8284	Hennessy VS Cognac	750	
	8888	St Remy Brandy	750	VA
	410803	D'Usse VSOP	750	BAP



**Value-Add (VA) - Rep Applied: Lunar NY Envelopes**

**Brandy Rose Blade Sign  
ENG (Re-order # 24P12-BS1) / BIL (Re-order # 24P12-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.

**Brandy Rose Backer Card ENG / BIL (Re-order # 24P12-BC1)**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1 Cocktail of the Month (BS-BSE-B) Standard</b>	1925	Courvoisier VS	750	LTO
	245688	Hennessy VS Cognac	375	
	286807	Buton Vecchia Romagna Brandy	750	BAP
	384867	Cognac Gautier VS	750	LTO



**Brandy Rose Blade Sign  
ENG (Re-order # 24P12-BS1) / BIL (Re-order # 24P12-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.

**Brandy Rose Backer Card ENG / BIL (Re-order # 24P12-BC1)**



## End Aisle #2



LCBO#	Description	Size (mL)	Offers
10216	Kahlua Coffee Liquor	1140	LTO, VA
10217	Kahlua Coffee Liquor	1750	LTO, VA
27972	Kahlua Salted Caramel Delight	750	LTO, VA

Value-Add (VA) - Near Pack: Toronto Popcorn Co

### Mexican Coffee Blade Sign ENG (Re-order# 24P12-BS2) / BIL (Re-order# 24P12-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.

### Mexico Backer Card ENG / BIL (Re-order# 24P12-BC2)



## End Aisle #3A Premium



LCBO#	Description	Size (mL)	Offers
12023	Freixenet Prosecco Doc	750	LTO, BAP
216887	Freixenet Carta Nevada Brut Cava	750	LTO, BAP
216945	Freixenet Cordon Negro Brut Cava	750	BAP

### Aeroplan Contest Blade Sign ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

- 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.

### Europe Backer Card ENG / BIL (Re-order# 24P12-BC3A)



## End Aisle #3B Standard



LCBO#	Description	Size (mL)	Offers
28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	LTO, BAP
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	BAP
563122	Le Fat Bastard Shiraz Pays D'Oc	750	LTO, BAP
563130	Le Fat Bastard Chardonnay Pays D'Oc	750	LTO, BAP

### Aeroplan Contest Blade Sign ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

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.

### France Backer Card ENG / BIL (Re-order# 24P12-BC3B)



**End Aisle #4A  
Premium**



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

**Value-Add (VA)/Merchandiser:** Vodka Soda Berry Blast 355mL

**Blue Lagoon Blade Sign**  
ENG (Re-order# 24P12-BS4) / BIL (24P12-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.

**Tropics Backer Card**  
ENG / BIL (Re-order# 24P12-BC5)



**End Aisle #4B  
Standard**



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

**Value-Add (VA)/Merchandiser:** Vodka Soda Berry Blast 355mL

**Blue Lagoon Blade Sign**  
ENG (Re-order# 24P12-BS4) / BIL (24P12-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.

**Tropics Backer Card**  
ENG / BIL (Re-order# 24P12-BC5)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5A</b> <b>Premium</b>	2691	Tanqueray London Dry Gin	750	
	96263	Tanqueray London Dry Gin	1750	LTO
	216721	Tanqueray London Dry Gin	1140	VA

**Value-Add (VA) - Rep Applied: Tanqueray Rangpur**

**Aeroplan Contest Blade Sign**  
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Cocktail Blade Sign on End Aisle 5.

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

**\* Contest blade sign will remain up until the end of P13.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5B</b> <b>Standard</b>	1040	Gordons Gin	750	LTO
	111021	Gordons Gin (P.E.T)	1750	
	217166	Gordons Gin	1140	VA

**Value-Add (VA) - Rep Applied: Captain Morgan 50mL**

**Aeroplan Contest Blade Sign**  
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Cocktail Blade Sign on End Aisle 5.

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

**\* Contest blade sign will remain up until the end of P13.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b>	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	BAP

**Aeroplan Contest Blade Sign**  
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Cocktail Blade Sign on End Aisle 6.

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

**\* Contest blade sign will remain up until the end of P13.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
	247056	Grant's Triple Wood Blended Scotch Whisky	1750	LTO
	605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 7.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	28558	Bread & Butter Merlot	750	LTO
	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO
	650325	>Kim Crawford Hawke's Bay Rosé	750	VA

**\* Contest blade sign will remain up until the end of P13.**

**Value-Add (VA) - Rep Applied: Wine Charms**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 8.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	15349	Jack Daniels Apple	750	LTO
	260323	Jack Daniel's Honey	750	BAP
	416693	Jack Daniel's Tennessee Fire	750	LTO

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 9.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	14812	Great Lakes Brewery - Haze Mama (1929)	473	LTO
	18005	Sons Of Kent Scotch Ale (2218)	473	
	24507	Cowbell Brewing Co. Draught Nitro Stout (458)	404	
	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	LTO
	32973	Side Launch IPA Mixer Pack (3827)	4 × 473	LTO
	36704	Refined Fool 2 Vans Full Of Weirdos (5732)	473	
	36708	Beyond The Pale Evening Edition (7672)	473	
	288837	Muskoka Mad Tom IPA (LCBO Warehouse)	473	
	296269	Wellington Imperial Stout (4826)	473	
	<b>Ontario Backer Card ENG / BIL (Re-order # 24P12-BC10)</b>			



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	397976	Dr. McGillicuddy Intense Peach	375	BAP
	398016	Dr. McGillicuddy Intense Peach	750	BAP
	398032	Dr. McGillicuddy Intense Butterscotch	750	BAP
* Contest blade sign will remain up until the end of P13.	<b>Aeroplan Contest Blade Sign</b>			
	<b>ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)</b>			
	Install Cocktail Blade Sign on End Aisle 11.			
	<ul style="list-style-type: none"> <li>Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul>			



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	30834	Canadian Club Classic 12 Year Old	1140	LTO
	311928	Canadian Club Classic 12 Year Old	750	BAP
	311944	Canadian Club Classic 12 Year Old	1750	LTO

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**  
 Install Cocktail Blade Sign on End Aisle 12.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	2253	Disaronno Amaretto	750	BAP
	17559	Disaronno Velvet	750	BAP

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**  
 Install Cocktail Blade Sign on End Aisle 13.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	943	Mouton Cadet Bordeaux Red Aoc	750	LTO
	2527	Mouton Cadet Bordeaux White Aoc	750	LTO

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**  
 Install Cocktail Blade Sign on End Aisle 14.

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





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	227413	Iceberg Vodka	1140	LTO
	446567	Iceberg Vodka (P.E.T)	750	BAP, VA
	544155	Iceberg Vodka (P.E.T)	1750	VA

**Value-Add (VA) - Rep Applied:**  
 LCBO# 446567: 50mL Stalk & Barrel  
 LCBO# 544155: Socks

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 15.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	54866	Bulleit Bourbon Frontier Whiskey	750	VA
	350611	Bulleit Small Batch Rye Whiskey	750	VA
	439075	Bulleit Bourbon 10 YO	750	LTO

**Value-Add (VA) - Near Pack:**  
 LCBO# 54866: World Class Glass

**Value-Add (VA) - Rep Applied:**  
 LCBO# 350611: Bulleit Bourbon 50mL

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 16.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
	22327	Jackson-Triggs Pinot Grigio	1500	LTO
	623322	Peller Family Vineyards Sauvignon BI	4000	LTO

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 17.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	14354	Appleton Estate 8YO Reserve	750	LTO
	177808	Appleton Estate V/X Signature Blend	750	LTO
	223529	Appleton Estate V/X Signature Blend	1140	VA

**Value-Add (VA) - Rep Applied:** Appleton Estate 8YO 50mL

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 18.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	27768	J.P. Wiser's 10YO Canadian Whisky	750	BAP
	33928	J.P. Wiser's Deluxe	1750	LTO
	216689	J.P. Wiser's Deluxe	1140	VA

**Value-Add (VA) - Rep Applied:** JP Wiser's 10YO 50mL

**\* Contest blade sign will remain up until the end of P13.**

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 19.

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	227678	1800 Silver Tequila	750	LTO
	398479	1800 Reposado	750	BAP
	492454	1800 Coconut Tequila	750	LTO

**Aeroplan Contest Blade Sign**  
**ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Cocktail Blade Sign on End Aisle 20.

**\* Contest blade sign will remain up until the end of P13.**

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



# Promotional End Aisle - Black History Month (EA-W1)

For the month of February we are celebrating Black History Month. Black History Month celebrates the rich cultural heritage, triumphs and adversities that are an indelible part of our country's history.

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

## Key Dates (January 28 - February 24, 2024)

### Participating Stores

1, 23, 83, 115, 143, 149, 164, 171, 212, 279, 325, 329, 362, 384, 416, 428, 436, 485, 486, 528, 556, 624, 675, 771, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
36753	22 Chardonnay (Mcbride Sisters Collections)	750	
37000	Mascot Brewery Lightweight Lager	473	
128090	Collective Arts Artisanal Gin	750	
518795	Omnipollo Zodiak IPA	473	BAP
546408	Dragon Stout	6 × 284	
676841	Red Stripe Lager	6 × 330	

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 24P12-SMW1)
- 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.



# Discovery End Aisles - Sake (EA-W5)

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

## Key Dates (January 28 - February 24, 2024)

### Participating Stores

177, 580, 590, 623, 703

### Participating Products

LCBO#	Description	Size (mL)	Offers
12849	>Hakutsuru Sake	720	VA
32193	>Hakutsuru Sayuri Nigori Sake	300	
28969	>Hakutsuru Junmai Ginjo	300	LTO
468173	>Hakutsuru Draft Sake	300	

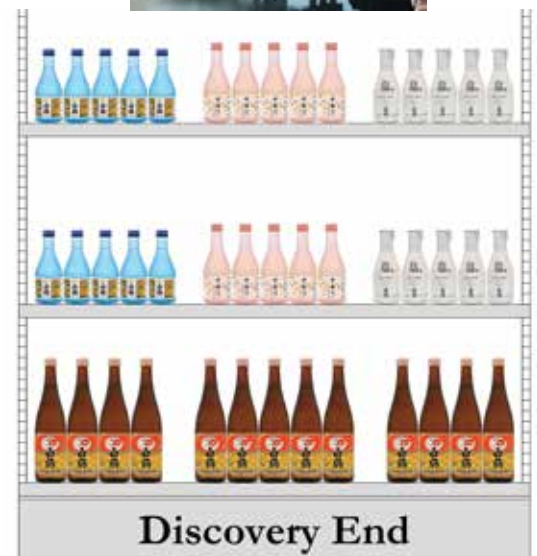
Value-Add (VA) - Rep Applied: Chopsticks

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # AIM-24P12-DBC1)
- Shelf Talkers - print at store level

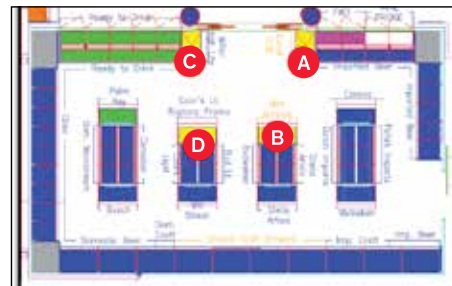
### Merchandising Instructions

- 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 (January 28 - February 24, 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

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	25135	Carlsberg Danish Pilsner Snap Pack	6 × 330	LCBO Warehouse	
	33105	Carlsberg	473	275 - The Beer Store	LTO, BAP
	33106	Carlsberg Lite	473	275 - The Beer Store	LTO, BAP
<b>B</b> Plinth (EA - EZB)	28741	Muskoka Winter Beard Nitro Latte Stout	473	LCBO Warehouse	
<b>C</b> Plinth (EA - EZH)	31291	Tahiti Treat Fruit Punch Soda & Vodka	473		VA
	<b>Value-Add (VA) - Merchandiser:</b> Receive a branded glass with the purchase of 4 Tahiti Treat cans				
<b>D</b> End Aisle (EA - EZD)	17817	Corona Extra	6 × 473	275 - The Beer Store	
	17818	Corona Extra	6 × 330	275 - The Beer Store	BAP, Contest
	17846	Corona Extra	6 × 355	275 - The Beer Store	LTO
<b>Contest:</b> Win a trip to Corona Island					

**Beer Excitement Zone A:** The Carlsberg brand which originated in Copenhagen, supported with Aeroplan and LTO.

**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 Tahiti Treat Fruit Punch Soda & Vodka and conjure a tropical destination with this creamy and sweet confection.

