



# SUMMER MODE



**PERIOD 5 MARKETING & PRODUCT GUIDE**

JULY 16 - AUGUST 12, 2023

My Store #



Kudos to Store #486

# Period 5 Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 5	2	<input type="checkbox"/> <input type="checkbox"/>	Enhanced Displays	46
<input type="checkbox"/> <input type="checkbox"/>	P5 Aeroplan Promotion	3	<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	49
<input type="checkbox"/> <input type="checkbox"/>	Wines of California	13	<input type="checkbox"/> <input type="checkbox"/>	Period 5 End Aisles	51
<input type="checkbox"/> <input type="checkbox"/>	Name Badge Stickers	14	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	60
<input type="checkbox"/> <input type="checkbox"/>	P3-6 Signage Gallery	14	<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	62
<input type="checkbox"/> <input type="checkbox"/>	New Product Bin Tag Underlay	20	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	63
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	25	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported Shelf Talkers	64
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture	26	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	65
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	28	<input type="checkbox"/> <input type="checkbox"/>	Vintages	67
<input type="checkbox"/> <input type="checkbox"/>	Entrance Table	30	<input type="checkbox"/> <input type="checkbox"/>	Summer Gift Bags	71
<input type="checkbox"/> <input type="checkbox"/>	Cocktail of the Month	32	<input type="checkbox"/> <input type="checkbox"/>	Summer Gift Card	73
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	33	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	74
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	34	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	78
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	35	<input type="checkbox"/> <input type="checkbox"/>	Wine And Spirits Special Promotions Fixture	80
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table	36	<input type="checkbox"/> <input type="checkbox"/>	Top Picks Impulse Displays	82
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile A	42	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display	83
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile B	43	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	84
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile C	44	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	85
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile D	45	<input type="checkbox"/> <input type="checkbox"/>	Beer Direct Delivery Products	124

# WHAT'S NEW FOR PERIOD 5



## Promotional Programs

**Feature Fixture A:** Wine For A Crowd

**New & Seasonal:** Seasonal Rosé 2023

**Entrance Table:** Grill Mode

**Cocktail of the Month (EA1):** Patio-Perfect Iced Latte

**Mini Thematic A:** Gin Gifts for Summer

**Mini Thematic B:** Sparkling Summer Gifts

**Mini Thematic C:** Summer Mode Beers

**Front Nesting Table:** Premium & Standard Flights

**Middle Nesting Table:** Australian BBQ Wines

**Block Pile A:** Chill Mode

**Block Pile B:** Summer Mode

**Block Pile C:** Aeroplan

**Block Pile D:** Aperol Spritz

**Enhanced Block Pile:** Large Format IDB Wines

**Enhanced Block Pile:** Fireball

**Enhanced Block Pile:** On the Rocks Cooler

Aeroplan Offers & Shelf Talkers

New Spring Products Name Badge Stickers

EA 1-4 & 10 End Aisle Backer Cards and Blade Signs

Wines Discovery End Aisle - Greek Wines

Front End Merchandisers

Top Picks Impulse Displays

The Cold Room Spirits Display

New Product Underlay Program

On Shelf



## Wine Programs

**ON1:** Go Local

**ON2:** Our Buyer's Pick (VQA)

Flex Space

## Beer Programs

Beer Excitement Zone

Ontario Craft Beer End Aisle

Craft Beer Imported Shelf Talkers

## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



# P3-6 Aeroplan SIGNAGE





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: Period 5 (July 16 - August 12, 2023)

### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

Components	Image (example only)
<b>Period 3-6 Aeroplan Exterior Banners</b>	
<ul style="list-style-type: none"> <li>Install the Aeroplan Exterior Banner in the placement outside the store.</li> </ul>	
<b>ENG (Re-order# 24P3-EB3) / BIL (Re-order# 24P3-EB4)</b>	
<b>Aeroplan End Aisle Backer Card (2 Versions for P5)</b>	
<ul style="list-style-type: none"> <li>Install the Aeroplan generic backer card on end aisles with Aeroplan offers. The Coolers Generic Backer can be used for discretionary ends or RTD/Coolers with Aeroplan offers.</li> </ul>	
<b>Generic Backer Card: ENG/BIL (Re-order# 24P5-BC-GEN1)</b>	
<b>RTD Backer Card: ENG/BIL (Re-order# 24P5-BC-GEN2)</b>	
<b>Aeroplan Shelf Talker</b>	
<ul style="list-style-type: none"> <li>Install the Aeroplan Coolers shelf talkers throughout the RTD section near products that are on Aeroplan bonus to raise awareness of the Aeroplan Offer.</li> </ul>	
<b>ENG Re-order# AIM-24P5-CAP7 / FR Re-order# AIM-24P5-CAP8</b>	
<b>Aeroplan Seasonal Banner Insert</b>	
<ul style="list-style-type: none"> <li>Install the Operational Aeroplan seasonal banner insert.</li> </ul>	
<b>ENG (Re-order# 24P5-SB1) / BIL (Re-order# 24P5-SB2)</b>	

# Signage Components & Merchandising Instructions

## Components

## Image (example only)

### NEW! Aeroplan Pin Pad Device Sign

- **REMOVE** the Aeroplan Cash Desk Decal.
- Installed the new Aeroplan Pin Pad Device Sign on the top edge of the Pin Pad device, facing the customer.
- The bottom of the sign has D-Tape and bends back, creating an edge that can be used to affix to the Pin Pad.
- NOTE: Stores with a Pin number at the top of the POS Pin Pad must relocate the signage to the side of the PIN Pad so that it is not obscured by the Aeroplan Sign.



BACK OF SIGN

INSTALLED SIGN

### Operational Aeroplan Bin Tag Pop-Out

- Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.
- ENG (Re-order # 23OP-AP20) / BIL (Re-order # 23OP-AP21)



### Operational Aeroplan In-section Perpendicular Shelf Talker

- Installed in-section using a perpendicular shelf clip (PSTC201404). Shelf Talkers should be installed every 12' on each gondola run.
- ENG (Re-order# 23OP-AP14) / BIL (Re-order# 23OP-AP15)



### Operational Aeroplan Front Door Decal

- Continue to display the 8x8 decal on the left side of the second door.
- ENG (Re-order# 23OP-AP10) / BIL (Re-order# 23OP-AP11)

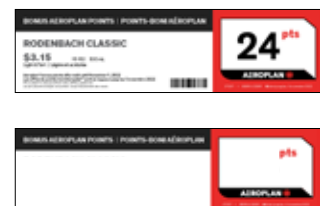


### Pre-printed and Blank Aeroplan Shelf Talkers

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

P5 Aeroplan Shelf Talkers ENG/BIL (Re-order # AIM-24P5-ANS)

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



## Period 5 Aeroplan Offers

LCBO#	Description	Format	APP Amount
42	Canadian Club Whisky	750	60
67	Smirnoff Vodka	750	60
1099	Johnnie Walker Red Label Scotch Whisky	750	60
1222	Wiser's Special Blend Whisky	750	80
1487	Crown Royal	750	60
1503	Alberta Pure Vodka (PET)	375	100
2089	Lamb's Palm Breeze Rum	750	100
5009	Lamb's White Rum	750	100
6395	20 Bees Cabernet Merlot VQA	750	40
8888	St Remy VSOP Brandy	750	60
10232	1800 Blanco Tequila	375	80
10485	Pelee Island Lola Pinot Grigio VQA	750	100
10711	Toro Bravo Verdejo Sauvignon Blanc DO La Mancha	750	10
10946	Fireball 50ml 6 Pack Carrier	6 × 50	95
11130	Dewar's White Label Scotch Whisky	750	50
11572	XOXO Moscato	750	40
11928	Gato Negro Chardonnay	1500	100
12287	Jackson-Triggs Cabernet Sauvignon Light	750	40
12858	Waterloo Grapefruit Radler	473	10
13484	Ginslinger Handcrafted Ontario Dry Gin	750	40
13654	Partake Brewing Non-Alcoholic IPA	355	10
13733	Stave & Steel Canadian Whisky Barrel Cabernet Sauvignon	750	120
14066	Molson Ultra	6 × 473	40
14355	Appleton Estate 12 Year Old Rare	750	125
14525	Georgian Bay Raspberry Rhubarb Vodka Smash	473	8
14882	Saintly The Good Rosé VQA	750	50
14944	Marquis De Villard Brandy	750	200
14955	Martini Sparkling Rose	750	30
15435	Schneider Helle Weisse	500	5
15760	Slow Press Cabernet Sauvignon	750	120
15806	Sky Vodka	750	75
16225	Bee's Knees	355	10
16352	Peller Family Vineyards Chardonnay	1000	50
16434	Brock Street Brewing Strawberry Blonde	473	26
16767	Saintly The Good Sparkling Rosé VQA	750	50
16775	Jackson-Triggs Proprietor's Selection Light Pinot Grigio	750	40
16903	Storyteller Lager	473	10
17117	Rally Beer Co Trail Blazer	473	10
17690	Trius Brut Rosé Sparkling VQA	750	100
17747	Ménage à Trois Cabernet Sauvignon	750	80
19110	Seagram Island Time Coconut Lime	6 × 355	10
19121	White Claw Hard Seltzer Watermelon	473	15
19338	Good Natured Crisp Chardonnay VQA	750	40
19423	Madre Mezcal	750	180

## Period 5 Aeroplan Offers

LCBO#	Description	Format	APP Amount
19749	Teremana Blanco Tequila	750	100
19750	Teremana Reposado Tequila	750	250
19774	Cesari Valpolicella DOC Essere	750	111
19921	Luccarelli Puglia Bianco IGP	750	50
20263	G.A. Schmitt Winzertanz	1500	130
20807	Tribute Cabernet Sauvignon	750	100
20926	Aperol 375ml	375	50
21381	Pink Poodle Sparkling Rosé	750	30
21441	Honest Lot Sauvignon Blanc	750	40
22017	Smirnoff Vodka PET	750	60
22192	Grant's Triple Wood 12 Year Old	750	200
22449	Hendrick's Neptunia	750	150
22492	Warheads Blue Raspberry	375	50
22877	Cala Rey Tempranillo-Syrah	750	50
24145	Warheads Watermelon	375	50
24318	White Claw Iced Tea Lemon	473	15
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	15
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	15
24341	Mott's Clamato Caesar Chipotle Lime	458	15
24344	Arizona Hard Lemon Iced Tea	473	30
24346	Jack Daniel's Tennessee Honey Lemonade	473	20
24360	Black Fly Tequila Margarita Strawberry	4 × 400	20
24369	Nude Pink Lemonade	355	10
24404	Smirnoff Vodka Soda Berry Blast	355	5
24492	Lolea No2 White Sangria	750	40
24809	Truly Strawberry Lemonade	473	20
24932	Black Fly Vodka Crushed Mixer Pack	12 × 355	50
25227	Smirnoff Peach Lemonade	750	60
25388	Del Maguey Vida Mezcal	750	120
25554	Dirty Devil Vodka	750	100
25999	Jagermeister	1140	200
26076	Thornbury Craft Co. Haze for Dayz	473	20
26548	Walter Craft Caesar - Classic	458	10
26577	Duval-Leroy Brut NV Reserve	750	200
27128	Flat Roof Manor Pinot Grigio	750	100
27561	Laneway No. 11 Gin	750	110
27562	Laneway No. 12 Vodka	750	90
27605	Reifel Rye	750	250
27646	Alida Tequila	750	200
28198	Belle De Brillet	700	200
28420	13th Street Blanc De Blanc VQA	750	100
28460	Gray Jay Deluxe Canadian Whisky	750	100
28556	Three Thieves Cabernet Sauvignon	1500	100
30104	Malibu Coconut Rum	1750	120



## Period 5 Aeroplan Offers

LCBO#	Description	Format	APP Amount
30575	Guinness Extra Stout	6 × 330	25
30720	Beefeater Peach & Raspberry	750	120
30721	Open Coast Gin	750	100
30834	Canadian Club Classic 12 Year Old	1140	300
31051	"Gabriel Meffre St Vincent Cotes Du Rhone	750	70
31062	Ruffino Orvieto Classico	750	50
31173	Settesoli Vermentino IGT Terre Siciliane	750	50
31235	Sandbagger Pink Grapefruit Hard Seltzer	355	8
31242	Malibu Watermelon Mojito	355	25
31247	Seth & Riley's Garage Hard Lemonade	275	20
31259	Muskoka Spirits Muskoka Long Drink	568	15
31261	Muskoka Spirits Nitro Raspberry Gin Fizz	250	15
31265	John Sleeman & Sons - Ginger & Lime Mule	473	5
31274	NOROI Sparkling Cosmo Orange and Cranberry	355	25
31284	White Claw Blackberry	473	15
31287	White Claw Iced Tea Strawberry	473	15
31288	White Claw Surge Blood Orange	473	15
31289	Rey Azul Tequila & Soda Lime & A Hint of Sea Salt	355	22
31292	Weekender Peach Mango	500	20
31296	HiJinx Hard Seltzer Raspberry Lemonade	473	8
31298	Cutwater Tequila Margarita	355	10
31308	Lone River Ranch Water Original	4 × 355	40
31313	Cutwater Tequila Paloma	355	10
31317	Cutwater Rum Mint Mojito	355	10
31480	Coldstream Peach Iced Tea	473	20
31510	Lakefront New Grist Gluten Free	4 × 473	10
32125	Fletcha Azul Blanco	750	180
32183	Saintly The Good Sauvignon Blanc VQA	750	50
33223	Railway City Cherry Creamsicle Ale	473	8
34019	Magnotta Small Batch Raspberry Cider	473	10
34991	La Vieille Ferme Luberon Blanc AOC	1500	100
40626	Charm Soju Liquor	360	15
53082	Alberta Pure Vodka (PET)	1750	400
54213	Alberta Premium Whisky (PET)	1750	150
54353	Stoneleigh Marlborough Pinot Noir	750	50
57893	Lamb's Palm Breeze Rum (PET)	1750	150
63305	Peller Family Vineyards Red	1000	30
68551	Peller Family Vineyards Rosé	1000	30
71647	Polar Ice Vodka (PET)	750	50
79129	Gato Negro Sauvignon Blanc	1500	100
110031	Sandbanks Dunes White VQA	750	50
112672	Wiser's Special Blend Whisky (PET)	1750	120
129726	Fish Hoek Sauvignon Blanc	750	85
131870	Bushmills Malt 10 Year Old Irish Whiskey	750	200

## Period 5 Aeroplan Offers

LCBO#	Description	Format	APP Amount
135566	Polar Ice Vodka	750	50
137810	Campo Viejo Rioja Reserva	750	120
139022	Sandbanks Riesling VQA	750	30
142117	Lindemans Bin 65 Chardonnay	750	50
143040	Hornitos Reposado Tequila	750	150
144337	Side Launch Hibiscus Sour	473	6
146761	Fielding Riesling VQA	750	40
149567	Tag No. 5 Vodka	750	40
157586	Ferreira Dona Antonia Tawny Reserve Port	750	75
158014	Flor de Caña Centenario 12 Year Rum	750	200
170134	Banrock Station Pink Moscato Rosé	750	85
175042	Girls' Night Out Pineapple Mango Tango	750	50
175349	Open Rosé VQA	750	50
192922	Seagrams 83 Whisky	1140	300
212282	Luksusowa Vodka	1140	200
216903	Banff Ice Vodka	1140	75
217786	Jim Beam White Label Bourbon	1140	300
219816	Catedral Reserva Dao	750	100
223529	Appleton Estate V/X Signature Blend	1140	75
225771	Black Fly Tequila Margarita (PET)	4 × 400	25
230813	Rittenhouse Straight Rye Whisky 100 Bottled In Bond	750	100
231571	Seagrams 83 Whisky (PET)	1750	400
238964	Sogrape Grao Vasco Dao	1500	100
250480	Zonin Prosecco Brut 1821 DOC	3 × 200	100
250498	Castello Del Poggio Moscato	750	100
253856	Luccarelli Primitivo Puglia IGT	750	50
262337	G.A. Schmitt Niersteiner Late Harvest, Rheinhessen	750	80
273490	THALIA White Assyrtiko - Sauvignon Blanc	750	50
275099	Jackson-Triggs Vidal	4000	150
277004	Plymouth English Gin	750	150
292557	The Wolftrap Red Blend	750	50
305607	Seagrams 83 Whisky	750	200
309773	St Remy VSOP Brandy (PET)	1750	200
311944	Canadian Club Classic 12 Year Old	1750	300
314856	Fireball Cinnamon Whisky	1140	240
318683	The Kraken Black Spiced Rum	1140	100
333070	Islay Mist Scotch 8 Year Old Scotch Whisky	750	100
333583	Thornbury Village Craft Apple Cider	473	20
336735	Baden Gewurztraminer	750	50
340570	Val d'Oca Prosecco DOCG	750	80
358754	Flagstone Poetry Cabernet Sauvignon	750	85
363192	Argento Estate Reserva Organic Malbec	750	50
363457	Famille Perrin Réserve Côtes du Rhône	750	100
368241	Banff Ice Vodka (PET)	375	100

## Period 5 Aeroplan Offers

LCBO#	Description	Format	APP Amount
374520	Angry Orchard Hard Cider Crisp Apple	6 × 355	40
377101	JP Azeitão White	750	40
378711	Daura Damm	6 × 330	125
380972	Luccarelli Negroamaro Puglia IGT	750	40
386789	Casamigos Tequila Blanco	750	180
400754	Iceberg Vodka	750	150
401307	Maestro Dobel Tequila	750	150
404566	JP Azeitão Syrah Rose Bacalhoa	750	40
405845	Evan Williams Kentucky Straight Bourbon	750	50
407775	Snapple Spiked Peach Tea Vodka	458	20
408286	Lolea No 1 Red Sangria Spain	750	40
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	150
422345	Moosehead Lager	6 × 473	40
433623	Guinness Blonde American Lager	473	10
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	25
447896	La Vieille Ferme Cotes du Ventoux	1500	100
467811	Ruffino Prosecco	750	50
491803	Southern Comfort (PET)	375	100
492223	Pelee Island Rouge	3000	200
506519	Cesari Mara Valpolicella Ripasso Superiore DOC	750	135
517904	Wiser's Special Blend Whisky (PET)	750	80
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	80
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	95
531400	Estrella Damm Lager	500	50
536805	Spirit Of York Gin	750	150
541755	Spirit Of York Vodka	750	150
544791	Reif Estate Vidal Icewine	200	100
545194	Top Shelf Vodka	750	100
577023	Girls' Night Out Rosé VQA	250	20
591701	Argento Estate Bottled Chardonnay	750	50
600833	Pitu Cachaca	750	100
604868	Grey Goose Vodka	1750	300
614776	Lindemans Bin 50 Shiraz	1500	50
618108	Inniskillin Late Autumn Riesling VQA	1500	75
620492	Argento Estate Bottled Pinot Grigio	750	50
621458	Bottega Gold Prosecco	750	75
628990	Tito's Handmade Vodka	1140	125
630913	Tia Maria	750	100
631853	Maverick Barnburner Whisky	750	40
633438	19 Crimes The Uprising Red Wine	750	80
637504	Hendrick's Gin	750	150
637710	Jackson-Triggs Shiraz	750	40
648592	Frisky Beaver Red VQA	750	40

## Period 5 Aeroplan Offers

LCBO#	Description	Format	APP Amount
659607	Mitolo Jester Shiraz	750	50
666560	Naked Grape Pinot Grigio Chardonnay	1000	30
667303	Nova Scotia Spirits Vodka Soda Lemon Lime	473	10
667790	Boneshaker IPA	6 x 473	75
697797	Salvador's Original Margarita (PET)	1750	100
718940	Goats do Roam Red	750	40
909424	Hendrick's Gin	1750	300
926626	Famille Perrin Les Sinards Châteauneuf-du-Pape	750	200
943787	Wakefield Estate Shiraz	750	100

## Period 5 Aeroplan + LTO Offers

Promo Code	LCBO#	Description	Size (mL)	APP	LTO	Other Promo
LX	6502	Cointreau	750	90	\$2.00	
	217067	Galliano Vanilla	375	80	\$2.00	
	38026	Negrar Valpolicella Doc	1500	50	\$4.00	

## Period 5 Bundled Aeroplan Offers (LB)

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

Promo code	LCBO#	Description	Size (mL)	APP
		<b>Buy 2 of the following products get 100 points, or buy 3 get 150 Aeroplan Bonus Points.</b>		
LB	13484	Ginslinger Handcrafted Ontario Gin Ddp	750	40
	149567	Tag No. 5 Vodka	750	40
	631853	Maverick Barnburner Whisky	750	40

### LB Offers:

No additional points are awarded on the LB offers, if a customer purchases multiples of the same item in the basket. For example, points will be calculated based on unique products in the basket with no additional points for multiples of the same product.

## Period 5 Aeroplan Special Event (LE)

Aeroplan Loyalty Coupon will be given out during an in-store tasting event.

Participating Stores: 41, 51, 209, 212, 255, 383, 437, 549, 566, 585, 627, 634, 649, 667, 670

Coupon SKU	UPC#	LCBO#	Description	REG Bonus	Coupon Offer
			<b>NOTE: If the barcode is damaged, store staff can manually enter the coupon using the coupon UPCs listed below.</b>		
35314	400000353142	21969	Longshot Pinot Noir 750 mL		75

# Aeroplan COOLERS / READY-TO-DRINK

## Overview

Customers can now earn 100 Aeroplan Bonus Points when they purchase eight or more units of Coolers/RTD products that are on Aeroplan bonus points offer. **This is a sold program. Participation is mandatory.**

**Key Dates:** P5 (July 16 - August 12, 2023)

## Participating Stores

All Stores

## Participating Products

All coolers and RTD products on Aeroplan Bonus Points Offer

### Aeroplan Offer: 100 Aeroplan Bonus Points when buy 8 or more on Aeroplan Offer Coolers and RTDs

LCBO#	Description	Format	APP	LCBO#	Description	Format	APP
14525	Georgian Bay Raspberry Rhubarb Vodka Smash	473	8	31259	Muskoka Spirits Muskoka Long Drink	568	15
16225	Bee's Knees	355	10	31261	Muskoka Spirits Nitro Raspberry Gin Fizz	250	15
19110	Seagram Island Time Coconut Lime	6 x 355	10	31265	John Sleeman & Sons - Ginger & Lime Mule	473	5
19121	White Claw Hard Seltzer Watermelon	473	15	31274	NOROI Sparkling Cosmo Orange and Cranberry	355	25
24318	White Claw Iced Tea Lemon	473	15	31284	White Claw Blackberry	473	15
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	15	31287	White Claw Iced Tea Strawberry	473	15
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	15	31288	White Claw Surge Blood Orange	473	15
24341	Mott's Clamato Caesar Chipotle Lime	458	15	31289	Rey Azul Tequila & Soda Lime & A Hint of Sea Salt	355	22
24344	Arizona Hard Lemon Iced Tea	473	30	31292	Weekender Peach Mango	500	20
24346	Jack Daniel's Tennessee Honey Lemonade	473	20	31296	HiJinx Hard Seltzer Raspberry Lemonade	473	8
24360	Black Fly Tequila Margarita Strawberry	4 x 400	20	31298	Cutwater Tequila Margarita	355	10
24369	Nude Pink Lemonade	355	10	31308	Lone River Ranch Water Original	4 x 355	40
24404	Smirnoff Vodka Soda Berry Blast	355	5	31313	Cutwater Tequila Paloma	355	10
24809	Truly Strawberry Lemonade	473	20	31317	Cutwater Rum Mint Mojito	355	10
24932	Black Fly Vodka Crushed Mixer Pack	12 x 355	50	31480	Coldstream Peach Iced Tea	473	20
26548	Walter Craft Caesar - Classic	458	10	225771	Black Fly Tequila Margarita (PET)	4 x 400	25
31235	Sandbagger Pink Grapefruit Hard Seltzer	355	8	407775	Snapple Spiked Peach Tea Vodka	458	20
31242	Malibu Watermelon Mojito	355	25	667303	Nova Scotia Spirits Vodka Soda Lemon Lime	473	10
31247	Seth & Riley's Garage Hard Lemonade	275	20	697797	Salvador's Original Margarita (PET)	1750	100

## Signage Components

### Gondola Category Sign Extension

- Category Sign Extender Right Facing  
(Eng Re-order #AIM-24P5-CAP3 / Bil Re-order #AIM-24P5-CAP4)
- Category Sign Extender Left Facing  
(Eng Re-order #AIM-24P5-CAP5 / Bil Re-order #AIM-24P5-CAP6)



Stores that merchandise Cooler/RTD on a gondola, please slide the extender behind the category sign as shown. The extender will be able to be displayed on either the right or left side of the category sign. Please use the best version that suits your store's set up.

### Category Sign Overlay

(Eng/Bil Re-order # AIM-24P5-CAP1)

Stores that merchandise Cooler/RTD on a wall or use a continuous category sign, should use this category sign overlay to highlight the offer to customers. Slide the overlay on the end of the Category sign.



### Magnetic Category Sign Overlay

(Eng/Bil Re-order # AIM-24P5-CAP2)

Stores that have magnetic category signs please use this category sign overlay to highlight the offer to customers. Slide the overlay on the end of the Category sign.



### Flat Shelf Talker

(Eng Re-order #AIM-24P5-CAP7 / Bil Re-order #AIM-24P5-CAP8)

All stores must merchandise the perpendicular shelf talkers throughout the Cooler/RTD section in both wall or gondolas as well as in fridge and cold rooms, to raise awareness of the Aeroplan Offer.



### 1.75 LCBO Sized Bin Tag Underlay

(Eng/Bil Re-order # AIM-24P5-CAP11)

Use these underlays to highlight Cooler/RTD products that are on Aeroplan bonus offer on-shelf.

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



### Cling Vinyl

(Eng Re-order # AIM-24P5-CAP9) / (BIL Re-order # AIM-24P5-CAP10)

- Please apply the Cling Vinyl sign to the outside of the fridge dairy door. To ensure best adhesion, the door must be completely dry when applying.



# Aeroplan WINES OF CALIFORNIA

## Overview

Customers can now earn **100 Aeroplan Bonus Points** when they **spend \$100 or more** on any California wines. This includes both General list and Vintages wines. **This is a sold program. Participation is mandatory.**

**Key Dates:** P5 (July 16 - August 12, 2023)

## Participating Stores

All Stores

## Participating Products

All California wines (including Vintages)

**Aeroplan Offer: 100 Aeroplan Bonus Points when you spend \$100 or more on California wines**

## Signage Components

### Gondola Category Sign Extension

- Category Sign Extender Right Facing  
(Eng Re-order #AIM-24P5-WC3 / Bil Re-order #AIM-24P5-WC4)
- Category Sign Extender Left Facing  
(Eng Re-order #AIM-24P5-WC5 / Bil Re-order #AIM-24P5-WC6)



Stores that merchandise California wines on a gondola, please slide the extender behind the category sign as shown. The extender will be able to be displayed on either the right or left side of the category sign. Please use the best version that suits your store's set up.



### Category Sign Overlay

(Eng/Bil Re-order # AIM-24P5-WC1)

Stores that merchandise California wines on a wall or use a continuous category sign, should use this category sign overlay to highlight the offer to customers. Slide the overlay on the end of the Category sign.



### Magnetic Category Sign Overlay

(Eng/Bil Re-order # AIM-24P5-WC2)

Stores that have magnetic category signs please use this category sign overlay to highlight the offer to customers. Slide the overlay on the end of the Category sign.



