

JUST ADD SUMMER



PERIOD 3 MARKETING & PRODUCT GUIDE

MAY 26 - JUNE 22, 2024

My Store #



Kudos to Store #385



Kudos to Store #434

Period 3

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 3



Promotional Programs

Period 3 Aeroplan Offers

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Mini Thematic A: Spirit Gifts for Father's Day

Mini Thematic B: Father's Day Vintages Essentials

Mini Thematic C: New Local Craft Beer

Front Nesting Table

Middle Nesting Table

Block Pile A: Coors & Summer Music Festivals

Block Pile B: Just Add New Flavours

Block Pile C: Aeroplan

Block Pile D: Tito's Vodka

Enhanced Block Pile Display: Saintly

Enhanced Block Pile Display: Glenlivet

Enhanced Block Pile Display: Luc Belair Blue

Pop-Up Activation: Malibu

Flagship Spotlight: Diageo

Front End Merchandiser

Special Promotions Fixture

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

On Shelf

Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

Flex Space

Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

Aeroplan Promotions

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

Key Dates: May 26 - June 22, 2024

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

P3 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.
- ENG (Re-order# 25P3-EB3) / BIL (Re-order# 25P3-EB4)



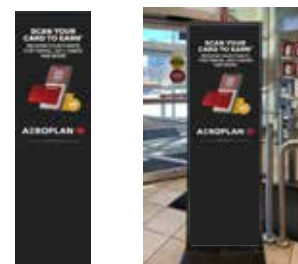
P3 Aeroplan Shelf Talkers

- Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required
- Pre-Printed Aeroplan Shelf Talkers BIL (Re-order# AIM-25P3-ANS)
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 749359)



P3-6 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P3-SB1) / BIL (Re-order# 25P3-SB2)



Operational Aeroplan Bin Tag Pop-Out

- The Bin Tag Pop-outs were shipped to stores in Period 2.
- 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/BIL (Re-order # 23OP-AP20)



P3 Aeroplan End Aisle Backer Card

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

ENG/BIL (Re-order# 25P3-BC-GEN2)

Image Not Final



P3 Summer Aeroplan Bonus Contest

Buy any product on Aeroplan bonus offer to be entered for a chance to win one of 2 grand prizes:
a round-trip ticket for two anywhere Air Canada® flies.

Details can be found at LCBO.com/summerbonuscontest

Participating Products

All products with Aeroplan Offers

Signage Components

Components

Image (example only)

Aeroplan Summer Bonus Contest Perpendicular Shelf Talker

- Install the Aeroplan Exterior Banner in the placement outside the store.
- ENG (Re-order# AIM-25P3-SBAP1) / BIL (Re-order# AIM-25P3-SBAP2)

Image Not Final



Aeroplan End Aisle Backer Card

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

Image Not Final



ENG/BIL (Re-order# 25P3-BC-GEN2)

P3 Aeroplan Bundling Offers

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

Key Dates (May 27 - June 23, 2024)

Participating Products

LCBO#	Description	Size (mL)	BAP	Offer Code
36596	Cutwater Caesar	355	100	S0008256
36598	Cutwater Rum Mai Tai	355		S0008256
38543 (Old SKU # 31298)	Cutwater Tequila Margarita	355		S0008256
38544 (Old SKU # 31317)	Cutwater Tequila Paloma	355		S0008256
38545 (Old SKU # 31313)	Cutwater Rum Mint Mojito	355		S0008256

Buy any 6 of the products on offer and earn an additional 100 bonus points.
No limit on how many awarded per transaction (ie. 12, 18, 24)

P3 Aeroplan Combo Offers (LF)

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

Key Dates (May 27 - June 23, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
LF	1743	Ruffino Chianti	750	50	\$2.00
	9522	J.P. Wiser's Deluxe Whisky	375	40	\$1.00
	16361	Robertson Winery Chapel Red	750	30	\$1.50
	19774	Cesari Valpolicella DOC Essere	750	65	\$2.50
	22199	Jacob's Creek Double Barrel Shiraz	750	40	\$3.00
	25960	Trapiche Reserve Malbec	375	40	\$1.00
	27122	Tierra Rica Cabernet Sauvignon Organic	750	45	\$2.00
	27123	Tierra Rica Sauvignon Blanc Organic	750	45	\$2.00
	32501	Dancing With The Stars Chardonnay	750	25	\$2.00
	33340	Collavini Pinot Grigio	750	75	\$2.00
	36675	Trader Vics Mai Tai Cocktail	1750	150	\$1.50
	37805	Lost Craft Lost Light Lager	6 × 355	50	\$1.00
	50203	Beronia Reserva	750	25	\$3.00
	66654	Creekside Syrah VQA	750	40	\$1.50
	103747	Maker's Mark Kentucky Bourbon	750	375	\$5.00
	155051	Masi Campofiorin IGT	750	75	\$3.00
	164756	Graffigna Pinot Grigio	750	40	\$2.00
	170134	Banrock Station Pink Moscato Rosé	750	100	\$1.00
	181388	Lindemans Bin 95 Sauvignon Blanc	750	40	\$1.00
	198853	Tawse Quarry Road Organic Riesling	750	100	\$2.00
	230813	Rittenhouse Straight Rye Whisky 100 Bottled In Bond	750	100	\$5.00
	265157	Jacob's Creek Moscato	750	40	\$2.00
	277210	Cavit Collection Moscato Pavia IGT	750	60	\$1.00
	307769	Rosehall Run Pinot Noir VQA	750	50	\$2.00
	335174	Errazuriz Max Reserva Cabernet Sauvignon	750	25	\$2.00
	397539	Boodles Gin	750	100	\$2.25
	411751	Peller Family Reserve Chardonnay VQA	1500	75	\$2.00
	447953	Fireball Cinnamon Whisky	750	60	\$3.00
	452169	Vieni Estates Bruce Trail Red VQA	750	50	\$1.00
	486381	Tag No. 5 Vodka (PET)	1750	120	\$1.00
	495507	Robertson Winery Chenin Blanc	750	50	\$1.00
	597559	Tito's Handmade Vodka	750	85	\$1.50
	614776	Lindemans Bin 50 Shiraz	1500	40	\$1.50
	620880	Masi Tupungato Passo Doble Organic	750	45	\$2.00
	667089	Peller Family Vineyards Pinot Grigio	750	50	\$1.00

Period 3: Just Add Summer

SIGNAGE GALLERY

In Ontario, summer is a short season and we're all looking for ways to get the most out of it while still being able to relax and soak it in.

This year, we're making the LCBO synonymous with summer, by showing customers all they need to do is "just add" our fuss-free products, no-fail gifts, and time-saving solutions into their basket, so they can focus on making every summer moment great. We've done the heavy lifting, so customers can "Just Add Summer".



Signage Ship Date

The Period 3 signage components will be shipped to stores beginning **May 22, 2024**. The Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com 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-25P3-MUSIC-CD | Music USB Reorder# AIM-25P3-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.

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 Just Add Summer
- 2 Aeroplan Rewards
- 3 Same Day

* Repeat 'Just Add Summer' Thematic Banner in the fourth banner spot



1 Just Add Summer



Re-order#
25P3-EB1
(English)

Re-order#
25P3-EB2
(Bilingual)

2 Aeroplan Rewards



Re-order#
25P3-EB3
(English)

Re-order#
25P3-EB4
(Bilingual)

3 Same Day



Re-order#
25P3-EB5
(English)

Re-order#
25P3-EB6
(Bilingual)

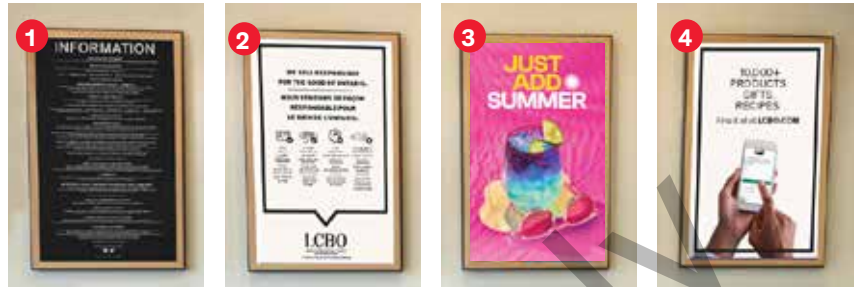
Signage is to remain in place for the duration of P3-6

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 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# 220P-INF0B
(English + Bilingual)

2 Responsible Service



Re-order# 220P-RSP1
(Bilingual)

3 Seasonal Thematic



Re-order# 25P3-WS1
(Bilingual)

4 Same Day **OR** Generic Ecomm



Re-order# 220P-SD16
(English + Bilingual)

Re-order# 220P-SC2
(English + Bilingual)

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

Transparencies

Square Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Horizontal Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Small Transparencies ENG/BIL

Vendor installed



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Medium Transparencies ENG/BIL

Vendor installed



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Large Transparencies BIL

Vendor installed



Thematic POP
BIL

eComm
BIL

P3-6 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# 25P3-TB1

BIL Re-order# 25P3-TB2



P3 Blade Signs

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

Remove the P2 blade signs and replace with the new Period 3 versions below.



EA1AB Big Batch Cucumber Martini
ENG (25P3-BS1)
BIL (25P3-BS6)



EA2AB Paloma Picante
ENG (25P3-BS2)
BIL (25P3-BS7)



EA3AB F&D Summer Cover
ENG (25P3-BS3)
BIL (25P3-BS8)



EA4A Scotch Julep
ENG (25P3-BS4)
BIL (25P3-BS9)



EA4B Strawberry & Coconut Chiller
ENG (25P3-BS5)
BIL (25P3-BS10)

P3 End Aisles Backer Cards

Remove the P2 EA 1-4 and 10 backer cards and replace with the new Period 3 versions below.

25P3-BC1



EA1AB

25P3-BC2A



EA 2A

25P3-BC2B



EA 2B

25P3-BC3



EA 3AB

25P3-BC4A



EA 4A

25P3-BC4B



EA 4B

25P3-BC10



EA 10

P3-6 Generic Backer Cards

Remove the Generic Backer Cards and replace with the new Period 3 versions below. These are to remain in place until the end of P6. A new Aeroplan Backer Card will be provided for Period 4.

25P3-BC-GEN1



NOTE: Use this backer card with any product.

25P3-BC-GEN2



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

A new Aeroplan Backer Card will be provided for P4.

25P3-BC-GEN6



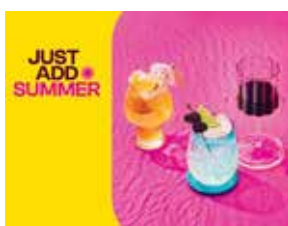
Select stores will implement a summer gifting discretionary end to display this backer card. More information can be found on page 57.