**Beer Excitement Zone D:** Dream of a warm-weather escape with Mexico's leading brand Corona, and a chance to win a trip to Corona Island.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P12-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P12-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P12-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P12-BEZ5) / BIL (Re-order # 24P12-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P12-BEZ9) / BIL (Re-order # 24P12-BEZ10)
- D. Generic Aeroplan Contest Pricer Cards ENG (Re-order # 24P12-BEZ7) / BIL (Re-order # 24P12-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 (January 28 - February 24, 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
16425	County Kolsch	473	3393 - Midtown Brewing Company Inc.
19995	Whitewater Brewing High Tide Neipa	473	8454 - Whitewater Brewing Company
33238	Grand River Brewing Pale Ale	473	8469 - Grand River Brewing
37000	Mascot Brewery Lightweight Lager	473	687 - Mascot Brewery
275172	Nickel Brook Head Stock West Coast-Style Ipa	473	6699 - Nickel Brook Brewing Company
408054	Great Lakes Pompous Ass	473	1929 - Great Lakes Brewing Co. Inc.

### 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-24P12-OCB1)  
BIL (Re-order #AIM-24P12-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.





# Craft Beer Imported

## SHELF TALKERS

**Key Dates (January 28 - February 24, 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
32776	St. Ambroise Imperial Porter	500
34457	3 Fonteinien Platinum Blend Geuze	375
34459	Duvel Cherry Chouffe	330
35474	Andechser Doppelbock Dunkel	500
35475	Bad Shepherd Double Choc Hazelnut Brown	440
35656	Emmanuel De Landtsheer Malheur 12 Belgian Dark Ale	330
97469	Samichlaus Beer	330
125435	Weihenstephaner Hefeweissbier Dunkel	500
311860	Erdinger Pikantus	500

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
 ENG (Re-order #AIM-24P12-ICB1 / BIL (Re-order #AIM-24P12-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 (January 28 - February 24, 2024)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	LTO
144865	Wayne Gretzky Riesling VQA	750	LTO
164087	Sandbanks Sleeping Giant VQA	750	LTO
561076	Trius Pinot Grigio VQA	750	LTO

#### 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 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-24P12-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-24P12-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 (January 28 - February 24, 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
25517	Peller Family Reserve Rosé Bubbles VQA	750	80 BAP
25652	Our Story Cabernet Merlot VQA	750	50 BAP

#### **Signage Components**

- Shelf Talkers ENG/BIL (Re-order # 24P12-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # 24P12-OWP2) / BIL (Re-order # 24P12-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 (January 28 - February 24, 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

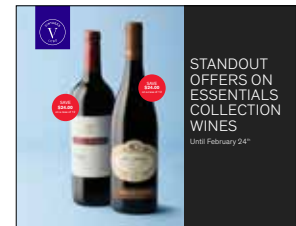
LCBO#	Description	Size (mL)	Offers
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	LTO
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO

#### Signage Components

- Shelf Talker Bundle (Re-order# AIM-24P12-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P12-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P12-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 (February 3 & February 17 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>February 3 Release</b>		
247304	Finca Decero Remolinos Vineyard Malbec 2019	750
548867	Casa Santos Lima Colossal Reserva 2019	750
<b>February 17 Release</b>		
17777	Bertani Catullo Valpolicella Ripasso Classico Superiore 2019	750
33815	Pure Bred Lodi Cabernet Sauvignon 2020	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 (January 28 - February 24, 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-24P12-VLTO1)

### Participating Products

#### LTO Offers:

LCBO#	Description	Size (mL)	LTO
948158	Anselmi San Vincenzo	750	\$2.00
378257	Banfi Brunello Di Montalcino	750	\$5.00
250696	Banfi Principessa Gavia Gavi	750	\$3.00
320499	Bastide Miraflores Syrah/Vieilles Vignes Grenache	750	\$2.00
325076	Caves D'Esclans Whispering Angel Rosé	750	\$2.00
650796	Château Teynac	750	\$5.00
565861	Château Des Charmes Vidal Icewine	200	\$4.00
571133	Dillon'S Vermouth	750	\$2.00
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$1.00
926626	Famille Perrin Les Sinards Châteauneuf-Du-Pape	750	\$3.00
286278	Flat Rock Chardonnay	750	\$2.00
729392	Foss Marai Extra Dry	750	\$2.00
413237	Gérard Bertrand Languedoc	750	\$2.00
28969	Hakutsuru Junmai Ginjo Sake	300	\$1.00
58339	Kaiken Malbec	750	\$2.00
925453	Kilikanoon Killerman'S Run Shiraz	750	\$2.00
563247	Kittling Ridge Vidal Icewine	375	\$2.50
166538	Lan Crianza	750	\$2.00
215525	La Chablisienne Les Vénérables Vieilles Vignes Chablis	750	\$4.00
483313	Lafage Narassa	750	\$2.00
48793	Louis Bouillot Perle D'Aurore Brut Rosé Crémant De Bourgogne	750	\$2.00
162073	Louis Jadot Bourgogne Pinot Noir	750	\$2.00
933077	Louis Jadot Chardonnay Bourgogne	750	\$2.00
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00
395384	Luc Belaire Rare Rosé Sparkling	750	\$3.00
82024	Monasterio De Las Viñas Gran Reserva	750	\$2.00
650713	Monte Zovo Sa' Solin Valpolicella Ripasso Superiore	750	\$2.00
322586	Montes Alpha Cabernet Sauvignon	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
606624	Ringbolt Cabernet Sauvignon	750	\$2.00
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$5.00
1834	Susana Balbo Crios Torrontés	750	\$2.00
441691	Teho Zaha Toko Vineyard Malbec	750	\$2.00

**LTO Offers:**

LCBO#	Description	Size (mL)	LTO
29280	Terrazas De Los Andes Reserva Malbec	750	\$2.00
33249	Thymiopoulos Atma White Xinomavro/Malagousia	750	\$2.00
660043	Two Hands Gnarly Dudes Shiraz	750	\$3.00
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00
269852	Willm Gewurztraminer Reserve	750	\$1.50
11452	Willm Réserve Riesling	750	\$1.50
33256	Wine Art Estate Plano Malagousia	750	\$2.00
419770	Wines of Substance Cabernet Sauvignon	750	\$4.00
478628	Z. Alexander Brown Uncaged Cabernet Sauvignon	750	\$2.00
707158	Zenato San Benedetto Lugana	750	\$2.00

**Aeroplan Offers:**

LCBO#	Description	Size (mL)	BAP
974717	Casas Del Bosque Reserva Sauvignon Blanc	750	50
363457	Famille Perrin Réserve Côtes Du Rhône	750	100
659607	Mitolo Jester Shiraz	750	100
544791	Reif Estate Vidal Icewine	200	150
433417	Tedeschi Amarone Della Valpolicella	750	200

## 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 (January 28 - February 24, 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
38117	>V) Riesling Elevation St Urban (Vineland)	750	LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-24P12 -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)

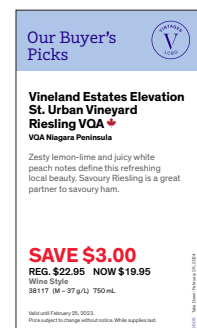
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



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	Year Round 1 Bottle Gift Box Black 2023	24	\$5.95
35050	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.

## 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	Year Round 1 Bottle Gift Box Black 2023				✓	✓		✓				
35050	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 #
	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:

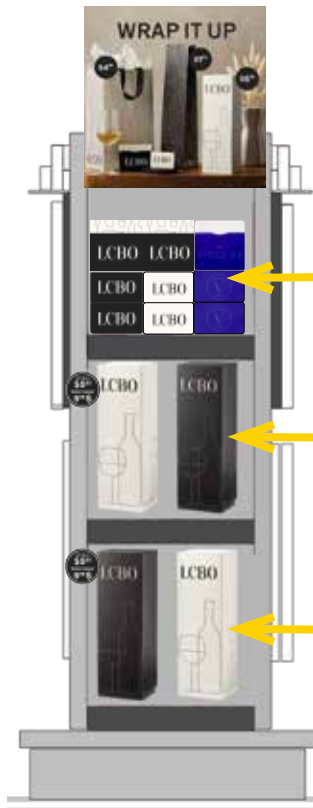
LCBO#	Component	Retail
27353	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
27355	Year-Round 1 Bottle Rigid Box	\$5.95
35049	Year Round 1 Bottle Gift Box Black 2023	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	\$5.95
16679	Vintages Single Bottle Rigid Gift Box	\$5.95
34381	Vintages Enhanced Gift 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

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

## 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)

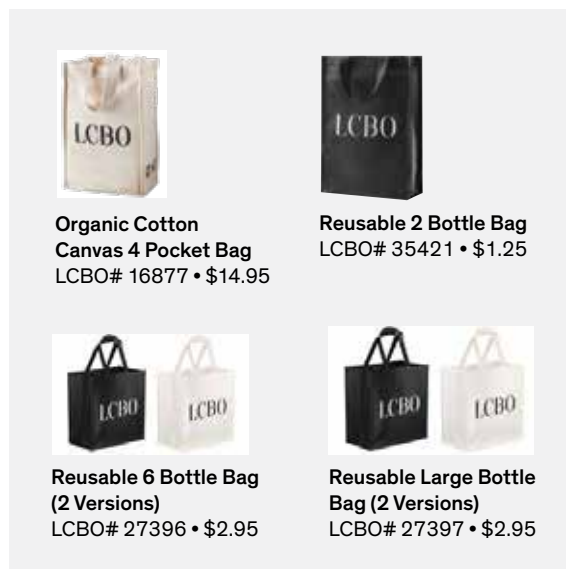
Continue to merchandise the operational signage for this fixture.

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
27053	Soft Black	
27054	Warm White	
33823	Vintages Gift Card	

LCBO#	Description	Image
27055	LCBO Year-Round Carrier	
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 were shipped 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.

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



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

## Merchandising Options:

### Mini Thematic A



### Mini Thematic B



### 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 (January 28 - February 24, 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 # 24P12-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P12-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 24P12-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 24P12-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 24P12-FS5)
- Shelf Talkers ENG (Re-order # 24P12-FS6) / BIL (Re-order # 24P12-FS7)
- Bin Strip ENG/BIL (Re-order # 24P12-FS8)
- Perpendicular ST ENG (Re-order # 24P12-FS9) / BIL (Re-order # 24P12-FS10)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "SAVE ON POPULAR WHITES"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	11452	>(V) Riesling Reserve (Alsace Willm)	750	LTO
	215525	>(V) La Chablisienne Les Venerables Vieilles	750	LTO
	250696	>(V) Principessa Gavia Gavi (Banfi)	750	LTO
	269852	>(V) Alsace Willm Gewurztraminer Reserve	750	LTO
	707158	>(V) Lugana San Benedetto Doc (Zenato)	750	LTO
	933077	>(V) Bourgogne Chardonnay (Jadot)	750	LTO
	948158	>(V) San Vincenzo Vento Igt (Roberto Anselmi)	750	LTO
<b>(FSB) USA - California Flex Space "CASUAL EVENINGS WITH WOODBRIDGE"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	13248	Woodbridge By Robert Mondavi Rosé	750	VA
	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	VA
	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	VA
	99408	Woodbridge By Robert Mondavi Chardonnay	750	VA
	494492	Woodbridge By Robert Mondavi Merlot	750	VA
	523431	Woodbridge By Robert Mondavi Pinot Grigio	750	VA
<b>Value-Add (VA) - Merchandiser: Miss Vickies Chip Bag</b>				
<b>(FSC) Europe - Italy/SE Flex Space "SAVE ON POPULAR REDS"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	82024	>(V) Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	LTO
	162073	>(V) Bourgogne Pinot Noir (Jadot)	750	LTO
	166538	>(V) Crianza Rioja (Bodegas Lan)	750	LTO
	225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce)	750	LTO
	378257	>(V) Brunello Di Montalcino (Banfi)	750	LTO
	413237	>(V) Terroir Languedoc (Gerard Bertrand)	750	LTO
	443945	>(V) Goru (Gsd Winesl)	750	LTO
	926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	LTO
<b>(FSD) Australia/New Zealand Flex Space "TASTES FROM DOWN UNDER"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	19612	Jacob's Creek Shiraz/Cabernet	1500	LTO
	32462	Headline Acts Shiraz	750	LTO
	32833	Naturalis Organic Sauvignon Blanc	750	LTO
	285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO
	553891	Smoky Bay Cabernet Sauvignon	750	LTO
	602615	Angus The Bull Cabernet Sauvignon	750	LTO, Necktag
	606624	>Ringbolt Cabernet Sauvignon Marg River	750	LTO
	925453	>Kilikanoon Shiraz Killermans Run	750	LTO