### Flat Shelf Talker

(Eng Re-order #AIM-24P5-WC7 / Bil Re-order #AIM-24P5-WC8)

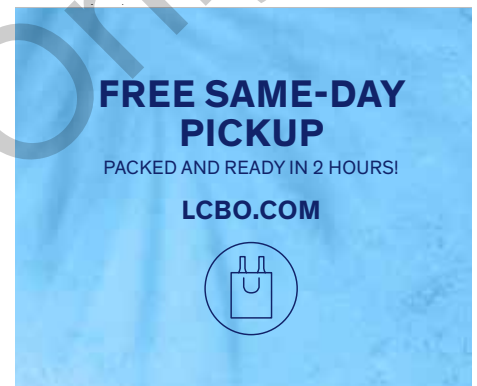
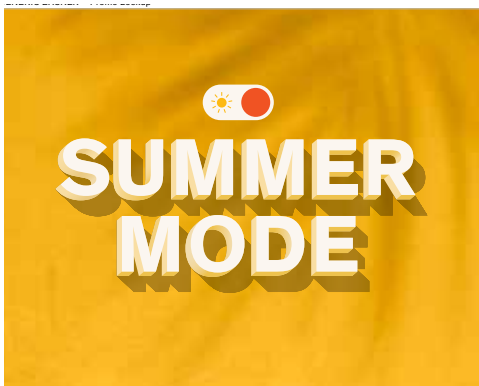
All stores must merchandise the perpendicular shelf talkers throughout the California section in both General List and Vintages, to raise awareness of the Aeroplan Offer.



# SUMMER MODE (P3 - P6)

## Signage Gallery

After a long winter of staying huddled up inside, Ontarians are ready to be re-inspired. They want to feel connected to fresh trends, flavours and products. This is a perfect opportunity for the LCBO to inspire Ontarians to level up any drink, gift or event this spring with expert tips and tricks. From fresh cocktail recipes to inventive pairings to brand new products, the LCBO can inspire anyone, at any skill level, to master the season. So, let's dust off the winter blues and help Ontarians jump into the season with a spring in their step.



### Signage Ship Date

The Period 5 signage components will be shipped to stores beginning **July 7, 2023**.

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

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

### Music CD Reorder# AIM-24P5-MUSIC-CD | Music USB Reorder# AIM-24P5-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.

### NEW! Period 5 Name Badge Stickers

Display the new name badge stickers for the duration of Period 5.

- Encourage all team members to engage customers with new products promotions by wearing the sticker on their name badge. An easy way to ask customers "Are you aware of our exciting summer gift ideas in store?"
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".
- New Summer Gift Ideas Name Badge Stickers: ENG (Re-order # 24P5-NT1) / BIL (Re-order # 24P5-NT2)





# Signage is to remain in place for the duration of P3-6

## Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

- 1 SUMMER MODE
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Repeat Thematic Banner: SUMMER MODE



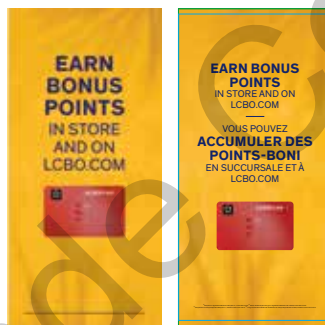
#### 1 SUMMER MODE



Re-order#  
24P3-EB1  
(English)

Re-order#  
24P3-EB2  
(Bilingual)

#### 2 Aeroplan Rewards



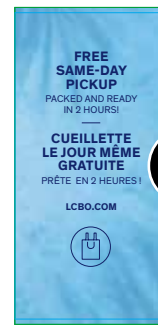
Re-order#  
24P3-EB3  
(English)

Re-order#  
24P3-EB4  
(Bilingual)

#### 3 Same Day



Re-order#  
24P3-EB5  
(English)



Re-order#  
24P3-EB6  
(Bilingual)

#### Generic Ecomm



Re-order#  
24P3-EB7  
(English)



Re-order#  
24P3-EB8  
(Bilingual)

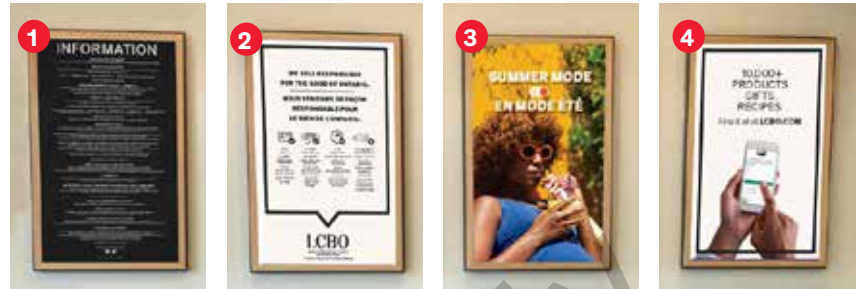
## Signage is to remain in place for the duration of P3-6

### 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 SUMMER MODE (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# 24P3-WS1  
(English + Bilingual)

#### 4 Same Day

#### Generic Ecomm



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

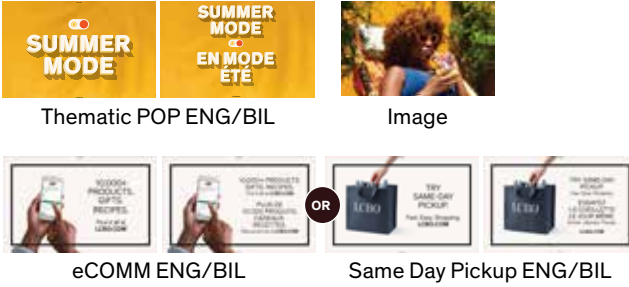
Re-order# 22OP-SC2  
(English + Bilingual)

# Signage is to remain in place for the duration of P3-6

## Transparencies

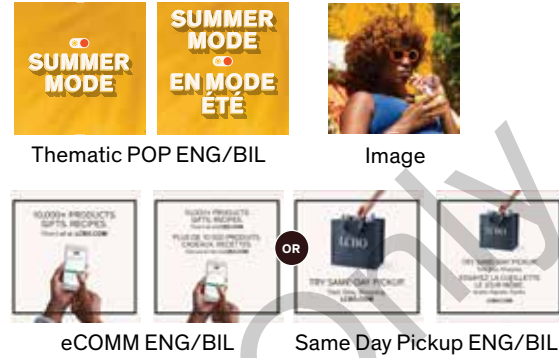
### Perimeter Transparency Horizontal

Vendor installed



### Perimeter Transparency Square

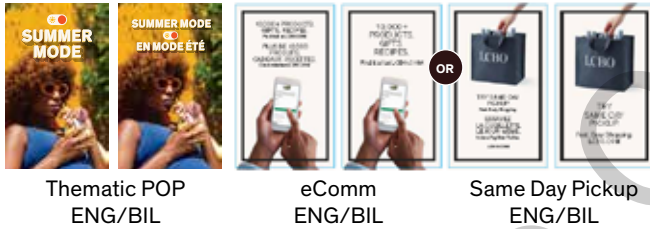
Vendor installed



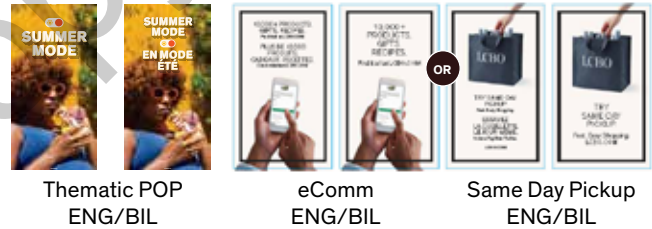
### Perimeter Transparency Vertical

Vendor installed

#### Small Vertical Transparencies



#### Medium Vertical Transparencies



#### Large Vertical Transparencies



## 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 #24P3-TB1  
 BIL Re-order #24P3-TB2



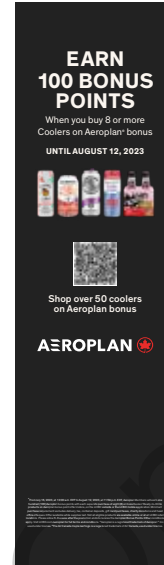
# NEW! P5 Seasonal Banner Insert

Dimensions: 20" w x 70" h

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

ENG Re-order #24P5-SB1

BIL Re-order #24P5-SB2



# NEW! P5 EA1, EA2A/B, EA3, EA4A/B Blade Signs

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

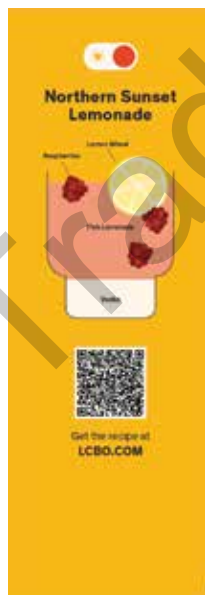


## ACTION REQUIRED:

- Remove P4 blade signs and replace with the following Period 5 versions.



**EA1**  
Patio-Perfect Iced Latte  
ENG (23P5-BS1)  
BIL (23P5-BS7)



**EA2A**  
Northern Sunset Lemonade  
ENG (23P5-BS2)  
BIL (23P5-BS8)



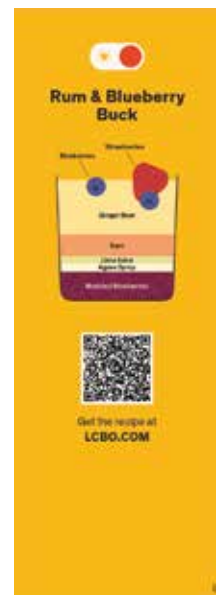
**EA2B**  
Jameson, Ginger and Lime  
ENG (23P5-BS3)  
BIL (23P5-BS9)



**EA3**  
4 Ways with Sangria  
ENG (23P5-BS4)  
BIL (23P5-BS10)



**EA4A**  
Cuba Libre Pitcher  
ENG (23P5-BS5)  
BIL (23P5-BS11)



**EA4B**  
Rum & Blueberry Buck  
ENG (23P5-BS6)  
BIL (23P5-BS12)

# NEW! P5 End Aisles 1, 2, 3, 4 and 10 Backer Cards

Remove the Period 4 backer cards and replace with the new Period 5 versions below.

24P5-BC1



EA1A/B

24P5-BC2A



EA2A

24P5-BC2B



EA2B

24P5-BC3



EA3

24P5-BC4A



EA4A

24P5-BC4B



EA4B

24P5-BC10



EA10

## Generic Backer Cards (P3 - 6) End Aisles 5-9 & 11-20

Note: Generic backer cards will remain in place for P3 - 6.

24P3-BC-GEN1



Thematic (P3-6)

24P3-BC-GEN2



Image (P3-6)

24P3-BC-GEN6



Thematic Gifting (P3-6)

24P3-BC-GEN7



Thematic Cocktails (P3-6)

24P3-BC-GEN8



Thematic Beer (P3-6)

24P3-BC-GEN3



Same Day (P3-4)

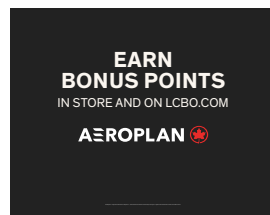
24P3-BC-GEN5



Generic Ecomm (P3-4)

### NEW!

24P5-BC-GEN1



Aéroplan Bonus Offer (P5)

24P5-BC-GEN2



Aéroplan 100 Bonus Points (P5)

**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 (July 15 - August 12, 2023)

## Participating Stores

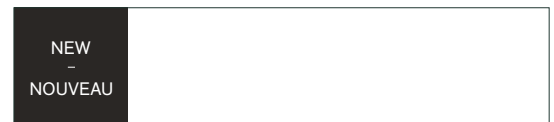
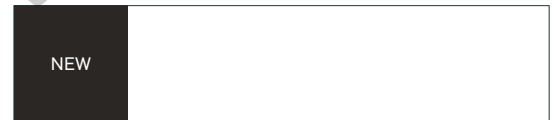
All Stores

## 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 5 New Products

LCBO#	Description	Sub Set	Product Type	Promotion
32502	Juli Organic Cabernet Sauvignon	Argentina Red	Regular	P8: Flex Space, LTO
13158	Nonino Grappa Monovitigno Il Moscato	Brandy/Cognac	One Shot	
279455	Moet & Chandon Ice Imperial Champagne	Champagne	Seasonal	
69351	Imperial Apera	Fortified Wines (Ontario)	Special Purchase	
31052	Revelation Cabernet Merlot	France Red	Regular	P8: Shelf Extender, LTO
31853	Bonpas Luberon Grande Reserve De Challieres	France White	Regular	
31546	Cowbell Brewing Hays Days Ipa Strawberry Rhubarb	Ontario Craft Beer	Seasonal	
33585	Collective Arts Galaxy 2 Ways	Ontario Craft Beer	Seasonal	
31994	Brunch Red Field Blend VQA	Ontario Red (VQA)	Regular	P7: Mini-Thematic, LTO
32189	D'ont Poke The Bear Big Baco VQA	Ontario Red (VQA)	Regular	P7: Enhanced Display, LTO, Mini-Thematic
32183	Saintly The Good Sauvignon Blanc VQA	Ontario White (VQA)	Regular	P5: Block Pile, APP
32187	Hopetown Sauvignon Blanc VQA	Ontario White (VQA)	Regular	P6: NTG
11234	Cote Des Rosés Rosé Hf (Gerard Bertrand)	Rosé Wines (European)	Seasonal	
13522	Gran Passione Rosato IGT Veneto	Rosé Wines (European)	Seasonal	
13548	Chateau De Berne Romance IGP Mediterranee	Rosé Wines (European)	Seasonal	
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	Rosé Wines (European)	Seasonal	
23757	S De La Sablette - Coteaux Varois Rosé	Rosé Wines (European)	Seasonal	
23760	Doppio Passo Primitivo Rosato Igt Puglia	Rosé Wines (European)	Seasonal	
25793	Palm Rosé IGP Mediterranee (L'escarelle Diff	Rosé Wines (European)	Seasonal	
31488	Babich Rosé	Rose Wines (New World)	Seasonal	
32274	The Kraken Gold Spiced Rum	Rum	Seasonal	P5: Front Nesting Table, LTO
14955	Martini Sparkling Rosé	Sparkling Wine (European)	Seasonal	P5: APP
19253	JP Chenet Fashion Pineapple Sparkling	Sparkling Wine (European)	Seasonal	
21046	Mionetto Prestige Prosecco Rosé	Sparkling Wine (European)	Regular	P6: End Aisle, LTO
32178	Saintly Sparkling Rosé VQA	Sparkling Wine (Ontario)	Seasonal	

## Period 5 New Products

LCBO#	Description	Sub Set	Product Type	Promotion
32190	Mindful Sparkling VQA	Sparkling Wine (Ontario)	Regular	P5: LTO
32194	Peller Family Reserve Secco Bubbles VQA	Sparkling Wine (Ontario)	Regular	P5: Front Nesting Table
19297	Girls' Night Out Tropicolada	Specialty Wines - Ontario	Seasonal	
14665	Good Vines White Wine Spritz	Specialty Wines (Ontario)	Seasonal	
25487	Darling Mimosa Sparkling Grapefruit	Specialty Wines (Ontario)	Seasonal	
32174	Good Fortune Mango Margarita Wine Beverage	Specialty Wines (Ontario)	Seasonal	
32180	Girls' Night Out Pink Flamingo 2L Astrapouch	Specialty Wines (Ontario)	Seasonal	
32181	Darling Mimosa Sunshine Pack	Specialty Wines (Ontario)	Seasonal	
31979	Calirosa Rosa Blanco	Tequila	Seasonal	
19517	Ciroc Summer Citrus	Vodka	Seasonal	
245134	Jack Daniels Sour Mash Dble Tin With 2 Glasses	Whisky American	One Shot	
604785	Eagle Rare 10YO Bourbon	Whisky American	One Shot	
32038	Bladnoch Vinaya Lowland Single Malt Scotch Whisky	Whisky Shop	One Shot	
405316	W.L. Weller Special Reserve Bourbon	Whisky Shop	One Shot	



**Continue to merchandise  
the New Product Underlays for the following P4 SKUs:**

<b>LCBO#</b>	<b>Description</b>	<b>LCBO#</b>	<b>Description</b>
11222	Freixenet Italian Rosé	31555	Tom Of Finland Organic Vodka
11224	Freixenet Prosecco Doc	31654	Tom Gore Rosé
13245	Argento Rose Organic	31656	Chloe Rosé
13488	Perrin Studio By Miraval	31659	Beringer Main & Vine Dry Rosé
13907	Jackson-Triggs Proprietors Selection Light Rosé	31703	Herradura Ultra Anejo
14388	Romeo Mimosa	31710	The Beach By Whispering Angel Aoc Coteaux
15568	Listel Gris Rosé	31711	Ernest Huckleberry Cider
16938	La Marca Prosecco Doc	31712	Villa Annaberta Canaja Verona Rosato
17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	31725	Revel Stoke Son Of A Peach
18995	Bicycle Thief Red Blend	31743	Ironwood Ciderita Caribbean Lime
19418	Baileys Colada	31748	West Avenue Cider Little Mac
21200	Somersby Apple Cider	31903	Crazy Tropez Rose Igp Mediterranee
23877	Sprucewood Beach Glass White VQA	31995	Brunch White Blend VQA
24492	Lolea No2 White Sangria	32019	Radeberger Pilsner
24998	Bask Rose Spritz	32025	Keep Calm And Love Pinot Grigio Rosé
24999	Bask Green Tea Peach Hard Sparkling Water	32031	Fresh Rose VQA
26945	Buckingham Palace Gin, Uk	32079	Spicebox Chocolate
27148	Thalia Rosé	32175	Lively Peach Cherry Rosé Wine Beverage
30104	Malibu Coconut Rum	32749	J.p. Wiser's Collector's Series Hickory Expression
30719	Seventh Heaven Classic London Dry Gin	32891	Jack Daniel McLaren
30729	Bombay Citron Presse	45955	Tecate
30802	Zirkova Together Limited Edition	439620	Sour Puss Pineapple Coconut Liquor
31454	Muskoka Tread Lightly	483321	Noble Vines 337 Cabernet Sauvignon
31457	Muskoka Survival Pack 2023	556142	11 Minutes Rose Delle Venezie Igt (Pasqua)
31523	Mezzacorona Naturally Light Pinot Girgio	583401	Gemma Di Luna Moscato
31527	Nicolas Feuillatte Reserve Exclusive Brut	647149	Calvet Rose, Languedoc Aop (Pouch)
31529	Maschio Prosecco Brut	942151	>Seghesio Zinfandel Sonoma County

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

LCBO#	Description
11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA
13497	Grand Sud Rosé
14145	Toro Bravo Shiraz Garnacha Rosado
14867	Sandbanks Summer Rosé VQA
19040	Growers Light Extra Dry Cider
19409	Citadelle Gin Jardin D'Ete
21623	Freixenet Rosé LGT
24080	Jacob's Creek Moscato Rosé Lower Sugar
24084	Kim Crawford Illuminate Rosé
24086	Smoky Bay Rosé
25065	Shiny Apple Cider Pineapple Mango
25272	Kastra Elion Vodka
30333	Angostura White Oak Rum
30587	Sugarbird Jamaican Rum
30713	Gordons Sunset Orange
30716	Hendrick's Flora Adora
30723	Fords Gin
30730	Luxardo Sour Cherry Gin
30946	Rocca Delle Macie Moonlite Toscana LGT
30947	Doppio Passo Grillo Sicilia DOC
30948	Latte&Mielle Pecorino LGT Terre Di Chieti Abruzzo
30950	Cecchi La Mora Vermentino Maremma
30953	Famoso Rubicone IGP
30954	Dievole Tenuta Le Colonne Vermentino IGT
30955	Villa Puccini Vermentino Toscana
30958	Villa Puccini Grillo Sicilia DOC
30959	Cavit Collection Pinot Grigio 1.5L DOC Venezie
30960	Sistina Pecorino Terre Di Chieti IGT
30961	Lavis Pinot Grigio
30962	Il Piatto Mare Pecorino Terre Di Chieti
31003	Gloria Grillo DOC Organic
31173	Settesoli Vermentino IGT Terre Siciliane
31238	Bartenders Trading Pina Colada
31272	Black Fly Vodka Cranberry Raspberry Pouch
31281	Cazadores Paloma
31295	Bacardi Rum Punch
31469	Dillon's Strawberry Negroni
31481	The Keg 'Keg Size' Caesar

LCBO#	Description
31487	With Love Pecorino
31585	White Claw Black Cherry Flavoured Vodka
31684	Ciroc Honey Melon
31709	Spinelli Rosato Terre Di Chieti IGT
31826	Cottage Springs Ontario Peach Flavoured Vodka
31851	Pink Gin Fizz
31990	Reid's Gin & Tonic
32006	Smirnoff Creamsicle Blast
32117	White Claw Premium Vodka
32157	On Point. Rosé
282178	Absolut Vanilia Vodka
282228	Ron Matusalem Gran Reserva 15
402834	Smith & Cross Traditional Jamaican Rum
581256	Absolut Rainbow Edition
635482	Glendalough Wild Botanical Gin
642884	D'ont Poke The Bear Rosé VQA
647313	Joiy Rosé Sparkling

# 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): Chill Mode

**B** Block Pile B (SBB): Summer Mode

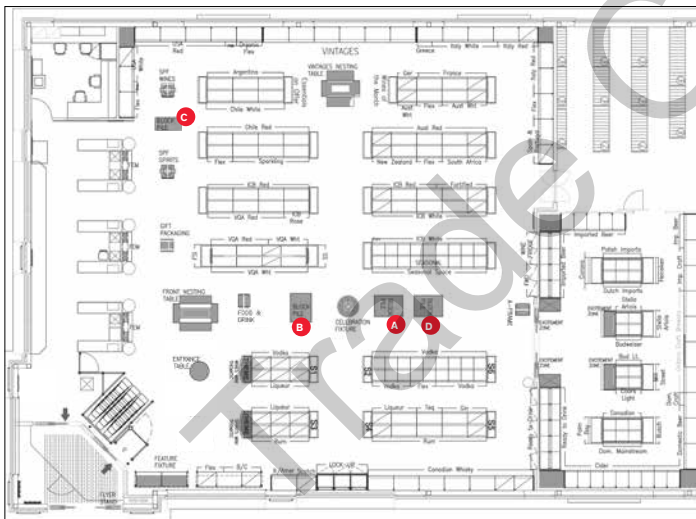
**C** Block Pile C (SBC): Aeroplan

**D** Block Pile D (XBP): Aperol Spritz

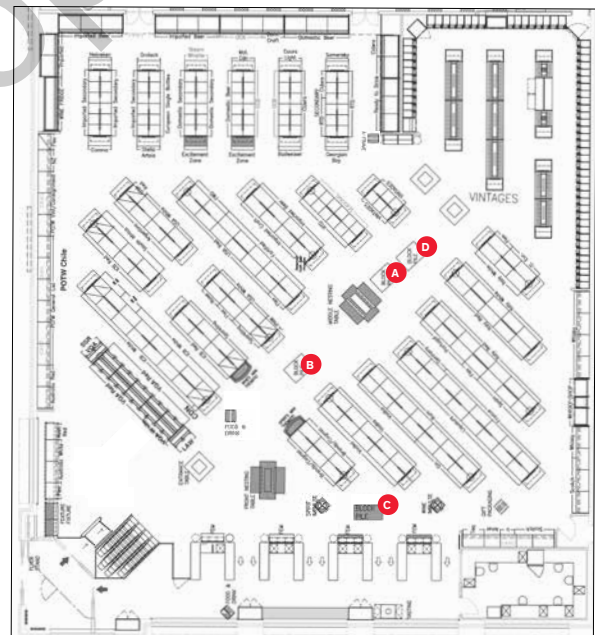
Large Format Wines (FSK-A)

Fireball Activation ( FSJ-A) (P4 - P6)

On The Rocks Hornitos Margarita Display (FSL-A) (P3 - P6)



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

Wine For A Crowd

WINE  
FOR A  
CROWD

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

**Key Dates (July 15 - August 12, 2023)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products (Period 5)

LCBO#	Description	Size (mL)	Offers
15762	Trinity Oaks Chardonnay	750	LTO
19922	Barone Montalto Pinot Grigio	1500	LTO
23877	Sprucewood Beach Glass White Vqa	750	LTO
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	LTO
25461	Mindful Pinot Grigio VQA	750	LTO
27373	Folonari Valpolicella Classico Doc	3000	LTO
30959	Cavit Collection Pinot Grigio Doc Venezie	1500	LTO
31523	Mezzacorona Naturally Light Pinot Grigio	750	
31524	Freixenet Pinot Grigio Doc	750	
31528	Grand Sud Sauvignon Blanc	1000	
32182	Lola Light Rose VQA	750	LTO
110031	Sandbanks Estate Dunes White VQA	750	APP
177477	Sandbanks Estate Shoreline White VQA	750	LTO

## Signage Components

**Note: Signage is to remain in place from P3 to P6. Only replace the box sign and shelf talkers**

- Category Sign ENG/BIL (Re-order # 24P3-FF1)
- Solid Colour Category Sign (Re-order # 24P3-FF2)
- Bin Strips - Solid Colour (Re-order # 24P3-FF3)
- Box Sign ENG/BIL (Re-order # 24P5-FF4)
- Shelf Talkers ENG (Re-order # 24P5-FF11)  
BIL (Re-order # 24P5-FF12)

The Feature Fixture A will feature great value, formats and popular wines from around the world, perfect for summer entertaining or gifting.

LCBO#	Description	Size (mL)	Offers
266049	Adobe Reserva Sauvignon Blanc Organic	750	
274399	Adobe Reserva Rosé Organic	750	LTO
303040	Fielding Fireside White VQA	750	LTO
405175	>Freakshow Cabernet Sauvignon	750	LTO
416487	The Wanted Zin Old Vines Zinfandel Igt	750	LTO
458810	Tom Gore Chardonnay	750	
461525	19 Crimes Cabernet Sauvignon	750	LTO
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	LTO
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	APP
533026	Masi Modello Merlot Trevenezie Igt	750	LTO
609875	Eastdell Black Cab VQA	750	LTO
619452	Matua Sauvignon Blanc Hawke's Bay	750	
643114	Josh Cellars Sauvignon Blanc	750	LTO

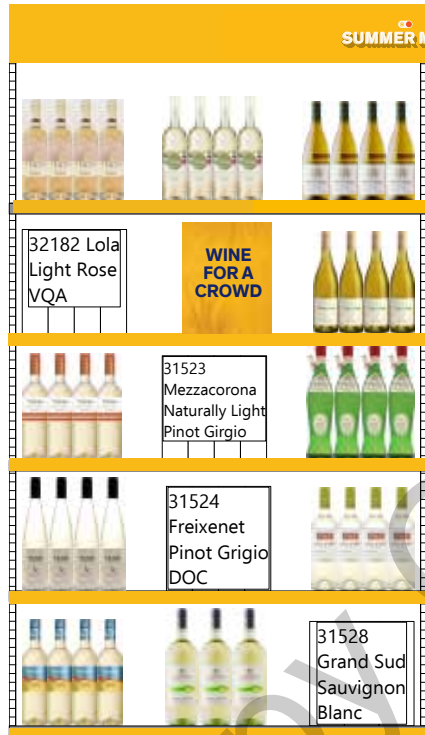
## Merchandising Instructions

- Merchandise shelf talkers in front of the correct product on the feature fixture display and in-section.
- For 8 and 12ft fixtures, the remaining 4ft of this fixture, stores are to merchandise Rosé products (Refer to the New & Seasonal section for a list of Rosé products to merchandise).
- 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 from the Brand Spotlight Feature.