25P3-BC-GEN3



NOTE: Use this backer card with any product.

25P3-BC-GEN4



NOTE: Use this backer card with any product.

25P3-BC-GEN5



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

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.**

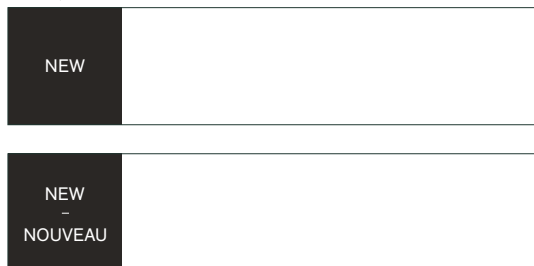
Key Dates (May 26 - June 22, 2024)

Participating Stores

All Stores

Signage Components

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



Merchandising Instructions

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



Example Only

Period 3 New Products

LCBO#	Description	Sub Set	Product Type
36817	Don David Reserve Cabernet Sauvignon	Argentina Red	Regular
36858	Postales Del Fin Del Mundo Patagonia Malbec	Argentina Red	Regular
55145	Martell Cordon Bleu Cognac	Brandy/Cognac	One-Shot
36819	Anakena Nuna Reserva Cabernet Sauvignon	Chile Red	Regular
37162	Las Ninas Ella Reserva Chardonnay Organic	Chile White	Regular
31748	West Avenue Cider Little Mac	Cider	Seasonal
31754	Thornbury Craft Strong Apple Cider	Cider	Seasonal
31760	Shiny Apple Ginger Lime Cider	Cider	Seasonal
37889	Ernest Grapefully Flavoured Cider	Cider	Seasonal
37891	No Boats On Sunday Original Cider	Cider	Seasonal
37897	Kw Craft Cider Chai Spiced	Cider	Seasonal
37898	Ernest Cider Mix 6-Pack	Cider	Seasonal
37899	Bumper Crop Cider Co. Crisp Apple	Cider	Seasonal
38394	Shiny Apple Cider Bramble Berry Light	Cider	Seasonal
498139	Forbidden Dry Hopped Cider	Cider	Seasonal
37083	Beattie's Blueberry Splash	Coolers	Regular
37651	White Claw Variety 24 Pack	Coolers	Regular
31456	Muskoka Pineapple Ninja Wheat Ale	Craft Beer	Seasonal
37642	Rally Trail Blazer Session Ale	Craft Beer	Regular
37644	Rally Base Layer Lager	Craft Beer	Regular
37645	Muskoka Brewery Nitro Drifter Hazy Pale Ale	Craft Beer	Regular
37835	Rally Extra Mile Session Ipa	Craft Beer	Regular
38385	Collective Arts Mix 6	Craft Beer	Seasonal
556753	Pump House Crafty Radler	Craft Beer	Regular
36054	Louis Bernard Costieres De Nimes Red	France Red	Regular
583401	Gemma Di Luna Moscato	Gift Packs (European)	Seasonal
19402	Tresor Gin N13	Gin	Seasonal
35300	Jardin Verde Glam	Gin	One-Shot
36435	Georgian Bay Eco-Friendly Gin	Gin	One-Shot
36462	Favignana Sicilian Gin	Gin	One-Shot
37216	Bombay Sunset	Gin	Seasonal
527705	Bols Triple Sec	Liqueurs	Seasonal
628404	Open Pinot Grigio VQA	Ontario VQA - White	Regular
36842	Bicycle Thief Pouch Portugal White	Portugal White	Seasonal
37224	Animus Vinho Verde	Portugal White	Regular
37228	Aveleda Lisboa Red	Portugal Red	Regular
37646	Peroni Nastro Azzurro Stile Capri 6pk	Premium Beer	Regular
37500	Olmea Altos Strawberry Margarita	Premixed Cocktails	Seasonal
31471	Protea Rosé	Rose - New World	Seasonal
647313	Joiy Rose Sparkling	Rose - New World	Seasonal
15568	Listel Gris Rosé	Rose European	Seasonal
17893	Porta 6 Rosé	Rose European	Seasonal

Period 3 New Products

LCBO#	Description	Sub Set	Product Type
37190	Vignes De Nicole Paul Mas Rosé	Rose European	Seasonal
37950	Grand Sud Rosé	Rose European	Seasonal
452573	Cotes De Prov Gr. Rsv. Rose (Breban Mim	Rose European	Seasonal
20191	Flor De Cana Eco-15	Rum	Regular
26813	El Dorado Cask Strength Single Still Port Mourant	Rum	One-Shot
36222	El Dorado Single Still Cask Strength Versailles	Rum	One-Shot
36225	Bacardi Caribbean Spiced	Rum	Seasonal
36825	Tall Horse Chenin Blanc	South Africa White	Regular
36909	Toro Bravo Verdejo Sauvignon Blanc	Spain White	Regular
36977	Castell Blanc Brut Cava	Sparkling European	Regular
1123	Baby Duck	Sparkling Ontario (Non VQA)	Regular
36795	Uptown Cocktails Pina Colada Wine Beverage	Specialty Wines	Seasonal
36801	Barefoot Fruitscato Blueberry	Specialty Wines	Seasonal
36802	Sutter Home Peach Tea	Specialty Wines	Seasonal
14665	Good Vines White Wine Spritz	Specialty Wines - Ontario	Seasonal
19297	Girls' Night Out Tropicolada	Specialty Wines - Ontario	Seasonal
24998	Bask Rose Spritz	Specialty Wines - Ontario	Regular
24999	Bask Green Tea Peach Hard Sparkling Water	Specialty Wines - Ontario	Seasonal
25487	Darling Mimosa Sparkling Grapefruit	Specialty Wines - Ontario	Seasonal
32175	Lively Peach Cherry Rose 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
37545	Girls' Night Out Mai Tai	Specialty Wines - Ontario	Seasonal
37546	Pommies Wine & Soda Raspberry	Specialty Wines - Ontario	Seasonal
37577	Bask Red Sangria Wine Spritz	Specialty Wines - Ontario	Seasonal
19253	Jp Chenet Fashiion Pineapple Sparkling	Specialty Wines European	Seasonal
36835	Stella Rosa Black	Specialty Wines European	Seasonal
36836	Stella Rosa Peach	Specialty Wines European	Seasonal
36838	Romeo Pink Paloma	Specialty Wines European	Seasonal
36989	Mamamango Moscato	Specialty Wines European	Seasonal
10122	Codigo 1530 Rosa	Tequila	Seasonal
11324	Hornitos Cristalino	Tequila	Seasonal
31949	Elevacion 1250 Tequila	Tequila	Seasonal
37607	Familia Camarena Reposado Tequila	Tequila	Seasonal
37608	Del Maguey Puebla	Tequila	Seasonal
37611	Rooster Rojo Blanco	Tequila	Seasonal
37617	Don Julio Rosado	Tequila	Seasonal
37667	Dos Primos Tequila Blanco	Tequila	Seasonal
37668	Cada Dia Tequila Plata	Tequila	Seasonal
37719	Tequila Revolucion Anejo	Tequila	Seasonal
15439	Nemiroff Deluxe Ukrainian Vodka	Vodka	Seasonal
36430	Crystal Head Bone Bottle	Vodka	One-Shot

Period 3 New Products

LCBO#	Description	Sub Set	Product Type
36455	Cottage Springs Crew Pack Flavoured Vodka	Vodka	Seasonal
36718	Mighty Moose Canadian Vodka	Vodka	Regular
36452	Ciroc Limonata	Vodka - Flavoured	Seasonal
36401	Rabbit Hole Heigold Bourbon Whiskey	Whisky - American	One-Shot
38048	Woodford Reserve Triple Finish	Whisky - American	One-Shot
38699	Jim Beam White Label Bourbon	Whisky - American	Regular
23075	Mcconnell's 5yo Blended Irish Whisky	Whisky - Irish	Seasonal

Continue to merchandise
the New Product Underlays for the following P2 SKUs:

LCBO#	Description
15153	Pommies Mimosa Cider
18474	Brasserie De Blaugies La Moneuse Saison
19040	Growers Light Extra Dry Cider
24435	Bacardi Tropical
24542	Dillon's Strawberry Gin
26263	Sheringham Seaside Gin
26813	El Dorado Cask Strength Single Still Port Mourant
27498	#Plantation 5 Year Old Barbados Rum (C Ferrand)
28741	Muskoka Winter Beard Nitro Latte Stout
30333	Angostura White Oak Rum
30719	Seventh Heaven Classic London Dry Gin
30720	Beefeater Peach & Raspberry
30722	Gray Whale Gin
31717	Siempre Supremo Tequila
31743	Ironwood Ciderita Caribbean Lime
35041	Peninsula Ridge Tiny Bubbles Sparkling Wine VQA
35474	Andechser Dopplebock Dunkel
35627	Jinro 24
36217	Don Armando Ron Reserva

LCBO#	Description
36218	The Salford Rum
36220	Worthy Park Select Jamaican Rum
36221	Langs Banana Rum
36222	El Dorado Single Still Cask Strength Versailles
36432	Arbikie Nadar Climate Positive Gin
36435	Georgian Bay Eco Gin
36440	Empress Elderflower Rose Gin
36443	Hendrick's Grand Cabaret
36444	Tarsier Southeast Asian Dry Gin
36453	El Mocambo Vodka
36480	Zubrowka Vodka Czarna Black
36494	Ramsbury Gin
37207	Au Vodka Black Grape
37607	Familia Camarena Reposado Tequila
37608	Del Maguey Puebla
37716	Collective Arts Daily Forecast
38062	Collective Arts Peak To Peak West Coast Ipa
38063	Collective Arts Grapefruit & Lime Gose
341164	El Dorado Enmore Single Still
402834	Smith And Cross Traditional Jamaican Rum
406439	Gregorius Trappist Beer
547653	Starr Rum Africa

REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
11173	West Avenue Cider Cherriosity
13497	Grand Sud Rosé
13681	Collective Arts Cherry Press Cider
13907	Jackson-Triggs Proprietors Selection Light Rosé
14145	Toro Bravo Shiraz Garnacha Rosado
15568	Listel Gris Rosé
17513	Paulaner Munchner Hell Lager
17893	Porta 6 Rosé
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie
18950	Fresita Orange Sunset Sparkling Wine
19062	Sandbanks Sparkling Rose VQA
19253	Jp Chenet Fashiion Pineapple Sparkling
19304	Cipriani Bellini
21623	Freixenet Rose Igt
23757	S De La Sablette - Coteaux Varois Rosé
23760	Doppio Passo Primitivo Rosato Igt Puglia
24080	Jacob's Creek Moscato Rose Lower Sugar
24081	Stoneleigh Lighter Rosé
24084	Kim Crawford Illuminate Rosé
24086	Smoky Bay Rosé
24572	Funky Fresh Kiwi Lime Sour
27148	Thalia Rosé
27916	House Of The Dragon Cabernet Sauvignon
27918	House Of The Dragon Pinot Noir
31006	Rosie Sparkling Rosé
31471	Protea Rosé
31710	The Beach By Whispering Angel Aoc Coteaux
32025	Keep Calm And Love Pinot Grigio Blush
32178	Saintly Sparkling Rose VQA
32392	Hennessy Vsop Nba 2023-2024 Gift Box
32393	Hennessy Vs Nba 2023-2024 Gift Box
32733	Ardiel Cider House Pear Cider
33212	Big Rig Hola Cerveza
34068	Fresh Rose VQA
34459	Duvel Cherry Chouffe
35578	Babich Pinot Gris

LCBO#	Description
35624	Babich Pinot Noir
35981	Clynelish 10 Year Old
35983	Glenkinchie 27 Year Old
35984	Lagavulin Islay Scotch Whisky 12 Year Old
35986	Mortlach Single Malt Scotch Whisky
35987	Oban 11 Year Old
35988	Roseisle 12 Year Old
35990	The Singleton Of Glendullan 14 Year Old
35991	Talisker Single Malt Scotch Whisky
36041	Yvon Mau Saint Emilion
36042	Antano Crianza Rioja Doc
36044	Castillo De Logrono Crianza
36054	Louis Bernard Costieres De Nimes Red
36056	Chemin Des Papes Cotes Du Rhone
36234	Red Bank Whisky
36451	Chum Churum Saero
36454	Polar Ice Orange Blizzard Flavoured Vodka
36479	Ren Ultra Premium Vodka
36571	Good Day Lychee Soju
36572	Good Day Pineapple Soju
36762	Omnipollo Zodiak Extra Nelson IPA
36795	Uptown Cocktails Pina Colada Wine Beverage
36801	Barefoot Fruitscato Blueberry
36802	Sutter Home Peach Tea
36803	Fresita Ligerio Strawberry Sparkling Wine
36804	Hoxie Lemon Ginger Rose Can
36811	Adobe Reserva Cabernet Sauvignon
36812	Cono Sur Green Society Cabernet Sauvignon Reserva
36815	Leyda Reserva Sauvignon Blanc
36816	Leyda Reserva Pinot Noir
36817	Don David Reserve Cabernet Sauvignon
36819	Anakena Nuna Reserva Cabernet Suavignon
36824	Santa Julia Reserva Pinot Grigio
36825	Tall Horse Chenin Blanc
36827	Tavernello Pinot Bianco Famoso Gold Edition
36835	Stealla Rosa Black

REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
36836	Stella Rosa Peach
36838	Romeo Pink Paloma
36840	Calvet Pouch Blanc Igp Cotes De Thau
36841	Bottega Lemon Spritz Veneto
36842	Bicycle Thief Pouch Portugal White
36858	Postales Del Fin Del Mundo Patagonia Malbec
36915	Sangre De Toro Rioja
36977	Castell Blanc Brut Cava
36978	Cape Pastoral Organic Cabernet Sauvignon Merlot
36989	Mamamango Moscato
37104	Partake Hazy IPA
37162	Las Ninas Ella Reserva Chardonnay Organic
37190	Vignes De Nicole Paul Mas Rosé
37193	Cellier Des Dauphins Prestige Rose Cdr
37201	Desir De Rose Igp Cotes Thau Cap D'agde*
37202	Feudo Arancio Rosato Terre Siciliane Igt
37208	Moillard Beaujolais
37211	Jacob's Creek Lively Bunch Rosé
37220	Santa Julia Malbec Rosé
37221	Minimalista Rosé
37224	Animus Vinho Verde
37227	Monte Das Anforas
37228	Aveleda Lisboa Red
37229	Lab White Lisboa
37252	Campo Viejo Ecologico
37300	Blue Moon Mango Wheat
37301	Madri Excepcional
37352	Honest Lot Rosé
37356	Brunch Rose VQA Pouch
37371	Joseph Drouhin Chablis
37502	On The Rocks Jalapeno Pineapple Margarita
37574	Fraser & Thompson
37620	Lake Of Bays Low 'N' Go Mixed Pack
37625	Muskoka Brewery Survival Pack 2024
37644	Rally Base Layer Lager
37645	Muskoka Brewery Nitro Drifter Hazy Pale Ale

LCBO#	Description
37669	Yokaichi Barley Mugi Honkaku Shochu
37711	Beau's Wonder Crush Hazy IPA
37718	Main & Vine Lemonade Stand Lemonade Moscato
37801	Side Launch Lite Lager 6 Pack
37896	Niagara Cider Blackberry Honey Cider
37976	Bellwoods Greenbelly Triple IPA
38022	Amsterdam Summer Entertainer
38043	Waterloo Mango Passionfruit Radler
38044	Malibu Strawberry Rum
38047	Brickworks Raspberry Lemonade Cider
38524	Block Party Mix Pack
164343	The Beachhouse Rosé
173294	The Stump Jump Grenache Shiraz Mourvedre
227694	Negra Modelo 6 Pk-B+
273771	20 Bees Rose VQA
405118	Bavaria 8.6 Original+
408310	Pinot Noir Ursulines Bourgogne (J.C. Boisset)
448761	Alamos Chardonnay
603795	Rioja Rose (Muga)
647149	Calvet Rose, Igp Terres Du Midi (Pouch)
647313	Joiy Rose Sparkling
950576	Rose Cuvee Tradition (Mas Des Bressade)

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): Coors & Summer Music Festivals

B Block Pile B (SBB): Seltzers & Teas

C Block Pile C (SBC): Aeroplan

D Block Pile D (XBP): Tito's

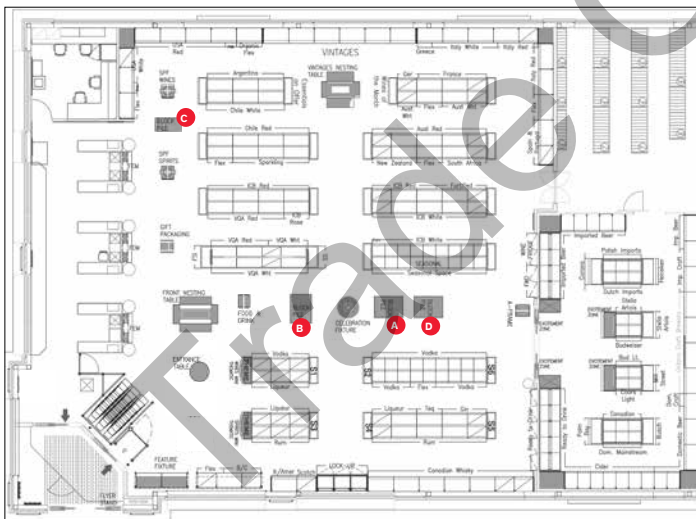
Saintly (FSG-A)

Don Julio (FSH-A)

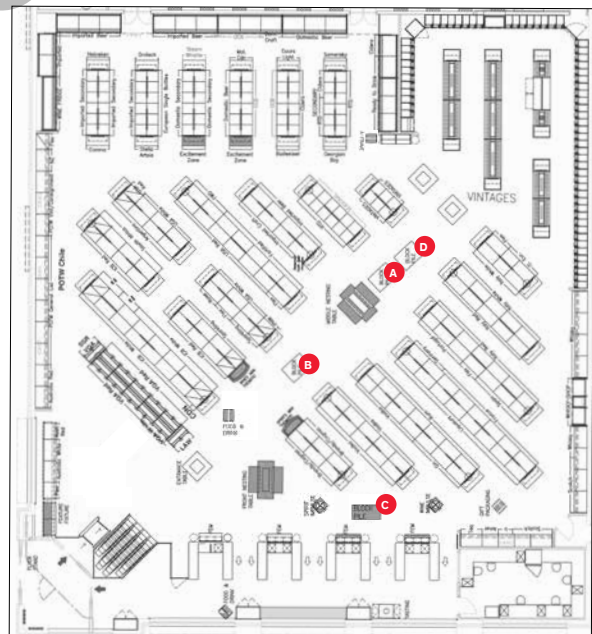
Glenlivet (FSG-B)

Pop-up Activation (FSM-A): Malibu

Flagship Spotlight (FSN-A): Diageo RTD Brand Takeover



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.

P3 ANTI-THEFT PROMOTIONAL PRODUCT SUBSTITUTIONS

ACTION: Participating Store Managers, please refer to the list below and substitute High-Theft products with the substitutions noted on Promotional Displays. Please also manually update your Promo Tree with the substitutions noted.

Key Dates (May 26 - June 22, 2024)

Participating Stores

5, 19, 41, 115, 163, 195, 200, 212, 214, 228, 243, 269, 279, 329, 346, 394, 398, 443, 444, 499, 505, 542, 547, 575, 627, 632, 698, 703

Promotional Display	ORIGINAL SKU			REPLACE WITH		
	LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
CE1 Spirited Picks	669002	Casamigos Reposado Tequila	375	No substitutions. Please merchandise best-selling products at the Manager's discretion to fill the display.		
EA 2A	388694	Casamigos Tequila Reposado	750			
EA 2A	425686	Casamigos Tequila Anejo	750			
EA 4A	7880	Johnnie Walker Black 12 Yr	750	1099	Johnnie Walker Red Label	750
EA 4A	217802	Johnnie Walker Black Label	1140	217794	Johnnie Walker Red Label.	1140
EA 4A	422006	Johnnie Walker Black Label Scotch.	1750	33168	Johnnie Walker Red Label	1750
Ext R25: Tequila A 92	398479	1800 Reposado	750	450932	Jose Cuervo Tradicional Reposado	750
Ext R3: Vodka C 266	604934	Grey Goose Vodka	375	316844	Bombay Sapphire London Dry	750
FEM1	19013	Casamigos Blanco Tequila	375	No substitutions. Please merchandise best-selling products at the Manager's discretion to fill the display.		
Block Pile C	417295	Ciroc Original Unflavoured	750	456095	Ketel One Vodka	750
Front Nesting Table Flight B	36452	Ciroc Limonata	750	37617	Don Julio Rosado	750

Key Display (FFA-A)

FEATURE FIXTURE A

Refreshing Wine Spritzers (Red/White/Sparkling/Vermouth)

This is a sold program. Participation is mandatory.