**(FSE) Chile/Argentina Flex Space "TASTE & TRAVEL: ARGENTINA"**

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



1834	>Susana Balbo Crios Torrontes	750	LTO
29280	>Terrazas De Los Andes Malbec Reserva	750	LTO
32500	Dancing With The Stars Malbec	750	LTO
32502	Juli Organic Cabernet Sauvignon	750	LTO
58339	>Kaiken Malbec	750	LTO
135475	Fuzion Alta Reserve Malbec	750	LTO
160952	Domaine Bousquet Malbec Organic	750	LTO
400556	Bodega Norton Barrel Select Malbec	750	BAP
556746	Lurton Piedra Negra Pinot Grigio Organic	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 (January 28 - February 24, 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
446575	Stoli Premium Vodka	375	LTO
11850	Buffalo Trace	375	

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P12-SP2) / BIL (Re-order #AIM-24P12-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-24P12-SP4) / BIL (Re-order #AIM-24P12-SP5)

### 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 (January 28 - February 24, 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)	24096	Campari Negroni	375	BAP
	396671	360 Double Chocolate Vodka	375	LTO
Wines/Wine in Cans (FEM2)	250480	Zonin Prosecco Brut 1821 Doc	3 × 200	BAP
	269720	Henkell Rose Piccolo	3 × 200	LTO
Brown Spirits/Liqueurs (FEM3)	20926	Aperol	375	BAP
	22492	Warheads Blue Raspberry	375	BAP

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P12-FEM1) / BIL (Re-order #AIM-24P12-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P12-FEM3) / BIL (Re-order #AIM-24P12-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P12-FEM5) / BIL (Re-order #AIM-24P12-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 12)

### 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

- 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
	12195	Grand Marnier Cordon Rouge	375
Brown Spirits	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.Grigo 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 (January 28 - February 24, 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-24P12-FEM7) / BIL (Re-order #AIM-24P12-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.**

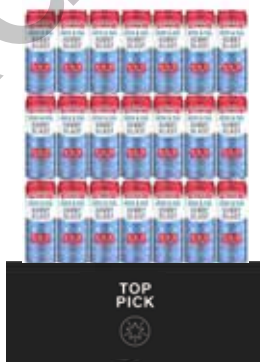
CE3



LCBO# 31300

Smirnoff Ice Orange Blast  
473 mL | 10 BAP

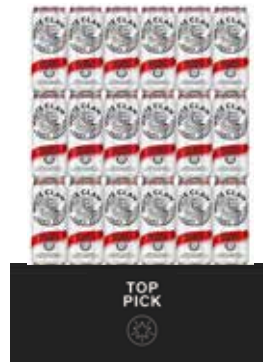
CE4



LCBO# 24404

Smirnoff Vodka Soda  
Berry Blast  
355 mL | 5 BAP

CE5



LCBO# 19118

White Claw Hard Seltzer  
Raspberry  
473 mL | 15 BAP

CE6



LCBO# 24344

Arizona Hard Lemon Iced Tea  
473 mL | 24 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 (January 28 - February 24, 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
314856	Fireball Whisky Shooter	1140	BAP
398776	Fireball Whisky Shooter	375	VA
447953	Fireball Whisky Shooter	750	LTO, BAP

Value-Add (VA) - Rep Applied: Sheep Dog 50mL

## Signage Components

- A-Frame Sign ENG (Re-order# 24P12-AF1) / BIL (Re-order# 24P12-AF2)
- Shelf Talkers English Bundle (Re-order# 24P12-AF3)  
Shelf Talkers Bilingual Bundle (Re-order# 24P12-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: 24P12-ST1 BIL: 24P12-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P12-ST12 BIL: 24P12-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P12-ST14 BIL: 24P12-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P12-ST3 BIL: 24P12-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P12-ST5 BIL: 24P12-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P12-ST7 BIL: 24P12-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P12-ST9 BIL: 24P12-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-24P12-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P12-AS1 BIL: AIM-24P12-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P12-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://lco.sharepoint.com/:f:/r/sites/marketing/Marketing%20%20Digital/Marketing%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> (Promo code is BSE not EA 1)	4101	Remy Martin VSOP	750	LTO, Value Add
			8284	Hennessy VS Cognac	750	
			8888	St Remy Brandy	750	Value Add
			410803	D'Usse VSOP	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>1 B</b> (Promo code is BSE not EA 1)	1925	Courvoisier VS	750	LTO
			245688	Hennessy VS Cognac	375	
			286807	Buton Vecchia Romagna Brandy	750	BAP
			384867	Cognac Gautier VS	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>2 A/B</b>	10216	Kahlua Coffee Liquor	1140	LTO, Value Add
			10217	Kahlua Coffee Liquor	1750	LTO, Value Add
			27972	Kahlua Salted Caramel Delight	750	LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>3A</b>	12023	Freixenet Prosecco Doc	750	LTO, Wine Fridge
			216887	Freixenet Carta Nevada Brut Cava	750	LTO, Wine Fridge
			216945	Freixenet Cordon Negro Brut Cava	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>3B</b>	28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	LTO
			31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	BAP
			563122	Le Fat Bastard Shiraz Pays D'Oc	750	LTO
			563130	Le Fat Bastard Chardonnay Pays D'Oc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>4 A</b>	38505	Smirnoff Vodka (P.E.T)	1750	BAP, Value Add
			131391	Smirnoff Vodka (P.E.T)	1140	Value Add
			382028	Smirnoff Vanilla Flavoured Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>4 B</b>	67	Smirnoff Vodka	750	Seasonal Block Pile D, BAP, Value Add
			380303	Smirnoff Blueberry Flavoured Vodka	750	Value Add
			381970	Smirnoff Lime Flavoured Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>5 A</b>	2691	Tanqueray London Dry Gin	750	
			96263	Tanqueray London Dry Gin	1750	LTO
			216721	Tanqueray London Dry Gin	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>5 B</b>	1040	Gordons Gin	750	LTO
			111021	Gordons Gin (P.E.T)	1750	
			217166	Gordons Gin	1140	Value Add

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			200741	Gibson's Finest Rare 12 Years Old	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6 A/B	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
			215889	Gibson's Finest Sterling Edition Whisky	1140	BAP
			31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7 A/B	247056	Grant's Triple Wood Blended Scotch Whisky	1750	LTO
			605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
			28558	Bread & Butter Merlot	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8 A/B	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO
			650325	>Kim Crawford Hawke's Bay Rosé	750	Value Add
			15349	Jack Daniels Apple	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9 A/B	260323	Jack Daniel's Honey	750	BAP
			416693	Jack Daniel's Tennessee Fire	750	LTO
			14812	Great Lakes Brewery - Haze Mama (1929)	473	LTO
			18005	Sons Of Kent Scotch Ale (2218)	473	
			24507	Cowbell Brewing Co. Draught Nitro Stout (458)	404	
<input type="checkbox"/>	<input type="checkbox"/>	10	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	LTO
			32973	Side Launch IPA Mixer Pack (3827)	4 × 473	LTO
			36704	Refined Fool 2 Vans Full Of Weirdos (5732)	473	
			36708	Beyond The Pale Evening Edition (7672)	473	
			288837	Muskoka Mad Tom IPA (LCBO Warehouse)	473	
			296269	Wellington Imperial Stout (4826)	473	
			397976	Dr. McGillicuddy Intense Peach	375	BAP
<input type="checkbox"/>	<input type="checkbox"/>		11	398016	Dr. McGillicuddy Intense Peach	750
		398032		Dr. McGillicuddy Intense Butterscotch	750	BAP
			30834	Canadian Club Classic 12 Year Old	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	311928	Canadian Club Classic 12 Year Old	750	BAP
			311944	Canadian Club Classic 12 Year Old	1750	LTO
			2253	Disaronno Amaretto	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	13	17559	Disaronno Velvet	750	BAP
			943	Mouton Cadet Bordeaux Red Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	2527	Mouton Cadet Bordeaux White Aoc	750	LTO, Wine Fridge

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	15	227413	Iceberg Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		446567	Iceberg Vodka (P.E.T)	750	BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		544155	Iceberg Vodka (P.E.T)	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	16	54866	Bulleit Bourbon Frontier Whiskey	750	Feature Fixture A, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		350611	Bulleit Rye	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		439075	Bulleit Bourbon 10 YO	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22327	Jackson-Triggs Pinot Grigio	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		623322	Peller Family Vineyards Sauvignon Bl	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	14354	Appleton Estate 8YO Reserve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		177808	Appleton Estate V/X Signature Blend	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		223529	Appleton Estate V/X Signature Blend	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	19	27768	J.P. Wiser's 10YO Canadian Whisky	750	Front Nesting Table, BAP
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	20	227678	1800 Silver Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		398479	1800 Reposado	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		492454	1800 Coconut Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	5959	Baileys Irish Cream	750	S1 S2, Mini Thematic, LTO
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	S1 S2
<input type="checkbox"/>	<input type="checkbox"/>		400259	Baileys Salted Caramel	750	S1 S2, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End Aisle (EA-W1)	605956	Baileys Irish Cream Liquor	1140	S1 S2, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		36753	22 Chardonnay (Mcbride Sisters Collections)	750	W1
<input type="checkbox"/>	<input type="checkbox"/>		37000	Mascot Brewery Lightweight Lager	473	W1, OCB
<input type="checkbox"/>	<input type="checkbox"/>		128090	Collective Arts Artisanal Gin	750	W1
<input type="checkbox"/>	<input type="checkbox"/>		518795	Omnipollo Zodiak IPA	473	W1, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End Aisle (EA-W5)	546408	Dragon Stout	4 x 426	W1
<input type="checkbox"/>	<input type="checkbox"/>		676841	Red Stripe Lager	6 x 330	W1
<input type="checkbox"/>	<input type="checkbox"/>		12849	>Hakutsuru Sake	720	W5, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		28969	>Hakutsuru Junmai Ginjo	300	W5, LTO
<input type="checkbox"/>	<input type="checkbox"/>		32193	>Hakutsuru Sayuri Nigori Sake	300	W5
<input type="checkbox"/>	<input type="checkbox"/>		468173	>Hakutsuru Draft Sake	300	W5

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		5959	Baileys Irish Cream	750	S1 S2, LTO
		11248	Baileys Espresso	750	Value Add
		30082	Carolans Irish Cream	1750	LTO
		33377	Forty Creek Cream Butter Tart	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic A	180695	St-Germain Elderflower Liqueur	750	Value Add
		250134	Sortilege	750	LTO
		380865	Rumchata	750	LTO
		382747	Tequila Rose Strawberry Cream Liqueur	750	Value Add
		520718	Sour Puss Raspberry Liquor	375	BAP
		14882	Saintly Rosé VQA	750	LTO
		16396	Champagne Victoire Brut Rosé	750	LTO
		20624	19 Crimes Snoop Dogg Cali Rosé	750	LTO
		21621	Bread & Butter Prosecco Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic B	30836	Yellow Tail Bubbles Rosé	750	FSN, LTO
		43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO, Wine Fridge
		48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	LTO
		325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	LTO
		341743	Trius Rosé VQA	750	LTO
		395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	LTO
		14812	Great Lakes Brewery - Haze Mama	473	LTO
		18005	Sons Of Kent Scotch Ale	473	
		24507	Cowbell Brewing Co. Draught Nitro Stout	404	
		24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473	LTO
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic C	32973	Side Launch IPA Mixer Pack	4 × 473	LTO
		36704	Refined Fool 2 Vans Full Of Weirdos	473	
		36708	Beyond The Pale Evening Edition	473	
		288837	Muskoka Mad Tom IPA	473	
		296269	Wellington Imperial Stout	473	



## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table	42	Canadian Club Premium	750	BAP
		1487	Crown Royal	750	Seasonal Block Pile D, LTO
		3558	Gibson's Finest Rare 12 Years Old	750	LTO
		27605	Reifel Rye	750	LTO
		27768	J.P. Wiser's 10YO Canadian Whisky	750	End Aisle, BAP
		285254	Forty Creek Copper Bold Whisky	750	LTO
		472332	Wayne Gretzky Red Cask Whisky	750	LTO
		476911	Crown Royal Vanilla	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture A (FFA)	7880	Johnnie Walker Black 12 Yr	750	Feature Fixture B, LTO, Value Add
		16608	Aviation Gin	375	BAP, Value Add
		26979	Don Julio Anejo	750	BAP, Value Add
		54866	Bulleit Bourbon Frontier Whiskey	750	End Aisle, Value Add
		129940	Aviation Gin	750	BAP, Value Add
		173542	Don Julio Blanco	750	LTO, Value Add
		249680	Talisker 10 YO Single Malt Scotch Whisky	750	LTO, Value Add
		363770	Ketel One Vodka	1140	LTO, Value Add
		417295	Ciroc Original Unflavoured	750	FSO, BAP, Value Add
		456095	Ketel One Vodka	750	BAP, Value Add
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture B (FFB)	600163	Tanqueray No. Ten Gin	750	BAP, Value Add
		7617	Chivas Regal 12 Year Old	750	LTO
		7880	Johnnie Walker Black 12 Yr	750	Feature Fixture A, LTO
		15009	New Amsterdam Pink Whitney Vodka	750	Value Add
		16551	Olmecca Altos Tequila Reposado	750	LTO
		22013	Absolut Raspberri Vodka	750	LTO
		26679	On The Rocks Knob Creek Old Fashioned	375	LTO
		33267	Collingwood Whisky	750	LTO
		50088	Patron Reposado Tequila	750	LTO
		275248	Citadelle Gin	750	LTO
<input type="checkbox"/> <input type="checkbox"/>		369819	Mount Gay Eclipse Rum	1750	BAP
		417196	Grey Goose Vodka	1140	LTO
		430355	Jura Origin 10 Year Old	750	Shelf Extender, LTO
		491811	Southern Comfort	750	
		600981	Hpnotiq Liquor	750	Shelf Extender, BAP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	17488	Molson Cold Shots (275/TBS)	4 × 222	LTO
			300699	Molson Canadian (275/TBS)	6 × 473	LTO, Value Add
			311779	Bud Light (275/TBS)	6 × 473	
			311787	Budweiser (275/TBS)	6 × 473	
			558940	Miller Lite (275/TBS)	6 × 473	BAP
			904334	Budweiser (275/TBS)	6 × 355	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	LTO
			15373	White Claw Variety Pack #1	12 × 355	
			19543	Twisted Tea Original	12 × 355	BAP
			24400	Palm Bay Island Mixer	12 × 355	LTO
			26346	Smirnoff Ice Original 12 Pack	12 × 355	LTO
			29726	Dillons Gin Cocktails Variety Pack	12 × 355	BAP
			31225	Simply Spiked Lemonade Variety Pack	12 × 355	BAP
			31360	Mikes Hard Iced Tea Mixer	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	984	Alberta Premium Whisky	750	BAP
			25068	Laurent Perrier La Cuvee Brut Champagne	750	BAP
			53082	Alberta Pure Vodka (P.E.T)	1750	BAP
			99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	BAP
			390583	Canadian Club 100% Rye	750	BAP
			393090	Monasterio De Las Vinas Crianza Carinena	1500	BAP
			433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	BAP
			462424	Cabot Trail Maple Cream	750	BAP
			520320	Bacardi Superior	1140	BAP
			520353	Bacardi Spiced Rum	750	BAP, Value Add
			659607	>Mitolo Jester Shiraz	750	BAP
897702	Bottega Vino Dei Poeti Prosecco Doc	750	BAP, Wine Fridge			
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D (XBP)	67	Smirnoff Vodka	750	End Aisle, BAP, Value Add
			1487	Crown Royal	750	Front Nesting Table, LTO
			10357	Crown Royal Peach	750	BAP
			22017	Smirnoff Vodka (P.E.T)	750	BAP
			318709	Captain Morgan Original Spiced Rum (P.E.T)	750	BAP
			500512	Captain Morgan Original Spiced Rum	750	BAP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			334110	Ciroc Peach	750	FSO, Value Add
			334128	Ciroc Red Berry	750	FSO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Enhanced Block Pile Display (FSO-A)	417295	Ciroc Original Unflavoured	750	Feature Fixture A, FSO, BAP, Value Add
			446823	Ciroc Pineapple	750	FSO, Value Add
			481614	Ciroc Apple	750	FSO, Value Add
			662379	Ciroc Watermelon	750	FSO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		Display Program Remy Martin (FSG-A)	34482	Remy Martin VSOP 300 Year Anniversary Giftpack	750
		34621		Remy Martin XO 300 Year Anniversary Pack	700	FSG, FSM, BAP
		34622		Remy Martin 1738 300 Year Anniversary Pack	700	FSG, FSM, BAP
			11689	Gold Bar Whiskey, California, USA**	750	
			29688	Meukow XO Cognac Lunar New Year Gift Set	750	
			30836	Yellow Tail Bubbles Rosé	750	LTO
			31804	Sistina Montepulciano D'Abruzzo Doc	750	VA
			34642	Johnnie Walker Blue Label Elusive Umami	750	
			34682	Johnnie Walker Blue Cny Year Of The Dragon	750	
			36403	Chivas Royal Salute 21YO Lunar New Year Edition	700	
<input type="checkbox"/>	<input type="checkbox"/>	Enhanced Occasions (FSN)	36463	Hennessy XO Cny 2024	750	
			36464	Hennessy VSOP Cny 2024	750	
			91702	Red Knot Cabernet Sauvignon	750	BAP
			166538	>(V) Crianza Rioja (Bodegas Lan)	750	LTO
			170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO
			563247	>(V)Vidal Icewine VQA Niag (Kittling Ridge)	375	LTO
			565861	>(V) Vidal Icewine Est (Ch Des Charmes)	200	LTO
			619395	Red Knot Shiraz	750	LTO
			652883	>Belle Glos Clark & Telephone Pinot Noir	750	VA

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Pop-up Activation (FSM-A)	17818	Corona Extra	6×330	BAP
		17817	Corona Extra	6×473	Contest
		17853	Corona Extra	473	
		22683	Corona Extra	710	
		17846	Corona Extra	6×355	LTO
		611566	Coronita Extra	6×207	
		17850	Corona Light	6×330	
		24899	Corona Sunbrew	6×330	
<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	LTO
		18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO
		27122	Tierra Rica Cabernet Sauvignon Organic	750	LTO
		32498	Diablo Crystal Sauvignon Blanc	750	LTO
		64287	Cono Sur Bicicleta Viognier	750	BAP, Wine Fridge
		191866	Pknt Cabernet Sauvignon Reserve	750	BAP
		275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO
		318014	Cono Sur Bicicleta Pinot Noir Rosé	750	BAP, Wine Fridge
		322586	>Montes Alpha Cabernet Sauvignon	750	LTO
		337535	Santa Carolina Sauvignon Blanc Reserva	750	LTO
		341602	Cono Sur Bicicleta Pinot Noir	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone A	25135	Carlsberg Danish Pilsner Snap Pack (LCBO Warehouse)	6 × 330	EZA
		33105	Carlsberg (275/TBS)	473	EZA, LTO
		33106	Carlsberg Lite (275/TBS)	473	EZA, LTO
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone B	28741	Muskoka Winter Beard Nitro Latte Stout (LCBO Warehouse)	473	
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone C	31291	Tahiti Treat Fruit Punch Soda & Vodka	473	EZH
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone D	17817	Corona Extra (275/TBS)	6 × 473	EZD
		17818	Corona Extra (275/TBS)	6 × 330	EZD, FSM, BAP, Contest
		17846	Corona Extra (275/TBS)	6 × 355	EZD, LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16425	County Kolsch (3393)	473	OCB
			19995	Whitewater Brewing High Tide Neipa (8454)	473	OCB
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	33238	Grand River Brewing Pale Ale (8469)	473	OCB
			37000	Mascot Brewery Lightweight Lager (687)	473	W1, OCB
			275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	OCB
			408054	Great Lakes Pompous Ass (1929)	473	OCB
			16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		Ontario Go-Local	144865	Wayne Gretzky Riesling VQA	750
		164087		Sandbanks Sleeping Giant VQA	750	LTO
		561076		Trius Pinot Grigio VQA	750	LTO
		25517		Peller Family Reserve Rosé Bubbles VQA	750	80 BAP
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	25652	Our Story Cabernet Merlot VQA	750	50 BAP
			292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO
			247304	Finca Decero Remolinos Vineyard Malbec 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: February 3	548867	Casa Santos Lima Colossal Reserva 2019	750	
			17777	Bertani Catullo Valpolicella Ripasso Classico Superiore 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: February 17	33815	Pure Bred Lodi Cabernet Sauvignon 2020	750	
			38117	>(V) Riesling Elevation St Urban (Vineland)	750	OWS, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	446575	Stoli Premium Vodka	375	CE1, LTO
			11850	Buffalo Trace	375	CE1

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			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	
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2)	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	
<input type="checkbox"/>	<input type="checkbox"/>		RTD Impulse 1 (CE3)	31300	Smirnoff Ice Orange Blast	473
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	24404	Smirnoff Vodka Soda Berry Blast	355	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	19118	White Claw Hard Seltzer Raspberry	473	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	24344	Arizona Hard Lemon Iced Tea	473	CE6, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	24096	Campari Negroni	375	FEM1, BAP
			396671	360 Double Chocolate Vodka	375	FEM1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	250480	Zonin Prosecco Brut 1821 Doc	3 × 200	FEM2, BAP
			269720	Henkell Rose Piccolo	3 × 200	FEM2, LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	20926	Aperol	375	FEM3, BAP
			22492	Warheads Blue Raspberry	375	FEM3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	314856	Fireball Whisky Shooter	1140	BAP
			398776	Fireball Whisky Shooter	375	Value Add
			447953	Fireball Whisky Shooter	750	LTO