**4ft. Feature Fixture**



**8ft. Feature Fixture**

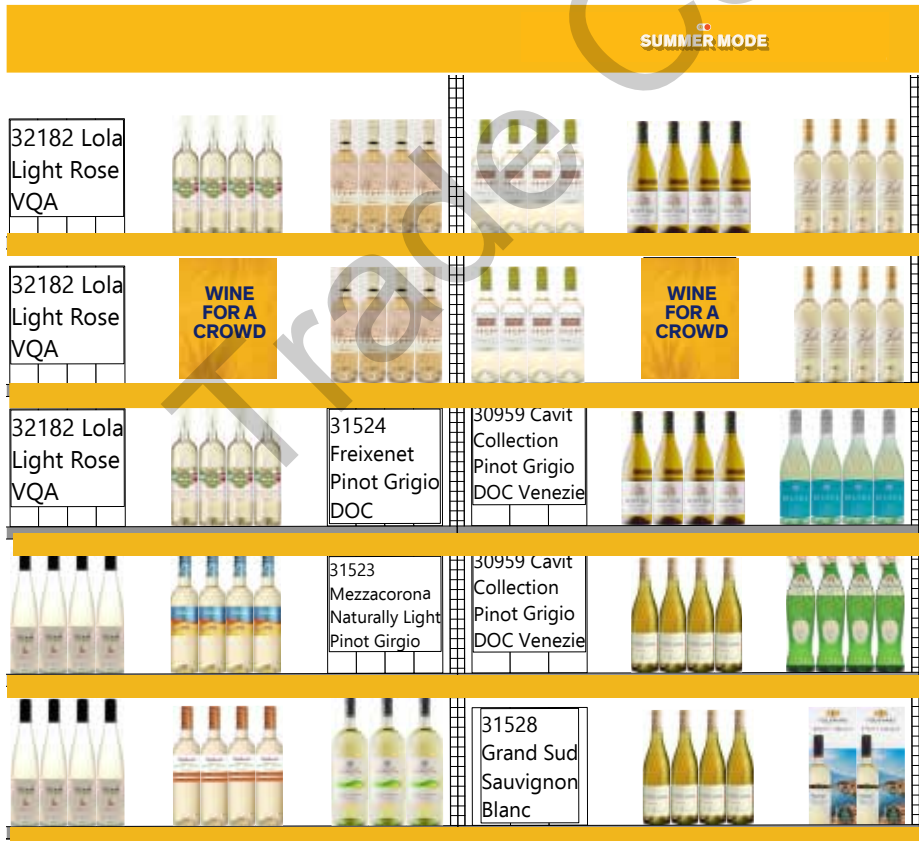


**Rosé SKUs**

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

Refer to the New & Seasonal section of this guide for a list of Rosé products.

**12ft. Feature Fixture**



**Rosé SKUs**

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

Refer to the New & Seasonal section of this guide for a list of Rosé products.

# NEW & SEASONAL FIXTURE

## Seasonal Rosé 2023

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

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Key Dates (P1 - P6)

Seasonal Rosé wines from around the world will be featured for the spring and summer season P1-6.

### Participating Products (P5)

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
11234	Gérard Bertrand Côte des Roses Rosé	375	24084	Kim Crawford Illuminate Rosé	750
13245	Argento Rosé	750	27148	Thalia Rosé	750
13522	Gran Passione Rosato Igt Veneto	750	31654	Tom Gore Rosé	750
13907	Jackson-Triggs Proprietors Selection Light Rosé	750	31659	Beringer Main & Vine Dry Rosé	750
14867	Sandbanks Summer Rosé VQA	750	31709	Spinelli Rosato Terre Di Chieti Igt	750
15568	Listel Gris Rosé	750	31710	The Beach By Whispering Angel Aoc Coteaux	750
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	32025	Keep Calm And Love Pinot Grigio Rosé	750
19062	Sandbanks Sparkling Rosé VQA	750	319392	Provence Rose (Ch La Tour De L'Eveque)	750
20188	Maison No 9	750	452573	Cotes De Prov Gr. Rsv. Rosé (Breban Mim)	750
21623	Freixenet Rosé Ig	750	603795	Rioja Rosé (Muga)	750
23757	S De La Sablette - Coteaux Varois Rosé	750		Value Add: LCBO#24084 Kim Crawford Illuminate Rosé Kim Crawford Stackable Wine Rack	
23760	Doppio Passo Primitivo Rosato Igt Puglia	750			
24080	Jacob's Creek Moscato Rosé Lower Sugar (Value Add: Hair Clip)	750			
24084	Kim Crawford Illuminate Rosé	750			

### Signage Components

**Note: Signage is to remain in place for P3 to P6. Only replace the shelf talkers**

- Category Sign ENG/BIL (Re-order # 24P3-NS1)
- Blank Category Sign - Solid Colour (Re-order #24P3-NS2)
- Bin Strips - Solid Colour (Re-order # 24P3-NS3)
- Shelf Talkers ENG (Re-order # 24P5-NS4) / BIL (Re-order # 24P5-NS5)

### Merchandising Instructions

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

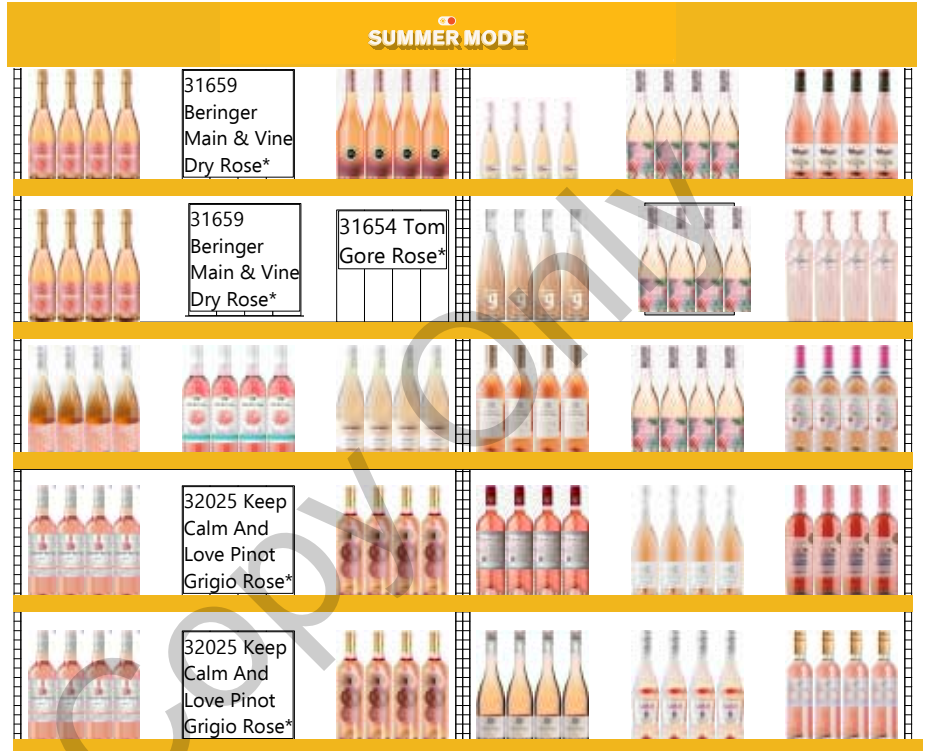


This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

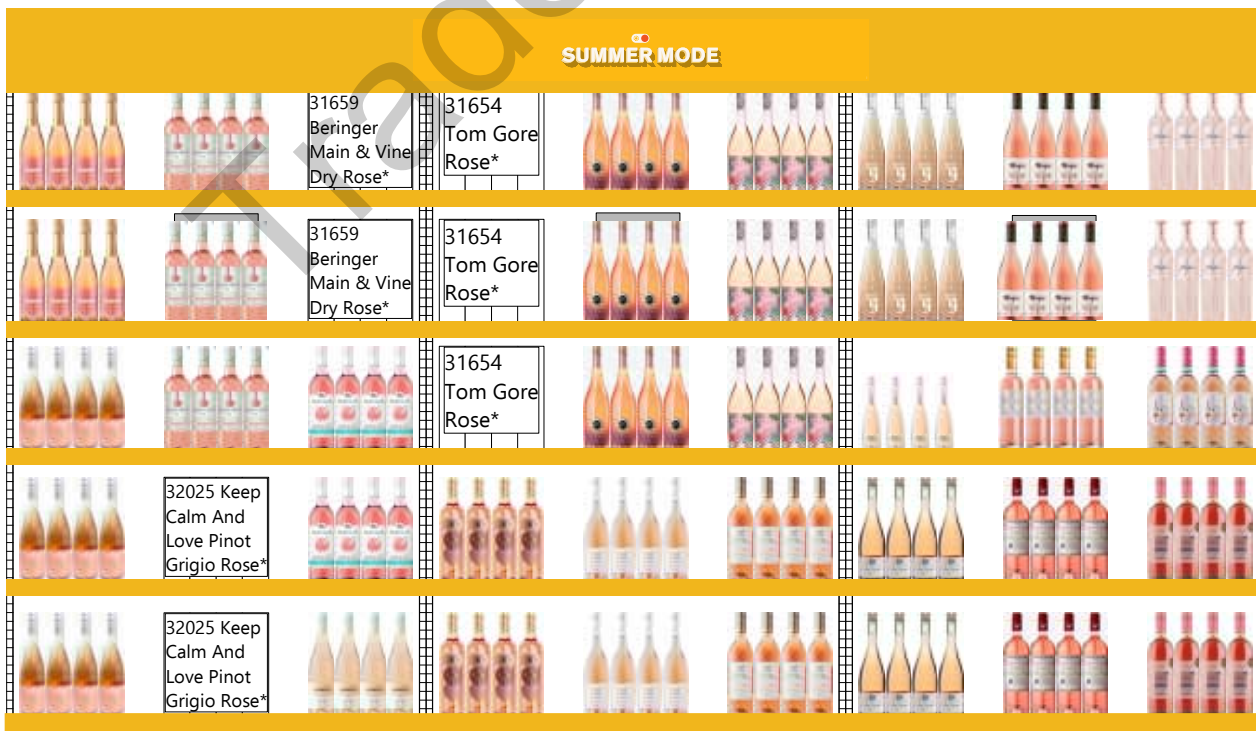
### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# Key Display (EA-S1)

## ENTRANCE TABLE

Grill Mode

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


**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

We'll inspire customers with a no-fuss entertaining solution by pairing these food-friendly drinks with a barbecue feast.

### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers	Value Add
EA-S1	67	Smirnoff Vodka	750	APP	VA: Burger Press 
	1487	Crown Royal	750	APP	
	216929	Smirnoff Vodka	1140		
	500512	Captain Morgan Original Spiced Rum	750		

**Value Add (VA):** The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, please contact the Agent representative for additional stock.

### 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

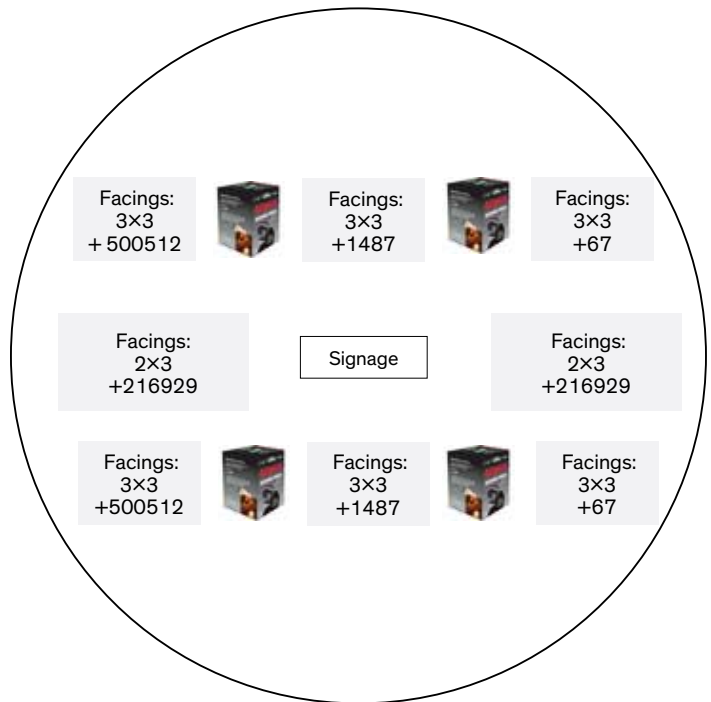
- Entrance Table Sign ENG (Re-order # 24P5-ET3) / BIL (Re-order # 24P5-ET4)
- Shelf Talkers ENG (Re-order # 24P5-ET5) / BIL (Re-order # 24P5-ET6)
- Perpendicular Shelf Talkers ENG (Re-order # 24P5-ET9) / BIL (Re-order # 24P5-ET10)



## Planogram - Square Table



## Planogram - Round Table



# End Aisle #1 (BS-BSE) COCKTAIL OF THE MONTH

Patio-Perfect Iced Latte



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

**Key Dates (July 18 - August 12, 2023)**

Effective Period 1, the Cocktail of the Month program is merchandised on End Aisle #1. You will find the participating SKUs under **Promo Code 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://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Recreate the iced latte at home and make it special by fortifying it with vodka and coffee liqueur.

## Participating Products

Promo Code	Merchandising Location	LCBO#	Description	Size (mL)	LTO/APP
<b>BS-BSE Flight A &amp; B</b>	End Aisle #1	225243	Stoli Vodka	750	LTO
		225250	Stoli Vodka	1140	VA: Mason Jar
		272716	Stoli Vodka	1750	LTO

## 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 # 24P5-BC1)
- Blade Sign ENG (Re-order # 24P5-BS1) / BIL (Re-order # 24P5-BS7)
- End Aisle Shelf Talker Bundle ENG (Re-order # 24P5-ST1) / BIL (Re-order # 24P5-ST2)



# Spirits (MI-A)

## MINI THEMATIC A

Gin Gifts for Summer

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

**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
24796	Dixons Wicked Raspberry Gin	750	LTO
30713	Gordon's Sunset Orange	750	LTO, NT
30716	Hendrick's Flora Adora	750	LTO
30720	Beefeater Peach & Raspberry	750	APP
129940	Aviation Gin	750	VA
358184	Tanqueray Rangpur Gin	750	
358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO
358556	Dillon's Gin 22 Unfiltered	750	LTO
374231	Ungava Gin	750	LTO
557470	Empress 1908 Gin	750	LTO
635482	Glendalough Wild Botanical Gin	750	LTO
635508	Drumshanbo Gunpowder Irish Gin	750	LTO

### Signage Components

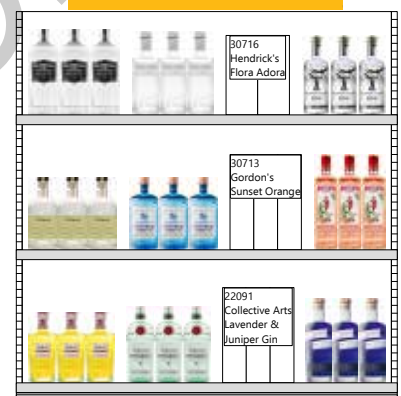
- Category sign ENG/BIL (Re-order # 24P5-MTA1)
- Backer card ENG/BIL (Re-order # 24P5-MTA2)
- Shelf talkers ENG (Re-order # 24P5-MTA3) / BIL (Re-order # 24P5-MTA4)
- Perpendicular Shelf Talker Bundle (Re-order # 24P5-STVA11) / BIL (Re-order # 24P5-STVA12)

### 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.
- Install the perpendicular shelf talker on the mini thematic display and in section.

Celebrate summer with assortment of premium gin gifts.

#### GIN GIFTS FOR SUMMER



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

# Wines (MI-B)

## MINI THEMATIC B

### Sparkling Summer Gifts

This is a sold program. Participation is mandatory.

**Key Dates (July 16 - August 12, 2023)**

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
9118	Henkell Trocken Piccolo	3 × 200	LTO
16858	Malivoire Che Bello Sparkling VQA	750	LTO
20799	La Marca Prosecco Rose Doc	750	LTO, VA
20979	Juliet Prosecco Rose Doc	750	LTO
85316	Blu Giovello Prosecco	750	LTO
217273	Mumm Cuvee Napa Brut Prestige	750	LTO
253948	Martini Asti	750	LTO
256289	>Nova 7 By Benjamin Bridge Sparkling	750	LTO
593855	Astoria Prosecco La Robinia	750	LTO

#### Signage Components

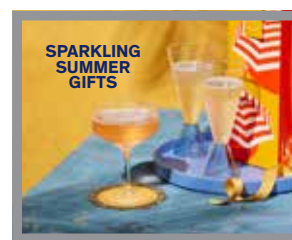
- Category sign ENG/BIL (Re-order # 24P5-MTB7)
- Backer card ENG/BIL (Re-order # 24P5-MTB8)
- Shelf talkers ENG (Re-order # 24P5-MTB9) / BIL (Re-order # 24P5-MTB10)

#### 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.

Mini Thematic B will feature a selection of sparkling wines for summer celebrations.

#### SPARKLING SUMMER GIFTS



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

# Beer (MI-C)

## MINI THEMATIC C

Summer Mode Beers

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

**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Mini Thematic C will feature an assortment of local ciders for summer entertaining.

### Participating Products

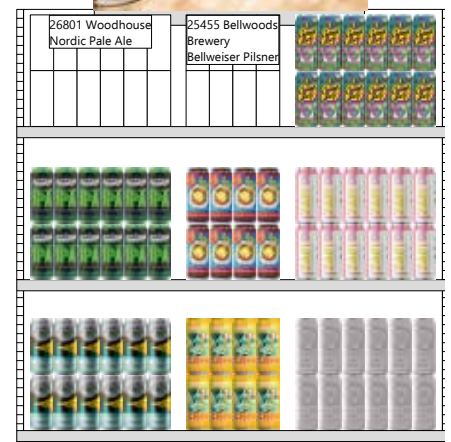
LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
16897	Great Lakes Brewery - Burst!	473	LTO	1929 - Great Lakes Brewing Co. Inc.
21689	Zap! Pink Lemonade Sour IPA	473		6699 - Nickel Brook Brewing Company
25455	Bellweiser Pilsner	473		2990 - Bellwoods Brewery
26801	Woodhouse Nordic Pale Ale	473	LTO	189 - Woodhouse Junction
31345	Brock Street Tropical Thunder New England IPA	473		397 - Brock Street Brewing
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	LTO	6309 - Flying Monkeys Craft Brewery
243741	Cameron's Lager	473	LTO	413 - Cameron's Brewing Co.
33206	Refined Fool Florida Stole My Parents OJ IPA	473	LTO	5732 - Refined Fool Brewing Company.
456996	Lost Craft Revivale	473	LTO	179 - Lost Craft

### Signage Components

- Backer card ENG/BIL (Re-order# 24P5-BC10)
- Shelf Talkers ENG (Re-order # 24P5-ST1) / BIL (Re-order # 24P5-ST2)

### Merchandising Instructions

- 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

Premium + Standard Flight: Summer Mode Spirits

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

**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

#### Flight A

1, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 156, 164, 187, 217, 226, 243, 253, 288, 298, 310, 326, 346, 367, 371, 390, 391, 393, 394, 398, 401, 404, 407, 412, 417, 437, 438, 443, 445, 453, 485, 486, 495, 497, 499, 500, 511, 522, 523, 554, 556, 573, 579, 580, 585, 590, 609, 619, 623, 624, 630, 631, 632, 633, 641, 643, 649, 658, 667, 670, 699, 702, 741, 776

#### Flight B

22, 23, 44, 55, 74, 82, 90, 106, 145, 150, 171, 195, 198, 227, 250, 263, 269, 279, 287, 325, 329, 334, 351, 359, 373, 378, 385, 392, 411, 436, 459, 489, 490, 501, 542, 575, 587, 602, 618, 627, 640, 652, 653, 655, 661, 698, 703, 748

Flight A:  
A round up of Absolut Vodka products for easy mixing.

Flight B:  
A collection of rum products to mix up your favourite classic rum cocktails with a twist.

### Signage Components

- Table Sign ENG (Re-order # 24P5-FNT9) / BIL (Re-order # 24P5-FNT10)
- Premium Flight Shelf Talkers ENG (Re-order # 24P5-FNT13) / BIL (Re-order # 24P5-FNT14)
- Standard Table Sign (Re-order # 24P5-FNT17) / BIL (Re-order # 24P5-FNT18)
- Standard Flight Shelf Talkers ENG (Re-order # 24P5-FNT21) / BIL (Re-order # 24P5-FNT22)

### Merchandising Instructions

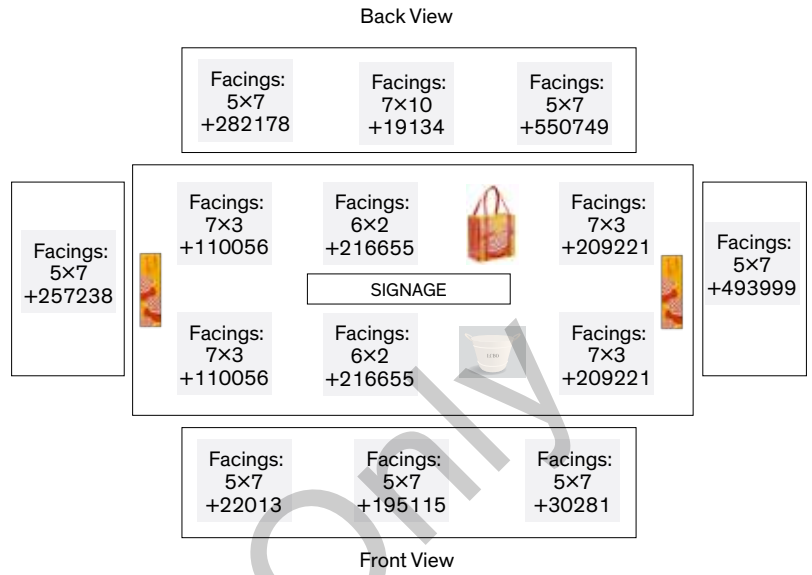
- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Nesting Table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.

## Participating Product

	LCBO#	Description	Size (mL)	Offers	Value Add
Flight A	19134	Absolut Mango Mule	355		
	19515	Absolut Watermelon	750	LTO	
	22013	Absolut Raspberri Vodka	750	LTO	
	30281	Absolut Peach Vodka	750	LTO	
	110056	Absolut Vodka	750		VA: Branded Beach Tote Bag
	209221	Absolut Vodka	1140	LTO	
	216655	Absolut Vodka	1750		VA: Absolut Mango Mule
	257238	Absolut Citron Vodka	750	LTO	
	282178	Absolut Vanilia Vodka	750	LTO	
	493999	Absolut Lime Vodka	750	LTO	
	550749	Absolut Mandrin	750	LTO	
Flight B	935	Captain Morgan White Rum	750		VA: CM Tin Cup
	1206	Bacardi Gold Rum	750	LTO	
	14354	Appleton Estate 8YO Reserve	750	LTO	
	32274	The Kraken Gold Spiced Rum	750	LTO	
	177808	Appleton Estate V/X Signature Blend	750	LTO	
	217653	Captain Morgan Original Spiced Rum	1140	LTO	
	223529	Appleton Estate V/X Signature Blend	1140	APP	
	225698	The Kraken Black Spiced Rum	750	LTO	
	318683	The Kraken Black Spiced Rum	1140		VA: Ceramic Cocktail Mug
	454686	Captain Morgan 100 Proof	750	LTO	
	492520	Bacardi 8 Year Old Reserva Gold Rum	750	LTO	
520288	Bacardi Black	750	LTO		

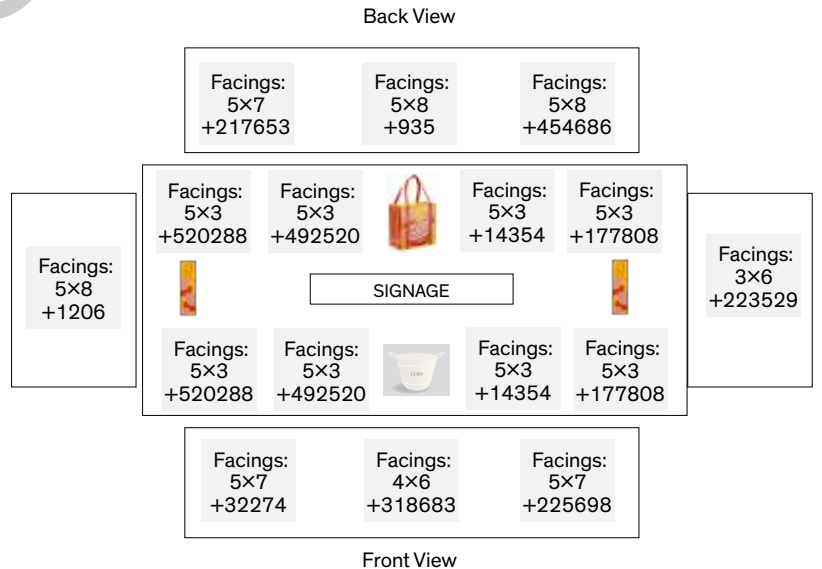
**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

**7Ft Nesting Table Planogram (For stores that have end tables) – Premium Flight**



**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

**7Ft Nesting Table Planogram (For stores that have end tables) – Standard Flight**



**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.



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



Front View



Back View

Back View

Facings: 5×7 +282178	Facings: 7×10 +19134	Facings: 5×7 +550749
----------------------------	----------------------------	----------------------------

Facings: 7×3 +110056	Facings: 6×2 +216655		Facings: 7×3 +209221	Facings: 4×4 +493999
Facings: 4×4 +257238	SIGNAGE			
Facings: 7×3 +110056	Facings: 6×2 +216655		Facings: 7×3 +209221	

Facings: 5×7 +22013	Facings: 5×7 +195115	Facings: 5×7 +30281
---------------------------	----------------------------	---------------------------

Front View

**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

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





Front View



Back View

Back View

Facings: 5×7 +217653	Facings: 5×8 +935	Facings: 5×8 +454686
----------------------------	-------------------------	----------------------------

Facings: 5×3 +520288	Facings: 5×3 +492520		Facings: 5×3 +14354	Facings: 5×3 +177808	Facings: 4×4 +223529
SIGNAGE					
Facings: 5×3 +520288	Facings: 5×3 +492520		Facings: 5×3 +14354	Facings: 5×3 +177808	

Facings: 5×7 +32274	Facings: 4×6 +318683	Facings: 5×7 +225698
---------------------------	----------------------------	----------------------------

Front View

**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

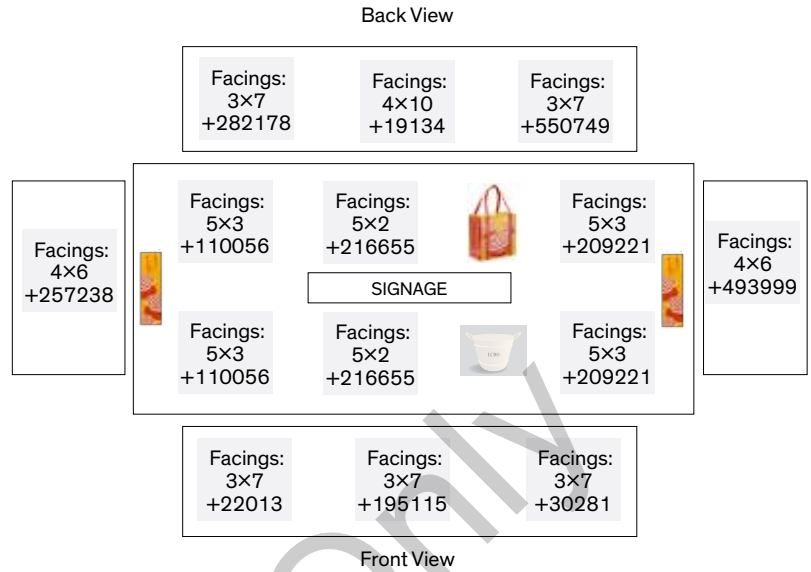
**5Ft Nesting Table Planogram (For stores that have end tables) – Premium Flight**