Key Dates (P3-P4)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

Note: This program continues in to P4. There will be new products for P4.

LCBO#	Description	Size (mL)	Offers
9118	Henkell Trocken Piccolo	3 × 200	
11194	Sand Point Chardonnay	750	LTO
16361	Robertson Winery Chapel Red	750	LTO, BAP
25067	19 Crimes Martha's Chard	750	LTO
32182	Lola Light Rose VQA	750	BAP
32503	Cocchi Vermouth Di Torino	750	LTO
32541	Folonari Prosecco Doc Extra Dry	750	LTO
33340	Collavini Pinot Grigio	750	LTO, BAP
35573	Shot In The Dark Shiraz Petite Sirah	750	LTO
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO
65367	Eastdell Pinot Grigio VQA	750	LTO
73148	Barone Montalto Pinot Grigio Igt Sicily	750	LTO
146761	Fielding Riesling VQA	750	LTO
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	LTO
164756	Graffigna Pinot Grigio	750	LTO, BAP
218040	Martini Bianco Vermouth	1000	BAP
245340	Chapoutier Belleruche Cdr White Aoc	750	LTO
273490	Thalia White Assyrtiko Sauvignon Blanc	750	BAP
286898	Jacob's Creek Chardonnay	750	
371872	Girls' Night Out Sangria	750	LTO
462432	Piper-Heidsieck Brut Champagne	750	BAP
483289	Smoking Loon Pinot Grigio	750	LTO
494492	Woodbridge By Robert Mondavi Merlot	750	LTO
495507	Robertson Winery Chenin Blanc	750	LTO, BAP
507475	Trapiche Reserve Pinot Grigio	750	LTO
518407	Blue Nun 24k Gold Edition Sparkling	750	BAP
556712	Girls' Night Out White Sangria	750	LTO
609875	Eastdell Black Cab VQA	750	BAP

Period 3 & 4 is the height of summer and we're highlighting great ways to bring wine to the backyard/cottage! Wine spritzers also appeal to consumers looking to moderate with lower alcohol options – achieved with a top up of soda water, flavoured sparkling water, tonic water or by using sparkling wine as the spritz to the cocktail!

This display offers solutions for each wine base (red wine spritz, white wine spritz, rose wine spritz, sparkling cocktail, vermouth spritz). All ingredients on the display to make the cocktail without additional bev alc ingredients needed.

Signage Components

- Category Sign ENG/BIL (Re-order # 25P3-FF1)
- Solid Colour Category Sign (Re-order # 25P3-FF2)
- Bin Strip (Re-order # 25P3-FF3)
- Box signs:
 - Red Wine Spritzer (Re-order # 25P3-FF4)
 - White Wine Spritzer (Re-order # 25P3-FF5)
 - Sparkling Grapefruit Cocktail (Re-order # 25P3-FF6)
 - Vermouth Spritzer (Re-order # 25P3-FF7)
- Shelf Talkers ENG (Re-order # 25P3-FF11)
BIL (Re-order # 25P3-FF12)

Merchandising Instructions

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

8ft. Feature Fixture



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 Rosés

This is a sold program. Participation is mandatory.

IMPORTANT: The Rosé SKUs will be force allocated to all participating stores. Please adjust your SOQ's as appropriate throughout the season, or until warehouse inventory is depleted.

This fixture will feature a variety of Seasonal Rosé wines.

Key Dates (P1-P6)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
13907	Jackson-Triggs Proprietors Selection Light Rosé	750	32025	Keep Calm & Love	750
14867	Sandbanks Summer Rosé	750	32178	Saintly Sparkling Rosé VQA	200
15568	Listel Gris Rosé	750	34068	Fresh Rosé	750
17893	Porta 6 Rosé	750	35041	Tiny Bubbles Sparkling Rosé VQA	750
17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750	37190	Vignes de Nicole Paul Mas Rosé	750
19062	Sandbanks Sparkling Rosé	750	37193	Cellier Des Daughins Prestige Rosé CdR	750
23757	S de la Sablette Coteaux Varois Rosé	750	37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750
23760	Doppio Passo Primitivo Rosato Puglia IGT	750	37211	Jacob's Creek Lively Bunch Rosé	750
24080	Jacob's Creek Moscato Rosé Lower Sugar	750	37221	Minimalista Rosé	750
24084	Kim Crawford Illuminate Rosé	750	37352	Honest Lot Rosé	750
24972	Family Tree Speck Brothers	750	37356	Brunch Rosé VQA Pouch	1500
27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750	164343	The Beachhouse Rosé	750
31710	The Beach by Whispering Angel	750	273771	20 Bees Rosé	750
			603795	Bodegas Muga, Rioja Rosé	750
			647149	Calvet Pouch IGP Terres de Midi Rosé	1500

NEW Signage Components

- Category Sign ENG/BIL (Re-order # 25P3-NS1)
- Blank Category Sign - Solid Colour (Re-order # 25P3-NS2)
- Bin Strips - Solid Colour (Re-order # 25P3-NS3)
- Shelf Talkers ENG (Re-order # 25P3-NS4)
- BIL (Re-order # 25P3-NS5)
- NOTE:** From P2-6 there will be one set of Rosé Shelf Talkers sent for the FFB and Flex Space A combined. The Shelf Talkers can be used for either fixture.

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Stores can merchandise their seasonal assortments on the fixture.
- Install the category sign, bin strip 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

Cazadores

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
113241	Cazadores Anejo Tequila	750	BAP, VA
125187	Cazadores Reposado Tequila	750	BAP, VA
363986	Cazadores Blanco Tequila	750	BAP, VA
Value-Add (VA) - Rep Applied: Corona Extra Beer Sleek Can 355 mL			

The Entrance Table will shine a light on Cazadores tequila and their brand partnership with Corona. Customer will receive a free can of Corona Extra with purchase of any Cazadores tequila product featured on the table and encourage customers to make the Corona Sunrise cocktail.

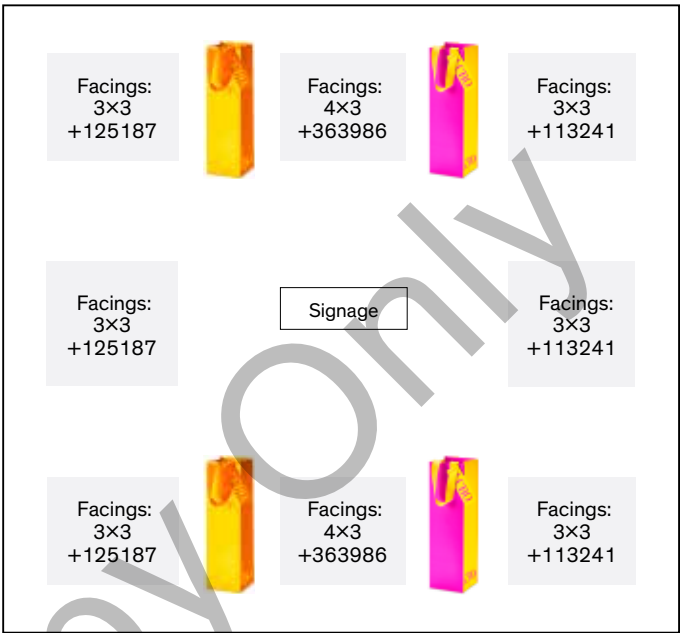
Merchandising Instructions

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

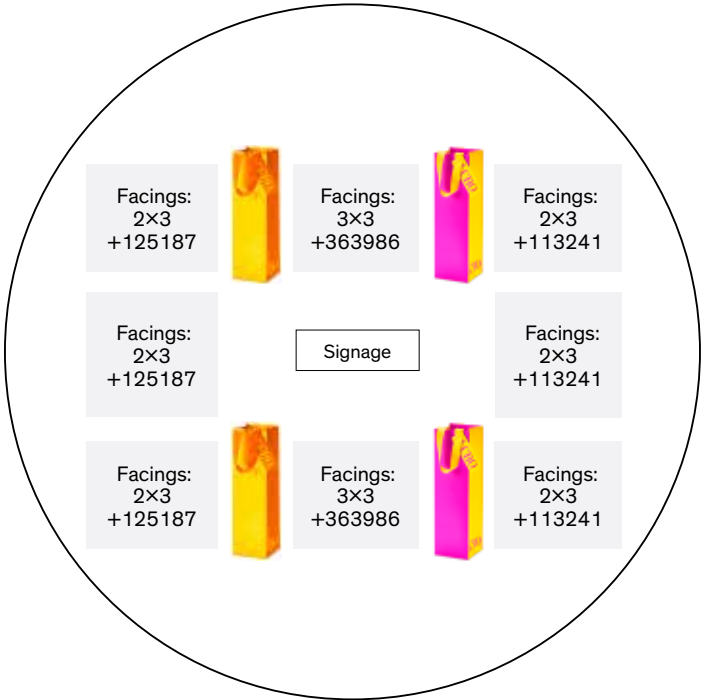
Signage Components

- Entrance Table Sign with Extension
ENG (Re-order # 25P3-ET3) / BIL (Re-order # 25P3-ET4)
- Shelf Talkers ENG (Re-order # 25P3-ET5) / BIL (Re-order # 25P3-ET6)

Planogram - Square Table



Planogram - Round Table



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

Big-Batch Cucumber Martinis



This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

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

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

	LCBO#	Description	Size (mL)	Offers
Premium	30716	Hendrick's Flora Adora	750	LTO, VA
	36443	Hendrick's Grand Cabaret	750	VA
	637504	Hendrick's Gin	750	LTO, VA
	Value-Add (VA) - Near Pack: French Crystal Glassware			
Standard	570	Beefeater Dry	750	BAP, VA
	1040	Gordons Gin	750	VA
	216721	Tanqueray London Dry Gin	1140	LTO
	358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO
	Value-Add (VA) - Rep Applied:			
	LCBO# 570: Fanny Pack			
	LCBO# 1040: Smirnoff 50 mL			

Simplify a fancy summer cocktail party and impress guests with these seasonal, make-ahead martinis. The cukes take a quick bath in gin, infusing it with loads of fresh flavour. These Big Batch Cucumber Martinis are best sipped at cocktail hour alongside salty.



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.
- For Premium stores merchandise the VA shelf talker and VA 4" x 5" shelf talker. Shelf talkers are to be merchandised flat in the plastic bin channel.