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R1	Vodka A	638205 Zirkova Together Ultra Premium Vodka	750	LTO									Y	Y
R2	Vodka B	32117 White Claw Premium Vodka	750	Value Add					Y	Y	Y	Y	Y	Y
R3	Vodka C	454462 Banff Ice Vodka (P.E.T)	1750	Value Add				Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	545160 Tito's Handmade Vodka	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	216903 Banff Ice Vodka	1140	BAP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	25120 Lamb's Spiced Rum	750	LTO										Y
R7	Rum B	225698 The Kraken Black Spiced Rum	750	LTO					Y	Y	Y	Y	Y	Y
R8	Rum C	402818 Flor De Cana Grand Reserva 7 Rum	750	LTO				Y	Y	Y	Y	Y	Y	Y
R9	Rum D	117 Bacardi Superior White Rum	750	BAP			Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	570366 Bacardi Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	479923 Stalk & Barrel Blue Blend	750	LTO									Y	Y
R12	Canadian Whisky B	194878 White Owl Whisky	750	LTO					Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	403519 Crown Royal Apple	750	Value Add			Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	474585 J.P. Wiser's Apple Whisky	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	216226 Alberta Premium Whisky	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	605923 Glenfiddich Single Malt 12 Year Old	1140					Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	430355 Jura Origin 10 Year Old	750	Feature Fixture B, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	570 Beefeater Dry	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	6502 Cointreau	750	LTO, Value Add						Y	Y	Y	Y	Y
R20	Liqueurs B	12195 Grand Marnier Cordon Rouge	375	LTO				Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	600981 Hpnotiq Liqueur	750	Feature Fixture B, BAP		Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	22931 Jagermeister	750	BAP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	211326 Dujardin VSOP Brandy	1140	LTO										Y
R24	Brandy B	24493 Courvoisier VSOP Cognac	750	BAP			Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	363986 Cazadores Blanco Tequila	750	LTO						Y	Y	Y	Y	Y
R26	Ontario Blend A	228569 Cave Spring Gamay VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	34260 Sync Cabernet Sauvignon	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	370924 Trapiche Pure Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	17522 Megalomaniac Much Obliged White VQA	750	LTO					Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	593905 Kittling Ridge White Zinfandel Vidal	1500	LTO				Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	545871 Ruffino Lumina Pinot Grigio Igt	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	534263 Beringer Founders Estate Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	454967 Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	LTO									Y	Y
R34	Ontario VQA B	618223 Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	BAP									Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R35 Australia/New Zealand A	441543	Wakefield Promised Land Shiraz	750	LTO											Y	Y	Y
R36 Australia/New Zealand B	350504	Yellow Tail Big Bold Red	750	LTO											Y	Y	Y
R37 Australia/New Zealand C	12618	Stoneleigh Lighter Sauvignon Blanc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y			
R38 Australia/New Zealand D	369777	19 Crimes Shiraz Durif	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R39 USA A	20807	Tribute Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y			
R40 USA B	55517	Smoking Loon Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R41 Chile A	545707	Cigar Box Pinot Noir	750	LTO											Y	Y	Y
R42 Chile B	160994	Trivento Malbec Reserve	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R43 France Blend A	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO													Y
R44 France Blend B	229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R45 France South A	73395	Castillo De Monseran Garn, Carinena	750	BAP											Y	Y	
R46 France South B	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y			
R47 France Bordeaux/Burgundy A	31052	Revelation Cabernet Merlot	750	LTO											Y	Y	Y
R48 Italy Central A	30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO												Y	Y
R49 Italy Central B	34465	Silk & Spice Spice Road	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R50 Italy North A	17535	Terroir D'Altitude Cabernet Sauvignon	750	LTO						Y	Y	Y	Y	Y			
R51 Italy North B	105429	Frescobaldi Remole Toscana Igt	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y			
R52 Southern Europe A	593855	Astoria Prosecco La Robinia	750	LTO, Wine Fridge													Y
R53 Southern Europe B	19452	Waterdog Red	750	LTO											Y	Y	Y
R54 Germany A	33947	Grand Sud Merlot	1000	LTO			Y	Y	Y	Y	Y	Y	Y	Y			
R55 Sparkling A	144493	Montecillo Crianza Rioja	750	LTO											Y	Y	Y
R56 Sparkling B	25844	California Roots Chardonnay	750	LTO				Y	Y	Y	Y	Y	Y	Y			
R57 Ontario Beer A	413500	Rekorderlig Wild Berries Cider (LCBO Warehouse)	500	LTO												Y	Y
R58 Ontario Beer B	537258	Tiger Beer (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R59 Beer 1	445734	Northern Logger (7346)	473														Y
R60 Beer 2	328419	Carib Lager (LCBO Warehouse)	6 x 330							Y	Y	Y	Y	Y			
R61 Beer 3	32018	Amstel Ultra (275/TBS)	6 x 355	BAP						Y	Y	Y	Y	Y			
R62 Beer 4	25665	Flying Monkeys Cold IPA (6309)	473				Y	Y	Y	Y	Y	Y	Y	Y			
R63 Party Zone 1	31311	Captain Morgan Mango Mai Tai	355	BAP			Y	Y	Y	Y	Y	Y	Y	Y			
R64 Party Zone 2	407478	Jaw Drop Squirting Oranges	473	LTO						Y	Y	Y	Y	Y			
R65 Party Zone 3	667303	Blue Lobster Vodka Soda	473	BAP		Y	Y	Y	Y	Y	Y	Y	Y	Y			



## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	267187	Jose Cuervo Especial Gold	750	LTO	Proximo Spirits Canada Inc.
C2: Canadian Whisky	52050	The Famous Grouse	750	BAP	Beam Suntory
C3: Ontario Non VQA Blend	32183	Saintly The Good Sauvignon Blanc VQA	750	LTO	Arterra Wines Canada Inc.
C4: French Blend	621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO	Philippe Dandurand Wines Ltd.
C5: Fixed Store Location	295022	Two Oceans Pinot Grigio	750	LTO	Pma Canada Ltd.
C6: Vodka	216820	Finlandia Vodka	1140	LTO	Pma Canada Ltd.
C7: Scotch	34480	Cabot Trail Maple And Blueberry Cream	750	LTO	Corby Spirit And Wine Limited
C8: Liqueurs	14910	Bushmills Irish Whiskey	750	Value Add	Proximo Spirits Canada Inc.
C9: Ontario Blends	10485	Pelee Island Lola Pinot Grigio VQA	750	BAP	Pelee Island Winery
C10: France Red	28551	Solid Ground Pinot Noir	750	LTO	Vin Vino Wine Merchants Inc.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	33148	Arniston Bay Shiraz	750	LTO	Select Wine Merchants Inc.
D2: Discovery Wines 2	486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	LTO	Stem Wine Group International Inc.
D3: Discovery Wines 3	13293	Villa Maria Private Bin Chardonnay	750	LTO	Philippe Dandurand Wines Ltd.
D4: Discovery BSM 1	450312	Collective Arts Ransack The Universe IPA	473		Bench Brewing Co.
D5: Discovery BSM 2	398677	St Ambroise Oatmeal Stout (LCBO Warehouse)	473	LTO	Bruce Ashley Group
D6: Discovery BSM 3	649343	Smirnoff Ice Light Original	4 x 355	LTO	Diageo Canada Inc.
D7: Discovery Spirits 1	26678	On The Rocks Effen Cosmopolitan	375	LTO	Beam Suntory
D8: Discovery Spirits 2	25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	LTO	Corby Spirit And Wine Limited
D9: Discovery Spirits 3	397539	Boodles Gin	750	LTO	Proximo Spirits Canada Inc.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	32459	Naturalis Organic Shiraz	750	LTO	The Case For Wine

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
570	Beefeater Dry	750	\$1.00	Shelf Extender
943	Mouton Cadet Bordeaux Red Aoc	750	\$2.00	End Aisle
1040	Gordons Gin	750	\$1.00	End Aisle
1487	Crown Royal	750	\$3.00	Front Nesting Table, Seasonal Block Pile D
1834	>Susana Balbo Crios Torrontes	750	\$2.00	Flex Space
1925	Courvoisier VS	750	\$7.00	Front Entrance Table
2527	Mouton Cadet Bordeaux White Aoc	750	\$2.00	End Aisle, Wine Fridge
2808	Bacardi Gold Rum (P.E.T)	375	\$1.00	
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	Front Nesting Table
4101	Remy Martin VSOP	750	\$10.00	Front Entrance Table, Value Add
5959	Baileys Irish Cream	750	\$1.00	S1 S2, Mini Thematic
6502	Cointreau	750	\$3.00	Shelf Extender, Value Add
7617	Chivas Regal 12 Year Old	750	\$5.00	Feature Fixture B
7880	Johnnie Walker Black 12 Yr	750	\$2.00	Feature Fixture A, Feature Fixture B
10216	Kahlua Coffee Liquor	1140	\$3.00	End Aisle, Value Add
10217	Kahlua Coffee Liquor	1750	\$3.00	End Aisle, Value Add
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$1.50	Flex Space
11586	El Abuelo Organic Sauvignon-Verdejo	750	\$2.00	Wine Fridge
12023	Freixenet Prosecco Doc	750	\$2.00	End Aisle, Wine Fridge
12195	Grand Marnier Cordon Rouge	375	\$2.00	Shelf Extender
12618	Stoneleigh Lighter Sauvignon Blanc	750	\$3.00	Shelf Extender
13293	Villa Maria Private Bin Chardonnay	750	\$2.00	Discovery Extender
14354	Appleton Estate 8YO Reserve	750	\$3.00	End Aisle
14400	Coors Original	6 × 473	\$1.55	
14812	Great Lakes Brewery - Haze Mama	473	\$0.30	Mini Thematic
14882	Saintly Rosé VQA	750	\$2.00	Mini Thematic
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	\$1.00	Seasonal Block Pile B
15349	Jack Daniels Apple	750	\$2.00	End Aisle
15469	Creemore Springs Urbock	473	\$0.25	
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
16329	Abbot Ale	500	\$0.30	
16392	Gran Passione Prosecco Doc Spumante	750	\$2.00	
16396	Champagne Victoire Brut Rosé	750	\$3.00	Mini Thematic
16551	Olmecca Altos Tequila Reposado	750	\$3.50	Feature Fixture B
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00	goLOCAL
16936	Hacker Pschorr Keller Bier	500	\$0.25	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17488	Molson Cold Shots	4 × 222	\$0.50	Seasonal Block Pile A
17522	Megalomaniac Much Obligated White VQA	750	\$2.00	Shelf Extender
17535	Terroir D'Altitude Cabernet Sauvignon	750	\$2.00	Shelf Extender
17823	Stella Artois 6-Pk B	6 × 330	\$1.00	
17846	Corona Extra	6 × 355	\$1.00	EZD
18170	Czechvar Dark Lager	500	\$0.40	
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	\$3.00	End Aisle
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	Middle Nesting Table
18773	Nickel Brook No Bad Daze Easy Going Lager	473	\$0.20	
19388	Bombay Bramble	750	\$1.50	
19441	Dejado Tequila Blanco 100% Agave	750	\$3.00	
19452	Waterdog Red	750	\$2.00	Shelf Extender
19612	Jacob's Creek Shiraz/Cabernet	1500	\$3.00	Flex Space
19924	Siempre Tequila Plata	750	\$10.00	
20624	19 Crimes Snoop Dogg Cali Rosé	750	\$2.00	Mini Thematic
20807	Tribute Cabernet Sauvignon	750	\$3.00	Shelf Extender
20938	Red House Wine Co. Cabernet Merlot VQA	750	\$2.00	
21381	Pink Poodle Sparkling Rosé	750	\$1.00	
21621	Bread & Butter Prosecco Doc	750	\$2.00	Mini Thematic
22013	Absolut Raspberri Vodka	750	\$1.00	Feature Fixture B
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	End Aisle
22452	Dillons Rose Gin	750	\$3.00	
24345	Aperol Spritz Ready To Serve	3 × 200	\$1.00	
24378	Mikes Hard Tea	473	\$0.20	
24400	Palm Bay Island Mixer	12 × 355	\$2.00	Seasonal Block Pile B
24492	Lolea No2 White Sangria	750	\$2.00	
24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473	\$0.30	Mini Thematic
25120	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
25564	Lake Of Bays Italian Pilsner	473	\$0.30	
25621	The Glenlivet 14yo Single Malt Scotch Whisky	750	\$6.00	Discovery Extender
25844	California Roots Chardonnay	750	\$2.00	Shelf Extender
26278	Folonari Valpolicella Classico	1500	\$3.00	
26346	Smirnoff Ice Original 12 Pack	12 × 355	\$2.00	Seasonal Block Pile B
26678	On The Rocks Effen Cosmopolitan	375	\$3.00	Discovery Extender
26679	On The Rocks Knob Creek Old Fashioned	375	\$3.00	Feature Fixture B
27122	Tierra Rica Cabernet Sauvignon Organic	750	\$2.00	Middle Nesting Table