Front View



Back View



**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

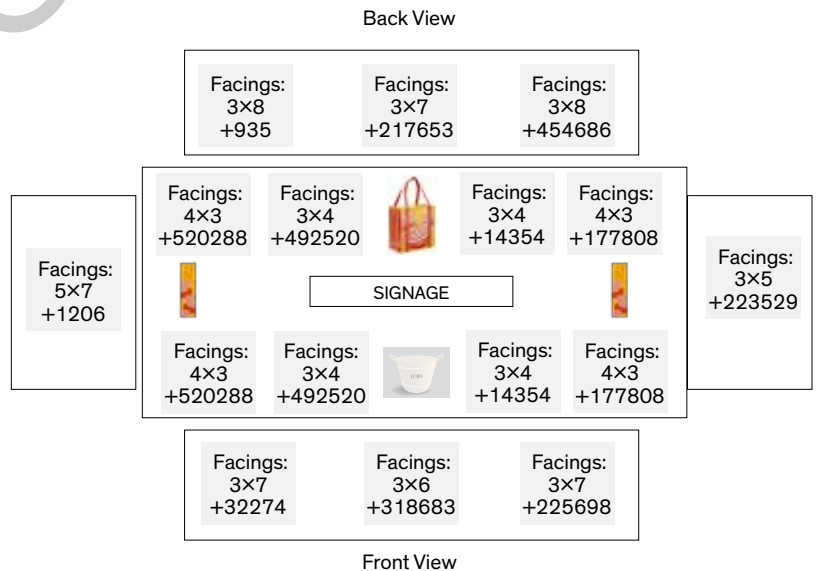
**5Ft Nesting Table Planogram (For stores that have end tables) – Standard Flight**



Front View



Back View



**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

**5Ft Nesting Table Planogram (For stores that do not have end tables) – Premium Flight**



Front View



Back View

Back View

Facings: 3×7 +282178	Facings: 4×10 +19134	Facings: 3×7 +550749
----------------------------	----------------------------	----------------------------

Facings: 5×3 +110056	Facings: 5×2 +216655		Facings: 5×3 +209221	Facings: 3×3 +493999
Facings: 3×3 +257238	SIGNAGE			
Facings: 5×3 +110056	Facings: 5×2 +216655		Facings: 5×3 +209221	

Facings: 3×7 +22013	Facings: 3×7 +195115	Facings: 3×7 +30281
---------------------------	----------------------------	---------------------------

Front View

**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

**5Ft Nesting Table Planogram (For stores that do not have end tables) – Standard Flight**





Front View



Back View

Back View

Facings: 3×8 +935	Facings: 3×7 +217653	Facings: 3×8 +454686
-------------------------	----------------------------	----------------------------

Facings: 4×3 +520288	Facings: 3×4 +492520		Facings: 3×4 +14354	Facings: 4×3 +177808	Facings: 2×3 +223529
Facings: 4×4 +1206	SIGNAGE				
Facings: 4×3 +520288	Facings: 3×4 +492520		Facings: 3×4 +14354	Facings: 4×3 +177808	

Facings: 3×7 +32274	Facings: 3×6 +318683	Facings: 3×7 +225698
---------------------------	----------------------------	----------------------------

Front View

**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

A

# Display Program (BP-SBA) BLOCK PILE A

Chill Mode



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

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

**Key Dates (July 16 - August 12, 2023)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

LCBO#	Description	Size (mL)	Offers
17817	Corona Extra (275)	6 × 473	LTO
17818	Corona Extra (275)	6 × 330	VA
17846	Corona Extra Can (275)	6 × 355	
17850	Corona Light (275)	6 × 330	
17853	Corona Extra (275)	473	
24899	Corona Sunbrew (275)	6 × 330	

**VA/Merchandise:** The supplier will deliver the Value Add merchandiser display to stores in time for the start of the promotion. Customer can purchase 2 Corona 6×330ml (+17818) and receive a free Corona Beach Bag.

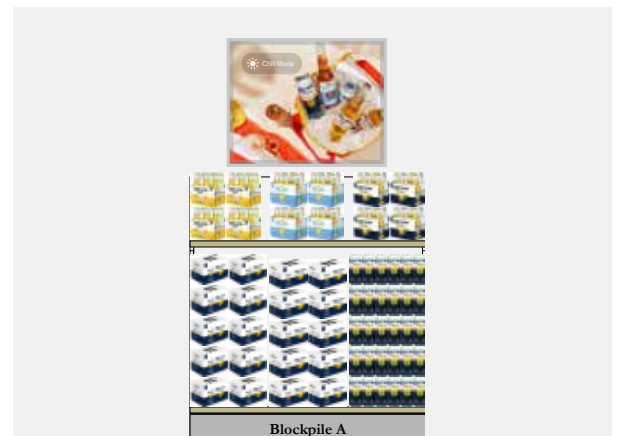
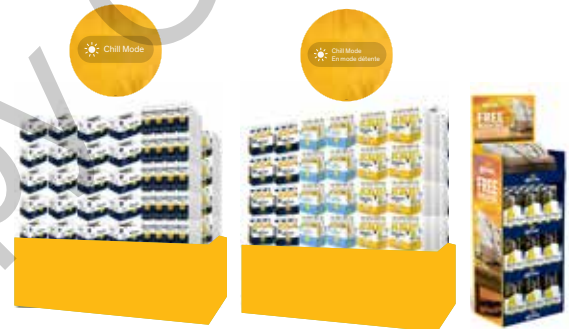
## Signage Components

- Pole Topper Sign ENG (Re-order # 24P5-BPA1) BIL (Re-order # 24P5-BPA2)
- Riser Wrap - solid colour (Re-order # 24P5-BPA3)
- Pricer Cards ENG (Re-order # 24P5-BPA4) BIL (Re-order # 24P5-BPA5)
- Shelf Talkers ENG (Re-order # 24P5-BPA6) BIL (Re-order # 24P5-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P5-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P5-BPA9) BIL (Re-order # 24P5-BPA10)

## Merchandising Instructions

- Use the supplier-provided merchandiser to build a display with the participating products.
- Install supplier-provided value-add and merchandiser.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Corona is the perfect warm weather beer. This display includes a free beach bag VA when you purchase two Corona 6-packs (17818 | 6 × 330 mL).



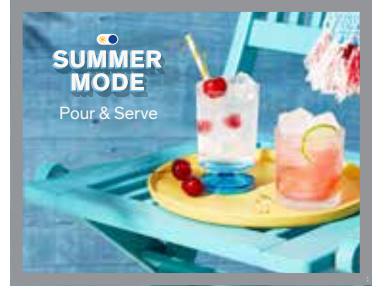
**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

B

# Display Program (BP-SBB)

## BLOCK PILE B

Summer Mode



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

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

**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

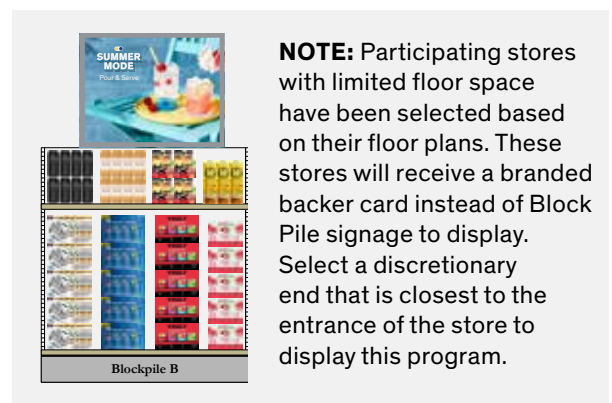
LCBO#	Description	Size (mL)	Offers
24317	White Claw Iced Tea Variety Pack	12 × 355	
24400	Palm Bay Island Mixer	12 × 355	LTO
31223	Truly Punch Mixed Pack	12 × 355	LTO
31249	Black Fly Rum Banana Strawberry Daiquiri	4 × 400	
31255	Cottage Springs Vodka Half & Half	1000	
31262	Seagram Island Time Botanical Lychee Spritz	6 × 355	VA: Seagram Sleek Koozie
31300	Smirnoff Ice Orange Blast	473	
31320	Nutrl N7 Black Raspberry	473	

Focused on new innovation from favourite brands



### Signage Components

- Pole Topper Sign ENG (Re-order # 24P4-BPB1)  
BIL (Re-order # 24P4-BPB2)
- Riser Wrap - solid colour (Re-order # 24P4-BPB3)
- Pricer Cards ENG (Re-order # 24P5-BPB4)  
BIL (Re-order # 24P5-BPB5)
- Shelf Talkers ENG (Re-order # 24P5-BPB6)  
BIL (Re-order # 24P5-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P5-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P5-BPB9)  
BIL (Re-order # 24P5-BPB10)



**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.

### Merchandising Instructions

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

# Display Program (BP-SBC)

## BLOCK PILE C

Aeroplan

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

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

**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	APP Offers
42	Canadian Club Premium	750	60
11928	Gato Negro Chardonnay	1500	100
14882	Saintly Rose VQA	750	50
16767	Saintly Sparkling Rose VQA	750	50
25999	Jagermeister	1140	200
27605	Reifel Rye	750	250
28556	Three Thieves Cabernet Sauvignon	1500	100
30104	Malibu Coconut Rum	1750	120
30721	Open Coast Gin	750	100
32183	Saintly The Good Sauvignon Blanc VQA	750	50
53082	Alberta Pure Vodka (P.E.T)	1750	400
79129	Gato Negro Sauvignon Blanc	1500	100
212282	Luksusowa Vodka	1140	200

### Value Add:

+53082 Alberta Pure Vodka - VA: Canadian Club 100% Rye 2 × 50ml

Popular spirits and wines with great Aeroplan offers.



Front View



Back View

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P5-BPC1)  
BIL (Re-order # 24P5-BPC2)
- Riser Wrap - solid colour (Re-order # 24P5-BPC3)
- Pricer Cards ENG (Re-order # 24P5-BPC4)  
BIL (Re-order # 24P5-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P5-BPC8)  
BIL (Re-order # 24P5-BPC9)

### Merchandising Instructions

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

D

# Display Program (XBP)

## BLOCK PILE D

### Aperol Spritz

#### 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 (July 16 - August 12, 2023)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipation-Lookup.aspx>)

#### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
	176834	Aperol	750	VA
XBP	20926	Aperol	375	50 APP
	24345	Aperol Spritz Ready To Serve	3 × 200	

#### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P5-BPD1) / BIL (Re-order # 24P5-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.
- Double-stack Aerol 750 mL (+176834) on each side of the display.
- Install the pricer cards in front of the participating products.

It's peak patio season, and why not enjoy the warmest days of summer with an Aperol Spritz? Aperol is a vibrant Italian icon, with a unique bittersweet flavour derived from a secret original recipe that has remained authentic and unchanged since 1919. Mix up an Aperol Spritz at home by combining 3 parts prosecco, 2 parts Aperol 1919, and 1 splash of soda in an official Aperol Spritz glass and join the joy.



#### Value Add :

LCBO# 176834 Aperol 750 mL

VA: Official Aperol Spritz Glassware



(Example only)  
Supplied by Agent

D

# Enhanced Display

## LARGE FORMAT IDB WINES

### (FSK-A) (P5 - P6)

#### Overview

Select stores will build a block pile display within the special activation area. Please refer to your store floor plan for locations. Supporting signage will be shipped to participating stores by the start of promotion.

#### Key Dates (P5 - P6)

#### Participating Stores

54, 58, 63, 68, 69, 78, 80, 81, 86, 102, 106, 130, 155, 175, 225, 287, 327, 359, 363, 387, 395, 407, 469, 484, 501, 552, 579, 602, 616, 652

#### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
	21391	Jackson-Triggs Proprietors' Rose Bag In Box	4000	LTO
	305144	Jackson-Triggs Chardonnay Bag In Box	4000	LTO
	306001	Colio Dry White Bag In Box	4000	LTO
<b>FSK-A</b>	492223	Pelee Island Rouge Bag In Box	3000	APP
	523688	Bodacious Smooth White Bag In Box	4000	LTO
	589036	Peller Family Vineyards Cab Merlot	4000	LTO
	589051	Peller Family Vineyards Dry White	4000	LTO
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO

**SAVE!**  
Big Value, Big Taste



Front View  
(Pole Topper Artwork is not final)

#### Signage Components

**Signage is to remain in place for P5 to P6.**

**New Pricer cards will be sent as there will be a revised group of participating SKUs for P6.**

- Pole Topper ENG (Reorder# 24P5-BPE1) / BIL (Reorder# 24P5-BPE2)
- Riser Wrap (Reorder# 24P5-BPE3)
- Pricer Cards ENG (Reorder# 24P5-BPE4) / BIL (Reorder# 24P5-BPE5)

#### Merchandising Instructions

- Signage package will deliver to stores in time for the start of the promotion.
- Merchandise the participating products according to the planogram.
- Install the metal frame sign.
- Merchandise the pricer cards in front of the participating products.

**SAVE!**  
Big Value, Big Taste  
**ÉPARGNEZ!**  
Avantageux et délicieux



Back View  
(Pole Topper Artwork is not final)



**D**

# Enhanced Display

## FIREBALL ACTIVATION

### (FSJ-A) (P4 - P6)

#### 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 (P4 - P6)

#### Participating Stores

4, 23, 25, 33, 35, 41, 51, 55, 57, 65, 74, 82, 83, 84, 93, 130, 139, 144, 150, 156, 179, 187, 195, 198, 208, 209, 211, 221, 227, 228, 229, 233, 237, 244, 250, 263, 278, 279, 287, 288, 298, 300, 310, 329, 334, 351, 359, 360, 387, 391, 394, 401, 404, 407, 425, 427, 436, 443, 453, 459, 470, 481, 485, 490, 491, 495, 497, 500, 501, 522, 536, 554, 556, 564, 580, 587, 602, 605, 609, 627, 633, 640, 641, 643, 649, 652, 653, 654, 655, 658, 661, 667, 670, 672, 694, 695, 702, 741, 748, 771

#### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Other Promotions
FSJ-A	10946	Fireball 6 Pack Carrier	6 x 50	\$1.50 LTO

#### Signage Components

- Merchandiser - Supplied by Agent
- Print the Pricer Card in store using AccessVia application.

#### 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.
- Print the Pricer Card in stores and display in front of the participating products.



(Example only)  
Supplied by Agent

**D**

# Enhanced Display ON THE ROCKS COOLER ACTIVATION (FSL-A) (P3 - P6)

## 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 (P3 - P6)

### Participating Stores

21, 26, 31, 40, 41, 84, 195, 196, 243, 288, 329, 346, 367, 370, 381, 385, 390, 392, 401, 412, 467, 490, 511, 555, 568, 641, 648, 655, 680, 751

### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Other Promotions
FSL-A	16546	On The Rocks Hornitos Margarita	375	LTO

### Signage Components

- Merchandiser - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P3-BPD3) / BIL (Re-order # 24P3-BPD4)

### Merchandising Instructions

- Please maintain a full display for the duration of the promotion, P3 to P6.



(Example only)  
Supplied by Agent

# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Australian BBQ Wines

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

**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Product

LCBO#	Description	Size (mL)	Offers
17650	Smoky Bay Shiraz	750	LTO, NT Contest
25839	Barramundi Cabernet Sauvignon	750	LTO, NT Contest
142117	Lindemans Bin 65 Chardonnay	750	APP, NT Contest
170134	Banrock Station Pink Moscato Rosé	750	APP, NT Contest
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	LTO, NT Contest
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO, NT Contest
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	LTO, NT Contest
441576	Mcguigan Black Label Pinot Grigio	750	LTO, NT Contest
464743	Angove Organic Cabernet Sauvignon	750	LTO, NT Contest
606624	>Ringbolt Cabernet Sauvignon Marg River	750	LTO, NT Contest
659607	>Mitolo Jester Shiraz	750	APP, NT Contest
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	LTO, NT Contest
925453	>Kilikanoon Shiraz Killermans Run	750	LTO, NT Contest
943787	>Wakefield Estate Label Shiraz Clare Valley	750	APP, NT Contest

This display showcases the diversity and value of Australian wines featuring popular brands with a range of varietals and price points—both GL and Essentials. A more in-depth story on no-fuss entertaining with a summer barbecue will be featured on LCBO.com. There will also be supplier-led Aeroplan contest (rep-applied necktags).

### Signage Components

- Table Sign ENG (Re-order # 24P5-MNT1) / BIL (Re-order # 24P5-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 24P5-MNT5) / BIL (Re-order # 24P5-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P5-MNT7)
- Shelf Talkers ENG (Re-order # 24P5-MNT8) / BIL (Re-order # 24P5-MNT9)

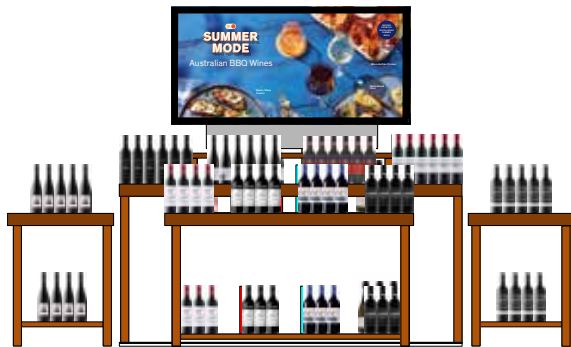
### Merchandising Instructions

- 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.

## Middle Nesting Table Planograms



Front View



Back View

Facings: 4x8 +17650	Facings: 4x8 +25839	Facings: 4x8 +943787	Facings: 4x8 +285544
---------------------------	---------------------------	----------------------------	----------------------------

Facings: 6x3 +464743	 Facings: 6x3 +311795	 Facings: 6x3 +925453	Facings: 6x3 +659607
Facings: 6x3 +464743	 Facings: 6x3 +311795	 Facings: 6x3 +925453	Facings: 6x3 +659607

Facings: 5x8 +606624
----------------------------

Facings: 5x8 +660043
----------------------------

Facings: 4x7 +210633	Facings: 4x8 +441576	Facings: 4x8 +142117	Facings: 4x8 +170134
----------------------------	----------------------------	----------------------------	----------------------------

**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258), the Insulated Cooler Bags (#32137), and the P4 New White Beer Bucket (#33490) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags. The White Beer Bucket will arrive early July.

## Celebration Fixture Planograms



front view



back view

# Period 5 END AISLES

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

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



LCBO#	Description	Size (mL)	Offers
225243	Stoli Vodka	750	LTO
225250	Stoli Vodka	1140	Value Add
272716	Stoli Vodka	1750	LTO

**Value Add (VA) - Rep Applied: Mason Jar**

**Patio-Perfect Iced Latte Blade Sign  
ENG (Re-order # 24P5-BS1), BIL (Re-order # 24P5-BS7)**

- 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.

**Patio-Perfect Iced Latte Backer Card  
ENG / BIL (Re-order # 24P5-BC1)**



## End Aisle #2A Premium



LCBO#	Description	Size (mL)	Offers
227413	Iceberg Vodka	1140	LTO, Value Add
400754	Iceberg Vodka	750	APP, Value Add
544155	Iceberg Vodka (P.E.T.)	1750	Value Add

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

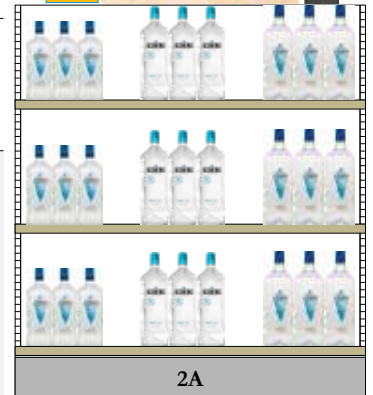
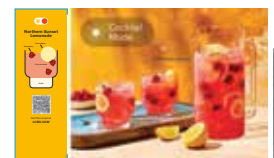
**LCBO#227413 and 400754 - Open Coast 50 mL**

**LCBO#544155: Smores Kit**

**Northern Sunset Lemonade Cocktail Blade Sign  
ENG (Re-order # 24P5-BS2), BIL (Re-order # 24P5-BS8)**

- 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.

**Cocktail Mode Backer Card  
ENG / BIL (Re-order # 24P5-BC2A)**



**End Aisle #2B**  
**Standard**



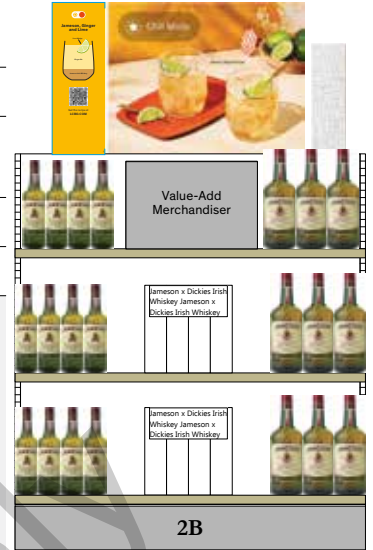
LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	Value Add
32898	Jameson Irish Whiskey X Dickies Limited Edition	750	
275933	Jameson Irish Whiskey	1750	LTO

**Value Add (VA): Dickies x Jameson Socks**

**Jameson Ginger and Lime Cocktail Blade Sign**  
ENG (Re-order # 24P5-BS3), BIL (Re-order # 24P5-BS9)

- 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.

**Chill Mode Backer Card**  
ENG / BIL (Re-order # 24P5-BC2B)



**End Aisle #3**



LCBO#	Description	Size (mL)	Offers
25698	Jacob's Creek Grenache Shiraz	750	LTO
367276	Jacob's Creek Moscato Rose	750	LTO
406843	Jacob's Creek Moscato	1500	Value Add

**Value Add (VA): Branded Sangria Serving Jug**

**4 Ways with Sangria Blade Sign**  
ENG (Re-order # 24P5-BS4), BIL (Re-order # 24P5-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.

**Party Mode Backer Card**  
ENG / BIL (Re-order # 24P5-BC3)



**End Aisle #4A**  
**Premium**



LCBO#	Description	Size (mL)	Offers
53140	Havana Club 7 Years Old	750	Value Add
400671	Havana Club Original 3 Year Old	1140	Value Add
443903	Havana Club Anejo Reserva	750	LTO

**Value Add (VA): Branded Hat**

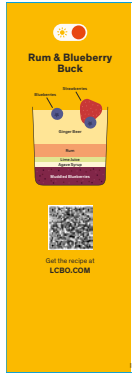
**Cuba Libre Pitcher Blade Sign**  
ENG (Re-order # 24P5-BS5), BIL (Re-order # 24P5-BS11)

- 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.

**Vacation Mode Backer Card**  
ENG / BIL (Re-order # 24P5-BC4A)



**End Aisle #4B  
Standard**



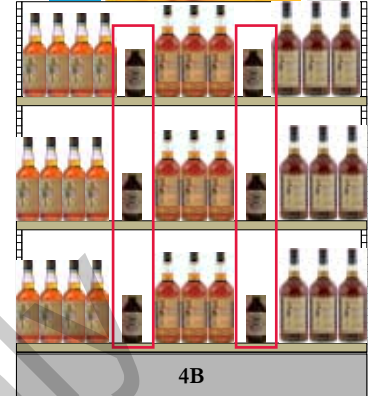
LCBO#	Description	Size (mL)	Offers
24437	Sailor Jerry Spiced Rum	1750	Value Add
80127	Sailor Jerry Spiced Rum	750	LTO
217257	Sailor Jerry Spiced Rum	1140	LTO

**Value Add (VA): Gords Ginger Beer**

**Lincoln County Cola Cocktail Blade Sign**  
 ENG (Re-order # 24P5-BS6), BIL (Re-order # 24P5-BS12)

- Install 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.