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P3-BC1)
- Blade Sign ENG (Re-order# 25P3-BS1) / BIL (Re-order# 25P3-BS6)
- End Aisle Shelf Talker Bundle ENG (Re-order# 25P3-ST1) / BIL (Re-order# 25P3-ST2)



Premium Store Value Add Shelf Talkers

Spirits (MI-A)

GIFTING DISPLAY A

Spirit Gifts for Father's Day

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
4101	Remy Martin VSOP	750	VA
8284	Hennessy VS Cognac	750	LTO
21465	Angel's Envy	750	LTO
38901	Dalmore 12 Yr Old	750	
38927	Jura 12 Year Old Single Malt	750	LTO
61374	Bushmills Black Bush	750	BAP
291278	Johnnie Walker Gold Reserve	750	BAP
298638	Glenmorangie Original Single Malt Scotch Whisky	750	LTO
330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
409490	Singleton Of Dufftown 12 Year Old	750	LTO
410803	D'Usse VSOP	750	LTO, VA
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	LTO

Value-Add (VA) - Rep Applied:

LCBO# 4101: Remy Martin 50 mL

LCBO# 410803: Rocks Glasses

This display will offer customers a variety of Spirit products perfect for Father's Day gifting.

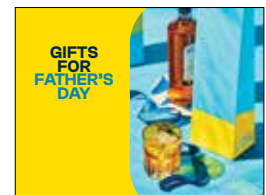


Signage Components

- Category sign ENG/BIL (Re-order # 25P3-MTA1)
- Backer card ENG/BIL (Re-order # 25P3-MTA2)
- Shelf talkers ENG (Re-order # 25P3-MTA3) / BIL (Re-order # 25P3-MTA4)

Merchandising Instructions

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



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

P3 Liiton Whisky Tasting Glasses

There will be two types of Whisky Glass Sets merchandised on the Mini Thematic A display during Period 3 at the participating stores listed below.

***The whisky glasses will be force allocated to the following participating stores**

Everest Whisky Glasses (39175)

Participating Stores

10, 44, 64, 154, 195, 233, 243, 288, 346, 367, 398, 416, 428, 436, 438, 481, 499, 505, 523, 555, 619, 624, 632, 655, 661

Signage Components

- Glassware Shelf Talker ENG/BIL (Re-order # 24P3-MTA5)
- Perpendicular Shelf Talker ENG/BIL (Re-order # 24P3-MTA7)



Perpendicular Shelf Talker



Shelf Talker

Grand Canyon Whisky Glasses (39177)

Participating Stores

1, 23, 31, 38, 164, 171, 187, 200, 217, 228, 265, 269, 329, 334, 359, 385, 417, 445, 470, 490, 522, 575, 601, 703, 776

Signage Components

- Glassware Shelf Talker ENG/BIL (Re-order # 24P3-MTA6)
- Perpendicular Shelf Talker ENG/BIL (Re-order # 24P3-MTA8)



Perpendicular Shelf Talker



Shelf Talker



Wines (MI-B)

GIFTING DISPLAY B

Father's Day Vintages Essentials

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
53876	>(V) Villa Antinori Toscana Igt	750	LTO
66738	>The Black Chook Shiraz Viognier	750	LTO
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	LTO
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	LTO
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	LTO
352583	>Beringer Knight's Valley Cabernet Sauvignon	750	LTO
433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	LTO
571133	>Dillon's Vermouth	750	LTO

Signage Components

- Category sign ENG/BIL (Re-order # 25P3-MTB7)
- Backer card ENG/BIL (Re-order # 25P3-MTB8)
- Shelf talkers ENG (Re-order # 25P3-MTB9) / BIL (Re-order # 25P3-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.

We'll feature premium Vintages Essentials for the Dad who loves WINE. Selection will focus on robust, rich reds from key producing regions (California, Italy, Spain/Port etc) – the perfect gift for Father's Day! Products will feature LTOs or Aeroplan offers.

Products should be merchandised with Vintages Gift Boxes/LCBO packaging.



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

Beer (MI-C)

LOCAL BEER & CIDER DISPLAY

Local Craft Beer

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
16897	Great Lakes Brewery Burst!	473	LTO	1929 - Great Lakes Brewing Co. Inc.
25664	Flying Monkeys Blueberry Sour	473		6309 - Flying Monkeys Craft Brewery
31512	Collective Arts Lager	473	LTO	LCBO Warehouse
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 x 355	LTO	458 - Cowbell Brewing Co.
33206	Refined Fool Florida Stole My Parents- Oj IPA	473	LTO	5732 - Refined Fool Brewing Company
37425	Lago Cerveza Mexican Style Lager	473	LTO	4277 - Lake Of The Woods Brewing Company
37649	Lager Mixed Six Pack	6 x 355		791 - Anderson Craft Ales
38839	Bellwoods Jelly King Spicy Margarita Sour	473		2990 - Bellwoods Brewery
508580	Wellington Upside IPA	473	LTO	4826 - Wellington County Brewery Inc.

Signage Components

- Backer card ENG/BIL (Re-order# 25P3-BC10)
- Shelf Talkers ENG (Re-order # 25P3-ST1) / BIL (Re-order # 25P3-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.

This display will offer customers a selection of trendy local craft beers to welcome summer.



Key Display (BS - BSF)

FRONT NESTING TABLE

Flight A: Pride All Play | Flight B: Spirits New & Seasonal

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

Premium Flight

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, 360, 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

Standard Flight

22, 23, 44, 55, 74, 82, 90, 106, 145, 150, 171, 195, 198, 227, 233, 250, 263, 269, 279, 287, 325, 329, 334, 351, 359, 373, 378, 385, 392, 411, 416, 436, 459, 489, 490, 501, 542, 575, 587, 602, 618, 627, 640, 652, 653, 655, 661, 698, 703, 748

Signage Components

Premium

- Table Sign ENG (Re-order # 25P3-FNT9) / BIL (Re-order # 25P3-FNT10)
- Shelf Talkers ENG (Re-order # 25P3-FNT13) / BIL (Re-order # 25P3-FNT14)

Standard

- Table Sign ENG (Re-order # 25P3-FNT17) / BIL (Re-order # 25P3-FNT18)
- Shelf Talkers ENG (Re-order # 25P3-FNT21) / BIL (Re-order # 25P3-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.

Premium Flight:

A round up of top picks to sip including Good Partner products that give back. Let's raise a glass to Pride!

Standard Flight:

Just add new summer spirits! Put these new and seasonal products on your weekend shopping list and kick off the sunny season.

Premium Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	BAP
21200	Somersby Apple Cider	4 × 473	BAP
32025	Keep Calm And Love Pinot Grigio Blush	750	Necktag
35623	Squealing Pig Sauvignon Blanc	750	LTO, Necktag
37876	Smirnoff Peach Lemonade	750	LTO
280719	Gato Negro Cabernet Sauvignon	1500	Necktag, BAP
518670	Sour Puss Raspberry Liquor	750	VA
518688	Sour Puss Apple Liquor	750	Necktag, BAP
581256	Absolut Rainbow Limited Edition Bottle	750	
601518	Sour Puss Blue Liquor	750	VA
908665	Bud Light	6 × 355	VA
Value-Add (VA) - Rep Applied: LCBO# 518670, 601518: Pride Rainbow Visor			
Value-Add (VA) - Merchandiser: LCBO# 908665: Sunglasses			

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

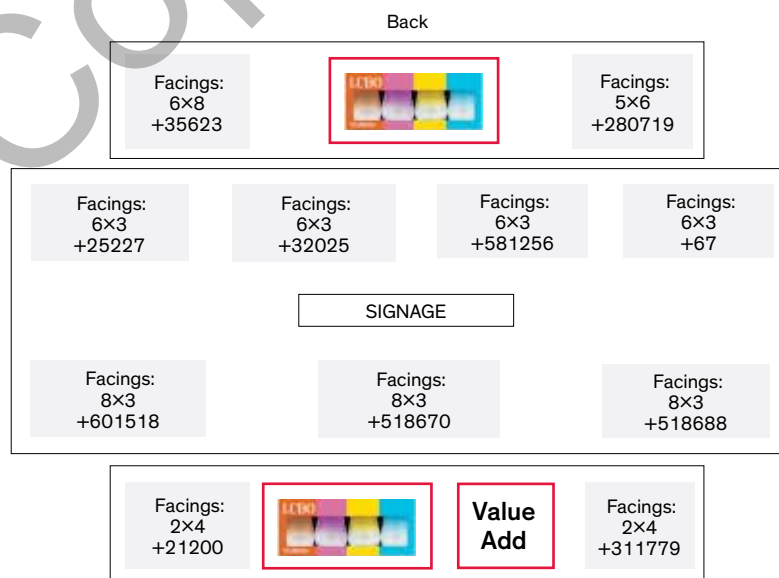
*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



Front



NOTE: Please merchandise the Summer Glassware Set of 4 (# 38287) on the table as shown in the planogram. When you sell through the Summer Glassware, merchandise the Summer Enhanced Bag (# 38027).

Standard Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
11324	Hornitos Cristalino	750	LTO
27692	Baileys S'Mores	750	
30722	Gray Whale Gin	750	LTO
36452	Ciroc Limonata	750	BAP
36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	VA
37216	Bombay Sunset	750	BAP
37500	Olmecca Altos Strawberry Margarita	750	LTO
38071	Rumchata Coconut Cream	750	
38072	Kamora Dulce De Leche	750	BAP
38080	Cointreau Noir	700	VA
38622	Crown Royal Blackberry	750	BAP

Value-Add (VA) - Rep Applied:

LCBO# 36455: Cottage Springs Raspberry Lemonade 50 mL

LCBO# 38080: Remy Martin VSOP 50 mL

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

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



Front View



Back View



NOTE: Please merchandise the Summer Glassware Set of 4 (# 38287) on the table as shown in the planogram. When you sell through the Summer Glassware, merchandise the Summer Enhanced Bag (# 38027).

Display Program (BP-SBA)

BLOCK PILE A

Coors & Summer Music Festivals

This is a sold program. Participation is mandatory.

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

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
14135	Coors Original (275/TBS)	6 × 355	Contest
14400	Coors Original (275/TBS)	6 × 473	VA
37300	Blue Moon Mango Wheat (275/TBS)	473	BAP
300681	Coors Light (275/TBS)	6 × 473	LTO
906560	Coors Light (275/TBS)	6 × 341	Contest
906628	Coors Light (275/TBS)	6 × 355	VA
906669	Coors Light (275/TBS)	473	

Value-Add (VA) - Merchandiser:

LCBO #14400: Buy 2 packs of Coors Original 6 × 473 mL and consumers will receive a Free Cowboy Hat.

LCBO #906628: Buy 2 packs of Coors Light 6 × 355 mL and receive branded wireless earbuds in a gift box.

This display will offer customers a selection of trendy light & flavored beer, perfect for summer festivals.



Front View



Back View

NOTE: Place 37300 Blue Moon Mango Wheat stacked on one side of the merchandiser.