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	\$2.00	
27605	Reifel Rye	750	\$5.00	Front Nesting Table
27780	Dixon's Flaming Caesar Vodka	750	\$3.00	
27972	Kahlua Salted Caramel Delight	750	\$2.00	End Aisle, Value Add
28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	\$1.00	End Aisle
28551	Solid Ground Pinot Noir	750	\$2.00	Comm. Extender
28558	Bread & Butter Merlot	750	\$2.00	End Aisle
28736	Beau's Nordic Pale Ale	473	\$0.25	
28969	>Hakutsuru Junmai Ginjo	300	\$1.00	W5
29280	>Terrazas De Los Andes Malbec Reserva	750	\$2.00	Flex Space
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	\$3.00	Shelf Extender
30082	Carolans Irish Cream	1750	\$5.00	Mini Thematic
30834	Canadian Club Classic 12 Year Old	1140	\$3.00	End Aisle
30836	Yellow Tail Bubbles Rosé	750	\$2.00	Mini Thematic, FSN
31052	Revelation Cabernet Merlot	750	\$2.00	Shelf Extender
31064	Collective Arts Non Alcoholic Pale Ale	355	\$0.15	
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$2.00	End Aisle
31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	\$1.00	
31684	Ciroc Honey Melon	750	\$3.00	
32183	Saintly The Good Sauvignon Blanc VQA	750	\$2.00	Comm. Extender
32194	Peller Family Reserve Secco Bubbles VQA	750	\$2.00	Wine Fridge
32459	Naturalis Organic Shiraz	750	\$3.00	Green Extender
32462	Headline Acts Shiraz	750	\$2.00	Flex Space
32498	Diablo Crystal Sauvignon Blanc	750	\$2.00	Middle Nesting Table
32500	Dancing With The Stars Malbec	750	\$1.50	Flex Space
32502	Juli Organic Cabernet Sauvignon	750	\$2.00	Flex Space
32735	Somersby Wild Garden Crushed Apple Cider	4 × 355	\$0.75	
32833	Naturalis Organic Sauvignon Blanc	750	\$3.00	Flex Space
32973	Side Launch IPA Mixer Pack	4 × 473	\$1.00	Mini Thematic
33105	Carlsberg	473	\$0.20	EZA
33106	Carlsberg Lite	473	\$0.20	EZA
33148	Arniston Bay Shiraz	750	\$2.00	Discovery Extender
33249	21 Atma White	750	\$2.00	
33256	22 Plano Malagousia Wine Art	750	\$2.00	
33267	Collingwood Whisky	750	\$3.00	Feature Fixture B
33445	Fresh Moscato Vidal VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
33452	Our Story Charming White VQA	750	\$2.00	
33523	Wayne Gretzky Signature White VQA	3000	\$3.00	
33568	Vineland Estate Cabernet Merlot VQA	750	\$2.00	
33928	J.P. Wiser's Deluxe	1750	\$1.25	End Aisle
33947	Grand Sud Merlot	1000	\$1.50	Shelf Extender
34260	Sync Cabernet Sauvignon	750	\$1.00	Shelf Extender
34465	Silk & Spice Spice Road	750	\$2.00	Shelf Extender
34480	Cabot Trail Maple And Blueberry Cream	750	\$2.00	Comm. Extender
37099	Faxe Premium Lager	473	\$0.20	
37861	Pabst Blue Ribbon	473	\$0.25	
38117	>V Riesling Elevation St Urban (Vineland)	750	\$3.00	OWS
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	Mini Thematic, Wine Fridge
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	\$2.00	Mini Thematic
50088	Patron Reposado Tequila	750	\$5.00	Feature Fixture B
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	Shelf Extender
58339	>Kaiken Malbec	750	\$2.00	Flex Space
58628	Peller Est. Family Series Cabernet Merlot VQA	750	\$1.00	
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	
65367	Eastdell Pinot Grigio VQA	750	\$2.00	Wine Fridge
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	Flex Space
83790	Inniskillin Dry Riesling VQA	750	\$2.00	
96263	Tanqueray London Dry Gin	1750	\$2.00	End Aisle
103341	Canadian Club Premium (P.E.T)	750	\$1.25	
105429	Frescobaldi Remole Toscana Igt	750	\$2.00	Shelf Extender
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$2.00	
127787	Lonetree Authentic Dry Cider	473	\$0.25	
131490	Muskoka Cream Ale	473	\$0.20	
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	\$3.00	Wine Fridge
135475	Fuzion Alta Reserve Malbec	750	\$2.00	Flex Space
144493	Montecillo Crianza Rioja	750	\$3.00	Shelf Extender
144865	Wayne Gretzky Riesling VQA	750	\$2.00	goLOCAL
148007	Czechvar Premium Lager	500	\$0.40	
149567	Tag No. 5 Vodka	750	\$1.00	
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	
160952	Domaine Bousquet Malbec Organic	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
160994	Trivento Malbec Reserve	750	\$2.00	Shelf Extender
162073	>(V) Bourgogne Pinot Noir (Jadot)	750	\$2.00	Flex Space
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	goLOCAL
166538	>(V) Crianza Rioja (Bodegas Lan)	750	\$2.00	Flex Space, FSN
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	FSN
173542	Don Julio Blanco	750	\$5.00	Feature Fixture A
177808	Appleton Estate V/X Signature Blend	750	\$2.20	End Aisle
184796	Strongbow Cider	8 × 440	\$1.00	
194878	White Owl Whisky	750	\$3.00	Shelf Extender
200535	Konzelmann Chardonnay Unoaked VQA	750	\$2.00	
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	End Aisle
207613	Jameson Irish Whiskey	1140	\$2.00	
211326	Dujardin VSOP Brandy	1140	\$1.50	Shelf Extender
215525	>(V) La Chablisienne Les Venerables Vieilles	750	\$4.00	Flex Space
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	End Aisle
216820	Finlandia Vodka	1140	\$2.00	Comm. Extender
216887	Freixenet Carta Nevada Brut Cava	750	\$2.00	End Aisle, Wine Fridge
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Wine Fridge
217794	Johnnie Walker Red Label.	1140	\$1.50	
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	Flex Space
225698	The Kraken Black Spiced Rum	750	\$1.50	Shelf Extender
226944	>Rodney Strong Cab Sauv Sonoma County	750	\$3.00	
227413	Iceberg Vodka	1140	\$1.00	End Aisle
227678	1800 Silver Tequila	750	\$2.00	End Aisle
228569	Cave Spring Gamay VQA	750	\$2.00	Shelf Extender
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Shelf Extender
247056	Grant's Triple Wood Blended Scotch Whisky	1750	\$3.00	End Aisle
247627	Mill Street Original Organic Lager	473	\$0.25	
249680	Talisker 10Yr Old	750	\$5.00	Feature Fixture A
250134	Sortilege	750	\$3.00	Mini Thematic
250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$3.00	Flex Space
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	
267187	Jose Cuervo Especial Gold	750	\$2.00	Comm. Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	
269720	Henkell Rose Piccolo	3 × 200	\$1.50	FEM2
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	\$1.50	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
270363	Castillo De Almansa Reserva, Almansa	750	\$2.00	
270447	Guinness Draught Beer	500	\$0.25	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	End Aisle
275248	Citadelle Gin	750	\$2.00	Feature Fixture B
275925	Santa Carolina Cabernet Sauvignon Reserva	750	\$2.00	Middle Nesting Table
277186	Zonin Prosecco Brut 1821 Doc	750	\$3.00	Wine Fridge
285254	Forty Creek Copper Bold Whisky	750	\$1.50	Front Nesting Table
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Flex Space
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
289835	Peller Family Vineyards Dry White	1500	\$1.50	
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00	VL1
295022	Two Oceans Pinot Grigio	750	\$1.00	Comm. Extender
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	
300699	Molson Canadian	6 × 473	\$1.00	Seasonal Block Pile A, Value Add
302810	Heineken	6 × 500	\$1.05	
311944	Canadian Club Classic 12 Year Old	1750	\$4.00	End Aisle
314575	>Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
316844	Bombay Sapphire London Dry	750	\$1.00	
320499	(V) Cotes Catalanes Bastide Miraflores (Dom Lefage)	750	\$2.00	
322586	>Montes Alpha Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
324855	Espolon Tequila Reposado	750	\$2.00	
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	\$2.00	Mini Thematic
337535	Santa Carolina Sauvignon Blanc Reserva	750	\$2.00	Middle Nesting Table
338855	Bodacious Smooth Red	750	\$1.00	
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	Middle Nesting Table
341743	Trius Rosé VQA	750	\$3.00	Mini Thematic
350504	Yellow Tail Big Bold Red	750	\$2.00	Shelf Extender
350629	Forty Creek Barrel Select Whisky	1140	\$1.15	
355933	Black Cellar Shiraz Cabernet	750	\$1.00	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	\$1.00	
363770	Ketel One Vodka	1140	\$3.00	Feature Fixture A
363986	Cazadores Blanco Tequila	750	\$3.00	Shelf Extender
369777	19 Crimes Shiraz Durif	750	\$2.00	Shelf Extender
370924	Trapiche Pure Malbec	750	\$2.00	Shelf Extender
374231	Ungava Gin	750	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
377622	Laroche Viognier De La Chevaliere	750	\$2.00	
378257	>(V) Brunello Di Montalcino (Banfi)	750	\$5.00	Flex Space
380865	Rumchata	750	\$3.00	Mini Thematic
384867	Cognac Gautier VS	750	\$3.00	Front Entrance Table
394536	Bitburger Premium Pilsner	500	\$0.40	
395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	\$3.00	Mini Thematic
396671	360 Double Chocolate Vodka	375	\$1.25	FEM1, LTO
397539	Boodles Gin	750	\$1.00	Discovery Extender
398677	St Ambroise Oatmeal Stout	473	\$0.40	Discovery Extender
401315	Jose Cuervo Especial Silver	1140	\$3.00	
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Shelf Extender
407478	Jaw Drop Squirting Oranges	473	\$0.25	Shelf Extender
410852	Woodford Reserve Double Oaked	750	\$5.00	
413237	>(V)Terroir Languedoc (Gerard Bertrand)	750	\$2.00	Flex Space
413500	Rekorderlig Wild Berries Cider	500	\$0.25	Shelf Extender
416693	Jack Daniel's Tennessee Fire	750	\$2.00	End Aisle
417196	Grey Goose Vodka	1140	\$5.00	Feature Fixture B
419770	>Wines Of Substance Cabernet Sauvignon	750	\$4.00	
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	
430355	Jura Origin 10 Year Old	750	\$4.00	Shelf Extender, Feature Fixture B
431106	Creekside Cabernet Merlot VQA	750	\$1.50	
432732	Bodacious Smooth Red Bag In Box	4000	\$5.00	
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	Middle Nesting Table
439075	Bulleit Bourbon 10 YO	750	\$4.00	End Aisle
439661	Fireball (P.E.T)	200	\$1.00	
439950	Asahi Super Dry	6 × 330	\$1.50	
441543	Wakefield Promised Land Shiraz	750	\$3.00	Shelf Extender
441691	19 Malbec Zaha Altamira Uco Valley Mendoza (55 Ma	750	\$2.00	
442731	Kilkenny Irish Ale	4 × 500	\$1.00	
443945	>(V) Goru (Gsd Winesl)	750	\$1.00	Flex Space
446575	Stoli Premium Vodka	375	\$1.00	CE1
447953	Fireball Whisky Shooter	750	\$3.00	Cold Room Spirits
454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	\$1.00	Shelf Extender
463539	Aurora Crystal Head Vodka	750	\$10.00	
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Front Nesting Table
474585	J.P. Wiser's Apple Whisky	750	\$1.00	Shelf Extender
476911	Crown Royal Vanilla	750	\$1.50	Front Nesting Table



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
478628	>Z.Alexander Brown Uncaged Cabernet Sauvignon	750	\$2.00	
478909	Blue Moon	473	\$0.25	
479923	Stalk & Barrel Blue Blend	750	\$2.00	Shelf Extender
483313	20 Cotes Du Roussillon Narassa (Lafage	750	\$2.00	
486001	XOXO Pinot Grigio Sangria	750	\$2.00	
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50	Discovery Extender
491480	Twisted Shottz B52	4 x 30	\$0.75	
492009	Steam Whistle Can	473	\$0.30	
492454	1800 Coconut Tequila	750	\$2.00	End Aisle
493668	Unapologetically Sinful Red VQA	750	\$1.00	
497248	Trius Chardonnay VQA	750	\$2.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.50	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	
520304	Bacardi Gold	1140	\$1.00	
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
537258	Tiger Beer	500	\$0.35	Shelf Extender
541672	Basil Hayden's Bourbon	375	\$3.00	
545160	Tito's Handmade Vodka	1750	\$4.00	Shelf Extender
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Shelf Extender
545707	Cigar Box Pinot Noir	750	\$2.00	Shelf Extender
545871	Ruffino Lumina Pinot Grigio Igt	1500	\$2.00	Shelf Extender
553891	Smoky Bay Cabernet Sauvignon	750	\$1.00	Flex Space
556746	Lurton Piedra Negra Pinot Grigio Organic	750	\$2.00	Flex Space
558098	Twisted Shottz Sex On The Beach	4 x 30	\$0.75	
561076	Trius Pinot Grigio VQA	750	\$2.00	goLOCAL
563122	Le Fat Bastard Shiraz Pays D'Oc	750	\$2.00	End Aisle
563130	Le Fat Bastard Chardonnay Pays D'Oc	750	\$1.00	End Aisle
563247	> (V)Vidal Icewine VQA Niag (Kittling Ridge)	375	\$2.50	FSN
565861	> (V) Vidal Icewine Est (Ch Des Charmes)	200	\$4.00	FSN
570283	Twisted Tea Original	473	\$0.20	
570366	Bacardi Spiced Rum	1140	\$1.50	Shelf Extender
571133	>Dillon's Vermouth	750	\$2.00	
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	
573428	D'Ont Poke The Bear Cider	473	\$0.20	
589069	Peller Family Vineyards Red Bag In Box	4000	\$2.00	
593855	Astoria Prosecco La Robinia	750	\$2.00	Shelf Extender, Wine Fridge
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.50	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
602615	Angus The Bull Cabernet Sauvignon	750	\$2.00	Flex Space, Necktag
605881	Disaronno Originale Amaretto	1140	\$3.00	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$4.00	End Aisle
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	Flex Space
619395	Red Knot Shiraz	750	\$2.00	FSN
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Comm. Extender
623322	Peller Family Vineyards Sauvignon Bl	4000	\$3.00	End Aisle
636209	Roku Gin	750	\$5.00	
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	Shelf Extender
649343	Smirnoff Ice Light Original	4 × 355	\$1.00	Discovery Extender
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00	VL1
650796	16 Teynac St. Julien (Compagnie Medocaine)	750	\$5.00	
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	\$3.00	
666867	Bavaria Premium Value Beer	6 × 500	\$1.00	
666875	Dab Original	6 × 500	\$1.00	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	
667790	Amsterdam Boneshaker IPA	6 × 473	\$1.50	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	
707158	>(V) Lugana San Benedetto Doc (Zenato)	750	\$2.00	Flex Space
729392	>Marai De Marai Extra Dry Blue Bottle (Foss)	750	\$2.00	
905976	Budweiser	473	\$0.25	
908665	Bud Light	6 × 355	\$1.00	
925453	>Kilikanoon Shiraz Killermans Run	750	\$2.00	Flex Space
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	\$3.00	Flex Space
933077	>(V)Bourgogne Chardonnay (Jadot)	750	\$2.00	Flex Space
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	Flex Space