**Weekend Mode Backer Card**  
 ENG / BIL (Re-order # 24P5-BC4B)



**End Aisle #5**

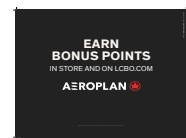
LCBO#	Description	Size (mL)	Offers
132506	XOXO Pinot Grigio/Chardonnay	1500	LTO
357418	Megalomaniac Local Squeeze Riesling VQA	750	LTO
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO



**End Aisle # 6**

LCBO#	Description	Size (mL)	Offers
545160	Tito's Handmade Vodka	1750	LTO
597559	Tito's Handmade Vodka	750	LTO
628990	Tito's Handmade Vodka	1140	APP

**Aeroplan EARN BONUS POINTS Backer Card**  
 ENG / BIL (Re-order # 24P5-BC-GEN1)

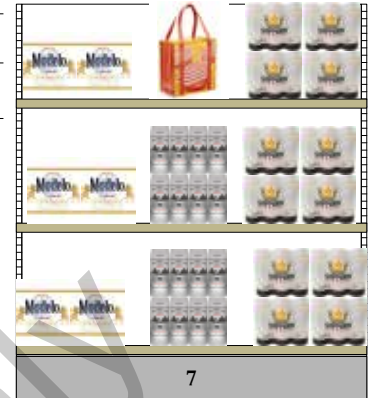


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	418590	Modelo Especial	6 × 355	LTO
	459818	Sapporo	6 × 500	Contest
	572313	Asahi Super Dry	500	



**Contest: Win a Trip for 2 to Japan**

**NOTE:** Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle. Use an open/unfolded cooler bag as a merchandiser to display folded bags. (Manager's discretion)



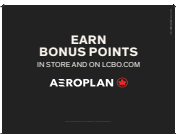
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	15372	Mike's Hard Black Cherry	6 × 355	LTO
	24390	Smirnoff Ice Peach Lemonade	473	LTO
	448613	Black Fly Vodka Sour Raspberry	473	LTO
	491514	Jaw Drop Flashing Peaches	473	LTO



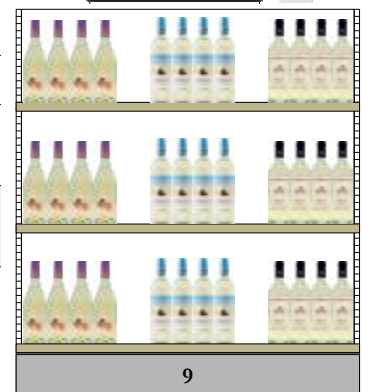
**NOTE:** Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle. Use an open/unfolded cooler bag as a merchandiser to display folded bags. (Manager's discretion)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	APP
	31062	Ruffino Orvieto Classico Doc	750	APP
	239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	LTO



**Aeroplan EARN BONUS POINTS Backer Card  
ENG / BIL (Re-order # 24P5-BC-GEN1)**





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	16897	Great Lakes Brewery - Burst! (1929)	473	LTO
	21689	Zap! Pink Lemonade Sour IPA (6699)	473	
	25455	Bellweiser Pilsner (2990)	473	
	26801	Woodhouse Nordic Pale Ale (189)	473	LTO
	31345	Brock Street Tropical Thunder New England IPA (397)	473	
	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	LTO
	33206	Refined Fool Florida Stole My Parents OJ IPA (5732)	473	
	243741	Cameron's Lager (413)	473	LTO
	456996	Lost Craft Revivale (179)	473	LTO
<b>Summer Mode Backer Card</b> ENG / BIL (Re-order # 24P5-BC10)				

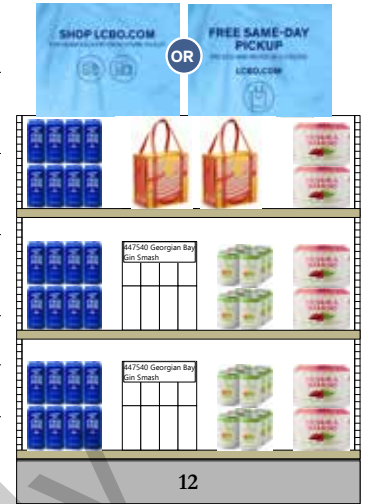


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	19388	Bombay Bramble	750	Value Add
	30729	Bombay Citron Presse	750	Value Add
	316844	Bombay Sapphire London Dry	750	Value Add
<b>Value Add (VA) - Rep Applied</b> LCBO# 19388 and 30729 - Branded Glassware LCBO# 316844 - Branded Copper Mug				



LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>			
24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	Value Add
24432	Georgian Bay Mango Tequila Smash	6 × 355	Value Add
31230	Georgian Bay Blueberry Pomegranate Vodka Smas	473	
447540	Georgian Bay Gin Smash	473	
<b>Value Add (VA) - Rep Applied: 10g Tajin Spice Rimmer mini</b>			

NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle. Use an open/unfolded cooler bag as a merchandiser to display folded bags. (Manager's discretion)



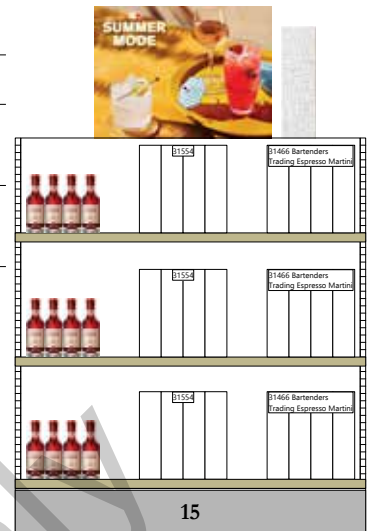
LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>			
10357	Crown Royal Peach	750	
403519	Crown Royal Apple	750	LTO
476911	Crown Royal Vanilla	750	LTO



LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>			
11586	El Abuelo Organic Sauvignon-Verdejo	750	LTO
255844	Era Montepulciano D'Abruzzo Doc Organic	750	LTO
669200	Ciao Pinot Grigio Organic Carton	1000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	24096	Campari Negroni	375	LTO
	31466	Bartenders Trading Espresso Martini	750	LTO
	31554	Coppa Cocktails Strawberry Daiquiri	750	LTO



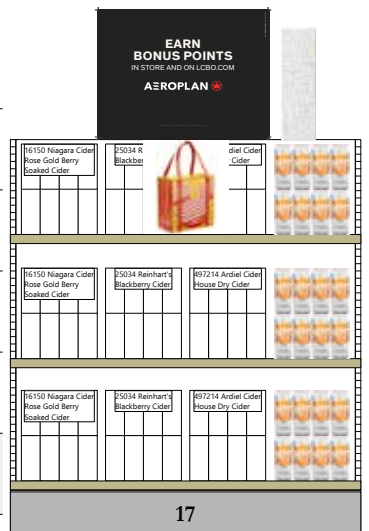
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	APP
	24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	APP
	29726	Dillons Gin Cocktails Variety Pack	12 x 355	

**Coolers/RTD Aeroplan Generic Backer Card  
ENG / BIL (Re-order # 24P5-BC-GEN2)**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	16150	Niagara Cider Rose Gold Berry Soaked Cider (798)	473	LTO
	19309	Shiny Apple Peach Light Cider (LCBO Warehouse)	473	LTO
	25034	Reinhart's Blackberry Cider (LCBO Warehouse)	473	LTO
	497214	Ardiel Dry Apple Cider (LCBO Warehouse)	473	LTO

**Aeroplan EARN BONUS POINTS Backer Card  
ENG / BIL (Re-order # 24P5-BC-GEN1)**

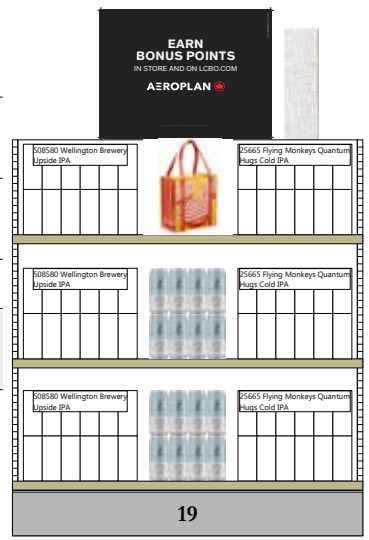


**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle. Use an open/unfolded cooler bag as a merchandiser to display folded bags. (Manager's discretion)**

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	5959	Baileys Irish Cream	750	Value Add
	19418	Baileys Colada	750	LTO
	605956	Baileys Irish Cream Liquor	1140	Value Add
<b>Value Add (VA) - Rep Applied: Two Bears Coffee</b>				

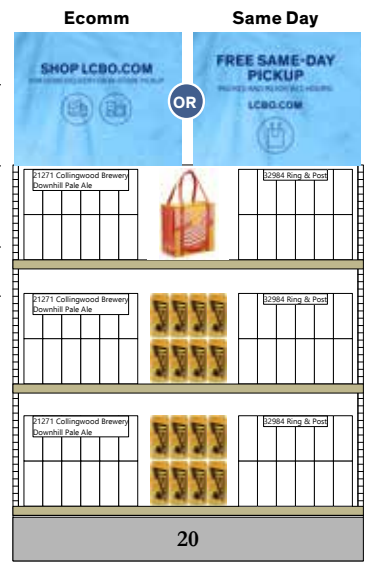


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	17117	Rally Trail Blazer (LCBO Warehouse)	473	APP
	25665	Flying Monkeys Cold IPA (6309)	473	
	508580	Wellington Upside IPA (4826)	473	
<b>Aeroplan EARN BONUS POINTS Backer Card ENG / BIL (Re-order # 24P5-BC-GEN1)</b>				



**NOTE:** Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle. Use an open/unfolded cooler bag as a merchandiser to display folded bags. (Manager's discretion)

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	10075	Side Launch Wheat Beer (3827)	473	
	21271	Collingwood Downhill Pale Ale (4205)	473	LTO
	32984	Henderson Ring & Post (798)	473	



**NOTE:** Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle. Use an open/unfolded cooler bag as a merchandiser to display folded bags. (Manager's discretion)

# Wines Discovery End Aisle (EA-W5)

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

**Key Dates: July 16 - August 12, 2023**

## Participating Stores:

1, 4, 10, 13, 38, 83, 149, 163, 164, 195, 217, 228, 243, 253, 295, 346, 367, 383, 385, 390, 398, 438, 485, 490, 546, 564, 623, 624, 627, 776

## Participating Product

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-W5	15482	Atelier Red, Achaia	750	LTO
	15483	Naoussa Xinomavro, Pdo Naoussa	750	LTO
	15822	Nestor Avarino White	750	LTO
	172148	Boutari Agiorgitiko Nemea Red	750	LTO
	273490	Thalia White Assyrtiko Sauvignon Blanc	750	LTO
	538074	Domaine Hatzimichalis Cabernet Sauvignon	750	LTO

## Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # AIM-24P5-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.**

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

**Key Dates (July 16 - August 12, 2023)**

## Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	20648	Creemore Springs Helles Light Lager	473	1757 - Creemore Springs Brewery	
	541243	Creemore Springs Premium Lager 6pk C	6 x 473	1757 - Creemore Springs Brewery	VA
	666917	Creemore Premium Lager	473	1757 - Creemore Springs Brewery	LTO
	<b>VA/Merchandiser:</b> Creemore BBQ Grill Basket				
<b>B</b> Plinth (EA - EZB)	31546	Cowbell Brewing Hays Days IPA Strawberry Rhubarb	6 x 355	458 - Cowbell Brewing Co.	
	33585	Collective Arts Galaxy 2 Ways	6 x 473	LCBO Warehouse	
<b>C</b> Plinth (EA - EZH)	311787	Budweiser 6 Pk Tc	6 x 473	275 - The Beer Store	VA
	904334	Budweiser 6 Pk-Can	6 x 355	275 - The Beer Store	
	905976	Budweiser	473	275 - The Beer Store	LTO
	<b>VA/Merchandiser:</b> Purchase 2 Budweiser 6x473ml and receive a free BBQ Sauce				
<b>D</b> End Aisle (EA - EZD)	14987	Muskoka Craft Lager	6 x 473	LCBO Warehouse	
	14988	Muskoka Detour	6 x 473	LCBO Warehouse	VA
	19994	Muskoka Tread Lightly	6 x 473	LCBO Warehouse	
	<b>VA/Merchandiser:</b> Pint Glass with Purchase of 6 Pack				



# BEER BRANDED ENDS (P3-P6)

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 (P3 - P6)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 24P3-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P3-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P3-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

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



# Ontario Craft Beer

## 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 (July 16 - August 12, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
10833	Railway City Brewing - Juice Caboose IPA	473	8447 - Railway City Brewing Company
14812	Great Lakes Brewery - Haze Mama	473	1929 - Great Lakes Brewing Co. Inc.
26073	Indie Ale House Marco Polo Italian Style Pilsner	473	789 - Indie Ale House
27612	Weir Beer	473	902 - Shawn & Ed Brewing Co.
31456	Muskoka Pineapple Ninja Wheat Ale	473	LCBO Warehouse
31512	Collective Arts Lager	473	LCBO Warehouse

### Merchandising Instructions

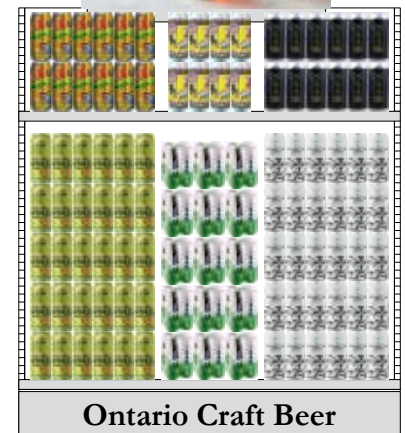
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 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-24P5-OCB1) / BIL (Re-order #AIM-24P5-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Ontario Craft Beer

# Craft Beer Imported

## SHELF TALKERS

**Key Dates (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)
31346	Wildbrau Helles	500
19429	Armand & Gaston Oude Geuze	375
31364	Good Robot Thembot Guava Blackberry Sour	473
322529	Hofbrau Hefe Weizen	500
31366	St. Bernardus Wit	1320
31367	Lambiek Fabriek - Brett-Elle	375
31370	Le Trou du diable - Perroquet IPA	473
32237	Equilibrium Astrophysics IPA	473
489435	Saison Dupont	330
23743	Kriek Boon	375

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-24P5-ICB1 / BIL (Re-order #AIM-24P5-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 (July 16 - August 12, 2023)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
14870	Wayne Gretzky Rose VQA	750	LTO
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	LTO
504241	Henry Of Pelham Cabernet/Merlot VQA	750	LTO
518753	D'Ont Poke The Bear White VQA	750	LTO

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.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-24P5-ON1)

##### Merchandising Instructions

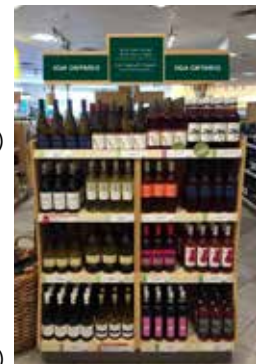
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



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-24P5-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 (July 16 - August 12, 2023)

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
10485	Pelee Island Lola Pinot Grigio VQA	750	100 APP
175349	Open Rosé VQA	750	50 APP

#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # 24P5-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # 24P5-OWP2) / BIL (Re-order # 24P5-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 (July 17 - August 13, 2023)

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
652883	Belle Glos Clark & Telephone Pinot Noir	750	\$5.00 LTO
964221	Le Volte Dell'Ornellaia	750	\$2.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-24P5-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P5-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P5-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.



Essentials on Offer

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 (July 22, 2023 Release)

#### Mandatory Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.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

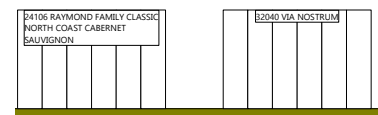
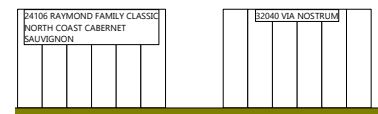
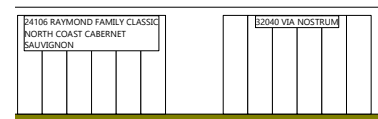
LCBO#	Description	Size (mL)
<b>July 22 Release</b>		
24106	21 Cab Sauv Classic North Coast (Raymond Vyd & Ce)	750
32040	19 Via Nostrum Corbieres (Foncalieu)	750

#### 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.



WOM: July 22nd

## VINTAGES LTO/Aeroplan Program | Key Dates (July 16 - August 12, 2023)

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-24P5 -VLTO1)

### Participating Products

LCBO#	Description	Size (mL)	LTO
652883	Belle Glos Clark & Telephone Pinot Noir	750	\$5.00
256289	Benjamin Bridge Nova 7 Sparkling	750	\$2.00
660241	Bonanza California Cabernet Sauvignon	750	\$3.00
974717	Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00
30957	Concha Y Toro Winemaker's Lot 148 Carmenère	750	\$3.00
286278	Flat Rock Chardonnay	750	\$2.00
729392	Foss Marai Extra Dry	750	\$3.00
708305	Francis Coppola Diamond Collection Chardonnay	750	\$2.00
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$2.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$3.00
925453	Kilikanoon Killerman's Run Shiraz	750	\$2.00
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00
650325	Kim Crawford Rosé	750	\$2.00
962886	La Crema Sonoma Coast Chardonnay	750	\$2.00
964221	Le Volte Dell'ornellaia	750	\$2.00
405175	Michael David Freakshow Cabernet Sauvignon	750	\$2.00
316570	Oyster Bay Sauvignon Blanc	750	\$3.00
350041	Paco & Lola Albariño	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
606624	Ringbolt Cabernet Sauvignon	750	\$2.00
449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00
408658	Santa Carolina Reserva De Familia Cabernet Sauvignon	750	\$3.00
552562	Speck Bros. Three Of Hearts Rosé	750	\$2.00
423822	St. Supéry Estate Bottled Cabernet Sauvignon	750	\$5.00
59311	The Seven Deadly Zins Old Vine Zinfandel	750	\$3.00
660043	Two Hands Gnarly Dudes Shiraz	750	\$2.00

### Aeroplan Offers:

621458	Bottega Gold Prosecco	750	75
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	25
926626	Famille Perrin Les Sinards Châteauneuf-Du-Pape	750	200
363457	Famille Perrin Réserve Côtes Du Rhône	750	100
659607	Mitolo Jester Shiraz	750	50
544791	Reif Estate Vidal Icewine	200	100
943787	Wakefield Estate Shiraz	750	100

## VINTAGES Ontario Our Buyer's Picks Program

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

### Key Dates (July 16 - August 12, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Product

LCBO#	Description	Size (mL)	Offers
552562	>(V) Three Of Hearts Rosé	750	\$2.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-24P5 -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)

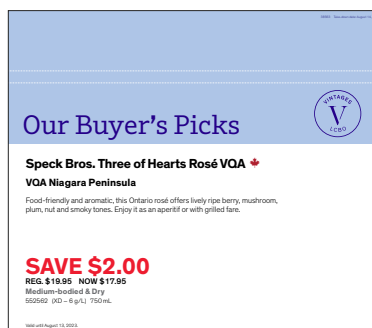
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

#### Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)

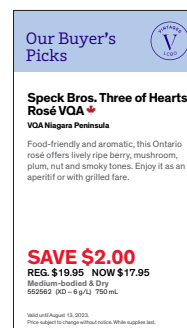
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker



# SUMMER GIFT BAGS

The Summer Enhanced Gift Bag and \$2.95 Hot Button signage shipped to participating stores for set up with the start of P3.

**Install Date:** Week of May 21<sup>st</sup>



Please refer to the P3 online worksheets posted on the portal for information on Summer Enhanced 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.



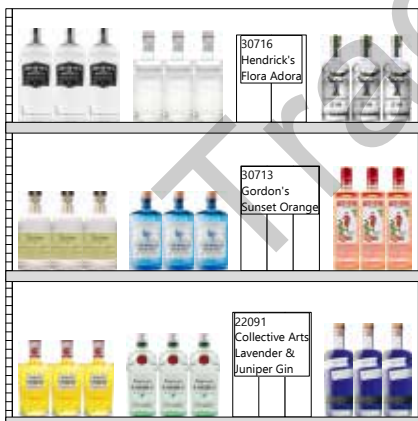
Summer Enhanced 1 Bottle Bag 2023  
LCBO# 32258 • \$2.95

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	24P3-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Mini Thematic A

PREMIUM SPIRITS FOR DAD



### Mini Thematic B

GIFT PREMIUM WINES FOR DAD



### Cash Ends



- Install the Summer Gift Bags on the Mini Thematic fixtures the week of May 21<sup>st</sup>
- Refer to the Mini Thematic A/B sections for more details.

- Merchandise the new Summer gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

# HOW TO MERCHANDISE Summer Reusable Gift Bags

Merchandise the Summer Reusable Bags in three (3) areas:

- Wooden Gift Packaging Fixtures
- Metal Flat Gift Packaging Stand
- Seasonal Hanging Bag Stand

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 #
Summer Reusable Gift Bag \$1.95 Hot Button	24P3-GFT1
Summer Reusable Gift Bag \$2.95 Hot Button	24P3-GFT15
Summer Reusable Cooler Bag \$14.95 Hot Button	24P3-GFT16
Hot Button Sign Clip (bundles of 10)	NIHK102
Summer Reusable Gift Bag Pole Topper Sign (ENG)	24P4-GFT5
Summer Reusable Gift Bag Pole Topper Sign (BIL)	24P4-GFT6



Summer Enhanced 2  
Bottle Bag 2023  
LCBO# 32082 • \$1.95



Summer Reusable  
Large Gusset Bag  
2023  
LCBO# 32083 •  
\$2.95



Summer Cooler Bag 2023  
LCBO# 32137 • \$14.95



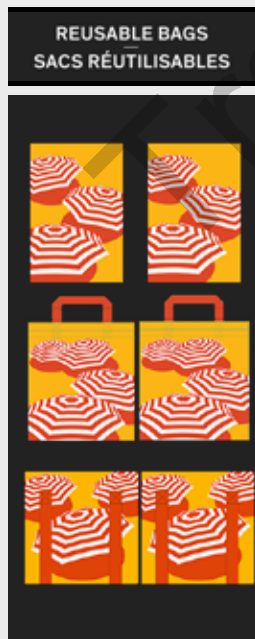
Summer Gift Bag  
Pole Topper Sign ENG



Summer Gift Bag  
Pole Topper Sign BIL

## Merchandising Options:

### Gift Packaging Floor Merchandiser (Metal)



### Wooden Gift Packaging Fixture: (select stores)







### Seasonal Hanging Bag Stand



# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards & Carriers

LCBO#	Description	Image
28476	<b>NEW</b> Summer Gift Card 2023	
27053	Soft Black	
27054	Warm White	
647222	Vintages	

LCBO#	Description	Image
28477	<b>NEW</b> Summer Gift Card Presenter 2023	
27055	LCBO Year-Round Carrier	
647271	Vintages (English)	
657882	Vintages (French)	

## 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@lcb.com](mailto:ordergiftcards@lcb.com)

Description	Reorder #
Summer Gift Card Merchandiser Insert Sign (2 pieces)	24P3-GFT3

### Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

# 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 (July 16 - August 12, 2023)

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/Store-ParticipationLookup.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.
- Merchandise the Aeroplan Flat Shelf-talkers on the FSE Chile/Argentina/South Africa display.

## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P5-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P5-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 24P5-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 24P5-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 24P5-FS5)
- Shelf Talkers ENG (Re-order # 24P5-FS6) / BIL (Re-order # 24P5-FS7)
- Bin Strips (Re-order # 24P3-FS8)
- Aeroplan Flat Shelf-talkers ENG (Re-order #24P5-FS8) / FR (Re-order # 24P5-FS9)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "SUMMER ROSÉS"</b>				
	11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750	
	13497	Grand Sud Rosé	1000	
	13548	Chateau De Berne Romance Igp Mediterranee	750	
	14145	Toro Bravo Shiraz Garnacha Rosado	750	
	18486	Bread & Butter Rosé	750	
	24086	Smoky Bay Rosé	750	
	24088	Villa Maria Blush Sauvignon	750	
	25793	Palm Rosé Igp Mediterranee (L'Escarelle Diff	750	
	31471	Protea Rosé	750	
	31477	Two Oceans Light Keeper Blushing Rosé	750	LTO
	31488	Babich Rosé	750	
	31656	Chloe Rosé	750	
	31712	Villa Annaberta Canaja Verona Rosato	750	
	31903	Crazy Tropez Rose Igp Mediterranee	750	
	32031	Fresh Rosé VQA	1500	
	32157	On Point. Rosé	750	
	556142	11 Minutes Rosé Delle Venezie Igt (Pasqua)	750	
	642884	D'Ont Poke The Bear Rosé VQA	750	
	647149	Calvet Rosé, Languedoc Aop (Pouch)	1500	
	24081	Stoneleigh Lighter Rosé	750	

## (FSB) USA - California Flex Space "BREAD & BUTTER"

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



13686	Bread & Butter Pinot Noir	750	LTO
19261	Bread & Butter Chardonnay	750	LTO
21474	Bread & Butter Cabernet Sauvignon	1500	
22612	Bread & Butter Sauvignon Blanc	750	
28558	Bread & Butter Merlot	750	
647644	Bread & Butter Cabernet Sauvignon	750	LTO

## (FSC) Europe - Italy/SE Flex Space "LA VIEILLE FERME"

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



34991	La Vieille Ferme Luberon Blanc Aoc	1500	APP
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	
298505	La Vieille Ferme Luberon Blanc Aoc	750	LTO
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	APP
447896	La Vieille Ferme Cotes Du Ventoux	1500	APP
622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	LTO
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	APP

**(FSD) Australia/New Zealand Flex Space "OYSTER BAY ESSENTIALS"**

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



316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	
326728	>Oyster Bay Chardonnay Marlborough	750	
590414	>Oyster Bay Pinot Noir Marlborough	750	

**(FSE) Chile/Argentina Flex Space "ARGENTO"**

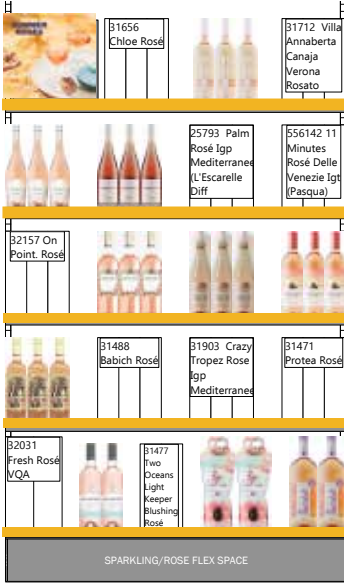
**\*Mandatory Participation: This is a SOLD promotion.**



363192	Argento Estate Reserva Organic Malbec	750	APP
406850	Argento Estate Bottled Pinot Grigio	1500	LTO
589523	Argento Estate Cabernet Sauvignon	750	LTO
591693	Argento Estate Organic Malbec	750	LTO
591701	Argento Estate Bottled Chardonnay	750	APP
620492	Argento Estate Bottled Pinot Grigio	750	APP

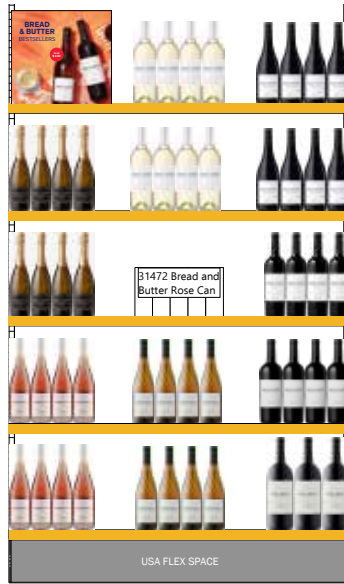
Trade Copy Only

### Sparkling/Rosé Flex Space



SPARKLING/ROSE FLEX SPACE

### USA Flex Space



USA FLEX SPACE

### EUROPE Italy/SE Flex Space



OLD WORLD FLEX SPACE

### Australia/New Zealand Flex Space




AUS FLEX SPACE

### Chile/Argentina Flex Space



SOUTH AMERICA FLEX SPACE

  
 This planoguide 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 (July 16 - August 12, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

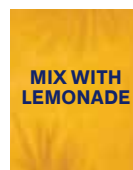
LCBO#	Description	Size (mL)	Offers
32425	Tanqueray Dry Gin	375	LTO
269563	Maker's Mark Kentucky Straight Bourbon	375	LTO

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P5-SP2) / BIL (Re-order #AIM-24P5-SP3)
- "Mix with Frozen Aperol Spritz" Shelf Talker ENG (Re-order #AIM-24P5-SP4) / BIL (Re-order #AIM-24P5-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 "Mix with Soda" 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 (July 16 - August 12, 2023)**

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	31469	Dillon's Strawberry Negroni	125	
	180570	Finlandia Vodka	375	LTO
Wines/Wine in Cans (FEM2)	250480	Zonin Prosecco Brut 1821 Doc	3 x 200	APP
	16546	On The Rocks Hornitos Margarita	375	VA
Brown Spirits/Liqueurs (FEM3)	26679	On The Rocks Knob Creek Old Fashioned	375	VA
	Value Add (VA) - Rep Applied: Northern Keep 50 mL			

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P5-FEM1) / BIL (Re-order #AIM-24P5-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P5-FEM3) / BIL (Re-order #AIM-24P5-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P5-FEM5) / BIL (Re-order #AIM-24P5-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.



Brown 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 5)

#### Participating Stores

1, 4, 8, 17, 19, 21, 22, 23, 25, 26, 31, 34, 38, 41, 44, 51, 55, 58, 62, 65, 74, 82, 83, 90, 95, 102, 106, 115, 130, 132, 145, 148, 149, 150, 154, 156, 168, 171, 187, 191, 195, 198, 200, 209, 211, 214, 221, 226, 227, 228, 233, 243, 244, 250, 252, 253, 263, 265, 279, 288, 298, 300, 310, 325, 326, 329, 334, 344, 346, 351, 355, 359, 361, 367, 371, 373, 378, 381, 383, 385, 386, 390, 391, 393, 394, 397, 398, 400, 404, 407, 411, 412, 416, 427, 428, 431, 432, 436, 437, 438, 443, 445, 452, 457, 459, 470, 481, 485, 489, 490, 491, 495, 497, 499, 500, 501, 505, 523, 528, 534, 536, 542, 544, 546, 551, 554, 566, 569, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 649, 652, 653, 655, 658, 661, 667, 670, 691, 694, 698, 699, 700, 702, 703, 706, 741, 748, 751, 758, 760, 771, 776

**NOTE:** Please review your store Promo Tree to adjust your MINs. If you don't have the fixture and are not part of the Participating Store List above, please remove the SKUs loaded to your Promo Tree in error.