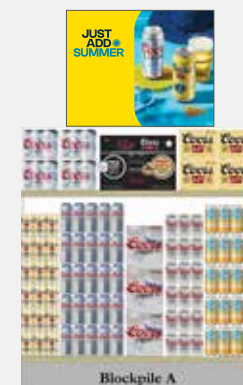
Signage Components

NOTE: The Riser Wrap and Pole Topper will be staying up until the end of Period 4.

- Pole Topper Sign ENG (Re-order# 25P3-BPA1)
BIL (Re-order# 25P3-BPA2)
- Riser Wrap - solid colour (Re-order# 25P3-BPA3)
- Pricer Cards ENG (Re-order# 25P3-BPA4)
BIL (Re-order# 25P3-BPA5)
- Shelf Talkers ENG (Re-order# 25P3-BPA6)
BIL (Re-order# 25P3-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P3-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P3-BPA9)
BIL (Re-order# 25P3-BPA10)

Merchandising Instructions

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



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

Display Program (BP-SBB)

BLOCK PILE B

Just Add New Flavours

This is a sold program. Participation is mandatory.

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

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
31480	Coldstream Peach Iced Tea	473	LTO
36586	Nutrl Vodka Soda Lime	473	
36589	Georgian Bay Vodka Iced Tea	8 × 355	
36610	Cottage Springs Lemon Vodka Soda Springers	4 × 222	
36652	Smirnoff Ice Tea Lemon	473	
36655	Arizona Hard Peach Iced Tea	473	LTO
37108	White Claw Lemonade Limon	473	
37350	Happy Dad Hard Seltzer Fruit Punch	473	

Signage Components

- Pole Topper Sign ENG (Re-order # 25P3-BPB1)
BIL (Re-order # 25P3-BPB2)
- Riser Wrap - solid colour (Re-order # 25P3-BPB3)
- Pricer Cards ENG (Re-order # 25P3-BPB4)
BIL (Re-order # 25P3-BPB5)
- Shelf Talkers ENG (Re-order # 25P3-BPB6)
BIL (Re-order # 25P3-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P3-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P3-BPB9)
BIL (Re-order # 25P3-BPB10)

Merchandising Instructions

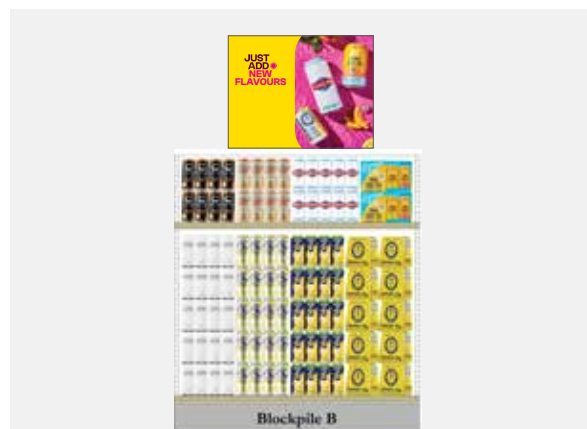
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

This display will offer customers a selection of new innovative cocktails either single or pack form to enjoy summer.



Front View

Back View



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

Display Program (BP-SBC)

BLOCK PILE C

Aeroplan

EARN
BONUS POINTS
ON THESE PRODUCTS*

Until June 22

AEROPLAN 

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

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

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Block Pile Wines: Participating Products

LCBO#	Description	Size (mL)	Offer
31802	Villa Puccini Toscana Igt Governo Toscano	750	BAP
31805	Angelo Montepulciano D'Abruzzo	750	BAP
31809	Prugneto Romagna Doc Sangiovese Superiore	750	BAP
170134	Banrock Station Pink Moscato Rosé	750	LTO, BAP
219816	Catedral Reserva Dao	750	BAP
539312	Josh Cellars Rosé	750	BAP

Block Pile Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
30645	The Busker Triple Cask Triple Smooth	750	BAP
38505	Smirnoff Vodka (P.E.T)	1750	BAP
103747	Maker's Mark Kentucky Bourbon	750	LTO, BAP
217257	Sailor Jerry Spiced Rum	1140	BAP
217646	J & B Rare Scotch Whisky	1140	BAP
417295	Ciroc Original Unflavoured	750	BAP

Signage Components

- Pole Topper Sign ENG (Re-order # 25P3-BPC1)
- BIL (Re-order # 25P3-BPC2)
- Riser Wrap (Re-order # 25P3-BPC3)
- Pricer Cards ENG (Re-order # 25P3-BPC4)
- BIL (Re-order # 25P3-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P3-BPC8)
- BIL (Re-order # 25P3-BPC9)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- **NEW** Generic Case Earn message pricer cards are to be merchandised with the branded pricer card in front of each of the participating wines on the display.
- NOTE: Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Spirits and Wines with great Aeroplan offers.

NEW Generic Case Earn Message Pricer Cards



Front View

Back View



Front View

Back View

Display Program (XBP)

BLOCK PILE D

Tito's Vodka

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 (May 26 - June 22, 2024)

Participating Store

1, 21, 22, 31, 187, 195, 226, 253, 288, 346, 393, 437, 445, 499, 523, 630, 631, 641, 698, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
363812	Tito's Handmade Vodka	375	BAP
545160	Tito's Handmade Vodka	1750	BAP, VA
597559	Tito's Handmade Vodka	750	LTO, BAP
628990	Tito's Handmade Vodka	1140	BAP

Value-Add (VA) - Merchandiser: Golf Tees

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P3-BPD3)
BIL (Re-order # 25P3-BPD4)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSG-A)

ENHANCED BLOCK PILE DISPLAY

Saintly

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 (May 26 - June 22, 2024)

Participating Stores

1, 17, 19, 22, 23, 25, 27, 31, 34, 36, 41, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 132, 145, 148, 150, 156, 168, 171, 187, 191, 198, 209, 211, 212, 221, 226, 227, 233, 243, 250, 252, 253, 263, 287, 298, 300, 310, 325, 326, 329, 334, 346, 351, 359, 361, 373, 381, 383, 385, 386, 387, 390, 391, 394, 401, 404, 407, 412, 416, 417, 427, 428, 431, 437, 438, 443, 445, 457, 459, 481, 485, 490, 491, 497, 499, 501, 523, 534, 536, 544, 545, 551, 554, 555, 556, 566, 569, 573, 575, 590, 602, 609, 616, 617, 619, 624, 627, 630, 631, 632, 633, 634, 640, 641, 648, 655, 670, 694, 699, 700, 703, 706, 741, 748

Participating Products

LCBO#	Description	Size (mL)	Offers
16767	Saintly The Good Sparkling Rosé VQA	750	VA
25515	Saintly The Good Sparkling VQA	750	VA
Value-Add (VA) - Merchandiser: Belt Bag			

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P3-BPF3)
- BIL (Re-order # 25P3-BPF4)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSG-B)

ENHANCED BLOCK PILE DISPLAY

Glenlivet

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 (May 26 - June 22, 2024)

Participating Stores

21, 38, 148, 171, 187, 334, 371, 385, 404, 412, 438, 500, 590, 619, 624, 631, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
21097	The Glenlivet 12 Yr Malt	750	BAP
25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	BAP
603050	The Glenlivet French Oak Reserve 15 Year Old	750	LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P3-BPD1)
BIL (Re-order # 25P3-BPD2)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSH-A)

ENHANCED BLOCK PILE DISPLAY

Luc Belair Blue

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 (May 26 - June 22, 2024)

Participating Stores

1, 171, 198, 329, 346, 385, 416, 428, 655, 703

Participating Products

LCBO#	Description	Size (mL)
25281	Luc Belaire Bleu	750
395384	Luc Belaire Rare Rosé	750

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order# 25P3-BPD5)
- BIL (Re-order# 25P3-BPD6)

Merchandising Instructions

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



Supplied by Agent

POP-UP ACTIVATION (FSM-A)

Malibu

Overview

A pop-up shop featuring Malibu products will be taking place at stores 164, 217, and 511 during P3.

Key Dates (May 26 - June 22, 2024)

Participating Store: 164, 217, 511

Participating Products

LCBO#	Description	Size (mL)	Offers
30104	Malibu Coconut Rum	1750	LTO
31727	Malibu Pineapple Rum	750	
36577	Malibu Pina Colada	355	BAP
36682	Malibu Pineapple Bay Breeze	1000	LTO
38044	Malibu Strawberry Rum	750	LTO
217448	Malibu Coconut Rum	1140	VA
477836	Malibu Coconut Rum	750	LTO
601666	Malibu Mango Rum Liqueur	750	
601765	Malibu Coconut Rum	375	
Value-Add (VA) - Merchandiser: Branded Beach Towel			

Signage and Merchandising Instructions

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

Store 164 & 217



Store 511



FLAGSHIP SPOTLIGHT (FSN-A)

(Formerly Enhanced Occasions Package)

Diageo RTD Brand Takeover

Overview

The Flagship Spotlight fixture will showcase an assortment of Diageo products.

It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P3.

Key Dates (May 26 - June 22, 2024)

Participating Store: 164, 217, 511

Enhanced Occasions Table (Nesting Table) Stores: 10, 38, 149, 355, 452, 486

Participating Products

LCBO#	Description	Size (mL)	Offers
10147	Mortlach 16 Year Old	750	VA
19578	Royal Lochnagar 12 YO	700	VA
21160	Cragganmore 12 YO	750	VA
27381	Talisker Skye	700	VA
31828	Johnnie Walker Double Black	750	VA
34682	Johnnie Walker Blue Cny Year Of The Dragon	750	VA
69435	Glenkinchie 12 Year Old Lowland Single Malt	750	VA
207126	Lagavulin 16 Yr Malt	750	VA
238097	Dalwhinnie 15 Yr Malt	750	VA
249680	Talisker 10 YO	750	BAP, VA
250357	Clynelish 14 Year Old Single Malt Scotch Whisky	750	VA
291278	Johnnie Walker Gold Reserve	750	BAP, VA
292805	Johnnie Walker Platinum 18 YO	750	VA
308155	Johnnie Walker Blue Label	750	VA
383174	Talisker Port Ruighe	700	VA
383216	Talisker Storm	750	VA
468116	Johnnie Walker Green Label	750	VA
479881	Lagavulin 8 YO	750	BAP, VA
602029	Caol Ila 12 Year Old Islay Single Malt	750	VA
634436	Mortlach 12 YO Scotch Whisky	750	VA

Value-Add (VA) - Rep Applied: LCBO Gift Card (See next page for details.)