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
42	Canadian Club Premium	750	200
67	Smirnoff Vodka	750	50
117	Bacardi Superior White Rum	750	100
240	Smirnoff Vodka (P.E.T)	375	30
307	Seagrams V.O.	750	230
620	Silk Tassel Canadian Whisky	750	200
984	Alberta Premium Whisky	750	200
1867	Drambuie	750	150
2253	Disaronno Amaretto	750	80
4788	Captain Morgan Gold Rum	750	50
7369	Beefeater Dry	375	30
10357	Crown Royal Peach	750	60
10485	Pelee Island Lola Pinot Grigio VQA	750	100
10558	Roe & Co Blended Irish Whiskey	750	120
10946	Fireball 6 Pack Carrier	6 × 50	90
13244	Brockmans Gin	750	200
13510	Herradura Silver Tequila	750	400
14944	Marquis De Villard Brandy	750	100
15012	Northern Keep Vodka	750	100
15152	Rodenbach Classic	500	25
15310	Matt & Steve's Caesar Original Lightly Spiced	473	25
15537	Woodford Reserve Distiller's Select Bourbon	375	75
16546	On The Rocks Hornitos Margarita	375	150
16580	Maker's Mark	1140	375
16608	Aviation Gin	375	50
17559	Disaronno Velvet	750	80
17818	Corona Extra 6-Pkb +	6 × 330	60
18224	Vodkow Cream	750	140
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	99
18627	Callaway Cellar Selection Chardonnay	750	100
19098	Founder's Original Gin Bramble	355	7
19118	White Claw Hard Seltzer Raspberry	473	15
19543	Twisted Tea Original	12 × 355	50
20926	Aperol	375	40
21378	Jim Beam White Label Bourbon	750	200
22017	Smirnoff Vodka (P.E.T)	750	50
22077	Kronenbourg 1664 Blanc	12 × 330	195

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
22089	Hop Valley Bubble Stash	473	28
22492	Warheads Blue Raspberry	375	50
22931	Jagermeister	750	100
24096	Campari Negroni	375	50
24325	Canadian Club & Ginger Ale	473	15
24344	Arizona Hard Lemon Iced Tea	473	24
24404	Smirnoff Vodka Soda Berry Blast	355	5
24493	Courvoisier VSOP Cognac	750	500
25068	Laurent Perrier La Cuvee Brut Champagne	750	250
25141	Lobos 1707 Tequila Reposado	750	200
25517	Peller Family Reserve Rosé Bubbles VQA	750	80
25554	Dirty Devil Vodka	750	125
25652	Our Story Cabernet Merlot VQA	750	50
25904	Champagne Pommery Brut Rosé	750	150
26577	Duval-Leroy Brut Nv Reserve	750	200
26622	Somersby Cider Mixer 8-Pack	8 × 473	170
26979	Don Julio Anejo	750	180
27522	Elijah Craig Small Batch Bourbon	375	50
27561	Laneway No. 11 Gin	750	110
27665	Wayne Gretzky Butter Pecan Cream	750	99
27768	J.P. Wiser's 10YO Canadian Whisky	750	120
28636	Vizzy Signature Variety Pack	12 × 355	80
29193	Wolfhead Cinnamon Whisky Ddp	750	200
29726	Dillons Gin Cocktails Variety Pack	12 × 355	60
30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	50
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	100
31221	Twisted Tea Mango	473	15
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	60
31225	Simply Spiked Lemonade Variety Pack	12 × 355	80
31300	Smirnoff Ice Orange Blast	473	10
31311	Captain Morgan Mango Mai Tai	355	10
31345	Brock Street Tropical Thunder New England IPA	473	25
31487	With Love Pecorino	750	75
31930	Seagrams V.O.	1750	500
32018	Amstel Ultra	6 × 355	50
32445	Saigon Baigur	700	150
32463	Headline Acts Sauvignon Blanc	750	80

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
32639	Castell D'Or Cava Brut, Catalonia	750	75
32794	Mindful Pinot Grigio Vidal VQA	750	40
33544	Seagram's VO Select	750	300
33666	Cave De Lugny Macon-Lugny St. Pierre Chardonnay	750	125
33667	Cave De Lugny Bourgogne Pinot Noir Aoc	750	125
34482	Remy Martin VSOP 300 Year Anniversary Giftpack	750	300
34621	Remy Martin XO 300 Year Anniversary Pack	700	300
34622	Remy Martin 1738 300 Year Anniversary Pack	700	300
34637	Canadian Club Premium	1750	200
38505	Smirnoff Vodka (P.E.T)	1750	120
40626	Charm Soju Liquor	360	15
49726	Yukon Jack	750	200
52050	The Famous Grouse	750	150
53082	Alberta Pure Vodka (P.E.T)	1750	200
54213	Alberta Premium Whisky (P.E.T)	1750	400
64287	Cono Sur Bicicleta Viognier	750	100
71647	Polar Ice Vodka (P.E.T)	750	60
73395	Castillo De Monseran Garn, Carinena	750	50
87015	Lamb's Classic White Rum (P.E.T)	1750	120
88799	Alberta Pure Vodka (P.E.T)	750	125
91702	Red Knot Cabernet Sauvignon	750	50
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	50
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	200
111443	Chambord Royale	750	150
129940	Aviation Gin	750	80
131870	Bushmills Malt 10 Year Old	750	220
135566	Polar Ice Vodka	750	60
158741	Alianca Bairrada Reserva	750	40
191866	Pknt Cabernet Sauvignon Reserve	750	75
207514	Remy Martin	375	300
209213	Beefeater London Dry Gin	1140	120
214726	Marquis De Villard Brandy	1140	200
215558	Cattos Rare Blended Scotch	1140	200
215889	Gibson's Finest Sterling Edition Whisky	1140	100
216671	Wisers Special Blend	1140	120
216903	Banff Ice Vodka	1140	100
216945	Freixenet Cordon Negro Brut Cava	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
216978	Seagrams V.O.	1140	350
217554	Captain Morgan Dark Rum	1140	75
217687	Canadian Club Premium	1140	250
217786	Jim Beam White Label Bourbon	1140	200
220749	Glengoyne 10 YO Single Highland Malt	750	400
225615	Brugal Anejo	750	175
237644	Frisky Zebras Seductive Shiraz	750	40
237792	Icebox Long Island Iced Tea	1140	240
240101	Lamb's Palm Breeze Rum (P.E.T)	1140	75
242107	No. 3 London Dry Gin	750	150
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	100
254912	Codorniu Brut Clasico Sparkling	3 × 200	75
260323	Jack Daniel's Honey	750	100
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	50
285585	Masi Bonacosta Valpolicella Classico Doc	750	150
286807	Buton Vecchia Romagna Brandy	750	60
292177	Phillips Butter Ripple Schnapps	750	150
292532	The Wolftrap White Blend	750	75
292615	Jameson Black Barrel	750	110
295139	Alamos Malbec	750	100
311928	Canadian Club Classic 12 Year Old	750	250
314856	Fireball Whisky Shooter	1140	250
316323	Motts Original Caesar	458	15
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	100
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	60
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	280
326009	Knob Creek Bourbon	750	300
326025	Basil Hayden Straight Bourbon	750	200
330803	Bowmore 12 Year Old Islay Single Malt	750	300
334151	Bacardi Superior White Rum (P.E.T)	1140	90
350397	Banff Ice Vodka	750	200
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
363457	> (V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	100
364174	Drambuie	375	150
365601	Samuel Adams Boston Lager	473	10
369819	Mount Gay Eclipse Rum	1750	200
369967	Inception Deep Layered Red	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
381962	Smirnoff Green Apple Flavoured Vodka	750	60
390583	Canadian Club 100% Rye	750	200
391631	Fantini Pinot Grigio	750	88
393090	Monasterio De Las Vinas Crianza Carinena	1500	100
396234	E&J VSOP Brandy	750	100
397976	Dr. McGillicuddy Intense Peach	375	85
398016	Dr. McGillicuddy Intense Peach	750	160
398032	Dr. McGillicuddy Intense Butterscotch	750	160
398479	1800 Reposado	750	100
400556	Bodega Norton Barrel Select Malbec	750	100
410803	D'Usse VSOP	750	180
417295	Ciroc Original Unflavoured	750	90
433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	200
438960	Canadian Club 100% Rye	1140	200
441576	McGuigan Black Label Pinot Grigio	750	77
445825	Jacob's Creek Moscato Rosé Sparkling	750	80
446021	Bacardi Coconut Rum	750	75
446567	Iceberg Vodka (P.E.T)	750	80
452615	Herradura Reposado Tequila	750	400
456095	Ketel One Vodka	750	75
456350	Fireball Cinnamon Whisky	1750	370
457572	Gibson's Finest Bold 8YO	750	100
462424	Cabot Trail Maple Cream	750	120
463661	Yellowstone Select Bourbon Whiskey	750	120
464214	Anciano No. 7 Reserva Rioja	750	100
468181	Brock Street Blonde	473	25
477885	Polar Ice Vodka (P.E.T)	1750	120
481366	High River Canadian Whisky	750	260
491829	Southern Comfort	1140	300
492207	Rodenbach Grand Cru	330	25
493254	Roscato Rosso Igt Provincia Di Pavia	750	40
494369	Southern Comfort (P.E.T)	200	75
500512	Captain Morgan Original Spiced Rum	750	60
517136	Alberta Premium Whisky (P.E.T)	750	50
518795	Omnipollo Zodiak IPA	473	10
520320	Bacardi Superior	1140	90
520353	Bacardi Spiced Rum	750	75
520718	Sour Puss Raspberry Liquor	375	50

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
522979	Cave Spring Pinot Gris VQA	750	90
541607	The Sexton Single Malt Irish Whiskey	750	200
544791	>Vidal Icewine (Reif Estate Winery)	200	150
556720	Warsteiner Premium Pilsener	500	11
558940	Miller Lite	6 × 473	50
569087	Fantini Chardonnay	750	88
574970	McGuinness Triple Sec	375	80
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	100
600163	Tanqueray No. Ten Gin	750	90
600981	Hpnotiq Liquor	750	200
601146	Glen Breton Rare Canadian Single Malt	750	200
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	100
645697	Levenswater Spring 34 Gin Ddp	750	100
659607	>Mitolo Jester Shiraz	750	100
667303	Blue Lobster Vodka Soda	473	10
720532	Auchentoshan Three Wood (Morrison Bowmore)	750	200
897702	Bottega Vino Dei Poeti Prosecco Doc	750	60
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	50



## 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).**

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

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
22931	Jagermeister	750	Jager Shot Glasses	Shelf Extender, BAP
27604	Dixon's Silver Creek Vodka	750	Dixon's Wicked Blueberry Gin 50 mL	
216226	Alberta Premium Whisky	1140	Reifel Rye 50 mL	Shelf Extender
216903	Banff Ice Vodka	1140	Alberta Pure 50 mL	Shelf Extender, BAP
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL	End Aisle
242339	Alberta Pure Vodka (P.E.T)	1140	Alberta Pure 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	Shelf Extender