#### 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
	12596	Empress Gin	375
White Spirits	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)
14665	Good Vines White Wine Spritz	355
24998	Bask Rose Spritz	355
24999	Bask Green Tea Peach Hard Sparkling Water	355
25487	Darling Mimosa Sparkling Grapefruit	355
31472	Bread & Butter Rose Can	250
31653	Gaze Black Cherry Moscato Wine Beverage	375
32174	Good Fortune Mango Margarita Wine Beverage	355
32175	Lively Peach Cherry Rose Wine Beverage	341
647313	Joiy Rose Sparkling	250



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 (July 16 - August 12, 2023)

### 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-24P5-FEM7) / BIL (Re-order #AIM-24P5-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.**



LCBO# 31265  
John Sleeman & Sons -  
Ginger & Lime Mule  
473 mL | 5 APP



LCBO# 31284  
White Claw Blackberry  
473 mL | 15 APP



LCBO# 31296  
Hijinx Hard Seltzer Raspberry  
Lemonade  
473 mL | 8 APP



LCBO# 31235  
Sandbagger Pink Grapefruit  
Hard Seltzer  
355 mL | 8 APP

# 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 (July 16 - August 12, 2023)**

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

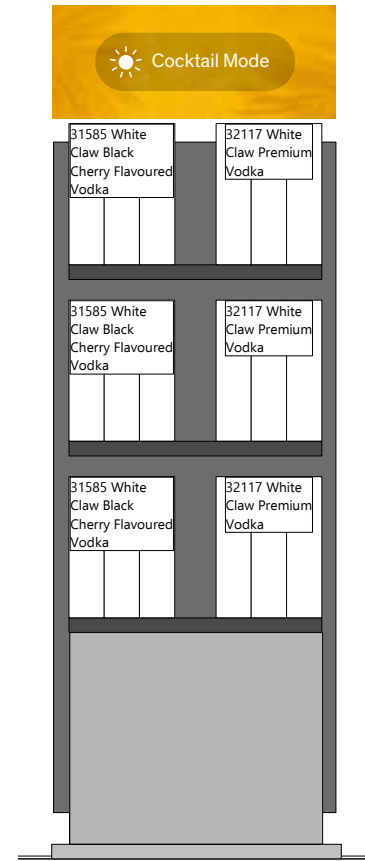
LCBO#	Description	Size (mL)	Offers
31585	White Claw Black Cherry Flavoured Vodka	750	\$2.00 LTO
32117	White Claw Premium Vodka	750	

## Signage Components









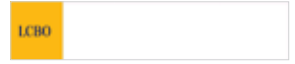




- A-Frame Sign ENG (Re-order# 24P5-AF1) / BIL (Re-order# 24P5-AF2)

## Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Continue merchandise the P5 A-frame sign.
- Merchandise the participating products according to the planogram.
- Install the P4 pre-printed shelf talkers on the fixture.



# 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: 24P5-ST1 BIL: 24P5-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P5-ST12 BIL: 24P5-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P5-ST14 BIL: 24P5-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P5-ST3 BIL: 24P5-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P5-ST5 BIL: 24P5-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P5-ST7 BIL: 24P5-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P5-ST9 BIL: 24P5-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)	Extender Strips 12" w x 2½" h	24P3-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-24P5-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P5-AS1 BIL: AIM-24P5-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P5-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 <http://home.lcbo.com/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Trade Copy Only

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1 A /B (Promo code is BSE not EA 1)	225243	Stoli Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		225250	Stoli Vodka	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		272716	Stoli Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2A	227413	Iceberg Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		400754	Iceberg Vodka	750	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		544155	Iceberg Vodka (P.E.T)	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	2B	10157	Jameson Irish Whiskey	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		32898	Jameson Irish Whiskey X Dickies Limited Edition	750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>		275933	Jameson Irish Whiskey	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3A	25698	Jacob's Creek Grenache Shiraz	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		367276	Jacob's Creek Moscato Rosé	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		406843	Jacob's Creek Moscato	1500	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	4A	53140	Havana Club 7 Years Old	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		400671	Havana Club Original 3 Year Old	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		443903	Havana Club Anejo Reserva	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4B	24437	Sailor Jerry Spiced Rum	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		80127	Sailor Jerry Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		217257	Sailor Jerry Spiced Rum	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5A/B	132506	XOXO Pinot Grigio/Chardonnay	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		357418	Megalomaniac Local Squeeze Riesling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A/B	545160	Tito's Handmade Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		597559	Tito's Handmade Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		628990	Tito's Handmade Vodka	1140	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	7A/B	418590	Modelo Especial (LCBO Warehouse)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>		459818	Sapporo (275/TBS)	6 × 500	
<input type="checkbox"/>	<input type="checkbox"/>		572313	Asahi Super Dry (LCBO Warehouse)	500	
<input type="checkbox"/>	<input type="checkbox"/>	8A/B	15372	Mike's Hard Black Cherry	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24390	Smirnoff Ice Peach Lemonade	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		448613	Black Fly Vodka Sour Raspberry	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		491514	Jaw Drop Flashing Peaches	473	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		9A/B	10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	APP, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		31062	Ruffino Orvieto Classico Doc	750	APP
			239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	LTO
			84210	Mill Street Original Organic Lager	6 × 341	
			516880	Mill Street Original Organic	6 × 473	LTO
		10	16897	Great Lakes Brewery - Burst! (1929)	473	LTO
			21689	Zap! Pink Lemonade Sour IPA (6699)	473	
			25455	Bellweiser Pilsner (2990)	473	
			26801	Woodhouse Nordic Pale Ale (189)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31345	Brock Street Tropical Thunder New England IPA (397)	473	
			31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	LTO
			33206	Refined Fool Florida Stole My Parents - OJ IPA (5732)	473	LTO
			243741	Cameron's Lager (413)	473	LTO
			456996	Lost Craft Revivale (179)	473	LTO
			11	19388	Bombay Bramble	750
<input type="checkbox"/>	<input type="checkbox"/>	30729		Bombay Citron Presse	750	Value Add
		316844		Bombay Sapphire London Dry	750	Value Add
		12	24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		24432	Georgian Bay Mango Tequila Smash	6 × 355	Value Add
			31230	Georgian Bay Blueberry Pomegranate Vodka Smas	473	
			447540	Georgian Bay Gin Smash	473	
		13	10357	Crown Royal Peach	750	
<input type="checkbox"/>	<input type="checkbox"/>		403519	Crown Royal Apple	750	LTO
			476911	Crown Royal Vanilla	750	LTO
		14	11586	El Abuelo Organic Sauvignon-Verdejo	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		255844	Era Montepulciano D'Abruzzo Doc Organic	750	LTO
			669200	Ciao Pinot Grigio Organic Carton	1000	LTO
		15	24096	Campari Negroni	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31466	Bartenders Trading Espresso Martini	750	LTO
			31554	Coppa Cocktails Strawberry Daiquiri	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	16	24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	APP
			29726	Dillons Gin Cocktails Variety Pack	12 × 355	
			16150	Niagara Cider Rose Gold Berry Soaked Cider (798)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	19309	Shiny Apple Peach Light Cider (LCBO Warehouse)	473	LTO
			25034	Reinhart's Blackberry Cider (LCBO Warehouse)	473	LTO
			497214	Ardiel Dry Apple Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	5959	Baileys Irish Cream	750	Value Add
			19418	Baileys Colada	750	LTO
			605956	Baileys Irish Cream Liquor	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	19	17117	Rally Trail Blazer (LCBO Warehouse)	473	APP
			25665	Flying Monkeys Cold IPA (6309)	473	
			508580	Wellington Upside IPA (4826)	473	
<input type="checkbox"/>	<input type="checkbox"/>	20	10075	Side Launch Wheat Beer (3827)	473	
			21271	Collingwood Downhill Pale Ale (4205)	473	LTO
			32984	Henderson Ring & Post (798)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	67	Smirnoff Vodka	750	APP
			1487	Crown Royal	750	APP
			216929	Smirnoff Vodka	1140	Value Add
			500512	Captain Morgan Original Spiced Rum	750	Value Add

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		15762	Trinity Oaks Chardonnay	750	LTO
		19922	Barone Montalto Pinot Grigio	1500	Shelf Extender, LTO
		23877	Sprucewood Beach Glass White VQA	750	LTO
		24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	LTO
		25461	Mindful Pinot Grigio VQA	750	LTO
		27373	Folonari Valpolicella Classico Doc	3000	LTO
		30959	Cavit Collection Pinot Grigio Doc Venezie	1500	LTO, Wine Fridge
		31523	Mezzacorona Naturally Light Pinot Grigio	750	
		31524	Freixenet Pinot Grigio Doc	750	
		31528	Grand Sud Sauvignon Blanc	1000	
		32182	Lola Light Rose VQA	750	LTO
		110031	Sandbanks Estate Dunes White VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture A	177477	Sandbanks Estate Shoreline White VQA	750	LTO
		266049	Adobe Reserva Sauvignon Blanc Organic	750	
		274399	Adobe Reserva Rose Organic	750	LTO
		303040	Fielding Fireside White VQA	750	LTO
		405175	>Freakshow Cabernet Sauvignon	750	LTO
		416487	The Wanted Zin Old Vines Zinfandel lgt	750	LTO
		458810	Tom Gore Chardonnay	750	Wine Fridge
		461525	19 Crimes Cabernet Sauvignon	750	LTO
		492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	LTO
		518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	APP
		533026	Masi Modello Merlot Trevenezie lgt	750	LTO
		609875	Eastdell Black Cab VQA	750	LTO
		619452	Matua Sauvignon Blanc Hawke's Bay	750	
		643114	Josh Cellars Sauvignon Blanc	750	LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		11234	Cote Des Roses Rosé Hf (Gerard Bertrand)	375	
		13245	Argento Rosé	750	
		13522	Gran Passione Rosato Igt Veneto	750	
		13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
		14867	Sandbanks Summer Rosé VQA	750	LTO
		15568	Listel Gris Rosé	750	
		17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	
		19062	Sandbanks Sparkling Rosé VQA	750	Value Add
		20188	Maison No 9	750	
		21623	Freixenet Rosé Igt	750	
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture B - New & Seasonal	23757	S De La Sablette - Coteaux Varois Rosé	750	
		23760	Doppio Passo Primitivo Rosato Igt Puglia	750	
		24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
		24084	Kim Crawford Illuminate Rosé	750	Value Add
		27148	Thalia Rosé	750	
		31654	Tom Gore Rosé	750	
		31659	Beringer Main & Vine Rosé	750	
		31709	Spinelli Rosato Terre Di Chieti Igt	750	
		31710	The Beach By Whispering Angel Aoc Coteaux	750	
		32025	Keep Calm And Love Pinot Grigio Rosé	750	
		319392	Provence Rosé (Ch La Tour De L'Eveque)	750	
		452573	Cotes De Prov Gr. Rsv. Rosé (Breban Mim	750	
		603795	Rioja Rosé (Muga)	750	
		24796	Dixons Wicked Raspberry Gin	750	LTO
		30713	Gordon's Sunset Orange	750	LTO, Necktag
		30716	Hendrick's Flora Adora	750	LTO
		30720	Beefeater Peach & Raspberry	750	APP
		129940	Aviation Gin	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic A	358184	Tanqueray Rangpur Gin	750	
		358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO
		358556	Dillon's Gin 22 Unfiltered	750	LTO
		374231	Ungava Gin	750	LTO
		557470	Empress 1908 Gin	750	LTO
		635482	Glendalough Wild Botanical Gin	750	LTO
		635508	Drumshanbo Gunpowder Irish Gin	750	LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		9118	Henkell Trocken Piccolo	3 × 200	LTO
		16858	Malivoire Che Bello Sparkling VQA	750	LTO
		20799	La Marca Prosecco Rosé Doc	750	LTO, Value Add
		20979	Juliet Prosecco Rosé Doc	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	<b>Mini Thematic B</b>	85316	Blu Giovello Prosecco	750	LTO
		217273	Mumm Cuvee Napa Brut Prestige	750	LTO
		253948	Martini Asti	750	LTO
		256289	>Nova 7 By Benjamin Bridge Sparkling	750	LTO
		593855	Astoria Prosecco La Robinia	750	LTO
		16897	Great Lakes Brewery - Burst! (1929)	473	LTO
		21689	Zap! Pink Lemonade Sour IPA (6699)	473	
		25455	Bellweiser Pilsner (2990)	473	
		26801	Woodhouse Nordic Pale Ale (189)	473	LTO
<input type="checkbox"/> <input type="checkbox"/>	<b>Mini Thematic C</b>	31345	Brock Street Tropical Thunder New England IPA (397)	473	
		31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	LTO
		33206	Refined Fool Florida Stole My Parents - OJ IPA (5732)	473	LTO
		243741	Cameron's Lager (413)	473	LTO
		456996	Lost Craft Revivale (179)	473	LTO
		19134	Absolut Mango Mule	355	
		19515	Absolut Watermelon	750	LTO
		22013	Absolut Raspberri Vodka	750	LTO
		30281	Absolut Peach Vodka	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	<b>Front Nesting Table - Flight A</b>	110056	Absolut Vodka	750	Value Add, Necktag
		209221	Absolut Vodka	1140	LTO
		216655	Absolut Vodka	1750	Value Add
		257238	Absolut Citron Vodka	750	LTO
		282178	Absolut Vanilia Vodka	750	LTO
		493999	Absolut Lime Vodka	750	LTO
		550749	Absolut Mandrin	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
		Front Nesting Table - Flight B	935	Captain Morgan White Rum	750	Value Add	
			1206	Bacardi Gold Rum	750	LTO	
			14354	Appleton Estate 8YO Reserve	750	LTO	
			32274	The Kraken Gold Spiced Rum	750	LTO	
			177808	Appleton Estate V/X Signature Blend	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		217653	Captain Morgan Original Spiced Rum	1140	LTO	
			223529	Appleton Estate V/X Signature Blend	1140	APP	
			225698	The Kraken Black Spiced Rum	750	LTO	
			318683	The Kraken Black Spiced Rum	1140	APP, Value Add	
			454686	Captain Morgan 100 Proof	750	LTO	
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	Shelf Extender, LTO	
			520288	Bacardi Black	750	LTO	
			Block Pile A	17817	Corona Extra (275/TBS)	6 × 473	LTO
				17818	Corona Extra (275/TBS)	6 × 330	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	17846		Corona Extra (275/TBS)	6 × 355		
		17850		Corona Light (275/TBS)	6 × 330		
		17853		Corona Extra (275/TBS)	473		
		24899		Corona Sunbrew (275/TBS)	6 × 330		
		Block Pile B	24317	White Claw Iced Tea Variety Pack	12 × 355		
			24400	Palm Bay Island Mixer	12 × 355	LTO	
			31223	Truly Punch Mixed Pack	12 × 355	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		31249	Black Fly Rum Banana Strawberry Daiquiri	4 × 400		
			31255	Cottage Springs Vodka Half & Half	1000		
			31262	Seagram Island Time Botanical Lychee Spritz	6 × 355	Value Add	
			31300	Smirnoff Ice Orange Blast	473		
		31320	Nutri N7 Black Raspberry	473			

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			42	Canadian Club Premium	750	APP
			11928	Gato Negro Chardonnay	1500	APP
			14882	Saintly Rosé VQA	750	APP, Wine Fridge
			16767	Saintly Sparkling Rosé VQA	750	APP
			25999	Jagermeister	1140	APP
			27605	Reifel Rye	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile C</b>	28556	Three Thieves Cabernet Sauvignon	1500	APP
			30104	Malibu Coconut Rum	1750	APP
			30721	Open Coast Gin	750	APP
			32183	Saintly The Good Sauvignon Blanc VQA	750	APP
			53082	Alberta Pure Vodka (P.E.T)	1750	APP, Value Add
			79129	Gato Negro Sauvignon Blanc	1500	APP, Wine Fridge
			212282	Luksusowa Vodka	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile D</b>	20926	Aperol	375	APP
			24345	Aperol Spritz Ready To Serve	3 × 200	
			176834	Aperol	750	Value Add

Trade Copy Only

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			17650	Smoky Bay Shiraz	750	LTO, Necktag Contest	
			25839	Barramundi Cabernet Sauvignon	750	LTO, Necktag Contest	
			142117	Lindemans Bin 65 Chardonnay	750	APP, Necktag Contest	
			170134	Banrock Station Pink Moscato Rosé	750	APP, Necktag Contest	
			210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	LTO, Necktag Contest	
			285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO, Necktag Contest	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	LTO, Necktag Contest	
			441576	McGuigan Black Label Pinot Grigio	750	LTO, Necktag Contest	
			464743	Angove Organic Cabernet Sauvignon	750	LTO, Necktag Contest	
			606624	>Ringbolt Cabernet Sauvignon Marg River	750	LTO, Necktag Contest	
			659607	>Mitolo Jester Shiraz	750	APP, Necktag Contest	
			660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	LTO, Necktag Contest	
			925453	>Kilikanoon Shiraz Killermans Run	750	LTO, Necktag Contest	
			943787	>Wakefield Estate Label Shiraz Clare Valley	750	APP, Necktag Contest	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	20648	Creemore Springs Helles Light Lager (1757)	473	
				541243	Creemore Springs Premium Lager (1757)	6 × 473	Value Add
				666917	Creemore Premium Lager (1757)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone B	31546	Cowbell Brewing Hays Days IPA Strawberry Rhubarb (458)	473	
		33585		Collective Arts Galaxy 2 Ways (LCBO Warehouse)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	904334	Budweiser (275/TBS)	6 × 355		
			905976	Budweiser (275/TBS)	473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	14987	Muskoka Craft Lager (LCBO Warehouse)	6 × 473		
			14988	Muskoka Detour (LCBO Warehouse)	6 × 473	Value Add	
			19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473		



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	10833	Railway City Brewing - Juice Caboose Ipa	473	
			14812	Great Lakes Brewery - Haze Mama	473	
			26073	Indie Ale House Marco Polo Italian Style Pilsner	473	
			27612	Weir Beer	473	
			31456	Muskoka Pineapple Ninja Wheat Ale	473	
			31512	Collective Arts Lager	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	14870	Wayne Gretzky Rose VQA	750	LTO
			419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	LTO
			504241	Henry Of Pelham Cabernet/Merlot VQA	750	LTO
			518753	D'Ont Poke The Bear White VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	10485	Pelee Island Lola Pinot Grigio VQA	750	APP
			175349	Open Rosé VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	652883	Belle Glos Clark & Telephone Pinot Noir	750	LTO
			964221	Le Volte Dell'Ornellaia	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: June 24	24106	21 Cab Sauv Classic North Coast (Raymond Vyd & Ce)	750	
			32040	19 Via Nostrum Corbieres (Foncalieu)	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	552562	>(V) Three Of Hearts Rosé	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	32425	Tanqueray Dry Gin	375	LTO
			269563	Maker's Mark Kentucky Straight Bourbon	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	31265	John Sleeman & Sons - Ginger & Lime Mule	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	31284	White Claw Blackberry	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	31296	Hijinx Hard Seltzer Raspberry Lemonade	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	31235	Sandbagger Pink Grapefruit Hard Seltzer	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	31469	Dillon's Strawberry Negroni	125	
			180570	Finlandia Vodka	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	250480	Zonin Prosecco Brut 1821 Doc	3 × 200	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	16546	On The Rocks Hornitos Margarita	375	Value Add
			26679	On The Rocks Knob Creek Old Fashioned	375	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	31585	White Claw Black Cherry Flavoured Vodka	750	LTO
			32117	White Claw Premium Vodka	750	

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R1	Vodka A	638734 Deep Eddy Lemon	750	LTO									Y	Y
R2	Vodka B	211110 Wyborowa Vodka	1140	LTO					Y	Y	Y	Y	Y	Y
R3	Vodka C	545392 Smirnoff Berry Blast	750	LTO				Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	216903 Banff Ice Vodka	1140	APP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	604926 Prince Igor Extreme Vodka (P.E.T)	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	215020 El Dorado 5 Year Old Rum	1140	LTO										Y
R7	Rum B	13589 Bacardi Lime	750	LTO				Y	Y	Y	Y	Y	Y	Y
R8	Rum C	492520 Bacardi 8 Year Old Reserva Gold Rum	750	LTO, Front Nesting Table				Y	Y	Y	Y	Y	Y	Y
R9	Rum D	633271 Gosling's Bermuda Black Seal Rum	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	520320 Bacardi Superior	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	428409 Powers Gold Irish Whiskey	750	LTO									Y	Y
R12	Canadian Whisky B	472332 Wayne Gretzky Red Cask Whisky	750	LTO				Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	311928 Canadian Club Classic 12 Year Old	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	215038 Gibson's Finest Sterling Edition	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	8805 Forty Creek Barrel Select Whisky	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	330803 Bowmore 12 Year Old Islay Single Malt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	247056 Grant's Triple Wood Blended Scotch Whisky	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	216721 Tanqueray London Dry Gin	1140	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	215988 Luxardo Amaretto Di Saschira.	750	LTO					Y	Y	Y	Y	Y	Y
R20	Liqueurs B	601484 Amaro Montenegro Liqueur	750	LTO				Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	8284 Hennessy VS Cognac	750	APP		Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	1925 Courvoisier VS	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	363978 Miguel Torres Chile Pisco El Gobernador	700	LTO										Y
R24	Brandy B	557108 St Remy XO Brandy	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	50088 Patron Reposado Tequila	750	LTO					Y	Y	Y	Y	Y	Y
R26	Ontario Blend A	17472 Trius Baco Noir VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	667097 Peller Family Vineyards Sauvignon Blanc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	470823 Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	200535 Konzelmann Chardonnay Unoaked VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	497248 Trius Chardonnay VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	621219 Pelee Island Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	486001 XOXO Pinot Grigio Sangria	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	439281 Konzelmann Merlot VQA	750	LTO									Y	Y
R34	Ontario VQA B	457341 Muskoka Lakes Blueberry Wine	750	LTO					Y	Y	Y	Y	Y	Y
R35	Australia/New Zealand A	470070 The Ned Sauvignon Blanc	750	LTO									Y	Y
R36	Australia/New Zealand B	277731 Yealands Sauvignon Blanc Marlborough	750	LTO, Wine Fridge									Y	Y
R37	Australia/New Zealand C	695080 Hardys Stamp Series Shiraz/Cabernet	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	506691 Wolf Blass Yellow Label Shiraz	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40 USA B	392597	Chloe Chardonnay	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	257329	Caliterra Cabernet Sauvignon	750	LTO							Y	Y	Y	Y	
R42 Chile B	504340	Santa Carolina Merlot	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	143164	Cusumano Nero D'Avola Sicilia Doc	750	LTO										Y	
R44 France Blend B	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	19922	Barone Montalto Pinot Grigio	1500	LTO, Feature Fixture A									Y	Y	
R46 France South B	141952	Pasqua Passimento Rosso Igt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO								Y	Y	Y	
R48 Italy Central A	253856	Luccarelli Primitivo Puglia Igt	750	LTO									Y	Y	
R49 Italy Central B	533307	Silk & Spice Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	26278	Folonari Valpolicella Classico	1500	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	426718	Cesari Amarone Classico Doc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	2881	Pisse-Dru Beaujolais	750	LTO										Y	
R53 Southern Europe B	336503	Black Tower Rivaner	750	LTO								Y	Y	Y	
R54 Germany A	669226	Voga Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	539312	Josh Cellars Rosé	750	LTO								Y	Y	Y	
R56 Sparkling B	267781	Voga Moscato Frizzante	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	17289	Hacker Pschorr Weisse Bier (LCBO Warehouse)	500	LTO									Y	Y	
R58 Ontario Beer B	697623	Michelob Ultra (275/TBS)	6 x 355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	497438	Spearhead Hawaiian Pale Ale (86)	473											Y	
R60 Beer 2	676775	Lech Beer (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	19981	No Boats On Sunday Peach Cider (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 x 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	31238	Bartenders Trading Pina Colada	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	31382	Original Clubtails Peach Bellini	355	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	667303	Blue Lobster Vodka Soda	473	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1 282	545194	Top Shelf Vodka	750	APP	TOP SHELF DISTILLERS
C1: Rum	893	J.P. Wiser's Deluxe	750	LTO	CORBY SPIRIT AND WINE LIMITED
C2: Canadian Whisky	19339	Good Natured Merlot Gamay Noir VQA	750	LTO	ANDREW PELLER LIMITED
C3: Ontario Non VQA Blend	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO	BARRIQUE WINE IMPORTS LTD.
C4: French Blend	370924	Trapiche Pure Malbec	750	LTO	PHILIPPE DANDURAND WINES LTD.
C5: Fixed Store Location	484204	Malfy Gin Con Limone	750	LTO	CORBY SPIRIT AND WINE LIMITED
C6: Vodka	18575	Jim Beam Red Stag	750	LTO	BEAM SUNTORY
C7: Scotch	434092	Crown Royal Northern Harvest Rye	750	LTO	DIAGEO CANADA INC.
C8: Liqueurs	617662	Diabolica Red VQA	750	LTO	MARK ANTHONY WINE & SPIRITS
C9: Ontario Blends	20289	Yellow Tail Shiraz	1500	LTO	PHILIPPE DANDURAND WINES LTD.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	70052	Peninsula Ridge Shiraz VQA	750	LTO	KONZELMANN ESTATE WINERY
D2: Discovery Wines 2	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	LTO	PHILIPPE DANDURAND WINES LTD.
D3: Discovery Wines 3	16564	Joliesse Cabernet Sauvignon	750	LTO	CHURCHILL CELLARS LTD.
D4: Discovery BSM 1	15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	LTO	MASCOT BREWERY
D5: Discovery BSM 2	30340	Guinness Nitro Cold Brew Coffee Beer (LCBO Warehouse)	4 x 440	LTO	SLEEMAN BREWING & MALTING CO.
D6: Discovery BSM 3	19096	Matt & Steve's Caesar - Hot & Spicy	473	LTO	RTD CANADA INC.
D7: Discovery Spirits 1	116038	Metaxa Seven Star	750	LTO	PROXIMO SPIRITS CANADA INC.
D8: Discovery Spirits 2	326223	Wray & Nephew White Overproof Rum	750	Value Add	GLAZER'S OF CANADA
D9: Discovery Spirits 3	32397	Blue Lobster Vodka	750	LTO	MARK ANTHONY WINE & SPIRITS

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	427377	Porta 6, Vr Lisboa	750	LTO	CHATEAU DES CHARMES