Signage and Merchandising Instructions

- Stretch fabric graphics for Stores 164 & 217 and Large signs for Store 511 will be installed by Visual Merchandising.
- Nesting Table Sign ENG (Re-order # 25P3-FSS1) / BIL (Re-order # 25P3-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P3-FSS5) / BIL (Re-order # 25P3-FSS6)
- Perpendicular Value-Add Shelf Talkers Bundle ENG (Re-order # 25P3-FSS7) / BIL (Re-order # 25P3-FSS8)

*** Free \$10 LCBO GIFT CARD with purchase of any items listed under Participating Products of the Flagship Spotlight.**

Ask a Customer Service Representative for more details.

Offer valid in select LCBO stores May 26 – June 22, 2024.

Limited quantities. While supplies last.

ACTION:

These cards are a part of the P3 Diageo Program

- **They are not to be opened or distributed prior to Period 3 launch.**
- The cards are inactive and will become activated on the first day of P3.
- Ensure that these cards are stored in a safe place at the cash and handed to customers upon purchasing a bottle of participating products with a neck tag.
- The Supplier will apply bottle and box tags to communicate the Gift Card offer specific to each product.
- Gift cards are pre-loaded with a \$10 value. No activation is necessary. The Gift cards will be shipped to participating stores by the start of P3 Promotion.
- The gift card CANNOT be used on the current purchase. Please encourage customer to redeem card on their next visit.
- If customers have any questions or concerns, please direct them to helloLCBO



FREE*

\$10 LCBO GIFT CARD WITH PURCHASE OF PARTICIPATING PRODUCTS*

*Free \$10 LCBO GIFT CARD with purchase of Mortlach 16 Year Old (10147 | 750 mL), Royal Lochnagar 12 Year Old (19578 | 700 mL), Cragganmore 12 Year Old (21160 | 750 mL), Johnnie Walker Double Black (31623 | 750 mL), Johnnie Walker Blue Lunar New Year Year of the Dragon (34682 | 750 mL), Johnnie Walker 18 Year Old Scotch Whisky (292805 | 750 mL), Johnnie Walker Blue Label Scotch Whisky (308155 | 750 mL), Johnnie Walker Green Label Scotch Whisky (468116 | 750 mL), Mortlach 12 Yo Scotch Whisky (634436 | 750 mL) or Johnnie Walker Gold Label Reserve Scotch Whisky (291278 | 750 mL). Ask a Customer Service Representative for more details. Offer valid in select LCBO stores May 26 – June 22, 2024. Limited quantities. While supplies last.

4/1/25

FREE*

\$10 LCBO GIFT CARD WITH PURCHASE OF PARTICIPATING PRODUCTS*

*Free \$10 LCBO GIFT CARD with purchase of Glenkinchie 12 Years Old Lowland Single Malt Scotch Whisky (69435 | 750 mL), Lagavulin 16 Year Old Islay Single Malt Scotch Whisky (207128 | 750 mL), Dalwhinnie 15 Year Old Single Highland Malt Scotch Whisky (238097 | 750 mL), Clynelish 14 Year Old Single Malt Scotch Whisky (250357 | 750 mL), Talisker Port Ruighe (383174 | 700 mL), Talisker Storm Single Malt Scotch Whisky (383216 | 750 mL), Talisker Skye (27381 | 700 mL), Talisker 10 Year Old Single Malt Scotch Whisky (249680 | 750 mL), Lagavulin 8 Year Old Islay Single Malt Scotch Whisky (479881 | 750 mL) or Caol Ila 12 Year Old Islay Single Malt Scotch Whisky (602029 | 750 mL). Ask a Customer Service Representative for more details. Offer valid in select LCBO stores May 26 – June 22, 2024. Limited quantities. While supplies last.

4/1/25

Value Add Perpendicular Shelf Talkers

Stores will be given 4 of each perpendicular shelf talkers and they are to be used throughout the fixture/table.

ENG Reorder# (25P3-FSS7) / BIL Reorder# (25P3-FSS8)

Store 164 & 217



Right View



Left View

Store 511



Enhanced Occasions Table (Nesting Table)



Front



Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

French Summer Whites

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

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

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Customers are showing a preference for refreshing whites and what better way to leverage this trend than to feature a diverse range of French white wine styles from sparkling to dry to aromatic, and from rich and round to taut and fresh - there is a wine here to suit every palate and budget.

Participating Products

LCBO#	Description	Size (mL)	Offers
21224	Albert Bichot Macon Villages Aoc Chardonnay	750	LTO
31853	Bonpas Luberon Grande Reserve De Challieres	750	LTO
32567	Cave De Buxy Bourgogne Cote Chalonnaise Chardonnay	750	LTO
215525	>(V) La Chablisienne Les Venerables Vieilles	750	LTO
245340	Chapoutier Belleruche Cdr White Aoc	750	LTO
373373	>(V) Pierre Sparr Gewurztraminer	750	LTO
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	LTO
563130	Le Fat Bastard Chardonnay Pays D'Oc	750	LTO
991562	>Cremant De Bourgogne Brut Rsv (Baillly Lapie)	750	LTO



Front



Back

Signage Components

- Table Sign ENG (Re-order # 25P3-MNT1) / BIL (Re-order # 25P3-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P3-MNT5) / BIL (Re-order # 25P3-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P3-MNT7)
- Shelf Talkers ENG (Re-order # 25P3-MNT8) / BIL (Re-order # 25P3-MNT9)
- Food and Drink Merchandiser ENG (Re-order # 25P3-MNT12) / BIL (Re-order # 25P3-MNT13)

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 and perpendicular shelf-talkers in-section and on the table.

Middle Nesting Table Planograms



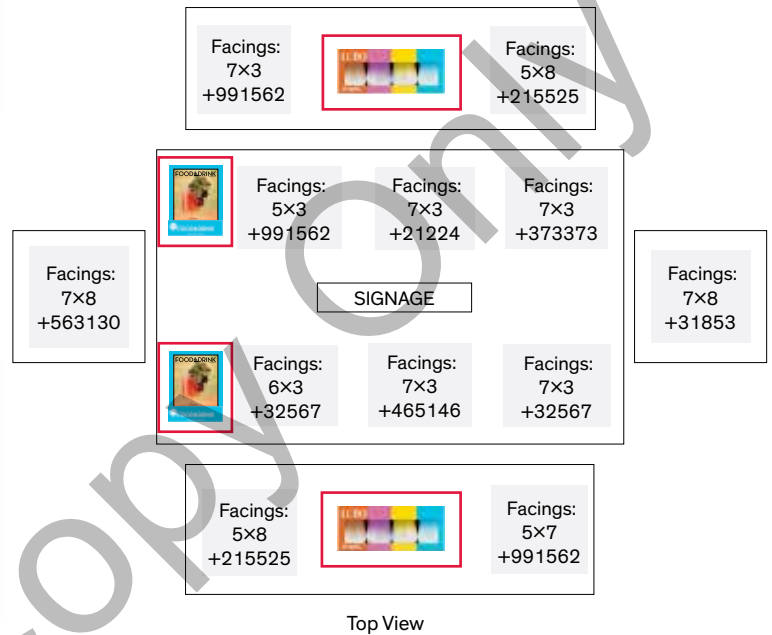
Front View



Back View



NOTE: Please merchandise the Summer Glassware Set of 4 (# 38287) on the table as shown in the planogram. When you sell through the Summer Glassware, merchandise the Summer Enhanced Bag (# 38027).



Celebration Fixture Planograms



Front View



Back View

Period 3

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-A) Premium



LCBO#	Description	Size (mL)	Offers
30716	Hendrick's Flora Adora	750	LTO, VA
36443	Hendrick's Grand Cabaret	750	VA
637504	Hendrick's Gin	750	LTO, VA

Value-Add (VA) - Near Pack:

French Crystal Glassware

- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.



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



LCBO#	Description	Size (mL)	Offers
570	Beefeater Dry	750	BAP, VA
1040	Gordons Gin	750	VA
216721	Tanqueray London Dry Gin	1140	LTO
358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO

Value-Add (VA) - Rep Applied:

LCBO# 570: Fanny Pack, LCBO# 1040: Smirnoff 50 mL

Big Batch Cucumber Martini Cocktail Blade Sign (Premium & Standard) ENG (Re-order# 25P3-BS1) / BIL (Re-order# 25P3-BS6)

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

Big Batch Cucumber Martini Backer Card (Premium & Standard) ENG / BIL (Re-order# 25P3-BC1)



	LCBO#	Description	Size (mL)	Offers
End Aisle #2A Premium	388694	Casamigos Tequila Reposado	750	BAP, VA
	425686	Casamigos Tequila Anejo	750	LTO, VA
	609362	Casamigos Mezcal	750	LTO, VA

Value-Add (VA) - Rep Applied: Golf - Divot Repair Tool

Paloma Picante Cocktail Blade Sign

ENG (Re-order# 25P3-BS2) / BIL (Re-order# 25P3-BS7)

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

Just Add Paloma Picante Backer Card

ENG / BIL (Re-order# 25P3-BC2A)



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B Standard	34595	Patron Silver Tequila	750	LTO, VA
	34603	Patron Anejo Tequila	750	LTO, VA
	50088	Patron Reposado Tequila	750	LTO, VA

Value-Add (VA) - Merchandiser: Paloma Glass

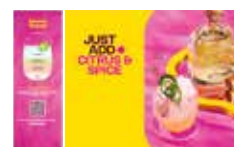
Paloma Picante Cocktail Blade Sign

ENG (Re-order# 25P3-BS2) / BIL (Re-order# 25P3-BS7)

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

Just Add Spice & Ice Backer Card

ENG / BIL (Re-order# 25P3-BC2B)



	LCBO#	Description	Size (mL)	Offers
End Aisle #3	31062	Ruffino Orvieto Classico Doc	750	VA
	467811	Ruffino Prosecco	750	VA
	589101	Ruffino Lumina Pinot Grigio lgt	750	LTO, VA



Value-Add (VA) - Near Pack:

Barilla Pasta

- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.



F&D Summer Cover Blade Sign

ENG (Re-order# 25P3-BS3) / BIL (Re-order# 25P3-BS8)

- Install 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.

Ruffino Wines Backer Card

ENG / BIL (Re-order# 25P3-BC3)

	LCBO#	Description	Size (mL)	Offers
End Aisle #4A Premium	7880	Johnnie Walker Black 12 Yr	750	VA
	217802	Johnnie Walker Black Label	1140	LTO
	422006	Johnnie Walker Black Label Scotch.	1750	VA



Value-Add (VA) - Near Pack:

Rocks Glass

- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.



Scotch Julep Cocktail Blade Sign

ENG (Re-order# 25P3-BS4) / BIL (Re-order# 25P3-BS9)

- 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.