## 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)
Toronto Popcorn Co	End Aisle, LTO	10216	Kahlua Coffee Liquor	1140
	End Aisle, LTO	10217	Kahlua Coffee Liquor	1750
	End Aisle, LTO	27972	Kahlua Salted Caramel Delight	750
Vodka Soda Berry Blast 355 mL	End Aisle, Seasonal Block Pile D, BAP	67	Smirnoff Vodka	750
	End Aisle, BAP	38505	Smirnoff Vodka (P.E.T)	1750
	End Aisle	131391	Smirnoff Vodka (P.E.T)	1140
	End Aisle	380303	Smirnoff Blueberry Flavoured Vodka	750
	End Aisle	381970	Smirnoff Lime Flavoured Vodka	750
	End Aisle	382028	Smirnoff Vanilla Flavoured Vodka	750
World Class Glass	End Aisle, Feature Fixture A	54866	Bulleit Bourbon Frontier Whiskey	750
Hot Chocolate	S1 S2	5959	Baileys Irish Cream	750
	S1 S2	193490	Baileys Irish Cream	1750
	S1 S2	400259	Baileys Salted Caramel	750
	S1 S2	605956	Baileys Irish Cream Liquor	1140
Miss Vickies Chip Bag	Flex Space	13248	Woodbridge By Robert Mondavi Rosé	750
	Flex Space	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750
	Flex Space	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750
	Flex Space	99408	Woodbridge By Robert Mondavi Chardonnay	750
	Flex Space	494492	Woodbridge By Robert Mondavi Merlot	750
	Flex Space	523431	Woodbridge By Robert Mondavi Pinot Grigio	750
Purchase 2 Budweiser 6 × 355 mL and receive bag of Ruffles chips	Seasonal Block Pile A	904334	Budweiser	6 × 355
Receive a branded glass with the purchase of 4 Tahiti Treat cans	EZH	31291	Tahiti Treat Fruit Punch Soda & Vodka	473

## 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	Lunar NY Envelopes	Front Entrance Table, LTO
6502	Cointreau	750	Lime Squeezer	Shelf Extender, LTO
8888	St Remy Brandy	750	Remy Martin VSOP 50 mL	Front Entrance Table
10428	Jackson-Triggs Proprietors' Selection Rosé	1500	Candy Heart Wine Glass Charms	
11248	Baileys Espresso	750	Captain Morgan 50 mL	Mini Thematic
11850	Buffalo Trace Bourbon	375	Stirrings 50 mL	
12849	>Hakutsuru Sake	720	Chopsticks	W5
14910	Bushmills Irish Whiskey	750	Glassware	Comm. Extender
15009	New Amsterdam Pink Whitney Vodka	750	Shot Glass	Feature Fixture B
15806	Skyy Vodka	750	Howler Head 50 mL	
16767	Saintly Sparkling Rosé VQA	750	Candy Heart Wine Glass Charms	
16833	Goldschlager	750	Fireball 50 mL	
18627	Callaway Cellar Selection Chardonnay	750	Callaway Golf Tees	BAP, Wine Fridge
18877	Cabot Trail Maple Cream	1140	Branded Toque	
19670	Valley Of Mother Of God Smoked Gin Ddp	750	Campari Glass	
19749	Teremana Blanco Tequila	750	Teremana Toques	
19750	Teremana Reposado Tequila	750	Teremana Toques	
20896	Ruffino Prosecco Rosé Doc	750	Candy Wine Charm	
21574	Hine H By Hine VSOP Fine Champagne Cognac	750	Gift Box Lunar New Year	
21876	Sheep Dog Peanut Butter Whiskey	750	Fireball 50 mL	
22931	Jagermeister	750	Jager Shot Glasses	Shelf Extender, BAP
24487	Ruffino Prosecco	375	Candy Wine Charm	
25441	Teremana Tequila Anejo	750	Teremana Toques	
27562	Laneway No. 12 Vodka	750	NO.11 50 mL	
27727	Bask Cabernet Sauvignon	750	Tea Soaking Baskets	
27728	Bask Pinot Grigio	750	Tea Soaking Baskets	
28460	Gray Jay Deluxe Canadian Whiskey	750	Branded Glass	
31804	Sistina Montepulciano D'Abruzzo Doc	750	Glassware	FSN
31979	Calirosa Rosa Blanco	750	Calirosa 50 mL	Necktag
32117	White Claw Premium Vodka	750	RTD VA	Shelf Extender
33377	Forty Creek Cream Butter Tart	750	Scented Candles	Mini Thematic
34259	Bask Lightly Sparkling Rosé	750	Tea Soaking Baskets	
41384	Jack Daniel's Tennessee Whiskey	750	Jack Daniels Gift Tins	
61374	Bushmills Black Bush	750	50 mL Mini	

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

LCBO#	Description	Size (mL)	VA Approved	Display Program
180695	St-Germain Elderflower Liqueur	750	Cazadores Blanco 50 mL	Mini Thematic
207514	Remy Martin	375	Lunar New Year Envelopes	BAP
216689	J.P. Wiser's Deluxe	1140	JP Wiser's 10YO 50 mL	End Aisle
216721	Tanqueray London Dry Gin	1140	Tanqueray Rangpur 50 mL	End Aisle
217166	Gordons Gin	1140	Captain Morgan 50 mL	End Aisle
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL	End Aisle
263780	Licor 43	750	Licor 43 Mini-Beer Glass	
281378	Forty Creek Cream Liquor	750	Scented Candles	
292177	Phillips Butter Ripple Schnapps	750	Hot Butter Rum	BAP
300699	Molson Canadian	6 × 473	Purchase two Molson Canadian 6 × 473 mL and receive a pair of vintage inspired NHL socks.	Seasonal Block Pile A, LTO
334110	Ciroc Peach	750	Raptors Contest Ticket Necktag	FSO
334128	Ciroc Red Berry	750	Raptors Contest Ticket Necktag	FSO
341347	Fresh Possibilities Sparkling Rosé VQA	750	Gift Box	
350611	Bulleit Rye	750	Bulleit Bourbon 50 mL	End Aisle
382747	Tequila Rose Strawberry Cream Liqueur	750	360 Vodka 50 mL	Mini Thematic
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 2 × 50 mL	
398776	Fireball Whisky Shooter	375	Sheep Dog 50 mL	Cold Room Spirits
403519	Crown Royal Apple	750	Crown Royal Peach 50 mL	Shelf Extender
413104	Dillon's Dry Gin	750	RTD VA	
417295	Ciroc Original Unflavoured	750	Ciroc Pineapple 50 mL	Feature Fixture A, FSO, BAP
446567	Iceberg Vodka (P.E.T)	750	Stalk & Barrel 50 mL	End Aisle, BAP
446823	Ciroc Pineapple	750	Raptors Contest Ticket Necktag	FSO
467811	Ruffino Prosecco	750	Candy Wine Charm	
481614	Ciroc Apple	750	Raptors Contest Ticket Necktag	FSO
491803	Southern Comfort (P.E.T)	375	Fireball 50 mL	
506691	Wolf Blass Yellow Label Shiraz	750	Glassware	
516096	Glendalough Double Barrel Irish Whiskey	750	Flask	
520353	Bacardi Spiced Rum	750	Hot Buttered Rum Mix - Butter Ripple	Seasonal Block Pile C, BAP
544155	Iceberg Vodka (P.E.T)	1750	Socks	End Aisle
605816	St Remy Brandy	1140	St Remy XO 50 mL	
635482	Glendalough Wild Botanical Gin	750	Bar Tools	
636092	Gordon's Pink Gin	750	Smirnoff 50 mL	
638734	Deep Eddy Lemon	750	Evan Williams 50 mL	
650325	>Kim Crawford Hawke's Bay Rosé	750	Wine Charms	End Aisle
652883	>Belle Glos Clark & Telephone Pinot Noir	750	Lunar NY Money Envelope	FSN
662379	Ciroc Watermelon	750	Raptors Contest Ticket Necktag	FSO

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	Taste Profile Necktag	
31979	Calirosa Rosa Blanco	750	Valentines Day	Value Add
602615	Angus The Bull Cabernet Sauvignon	750	Highlight Australia	Flex Space, LTO

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## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	25135	Carlsberg Danish Pilsner Snap Pack (LCBO Warehouse)	6 × 330	CARLSBERG CANADA INC.	Store Order
	33105	Carlsberg (275/TBS)	473	CARLSBERG CANADA INC.	Store Order
	33106	Carlsberg Lite (275/TBS)	473	CARLSBERG CANADA INC.	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	28741	Muskoka Winter Beard Nitro Latte Stout (LCBO Warehouse0)	473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
Beer Excitement Zone - 21C (End EZH)	31291	Tahiti Treat Fruit Punch Soda & Vodka	473	MARK ANTHONY WINE & SPIRITS	Store Order
Beer Excitement Zone - 21D (End EZD)	17817	Corona Extra (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Store Order
	17818	Corona Extra (275/TBS)	6 × 330	LABATT BREWERIES ONTARIO	Store Order
	17846	Corona Extra (275/TBS)	6 × 355	LABATT BREWERIES ONTARIO	Store Order
Ontario Craft Beer End Aisle	16425	County Kolsch (3393)	473	CRAFT DYNAMICS	Store Order
	19995	Whitewater Brewing High Tide Neipa (8454)	473	WHITEWATER BREWING	Store Order
	33238	Grand River Brewing Pale Ale (8469)	473	GRAND RIVER BREWING	Store Order
	37000	Mascot Brewery Lightweight Lager (687)	473	MASCOT BREWERY	Store Order
	275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	NICKEL BROOK BREWING	Store Order
	408054	Great Lakes Pompous Ass (1929)	473	GREAT LAKES BREWING CO	Store Order
	17488	Molson Cold Shots (275/TBS)	4 × 222	275 - The Beer Store	Forced
Seasonal Block Pile A	300699	Molson Canadian (275/TBS)	6 × 473	275 - The Beer Store	Forced
	311779	Bud Light (275/TBS)	6 × 473	275 - The Beer Store	Forced
	311787	Budweiser (275/TBS)	6 × 473	275 - The Beer Store	Forced
	558940	Miller Lite (275/TBS)	6 × 473	275 - The Beer Store	Forced
	904334	Budweiser (275/TBS)	6 × 355	275 - The Beer Store	Forced

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
	5959	Baileys Irish Cream	750	1929 - Great Lakes Brewing Co. Inc.	Store Order
	11248	Baileys Espresso	750	2218 - Sons Of Kent	Store Order
	30082	Carolans Irish Cream	1750	458 - Cowbell Brewing Co.	Store Order
	33377	Forty Creek Cream Butter Tart	750	6309 - Flying Monkeys Craft Brewery	Store Order
<b>End Aisle #10/Mini Thematic C</b>	180695	St-Germain Elderflower Liqueur	750	3827 - Side Launch Brewing	Store Order
	250134	Sortilege	750	5732 - Refined Fool Brewing Company	Store Order
	380865	Rumchata	750	7672 - Beyond The Pale Brewing Company	Store Order
	382747	Tequila Rose Strawberry Cream Liqueur	750	LCBO Warehouse	Store Order
	520718	Sour Puss Raspberry Liqueur	375	4826 - Wellington County Brewery Inc	Store Order
<b>R57: Ontario Beer A</b>	413500	Rekorderlig Wild Berries Cider (LCBO Warehouse)	500	PREMIER BRAND, LTD.	Forced
<b>R58: Ontario Beer B</b>	537258	Tiger Beer (LCBO Warehouse)	500	HEINEKEN CANADA INC.	Forced
<b>R59: Beer 1</b>	445734	Northern Logger (7346)	473	SLEEPING GIANT BREWING CO.	Forced
<b>R60: Beer 2</b>	328419	Carib Lager (LCBO Warehouse)	6 × 330	GELOSO BEVERAGE GROUP CANADA	Forced
<b>R61: Beer 3</b>	32018	Amstel Ultra (275/TBS)	6 × 355	MOLSON COORS CANADA	Forced
<b>R62: Beer 4</b>	25665	Flying Monkeys Cold IPA (6309)	473	FLYING MONKEYS CRAFT BREWERY	Forced
<b>D4: Discovery BSM 1</b>	481515	Bench Brewing Balls Falls Session IPA (798)	473	BENCH BREWING CO.	Forced
<b>D5: Discovery BSM 2</b>	398677	St Ambroise Oatmeal Stout (LCBO Warehouse)	473	BRUCE ASHLEY GROUP	Forced

## Questions?

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

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# PERIOD 12

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 28 Start of Period 12	29	30	31	FEBRUARY 1	2	3 Vintages Release
4	5	6	7	8	9	10 LUNAR NEW YEAR!
11	12	13	14 VALENTINE'S DAY	15	16	17 Vintages Release
18	19 FAMILY DAY (Stores are closed)	20	21	22	23	24 End of Period 12
25	26	27	28	29		