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
166	Sogrape Mateus Rosé	750	\$2.00	
463	Canadian Club Premium	375	\$1.00	
570	Beefeater Dry	750	\$1.50	
893	J.P. Wiser's Deluxe	750	\$1.00	Comm. Extender
1206	Bacardi Gold Rum	750	\$1.00	Front Nesting Table
1743	Ruffino Chianti	750	\$2.00	
1925	Courvoisier VS	750	\$5.00	Shelf Extender
2253	Disaronno Amaretto	750	\$2.00	Value Add
2881	Pisse-Dru Beaujolais	750	\$2.00	Shelf Extender
5322	Aveleda Vinho Verde	750	\$1.00	Wine Fridge
6502	Cointreau	750	\$2.00	
8284	Hennessy VS Cognac	750	\$5.00	Shelf Extender
8805	Forty Creek Barrel Select Whisky	1750	\$1.00	Shelf Extender
9118	Henkell Trocken Piccolo	3 × 200	\$1.50	Mini Thematic
10216	Kahlua Coffee Liquor	1140	\$1.20	
10320	Phillips Electric Unicorn White IPA	473	\$0.25	
10820	Town Brewery Square Wheels IPA	473	\$0.30	
11586	El Abuelo Organic Sauvignon-Verdejo	750	\$1.00	End Aisle, Wine Fridge
11939	Victoria Park Cabernet Sauvignon	750	\$2.00	
13293	Villa Maria Private Bin Chardonnay	750	\$2.00	
13443	Mermaid Gin	700	\$5.00	
13588	Bacardi Gold (P.E.T.)	750	\$1.00	
13589	Bacardi Lime	750	\$1.00	Shelf Extender
13597	Bumbu XO Rum	750	\$4.00	
13686	Bread & Butter Pinot Noir	750	\$2.00	Flex Space
14354	Appleton Estate 8YO Reserve	750	\$2.00	Front Nesting Table
14400	Coors Original	6 × 473	\$1.45	
14867	Sandbanks Summer Rosé VQA	750	\$2.00	Feature Fixture B
14870	Wayne Gretzky Rosé VQA	750	\$2.00	goLOCAL
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00	
15012	Northern Keep Vodka	750	\$2.50	
15285	Thalia Red Cabernet Sauvignon – Agiorgitiko	750	\$1.00	
15372	Mike's Hard Black Cherry	6 × 355	\$1.00	End Aisle
15482	Atelier Red, Achaia	750	\$2.00	W5
15483	Naoussa Xinomavro, Pdo Naoussa	750	\$2.00	W5
15506	Miller Lite	30 × 355	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
15513	Marlborough Ridge Sauvignon Blanc	750	\$1.55	
15628	Bols Apricot Brandy	750	\$1.50	
15762	Trinity Oaks Chardonnay	750	\$3.00	Feature Fixture A
15822	Nestor Avarino White	750	\$1.00	W5
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.30	Discovery Extender
15862	Zubrowka Biala Vodka	750	\$3.00	
15895	Miller High Life	6 × 473	\$1.00	
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.25	End Aisle
16178	Crystal Head Onyx	750	\$6.00	
16191	Toro Bravo Sparkling Secco White	750	\$1.00	
16306	Segura Viudas Brut Rosé D.O. Cava	750	\$2.00	
16327	Calvet Brut Celebration Rose	750	\$2.00	
16392	Gran Passione PROsecco Doc Spumante	750	\$3.00	
16553	Hornitos Reposado Tequila	375	\$2.00	
16564	Joliesse Cabernet Sauvignon	750	\$2.00	Discovery Extender
16777	Bask Sauvignon Blanc	750	\$1.00	
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00	Mini Thematic
16897	Great Lakes Brewery - Burst!	473	\$0.20	Mini Thematic
17289	Hacker Pschorr Weisse Bier	500	\$0.20	Shelf Extender
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.00	Discovery Extender
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17559	Disaronno Velvet	750	\$2.00	
17650	Smoky Bay Shiraz	750	\$1.00	Middle Nesting Table, Necktag Contest
17817	Corona Extra	6 × 473	\$1.00	Seasonal Block Pile A
17823	Stella Artois	6 × 330	\$1.00	
18575	Jim Beam Red Stag	750	\$1.75	Comm. Extender
18631	Sebastiani Chardonnay	750	\$2.00	
18877	Cabot Trail Maple Cream	1140	\$4.00	
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00	
19096	Matt & Steve's Caesar - Hot & Spicy	473	\$0.20	Discovery Extender
19261	Bread & Butter Chardonnay	750	\$2.00	Flex Space
19309	Shiny Apple Peach Light Cider	473	\$0.30	End Aisle
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	Comm. Extender
19418	Baileys Colada	750	\$2.00	End Aisle
19515	Absolut Watermelon	750	\$2.20	Front Nesting Table

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19820	Havana Club Cuban Smoky	750	\$4.00	
19922	Barone Montalto Pinot Grigio	1500	\$3.00	Shelf Extender, Feature Fixture A
19981	No Boats On Sunday Peach Cider	473	\$0.50	Shelf Extender
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00	
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	
20289	Yellow Tail Shiraz	1500	\$2.00	Comm. Extender
20799	La Marca Prosecco Rosé Doc	750	\$2.00	Mini Thematic, Value Add
20979	Juliet Prosecco Rosé Doc	750	\$2.00	Mini Thematic
21271	Collingwood Downhill Pale Ale	473	\$0.25	End Aisle
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	\$3.00	
21473	Wayne Gretzky Estates Original Cream	1140	\$5.00	
21876	Sheep Dog Peanut Butter Whiskey	750	\$3.00	
21900	Vodka Mudshake Salted Caramel	4 × 270	\$1.00	
22013	Absolut Raspberri Vodka	750	\$2.20	Front Nesting Table
22139	River's End Gin Ddp	750	\$2.00	
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	
23057	Pierre Ferrand Dry Curacao	750	\$3.00	
23877	Sprucewood Beach Glass White VQA	750	\$2.00	Feature Fixture A
24096	Campari Negroni	375	\$1.00	End Aisle
24329	Mikes Hard Sour Watermelon	473	\$0.20	
24339	Twisted Shotz Island Thunder	4 × 30	\$1.00	
24390	Smirnoff Ice Peach Lemonade	473	\$0.25	End Aisle
24400	Palm Bay Island Mixer	12 × 355	\$2.00	Seasonal Block Pile B
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	\$1.50	Feature Fixture A
24426	Black Fly Vodka Crushed Pineapple Punch	473	\$0.15	
24493	Courvoisier VSOP Cognac	750	\$8.25	
24796	Dixons Wicked Raspberry Gin	750	\$3.00	Mini Thematic
24910	Mezcal Agua Santa, Destilado Con Pechuga	750	\$7.00	
25034	Reinhart's Blackberry Cider	473	\$0.25	End Aisle
25461	Mindful Pinot Grigio VQA	750	\$1.50	Feature Fixture A
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	
25636	Libra Non-Alcoholic Pale Ale	4 × 355	\$1.00	
25698	Jacob's Creek Grenache Shiraz	750	\$3.00	End Aisle, LTO
25819	Moosehead Lager	473	\$0.25	
25839	Barramundi Cabernet Sauvignon	750	\$1.50	Middle Nesting Table, Necktag Contest

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
26278	Folonari Valpolicella Classico	1500	\$3.00	Shelf Extender
26801	Woodhouse Nordic Pale Ale	473	\$0.20	Mini Thematic
27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	\$3.00	
27373	Folonari Valpolicella Classico Doc	3000	\$5.00	Feature Fixture A
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00	
27727	Bask Cabernet Sauvignon	750	\$1.00	
27892	Cabot Trail Maple Whisky	750	\$2.00	
30281	Absolut Peach Vodka	750	\$2.20	Front Nesting Table
30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	\$1.00	Discovery Extender
30711	Collective Arts Lavender & Juniper Gin	750	\$3.00	
30713	Gordon's Sunset Orange	750	\$1.00	Mini Thematic, Necktag
30716	Hendrick's Flora Adora	750	\$3.00	Mini Thematic
30749	Paul Mas Cabernet Sauvignon	750	\$2.00	
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
30959	Cavit Collection Pinot Grigio Doc Venezie	1500	\$3.00	Feature Fixture A, Wine Fridge
31223	Truly Punch Mixed Pack	12 × 355	\$2.00	Seasonal Block Pile B
31238	Bartenders Trading Pina Colada	750	\$2.00	Shelf Extender
31239	Salvadors Grapefruit Paloma	1750	\$2.00	
31243	Twisted Shottz Rattlesnake	4 × 30	\$1.00	
31268	Social Lite Root Beer Craft Seltzer	4 × 355	\$1.00	
31282	Bacardi Mojito	750	\$1.00	
31357	Nutrl Juic'D Mixed Pack	12 × 355	\$2.00	
31358	High Noon Pool Pack	8 × 355	\$2.00	
31359	Corona Tropical Mixer Pack	12 × 355	\$2.00	
31361	Mikes Core Mixer Pack	12 × 355	\$2.00	
31382	Original Clubtails Peach Bellini	355	\$0.40	Shelf Extender
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	\$0.20	Mini Thematic
31466	Bartenders Trading Espresso Martini	750	\$2.00	End Aisle
31477	Two Oceans Light Keeper Blushing Rosé	750	\$2.00	Flex Space
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	\$0.40	Shelf Extender
31554	Coppa Cocktails Strawberry Daiquiri	750	\$2.00	End Aisle
31585	White Claw Black Cherry Flavoured Vodka	750	\$2.00	Cold Room Spirits
31679	Ocean Organic Vodka	750	\$3.00	
31725	Revel Stoke Son Of A Peach	750	\$2.00	
31857	FI!NG Mango & Strawberry Vodka Soda	355	\$0.25	
31876	Willibald Purple Seltzer	355	\$0.20	



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
32048	Sleeman Clear 2.0 Mix Pack	6 × 355	\$1.00	
32049	Vice Smash Pomegranate Cranberry & Ginger	355	\$0.15	
32124	Illegal Mezcal Reposado	750	\$5.00	
32182	Lola Light Rose VQA	750	\$2.00	Feature Fixture A
32190	Mindful Sparkling VQA	750	\$2.00	
32274	The Kraken Gold Spiced Rum	750	\$2.00	Front Nesting Table
32397	Blue Lobster Vodka	750	\$1.00	Discovery Extender
32425	Tanqueray Dry Gin	375	\$1.00	CE1
33206	Refined Fool Florida Stole My Parents- OJ IPA	473	\$0.25	Mini Thematic
38026	Negrar Valpolicella Doc	1500	\$4.00	
47316	Los Arango Reposado Tequila	750	\$3.00	
50088	Patron Reposado Tequila	750	\$5.00	Shelf Extender
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
70052	Peninsula Ridge Shiraz VQA	750	\$2.00	Discovery Extender
80127	Sailor Jerry Spiced Rum	750	\$2.00	End Aisle
85316	Blu Giovello Prosecco	750	\$2.50	Mini Thematic
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	
116038	Metaxa Seven Star	750	\$2.00	Discovery Extender
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	End Aisle
141952	Pasqua Passimento Rosso Igt	750	\$3.00	Shelf Extender
143164	Cusumano Nero D'Avola Sicilia Doc	750	\$2.00	Shelf Extender
148007	Czechvar Premium Lager	500	\$0.35	
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	\$2.00	
163949	Misterio Cabernet Sauvignon	750	\$1.50	
166090	Jack Daniel's And Cola Tall Can	473	\$0.25	
172148	Boutari Agiorgitiko Nemea Red	750	\$2.00	W5
174466	Jose Cuervo Especial Silver	750	\$2.00	
177477	Sandbanks Estate Shoreline White VQA	750	\$2.00	Feature Fixture A
177808	Appleton Estate V/X Signature Blend	750	\$1.70	Front Nesting Table
180570	Finlandia Vodka	375	\$1.00	FEM1
200535	Konzelmann Chardonnay Unoaked Vqa	750	\$2.00	Shelf Extender
203125	Henkell Rosé	750	\$2.00	
209221	Absolut Vodka	1140	\$1.00	Front Nesting Table
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$3.00	Middle Nesting Table, Necktag Contest
211110	Wyborowa Vodka	1140	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
211466	De Chanceney Cremant De Loire Rosé Brut	750	\$3.50	
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00	
215020	El Dorado 5 Year Old Rum	1140	\$2.00	Shelf Extender
215038	Gibson's Finest Sterling Edition	1750	\$3.00	Shelf Extender
215988	Luxardo Amaretto Di Saschira.	750	\$3.00	Shelf Extender
216721	Tanqueray London Dry Gin	1140	\$1.00	Shelf Extender
217067	Galliano Vanilla	375	\$2.00	
217257	Sailor Jerry Spiced Rum	1140	\$3.00	End Aisle
217273	Mumm Cuvee Napa Brut Prestige	750	\$2.50	Mini Thematic
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	Front Nesting Table
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$2.00	
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Shelf Extender
225243	Stoli Vodka	750	\$2.00	End Aisle #1/BSE
225698	The Kraken Black Spiced Rum	750	\$2.00	Front Nesting Table
227413	Iceberg Vodka	1140	\$1.00	End Aisle
228569	Cave Spring Gamay VQA	750	\$2.00	
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	\$3.00	End Aisle
243741	Cameron's Lager	473	\$0.25	Mini Thematic
244186	Collingwood Whisky	750	\$3.00	
247056	Grant's Triple Wood Blended Scotch Whisky	1750	\$5.00	Shelf Extender
248997	Laphroaig 10 Year Old	750	\$5.00	
250266	Girls' Night Out Very Berry Bomba	1500	\$1.00	
253948	Martini Asti	750	\$1.50	Mini Thematic
255844	Era Montepulciano D'Abruzzo Doc Organic	750	\$2.00	End Aisle
256289	>Nova 7 By Benjamin Bridge Sparkling	750	\$2.00	Mini Thematic
257238	Absolut Citron Vodka	750	\$2.20	Front Nesting Table
257329	Caliterra Cabernet Sauvignon	750	\$1.00	Shelf Extender
263780	Licor 43	750	\$2.00	
267161	Jose Cuervo Especial Gold	375	\$1.00	
267245	Jose Cuervo Especial Gold Tequila	1140	\$3.00	
267773	Hop City Barking Squirrel Lager	473	\$0.20	
267781	Voga Moscato Frizzante	750	\$1.00	Shelf Extender
269563	Maker's Mark Kentucky Straight Bourbon	375	\$2.00	CE1
270447	Guinness Draught Beer	500	\$0.25	
272716	Stoli Vodka	1750	\$3.00	End Aisle #1/BSE

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
274399	Adobe Reserva Rose Organic	750	\$2.00	Feature Fixture A
275933	Jameson Irish Whiskey	1750	\$2.00	End Aisle
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.25	Wine Fridge
277186	Zonin Prosecco Brut 1821 Doc	750	\$2.00	Value Add
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	Shelf Extender, Wine Fridge
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	
281311	The Pavillion Chenin Blanc	750	\$1.50	
282178	Absolut Vanilia Vodka	750	\$2.20	Front Nesting Table
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Middle Nesting Table, Necktag Contest
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
298505	La Vieille Ferme Luberon Blanc Aoc	750	\$2.00	Flex Space, Wine Fridge
300012	17 Amarone Valpolicella Classico Docg (Brigaldara)	750	\$4.00	
300681	Coors Light	6 × 473	\$2.00	
301507	Wente Southern Hills Cabernet Sauvignon	750	\$3.00	
302612	Wyhdham Estate Bin 555 Shiraz	375	\$1.00	
302810	Heineken	6 × 500	\$1.00	
303040	Fielding Fireside White VQA	750	\$1.00	Feature Fixture A
305144	Jackson-Triggs Chardonnay Bag In Box	4000	\$3.00	
306001	Colio Dry White Bag In Box	4000	\$2.00	
311779	Bud Light	6 × 473	\$1.00	
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Middle Nesting Table, Necktag Contest
311928	Canadian Club Classic 12 Year Old	750	\$4.00	Shelf Extender
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$3.00	Flex Space
317057	Masi Costasera Amarone Classico Doc	750	\$4.00	
319673	Bombay Sapphire East London Dry Gin	750	\$1.50	
324848	Espolon Tequila Blanco	750	\$1.50	
328419	Carib Lager	6 × 330	\$1.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Shelf Extender
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
331215	Angels Gate Pinot Gris VQA	750	\$1.50	
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	
336503	Black Tower Rivaner	750	\$2.00	Shelf Extender
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$2.00	
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$3.00	Comm. Extender
350041	>(V) Albarino (Paco Lola)	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
350207	Forty Creek Copper Bold Whisky	1140	\$2.00	
357418	Megalomaniac Local Squeeze Riesling VQA	750	\$1.00	End Aisle
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$2.00	Mini Thematic
358556	Dillon's Gin 22 Unfiltered	750	\$2.00	Mini Thematic
363770	Ketel One Vodka	1140	\$3.00	
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	Shelf Extender
365205	Cono Sur Sparkling Rosé	750	\$2.00	
367276	Jacob's Creek Moscato Rosé	750	\$2.00	End Aisle, Wine Fridge
369777	19 Crimes Shiraz Durif	750	\$2.00	
370924	Trapiche Pure Malbec	750	\$2.00	Comm, Extender
374231	Ungava Gin	750	\$3.00	Mini Thematic
382747	Tequila Rose Strawberry Cream Liqueur	750	\$2.00	
383059	Sleeman Original Lager	6 × 473	\$2.00	
387159	Bodacious Smooth Red	1500	\$2.00	
388694	Casamigos Tequila Reposado	750	\$2.00	
392597	Chloe Chardonnay	750	\$3.00	Shelf Extender
394015	Brickworks Batch:1904 Cider	473	\$0.30	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	
394577	Fiol Prosecco Doc	750	\$3.00	
395582	Auchentoshan American Oak, Lowland	750	\$5.00	
398479	1800 Reposado	750	\$2.00	
403519	Crown Royal Apple	750	\$2.00	End Aisle
405175	>Freakshow Cabernet Sauvignon	750	\$2.00	Feature Fixture A
406850	Argento Estate Bottled Pinot Grigio	1500	\$3.00	Flex Space
407478	Jaw Drop Squirting Oranges	473	\$0.25	
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	\$3.00	
409581	Tyskie Beer	500	\$0.15	
413070	Two Oceans Sauvignon Blanc	1500	\$3.00	
416487	The Wanted Zin Old Vines Zinfandel lgt	750	\$3.00	Feature Fixture A
418590	Modelo Especial	6 × 355	\$1.00	End Aisle
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00	goLOCAL
423822	19 Cabernet Sauvignon Napa Vly (St.Supery)	750	\$5.00	
426718	Cesari Amarone Classico Doc	750	\$6.00	Shelf Extender
427377	Porta 6, Vr Lisboa	750	\$2.00	Green Extender
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00	
428409	Powers Gold Irish Whiskey	750	\$3.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
434092	Crown Royal Northern Harvest Rye	750	\$3.00	Comm. Extender
434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	\$3.00	
438937	Three Dog House Red VQA	750	\$1.20	
439281	Konzelmann Merlot VQA	750	\$2.00	Shelf Extender
441519	Pelee Pebbles Red	1500	\$1.00	
441576	McGuigan Black Label Pinot Grigio	750	\$2.00	Middle Nesting Table, Necktag Contest
443903	Havana Club Anejo Reserva	750	\$1.00	End Aisle
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$3.00	
447060	Deakin Estate Sauvignon Blanc	750	\$2.00	
448613	Black Fly Vodka Sour Raspberry	473	\$0.15	End Aisle
449157	Smirnoff Ice Tall Can	473	\$0.25	
449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	\$2.00	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	
454686	Captain Morgan 100 Proof	750	\$2.00	Front Nesting Table
456996	Lost Craft Revivale	473	\$0.20	Mini Thematic
457119	Big Bill Cabernet Sauvignon	750	\$2.00	
457341	Muskoka Lakes Blueberry Wine	750	\$1.00	Shelf Extender
460360	El Jimador Tequila Reposado	750	\$3.00	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Feature Fixture A
464743	Angove Organic Cabernet Sauvignon	750	\$3.00	Middle Nesting Table, Necktag Contest
465484	Toki	750	\$5.00	
470070	The Ned Sauvignon Blanc	750	\$3.00	Shelf Extender
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00	Shelf Extender
474585	J.P. Wiser's Apple Whisky	750	\$1.00	
476911	Crown Royal Vanilla	750	\$2.00	End Aisle
477836	Malibu Coconut Rum	750	\$1.00	
479899	Crown Royal Apple	375	\$1.00	
481366	High River Canadian Whisky	750	\$3.00	
484204	Malfy Gin Con Limone	750	\$2.00	Comm. Extender
486001	XOXO Pinot Grigio Sangria	750	\$2.00	Shelf Extender
486316	Bacardi Spiced Rum (P.E.T)	375	\$1.00	
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
491514	Jaw Drop Flashing Peaches	473	\$0.25	End Aisle
491811	Southern Comfort	750	\$4.00	
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	Feature Fixture A

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$3.00	Shelf Extender, Front Nesting Table
493486	Breezer Tropical Orange Smoothie	6 × 355	\$1.00	
493999	Absolut Lime Vodka	750	\$2.20	Front Nesting Table
496950	Rolling Rock	6 × 473	\$1.00	
497214	Ardiel Dry Apple Cider	473	\$0.25	End Aisle
497248	Trius Chardonnay VQA	750	\$2.00	Shelf Extender
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	goLOCAL
504340	Santa Carolina Merlot	1500	\$2.50	Shelf Extender
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	Shelf Extender
507442	La Linda Private Selection Old Vines Malbec	750	\$2.00	
518407	Blue Nun 24k Gold Edition Sparkling	750	\$2.00	
518753	D'Ont Poke The Bear White VQA	750	\$1.00	goLOCAL, Wine Fridge
519926	Radical Road Brewing Yuzu Pale Ale	473	\$0.35	
520288	Bacardi Black	750	\$1.00	Front Nesting Table
520320	Bacardi Superior	1140	\$1.00	Shelf Extender
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	
523688	Bodacious Smooth White Bag In Box	4000	\$3.00	
533026	Masi Modello Merlot Trevenezie Igt	750	\$2.00	Feature Fixture A
533307	Silk & Spice Red	750	\$2.00	Shelf Extender
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
536565	Lily Sparkling Rosé VQA	750	\$1.00	
538074	Domaine Hatzimichalis Cabernet Sauvignon	750	\$2.00	W5
539312	Josh Cellars Rosé	750	\$2.00	Shelf Extender
545160	Tito's Handmade Vodka	1750	\$4.00	End Aisle
545392	Smirnoff Berry Blast	750	\$1.00	Shelf Extender
549113	1800 Anejo Tequila	750	\$4.00	
550749	Absolut Mandrin	750	\$2.20	Front Nesting Table
552562	>(V) Three Of Hearts Rosé	750	\$2.00	OWS, Wine Fridge
557108	St Remy XO Brandy	750	\$2.00	Shelf Extender
557470	Empress 1908 Gin	750	\$3.00	Mini Thematic
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	End Aisle
560532	Strongbow Cider	500	\$0.20	
568436	Growers Cider Stone Fruit	473	\$0.20	
575357	3 Speed Lager 568	568	\$0.25	
577148	Villa Conchi Brut Seleccion	750	\$2.00	
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
589051	Peller Family Vineyards Dry White	4000	\$2.00	
589523	Argento Estate Cabernet Sauvignon	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
591693	Argento Estate Organic Malbec	750	\$2.00	Flex Space
593855	Astoria Prosecco La Robinia	750	\$2.00	Mini Thematic
594127	Vineland Cabernet Franc VQA	750	\$2.00	
597559	Tito's Handmade Vodka	750	\$1.50	End Aisle
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$10.00	
604348	Absolut Apeach Vodka	750	\$2.20	
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.50	Shelf Extender
605600	Grand Marnier Cordon Rouge	1140	\$3.00	
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	Middle Nesting Table, Necktag Contest
609875	Eastdell Black Cab VQA	750	\$1.50	Feature Fixture A
614909	Kozel Beer	500	\$0.20	
617647	Amsterdam Blonde	568	\$0.25	
617662	Diabolica Red VQA	750	\$2.00	Comm. Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	\$2.00	Flex Space
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	
634410	Yellow Tail Pinot Grigio	1500	\$2.00	
635482	Glendalough Wild Botanical Gin	750	\$3.00	Mini Thematic
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	Mini Thematic
638221	Josh Cellars Merlot	750	\$2.00	
638734	Deep Eddy Lemon	750	\$1.00	Shelf Extender
643114	Josh Cellars Sauvignon Blanc	750	\$2.00	Feature Fixture A
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	Flex Space
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	
652883	>Belle Glos Clark & Telephone Pinot Noir	750	\$5.00	VL1
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	\$2.00	Middle Nesting Table, Necktag Contest
660241	>Bonanza California Cabernet Sauvignon	750	\$3.00	
666917	Creemore Premium Lager	473	\$0.25	EZA
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.50	End Aisle
669226	Voga Pinot Grigio	750	\$1.00	Shelf Extender
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
676106	Stiegl Bier	500	\$0.20	
676775	Lech Beer	500	\$0.15	Shelf Extender
676841	Red Stripe Lager	6 × 330	\$1.00	
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00	Shelf Extender
697623	Michelob Ultra	6 × 355	\$1.00	Shelf Extender
705418	El Dorado Special Reserve 15 Year Old Rum	750	\$5.00	
708305	>Francis Coppola Diamond Collection Chardonna	750	\$2.00	
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	\$3.00	
904144	Molson Canadian	6 × 355	\$1.00	
905976	Budweiser	473	\$0.20	EZH
906669	Coors Light	473	\$0.20	
907147	Alexander Keith's India Pale Ale	473	\$0.20	
925453	>Kilikanoon Shiraz Killermans Run	750	\$2.00	Middle Nesting Table, Necktag Contest
962886	>La Crema Sonoma Coast Chardonnay	750	\$2.00	
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	VL1
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00	Wine Fridge
998351	JP Chenet Ice White	750	\$2.00	



## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
42	Canadian Club Premium	750	60
67	Smirnoff Vodka	750	60
1099	Johnnie Walker Red Label	750	60
1222	Wiser's Special Blend	750	80
1487	Crown Royal	750	60
1503	Alberta Pure Vodka (P.E.T)	375	100
2089	Lamb's Palm Breeze	750	100
5009	Lamb's White Rum	750	100
6395	20 Bees Cabernet Merlot VQA	750	40
8888	St Remy Brandy	750	60
10232	1800 Silver Tequila	375	80
10485	Pelee Island Lola Pinot Grigio VQA	750	100
10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	10
10946	Fireball 6 Pack Carrier	6 × 50	95
11130	Dewar's White Label Whisky	750	50
11572	XOXO Moscato	750	40
11928	Gato Negro Chardonnay	1500	100
12287	Jackson-Triggs Cabernet Sauvignon Light	750	40
12858	Waterloo Grapefruit Radler	473	10
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	40
13654	Partake Brewing Non-Alcoholic IPA	355	10
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	120
14066	Molson Ultra	6 × 473	40
14355	Appleton Estate 12YO Rare	750	125
14525	Georgian Bay Raspberry Rhubarb Vodka Smash	473	8
14882	Saintly Rosé VQA	750	50
14944	Marquis De Villard Brandy	750	200
14955	Martini Sparkling Rosé	750	30
15435	Schneider Helle Weisse	500	5
15760	Slow Press Cabernet Sauvignon	750	120
15806	Skyy Vodka	750	75
16225	Bees Knees	355	10
16352	Peller Family Vineyards Chardonnay Crtn	1000	50
16434	Brock Street Strawberry Blonde	473	26
16767	Saintly Sparkling Rosé VQA	750	50
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	40
16903	Storyteller Lager	473	10

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
17117	Rally Trail Blazer	473	10
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	100
17747	Menage A Trois Cabernet Sauvignon	750	80
19110	Seagram Island Time Coconut Lime	6 × 355	10
19121	White Claw Hard Seltzer Watermelon	473	15
19338	Good Natured Crisp Chardonnay VQA	750	40
19423	Madre Mezcal	750	180
19749	Teremana Blanco Tequila	750	100
19750	Teremana Reposado Tequila	750	250
19774	Cesari Valpolicella Doc Essere	750	111
19921	Luccarelli Puglia Bianco Igp	750	50
20263	G.A. Schmitt Winzertanz	1500	130
20807	Tribute Cabernet Sauvignon	750	100
20926	Aperol	375	50
21381	Pink Poodle Sparkling Rosé	750	30
21441	Honest Lot Sauvignon Blanc	750	40
22017	Smirnoff Vodka (P.E.T)	750	60
22192	Grant's Triplewood 12YO	750	200
22449	Hendrick's Neptunia	750	150
22492	Warheads Blue Raspberry	375	50
22877	Cala Rey Tempranillo-Syrah	750	50
24145	Warheads Watermelon	375	50
24318	White Claw Iced Tea Lemon	473	15
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	15
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	15
24341	Mott's Clamato Caesar Chipotle Lime	458	15
24344	Arizona Hard Lemon Iced Tea	473	30
24346	Jack Daniels Tennessee Honey Lemonade	473	20
24360	Black Fly Tequila Margarita Strawberry	4 × 400	20
24369	Nude Pink Lemonade	355	10
24404	Smirnoff Vodka Soda Berry Blast	355	5
24492	Lolea No2 White Sangria	750	40
24809	Truly Strawberry Lemonade	473	20
24932	Black Fly Vodka Crushed Mixer Pack	12 × 355	50
25227	Smirnoff Peach Lemonade	750	60
25388	Del Maguey Vida Mezcal	750	120
25554	Dirty Devil Vodka	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
25999	Jagermeister	1 140	200
26076	Thornbury Craft Co.Haze For Dayz	473	20
26548	Walter Craft Caesar - Classic	458	10
26577	Duval-Leroy Brut Nv Reserve	750	200
27128	Flat Roof Manor Pinot Grigio	750	100
27561	Laneway No. 11 Gin	750	110
27562	Laneway No. 12 Vodka	750	90
27605	Reifel Rye	750	250
27646	Alida Tequila	750	200
28198	Belle De Brillet	700	200
28420	13th Street Blanc De Blanc	750	100
28460	Gray Jay Deluxe Canadian Whisky	750	100
28556	Three Thieves Cabernet Sauvignon	1500	100
30104	Malibu Coconut Rum	1750	120
30575	Guinness Extra Stout	6 × 330	25
30720	Beefeater Peach & Raspberry	750	120
30721	Open Coast Gin	750	100
30834	Canadian Club Classic 12 Year Old	1140	300
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	70
31062	Ruffino Orvieto Classico Doc	750	50
31173	Settesoli Vermentino Igt Terre Siciliane	750	50
31235	Sandbagger Pink Grapefruit Hard Seltzer	355	8
31242	Malibu Watermelon Mojito	355	25
31247	Seth & Riley's Garage Hard Lemonade	275	20
31259	Muskoka Spirits Muskoka Long Drink	568	15
31261	Muskoka Spirits Nitro Raspberry Gin Fizz	250	15
31265	John Sleeman & Sons - Ginger & Lime Mule	473	5
31274	Noroi Sparkling Cosmo Orange And Cranberry	355	25
31284	White Claw Blackberry	473	15
31287	White Claw Iced Tea Strawberry	473	15
31288	White Claw Surge Blood Orange	473	15
31289	Rey Azul Tequila & Soda Lime & A Hint Of Sea Salt	355	22
31292	Weekender Peach Mango	500	20
31296	Hijinx Hard Seltzer Raspberry Lemonade	473	8
31298	Cutwater Tequila Margarita	355	10
31308	Lone River Ranch Water Original	4 × 355	40
31313	Cutwater Tequila Paloma	355	10

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
31317	Cutwater Rum Mint Mojito	355	10
31480	Coldstream Peach Iced Tea	473	20
31510	Lakefront New Grist Gluten Free	4 × 473	10
32125	Flecha Azul Blanco	750	180
32183	Saintly The Good Sauvignon Blanc VQA	750	50
33223	Railway City - Cherry Creamsicle Ale	473	8
34019	Magnotta Small Batch Raspberry Cider	473	10
34991	La Vieille Ferme Luberon Blanc Aoc	1500	100
40626	Charm Soju Liquor	360	15
53082	Alberta Pure Vodka (P.E.T)	1750	400
54213	Alberta Premium Whisky (P.E.T)	1750	150
54353	Stoneleigh Marlborough Pinot Noir	750	50
57893	Lamb's Palm Breeze (P.E.T)	1750	150
63305	Peller Family Vineyards Red Crtn	1000	30
68551	Peller Family Vineyards Rosé Tetra	1000	30
71647	Polar Ice Vodka (P.E.T)	750	50
79129	Gato Negro Sauvignon Blanc	1500	100
110031	Sandbanks Estate Dunes White VQA	750	50
112672	Wiser's Special Blend (P.E.T)	1750	120
129726	Fish Hoek Sauvignon Blanc	750	85
131870	Bushmills Malt 10 Year Old	750	200
135566	Polar Ice Vodka	750	50
137810	Campo Viejo Rioja Reserva	750	120
139022	Sandbanks Riesling VQA	750	30
142117	Lindemans Bin 65 Chardonnay	750	50
143040	Hornitos Reposado Tequila	750	150
144337	Side Launch Hibiscus Sour	473	6
146761	Fielding Riesling VQA	750	40
149567	Tag No. 5 Vodka	750	40
157586	Ferreira Dona Antonia Tawny Reserve Port	750	75
158014	Flor De Cana Centenario 12 Rum	750	200
170134	Banrock Station Pink Moscato Rosé	750	85
175042	Girls' Night Out Pineapple Mango Tango	750	50
175349	Open Rosé VQA	750	50
192922	Seagram's 83	1140	300
212282	Luksusowa Vodka	1140	200
216903	Banff Ice Vodka	1140	75

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
217786	Jim Beam White Label Bourbon	1 140	300
219816	Catedral Reserva Dao	750	100
223529	Appleton Estate V/X Signature Blend	1 140	75
225771	Black Fly Tequila Margarita (P.E.T)	4 × 400	25
230813	Rittenhouse Straight Rye Whisky 100 Bond	750	100
231571	Seagrams 83 (P.E.T)	1 750	400
238964	Sogrape Grao Vasco Dao	1 500	100
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	100
250498	Castello Del Poggio Moscato Frizzante	750	100
253856	Luccarelli Primitivo Puglia Igt	750	50
262337	G.A. Schmitt Niersteiner L.H.	750	80
273490	Thalia White Assyrtiko Sauvignon Blanc	750	50
275099	Jackson-Triggs Vidal Bag In Box	4 000	150
277004	Plymouth English Gin	750	150
292557	The Wolftrap Red Blend	750	50
305607	Seagrams 83	750	200
309773	St Remy VSOP (P.E.T)	1 750	200
311944	Canadian Club Classic 12 Year Old	1 750	300
314856	Fireball Whisky Shooter	1 140	240
318683	The Kraken Black Spiced Rum	1 140	100
333070	Islay Mist Scotch 8 Year Old	750	100
333583	Thornbury Premium Apple Cider	473	20
336735	Baden Gewurztraminer	750	50
340570	Val D'Oca Prosecco Docg	750	80
358754	Flagstone Poetry Cabernet Sauvignon	750	85
363192	Argento Estate Reserva Organic Malbec	750	50
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	100
368241	Banff Ice Vodka (P.E.T)	375	100
374520	Angry Orchard Hard Crisp Apple	6 × 355	40
377101	JP Azeitao White	750	40
378711	Daura Damm	6 × 330	125
380972	Luccarelli Negroamaro Puglia Igt	750	40
386789	Casamigos Tequila Blanco	750	180
400754	Iceberg Vodka	750	150
401307	Maestro Dobel Tequila	750	150
404566	JP Azeitao Syrah Rose Bacalhoa	750	40

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
405845	Evan Williams Black Label Bourbon Whiskey	750	50
407775	Snapple Spiked Peach Tea Vodka	458	20
408286	Lolea No 1 Red Sangria Spain	750	40
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	150
422345	Moosehead Lager	6 × 473	40
433623	Guinness Blonde American Lager	473	10
443945	>(V) Goru (Gsd Wines)	750	25
447896	La Vieille Ferme Cotes Du Ventoux	1500	100
467811	Ruffino Prosecco	750	50
491803	Southern Comfort (P.E.T)	375	100
492223	Pelee Island Rouge Bag In Box	3000	200
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	135
517904	Wiser's Special Blend Canadian Whisky	750	80
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	80
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	95
531400	Estrella Damm	500	50
536805	Spirit Of York Gin	750	150
541755	Spirit Of York Vodka	750	150
544791	>Vidal Icewine (Reif Estate Winery)	200	100
545194	Top Shelf Vodka	750	100
577023	Girls' Night Out Rosé VQA Can	250	20
591701	Argento Estate Bottled Chardonnay	750	50
600833	Pitu Cachaca	750	100
604868	Grey Goose Vodka	1750	300
614776	Lindemans Bin 50 Shiraz	1500	50
618108	Inniskillin Late Autumn Riesling VQA	1500	75
620492	Argento Estate Bottled Pinot Grigio	750	50
621458	>Bottega Gold Sparkling (Bottega Spa)	750	75
628990	Tito's Handmade Vodka	1140	125
630913	Tia Maria	750	100
631853	Maverick Barnburner Whisky	750	40
633438	19 Crimes The Uprising Red Wine	750	80
637504	Hendrick's Gin	750	150
637710	Jackson-Triggs Shiraz	750	40
648592	Frisky Beaver Red VQA	750	40
659607	>Mitolo Jester Shiraz	750	50
666560	Naked Grape Pinot Grigio Chardonnay	1000	30
667303	Blue Lobster Vodka Soda	473	10

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
667790	Amsterdam Boneshaker IPA	6 × 473	75
697797	Salvador's Original Margarita (P.E.T)	1750	100
718940	Goats Do Roam Red	750	40
909424	Hendrick's Gin	1750	300
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	200
943787	>Wakefield Estate Label Shiraz Clare Valley	750	100

Trade Copy Only

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
17818	Corona Extra	6 × 330	Purchase 2 Corona 6 × 330 mL and receive a Free Corona Beach Bag	Seasonal Block Pile A
24437	Sailor Jerry Spiced Rum	1750	Gords Ginger Beer	End Aisle
32018	Amstel Ultra	6 × 355	Amstel Sport Towel with Pocket	
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	Seasonal Block Pile C, APP
88799	Alberta Pure Vodka (P.E.T)	750	Alberta Pure 50 mL	
190363	Prince Igor Vodka (P.E.T)	1750	Alpenbitter 100 mL	
211326	Dujardin Vsop Brandy	1140	12YO Flor de Cana 50 mL	
216226	Alberta Premium Whisky	1140	Reifel Rye 50 mL	
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	Shelf Extender, APP
273326	Jagermeister	1750	Shot Glass	
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive a Free Hot Sauce	EZH
350397	Banff Ice Vodka	750	Banff Ice 50 mL	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Prince Igor Extreme Vodka 2 × 50 mL	
402818	Flor De Cana Grand Reserva 7 Rum	750	12YO 50 mL	
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	
461434	Alberta Springs Whisky	1750	Reifel Rye 2 × 50 mL	
463539	Aurora Crystal Head Vodka	750	Value Add 50 mL	
517136	Alberta Premium Whisky (P.E.T)	750	Reifel Rye 50 mL	
541243	Creemore Springs Premium Lager	6 × 473	Creemore BBQ Grill Basket	EZA



## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
307	Seagrams V.O.	750	Golf Balls (3 pack sleeve)	
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
935	Captain Morgan White Rum	750	CM Tin Cup	Front Nesting Table
1040	Gordons Gin	750	Smirnoff Lemonade	
2253	Disaronno Amaretto	750	Tia Maria 50 mL	LTO
5959	Baileys Irish Cream	750	Two Bears Coffee	End Aisle
10157	Jameson Irish Whiskey	750	Dickies x Jameson Socks	End Aisle
10393	Legent	750	Maker's Mark 50 mL	
10715	Malfy Gin Con Arancia	750	Malfy Rosa 50 mL	
10937	Forty Creek Double Barrel Reserve Whisky	750	Branded Nosing Glass	
11850	Buffalo Trace Bourbon	375	Stirrings Old Fashioned 50 mL	
14988	Muskoka Detour	6 × 473	Pint Glass with Purchase of 6 Pack	EZD
15009	New Amsterdam Pink Whitney Vodka	750	Golf Tee & Marker	
15282	18.8 Vodka	750	Gray Jay 50 mL	
16546	On The Rocks Hornitos Margarita	375	Northern Keep 50 mL	FEM3
16648	Jackson-Triggs Reserve Baco Noir VQA	750	Complimentary Estate Wine Tasting	
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	Golf Balls	
17804	Callaway Cellar Selection Cabernet Sauvignon	750	Callaway Golf Ball	
17818	Corona Extra	6 × 330	Purchase 2 Corona 6 × 330 mL and receive a Free Corona Beach Bag	Seasonal Block Pile A
18574	Jim Beam Honey	750	Jim Beam Black 50 mL	
18627	Callaway Cellar Selection Chardonnay	750	Callaway Golf Ball	
18869	Hornitos Black Barrel	750	Hornitos Reposado 50 mL	
19062	Sandbanks Sparkling Rosé VQA	750	Complimentary Estate Wine Tasting	Feature Fixture B
19110	Seagram Island Time Coconut Lime	6 × 355	Seagram Sleek Koozie	APP
19388	Bombay Bramble	750	Branded Glassware	End Aisle
19535	Skyy Vodka	1140	Rainbow Heart Sunglasses	
20799	La Marca Prosecco Rosé Doc	750	Branded Popsicle Mold	Mini Thematic, LTO
21159	New Amsterdam Pink Whitney Vodka	375	Golf Tee & Marker	
22492	Warheads Blue Raspberry	375	Watermelon 50 mL	APP
24084	Kim Crawford Illuminate Rosé	750	Kim Crawford Stackable Wine Rack	Feature Fixture B
24145	Warheads Watermelon	375	Green Apple 50mL	APP
24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	10g Tajin Spice Rimmer	End Aisle
24432	Georgian Bay Mango Tequila Smash	6 × 355	10g Tajin Spice Rimmer	End Aisle
24437	Sailor Jerry Spiced Rum	1750	Gords Ginger Beer	End Aisle
26679	On The Rocks Knob Creek Old Fashioned	375	Northern Keep 50 mL	FEM3
27393	Metamorphosis Indigo Gin	750	Mini Bottle	
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	Red Cask Whisky 50 mL	

LCBO#	Description	Size (mL)	VA Approved	Display Program
30282	18.8 Gin	750	Gray Jay 5mL	
30645	The Busker Triple Cask Triple Smooth	750	Disaronno 50 mL	
30729	Bombay Citron Presse	750	Branded Glassware	End Aisle
31262	Seagram Island Time Botanical Lychee Spritz	6 × 355	Seagram Sleek Koozie	Seasonal Block Pile B
31930	Seagrams V.O.	1750	Fireball 200 mL	
32018	Amstel Ultra	6 × 355	Amstel Sport Towel with Pocket	
34489	Canadian Club Classic 12 Year Old	375	Reifel Rye 50 mL	
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Kim Crawford Stackable Wine Rack	
49726	Yukon Jack	750	Fireball 200 mL	
52050	The Famous Grouse	750	Soda	
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	Seasonal Block Pile C, APP
53140	Havana Club 7 Years Old	750	Branded Hat	End Aisle
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	Complimentary Estate Wine Tasting	
88799	Alberta Pure Vodka (P.E.T)	750	Alberta Pure 50 mL	
103747	Maker's Mark Kentucky Bourbon	750	Maker's Mark 50 mL	
109959	Jackson-Triggs Reserve Merlot VQA	750	Complimentary Estate Wine Tasting	
110056	Absolut Vodka	750	Branded Beach Tote Bag	Front Nesting Table, Necktag
114934	Golden Wedding (P.E.T)	1750	Evan Williams 50 mL	
129940	Aviation Gin	750	Aviation Bar Spoon	Mini Thematic
160994	Trivento Malbec Reserve	750	Summer Grilling Spices	
176834	Aperol	750	Aperol Spritz Glass	Seasonal Block Pile D
190363	Prince Igor Vodka (P.E.T)	1750	Alpenbitter 100 mL	
211326	Dujardin Vsop Brandy	1140	12YO Flor de Cana 50 mL	
211334	The Famous Grouse	1140	Soda	
216226	Alberta Premium Whisky	1140	Reifel Rye 50 mL	
216655	Absolut Vodka	1750	Absolut Mango Mule 355 mL	Front Nesting Table
216887	Freixenet Carta Nevada Brut Cava	750	Cross Body Bags	Wine Fridge
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	Shelf Extender, APP
216929	Smirnoff Vodka	1140	Burger Press	S1, Value Add
216978	Seagrams V.O.	1140	Boxed Mule Mug	
217687	Canadian Club Premium	1140	Canadian Club & Ginger Ale 473 mL	
225250	Stoli Vodka	1140	COSMO Cocktail Bomb	End Aisle #1/BSE
225938	Lucid Absinthe Superieure	750	Absinthe Spoon	
227413	Iceberg Vodka	1140	Open Coast 50 mL	End Aisle, LTO
227678	1800 Silver Tequila	750	Wireless Earbuds	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL	
240150	Polar Ice Vodka	1140	Polar Ice Arctic Extreme 50 mL	
244616	Sandbanks Rosé VQA	750	Complimentary Estate Wine Tasting	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	Growers Light Extra Dry Apple Cider 355mL Can	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	Growers Light Extra Dry Apple Cider 355mL Can	
271643	Tequila Tromba Blanco	750	Shot Glass	
273326	Jagermeister	1750	Shot Glass	
277186	Zonin Prosecco Brut 1821 Doc	750	Belle de Brillet 50 mL	LTO
278820	Beringer Main & Vine Pinot Grigio	1500	Jays Bucket Hat	
285254	Forty Creek Copper Bold Whisky	750	Branded Nosing Glass	
292615	Jameson Black Barrel	750	Dickies x Jameson Socks	
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive a Free Hot Sauce	EZH
311910	Canadian Club Classic 12 Year Old	375	Reifel Rye 50 mL	
316844	Bombay Sapphire London Dry	750	Branded Copper Mug	End Aisle
318683	The Kraken Black Spiced Rum	1140	Ceramic Cocktail Mug	Front Nesting Table, APP
326223	Wray & Nephew White Overproof Rum	750	Wray & Nephew Bandana	Discovery Extender
335059	Super Bock	6 × 330	Branded Bottle Opener	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Prince Igor Extreme Vodka 2 × 50 mL	
390583	Canadian Club 100% Rye	750	Golf Ball /Tee	
397976	Dr. McGillicuddy Intense Peach	375	Fireball 50 mL	
398024	Dr McGillicuddy Intense Peach	1140	Dr. McGillicuddy's Coffee 50 mL	
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. McGillicuddy's Coffee 50 mL	
400671	Havana Club Original 3 Year Old	1140	Branded Hat	End Aisle
400754	Iceberg Vodka	750	Open Coast 50 mL	End Aisle, APP
402818	Flor De Cana Grand Reserva 7 Rum	750	12YO 50 mL	
406843	Jacob's Creek Moscato	1500	Branded Sangria Serving Jug	End Aisle
407866	Lindemans Bin 85 Pinot Grigio	1500	Cirtonella Candle	
436279	Hornitos Plata	750	Hornitos Reposado 50 mL	
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	
456095	Ketel One Vodka	750	Tanqueray Rangpur 50 mL	
461434	Alberta Springs Whisky	1750	Reifel Rye 2 × 50 mL	
463539	Aurora Crystal Head Vodka	750	Value Add 50 mL	
465419	Murphy's Law Apple Pie	750	Warheads Watermelon 50 mL	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
469643	Rossi D'Asiago Limoncello Snaps	750	Cocktail Recipe Booklet	
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Sparkling Flute	Wine Fridge
492454	1800 Coconut Tequila	750	Wireless Earbuds	
500512	Captain Morgan Original Spiced Rum	750	BBQ Burger Press	S1
517136	Alberta Premium Whisky (P.E.T)	750	Reifel Rye 50 mL	
526251	Jackson-Triggs Reserve Chardonnay VQA	750	Complimentary Estate Wine Tasting	
540120	Rumchata Cream Liqueur	375	Rumchata Cold Brew On Pack	
541243	Creemore Springs Premium Lager	6 × 473	Creemore BBQ Grill Basket	EZA
544155	Iceberg Vodka (P.E.T)	1750	Smores Kit	End Aisle
568287	No Boats On Sunday Cider	500	Key Chain bottle opener	
601484	Amaro Montenegro Liqueur	750	Green Glassware	Shelf Extender
605816	St Remy Brandy	1140	St. Remy XO 50 mL	
605881	Disaronno Originale Amaretto	1140	Busker 50 mL	
605956	Baileys Irish Cream Liqueur	1140	Two Bears Coffee	End Aisle
626390	>Kim Crawford Pinot Noir	750	Kim Crawford Stackable Wine Rack	
628990	Tito's Handmade Vodka	1140	Tito's 50 mL	End Aisle, APP
638130	Dillon's Vodka	750	Dillon's 50 mL	
649541	Seagram Island Time Anytime	6 × 355	Seagram Sleek Koozie	
666875	Dab Original	6 × 500	DAB Cooler Bag	
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	Espresso Cup	
991950	>Kim Crawford Marlborough Chardonnay	750	Kim Crawford Stackable Wine Rack	
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	Market Tote Bag	

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
16199	1924 Bourbon Barrel Aged Cabernet Sauvignon	750	Bourbon Barrel Cocktail	
17650	Smoky Bay Shiraz	750	Australia Wine Contest	Middle Nesting Table, LTO
24528	Hounds Black Vodka Ddp	750	Cocktail Recipes	
25839	Barramundi Cabernet Sauvignon	750	Australia Wine Contest	Middle Nesting Table, LTO
30713	Gordon's Sunset Orange	750	Gordon's Sunset Orange	Mini Thematic, LTO
110056	Absolut Vodka	750	Osheaga Festival Contest	Front Nesting Table, Value Add
116426	Frontera Cabernet Sauvignon	750	ETW Record Player Contest	
142117	Lindemans Bin 65 Chardonnay	750	Australia Wine Contest	Middle Nesting Table, APP
170134	Banrock Station Pink Moscato Rosé	750	Australia Wine Contest	Middle Nesting Table, APP
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	Australia Wine Contest	Middle Nesting Table, LTO
230821	Cupcake Chardonnay	750	Summer of Joy Sweepstakes	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	Australia Wine Contest	Middle Nesting Table, LTO
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	Australia Wine Contest	Middle Nesting Table, LTO
441576	McGuigan Black Label Pinot Grigio	750	Australia Wine Contest	Middle Nesting Table, LTO
464743	Angove Organic Cabernet Sauvignon	750	Australia Wine Contest	Middle Nesting Table, LTO
534230	Beringer Founders Estate Chardonnay	750	Food Pairing	
606624	>Ringbolt Cabernet Sauvignon Marg River	750	Australia Wine Contest	Middle Nesting Table, LTO
659607	>Mitolo Jester Shiraz	750	Australia Wine Contest	Middle Nesting Table, APP
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	Australia Wine Contest	Middle Nesting Table, LTO
925453	>Kilikanoon Shiraz Killermans Run	750	Australia Wine Contest	Middle Nesting Table, LTO
943787	>Wakefield Estate Label Shiraz Clare Valley	750	Australia Wine Contest	Middle Nesting Table, APP

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	20648	Creemore Springs Helles Light Lager	473	1757 - Creemore Springs Brewery	Store Order
	541243	Creemore Springs Premium Lager 6pk C	6 × 473	1757 - Creemore Springs Brewery	Store Order
	666917	Creemore Premium Lager	473	1757 - Creemore Springs Brewery	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	33585	Collective Arts Galaxy 2 Ways	6 × 473	LCBO Warehouse	Store Order
	31546	Cowbell Brewing Hays Days IPA Strawberry Rhubarb	6 × 355	458 - Cowbell Brewing Co.	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	311787	Budweiser	6 × 473	275 - The Beer Store	Store Order
	904334	Budweiser	6 × 355	275 - The Beer Store	Store Order
	905976	Budweiser	473	275 - The Beer Store	Store Order
Beer Excitement Zone - 21D (End EZD)	14987	Muskoka Craft Lager	6 × 473	LCBO Warehouse	Store Order
	14988	Muskoka Detour	6 × 473	LCBO Warehouse	Store Order
	19994	Muskoka Tread Lightly	6 × 473	LCBO Warehouse	Store Order
Ontario Craft Beer End Aisle	10833	Railway City Brewing - Juice Caboose IPA	473	8447 - Railway City Brewing Company	Store Order
	14812	Great Lakes Brewery - Haze Mama	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	26073	Indie Ale House Marco Polo Italian Style Pilsner	473	789 - Indie Ale House	Store Order
	27612	Weir Beer	473	902 - Shawn & Ed Brewing Co.	Store Order
	31456	Muskoka Pineapple Ninja Wheat Ale	473	LCBO Warehouse	Store Order
	31512	Collective Arts Lager	473	LCBO Warehouse	Store Order
	16897	Great Lakes Brewery - Burst! (1929)	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	21689	Zap! Pink Lemonade Sour IPA (6699)	473	6699 - Nickel Brook Brewing Company	Store Order
	25455	Bellweiser Pilsner (2990)	473	2990 - Bellwoods Brewery	Store Order
	26801	Woodhouse Nordic Pale Ale (189)	473	189 - Woodhouse Junction	Store Order
End Aisle #10/Mini Thematic C	31345	Brock Street Tropical Thunder New England IPA (397)	473	397 - Brock Street Brewing	Store Order
	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	6309 - Flying Monkeys Craft Brewery	Store Order
	243741	Cameron's Lager (413)	473	413 - Cameron's Brewing Co.	Store Order
	456996	Lost Craft Revivale (179)	473	179 - Lost Craft	Store Order
	33206	Refined Fool Florida Stole My Parents OJ IPA	473	5732 - Refined Fool Brewing Company	Store Order

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	17817	Corona Extra (275/TBS)	6 × 473	275 - The Beer Store	Forced
	17818	Corona Extra (275/TBS)	6 × 330	275 - The Beer Store	Forced
	17846	Corona Extra (275/TBS)	6 × 355	275 - The Beer Store	Forced
	17850	Corona Light (275/TBS)	6 × 330	275 - The Beer Store	Forced
	17853	Corona Extra (275/TBS)	473	275 - The Beer Store	Forced
	24899	Corona Sunbrew (275/TBS)	6 × 330	275 - The Beer Store	Forced
D4: Discovery BSM 1	15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	8958 - Lake Of Bays Brewing	Forced
D5: Discovery BSM 1	30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	LCBO Warehouse	Forced
R57: Ontario Beer A	17289	Hacker Pschorr Weisse Bier	500	LCBO Warehouse	Forced
R58: Ontario Beer B	697623	Michelob Ultra	6 × 355	275 - The Beer Store	Forced
R59: Beer 1	497438	Spearhead Hawaiian Pale Ale	473	86 - Spearhead Brewing Company	Forced
R60: Beer 2	676775	Lech Beer	500	LCBO Warehouse	Forced
R61: Beer 3	19981	No Boats On Sunday Peach Cider	473	LCBO Warehouse	Forced
R62: Beer 4	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	458 - Cowbell Brewing Co.	Forced
7A 7B	418590	Modelo Especial	6 × 355	LCBO Warehouse	Forced
	459818	Sapporo	6 × 500	275 - The Beer Store	Forced
	572313	Asahi Super Dry	500	LCBO Warehouse	Forced
17	16150	Niagara Cider Rose Gold Berry Soaked Cider	473	798 - Bench Brewing Company	Forced
	19309	Shiny Apple Peach Light Cider	473	LCBO Warehouse	Forced
	25034	Reinhart's Blackberry Cider	473	LCBO Warehouse	Forced
	497214	Ardiel Dry Apple Cider	473	LCBO Warehouse	Forced
19	17117	Rally Trail Blazer	473	LCBO Warehouse	Forced
	25665	Flying Monkeys Cold IPA	473	6309 - Flying Monkeys Craft Brewery	Forced
	508580	Wellington Upside IPA	473	4826 - Wellington County Brewery Inc	Forced
20	10075	Side Launch Wheat Beer	473	3827 - Side Launch Brewing	Forced
	21271	Collingwood Downhill Pale Ale	473	4205 - The Collingwood Brewery	Forced
	32984	Henderson Ring & Post	473	798 - Bench Brewing Company	Forced

Trade Copy Only



## Questions?

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

Trade Copy Only

## PERIOD 5

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JULY 16 Start of Period 5  APP START DATE	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	AUGUST 1	2	3	4	5
6	 Civic Holiday Head Office Closed	8	9	10	11	12 End of Period 5  APP END DATE

# LCBO