Just Add a Scotch Julep Backer Card

ENG / BIL (Re-order# 25P3-BC4A)

End Aisle #4B

Standard



LCBO#	Description	Size (mL)	Offers
38044	Malibu Strawberry Rum	750	LTO
217448	Malibu Coconut Rum	1140	VA
477836	Malibu Coconut Rum	750	LTO

Value-Add (VA) - Merchandiser: Branded Beach Towel

Strawberry & Coconut Water Cocktail Blade Sign
ENG (Re-order# 25P3-BS5) / BIL (Re-order# 25P3-BS10)

- 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.

Just Add Tropical Taste Backer Card
ENG / BIL (Re-order# 25P3-BC4B)



End Aisle #5

LCBO#	Description	Size (mL)	Offers
36596	Cutwater Caesar	355	BAP
36598	Cutwater Rum Mai Tai	355	BAP
38543 (Old SKU # 31298)	Cutwater Tequila Margarita	355	BAP
38544 (Old SKU # 31317)	Cutwater Tequila Paloma	355	BAP
38545 (Old SKU # 31313)	Cutwater Rum Mint Mojito	355	BAP

***NOTE:** 38543, 38545, 38544 have been undergoing a transition from an old SKU numbers to new ones. Please merchandise any residual stock you may have of the old SKUs (31298, 31317, and 31313) and order under the new LCBO numbers as required.

Aeroplan Bundling Offers: Buy any 6 of these products and earn an additional 100 bonus points. No limit on how many awarded per transaction (ie. 12, 18, 24)



End Aisle #6

LCBO#	Description	Size (mL)	Offers
31990	Reid's Gin & Tonic	355	
36576	Jameson Whiskey & Lemonade	473	BAP
36588	Georgian Bay Cocktail Club Bees Knees	355	BAP
36601	Storyteller Singapore Sling	355	BAP
36653	Turtle Bay Rum Swizzle	473	LTO
36682	Malibu Pineapple Bay Breeze	1000	LTO

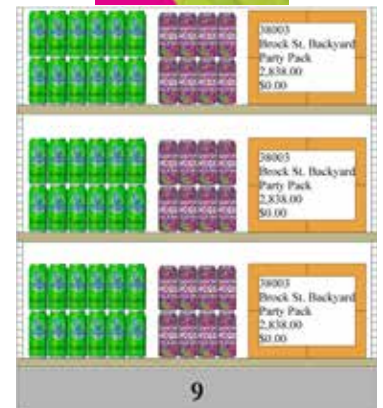




	LCBO#	Description	Size (mL)	Offers
End Aisle #7	37538	Creemore Springs Savour Summer Collection (1757)	6 × 473	
	37858	Bench X Henderson Collab Mixer (798)	6 × 473	
	38022	Amsterdam Brewing Summer Entertainer (3842)	4 × 473	BAP



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	31291	Tahiti Treat Fruit Punch Soda & Vodka	473	BAP
	36587	Georgian Bay Tropical Smash Passionfruit	473	
	36594	Palm Bay Rum Punch Mango Guava	4 × 355	
	36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	BAP
	36628	Truly Berry Mixed Pack	12 × 355	



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	25665	Flying Monkeys Quantum Hugs Cold IPA (6309)	473	LTO
	38003	Brock St. Backyard Party Pack (397)	6 × 473	BAP
	492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #10	16897	Great Lakes Brewery Burst! (1929)	473	LTO
	25664	Flying Monkeys Blueberry Sour (6309)	473	
	31512	Collective Arts Lager (LCBO Warehouse)	473	LTO
	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355	LTO
	33206	Refined Fool Florida Stole My Parents- OJ IPA (5732)	473	LTO
	37425	Lago Cerveza Mexican Style Lager (4277)	473	LTO
	37649	Lager Mixed Six Pack (791)	6 × 355	
	38839	Bellwoods Jelly King Spicy Margarita Sour (2990)	473	
	508580	Wellington Upside IPA (4826)	473	LTO
Just Add a New Local Fav Backer Card ENG / BIL (Re-order # 25P3-BC10)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	350207	Forty Creek Copper Bold Whisky	1140	
	350629	Forty Creek Barrel Select Whisky	1140	LTO
	397109	Forty Creek Honey Spiced Whisky	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	314856	Fireball Whisky Shooter	1140	BAP
	398776	Fireball Whisky Shooter	375	
	447953	Fireball Whisky Shooter	750	LTO

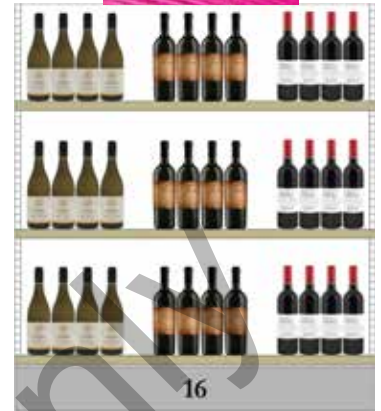




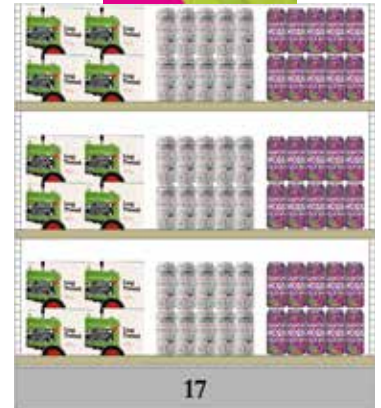
	LCBO#	Description	Size (mL)	Offers
End Aisle #13	545160	Tito's Handmade Vodka	1750	BAP, VA
	597559	Tito's Handmade Vodka	750	LTO
	628990	Tito's Handmade Vodka	1140	BAP
Value-Add (VA) - Rep Applied: Golf Tees				

	LCBO#	Description	Size (mL)	Offers
End Aisle #14	22192	Grant's Triplewood 12YO	750	LTO, VA
	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
	605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
Value-Add (VA) - Plant Applied: Grants Gift Box				

	LCBO#	Description	Size (mL)	Offers
End Aisle #15	225243	Stoli Vodka	750	LTO, Necktag
	225250	Stoli Vodka	1140	VA
	272716	Stoli Vodka	1750	LTO
Value-Add (VA) - Rep Applied: Rainbow Pride Mug				



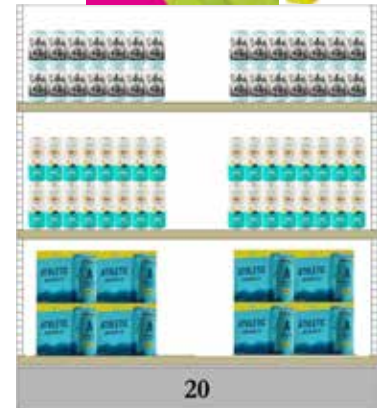
	LCBO#	Description	Size (mL)	Offers
End Aisle #16	17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	LTO
	426528	Wayne Gretzky Baco Noir VQA	750	LTO
	620054	Babich Sauvignon Blanc	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	19266	Beau's Lug Tread (LCBO Warehouse)	6 × 473	
	35929	Lower West Side West Coast IPA (LCBO Warehouse)	473	
	38941	Burdock Lime Gose (2837)	473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #18	217554	Captain Morgan Dark Rum	1140	VA
	217745	Captain Morgan White Rum	1140	
	617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO
Value-Add (VA) - Rep Applied: Blue Tooth Speaker				



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	19774	Cesari Valpolicella Doc Essere	750	LTO
	426718	Cesari Amarone Classico Doc	750	LTO
	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #20	25636	Libra Non-Alcoholic Pale Ale (LCBO Warehouse)	4 × 355	
	32759	Athletic Brewing Run Wild Non- Alcoholic IPA (LCBO Warehouse)	6 × 355	LTO
	617878	Partake Brewing Non-Alcoholic Pale Ale (LCBO Warehouse)	355	LTO

Summer Gifting Discretionary End Aisle

Provide customers with an easy solution to their summer entertainment needs with a one-stop shopping experience!

Merchandise the summer glassware, puffer cooler bags, and any products of your choosing, at managers discretion, on a Discretionary End Aisle. Install the backer card and shelf talkers on the display.

Participation is mandatory.

Key Dates (P3-P6)

This Discretionary End Aisle should run for the entire summer or until the Puffer Cooler Bag and Glassware have been depleted.

Participating Stores

All stores (at the manager's discretion)

Participating Products

Products at managers discretion (preferably BCRTD products)

LCBO#	Description	Retail Price
38633	Puffer Cooler Bag	\$12.95
38287	Glassware Set of 4	\$29.95
36502	Summer 1 Bottle Paper Bag	\$1.50

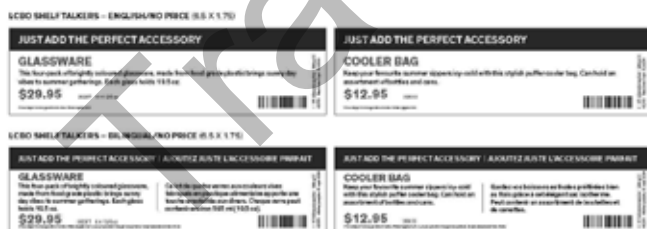
*** Please note that select stores will receive these items during P3.**

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P3-BC-GEN6)
- Gifting Shelf Talkers Bundle ENG (Re-order# 25P3-GFT22) / ENG (Re-order# 25P3-GFT23)
- Bin Strip (Re-order# 25P3-GFT20)

Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card, shelf talkers and bin strips.

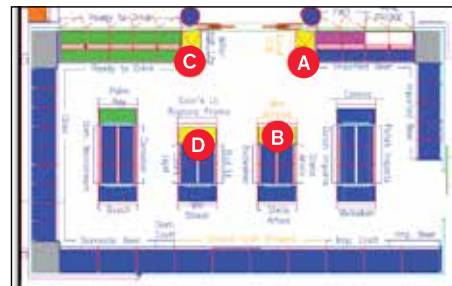


Shelf Talkers



BEER EXCITEMENT ZONE

(A, B, C, D)



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

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
A Plinth (EA - EZA)	270439	Smithwick's Ale	500	LCBO Warehouse	
	296244	Guinness Draught	4 × 440	LCBO Warehouse	LTO, VA
	Value-Add/Rep Applied: Recipe Book/Pouring Spoon				
B Plinth (EA - EZB)	38519	Refined Fool, Summer Beer League	6 × 473	5732 - Refined Fool Brewing Company	
	37710	Beau's Lug Tread 5 L Keg	5000	LCBO Warehouse	
	37624	Lake Of Bays Keep Rollin' Tropical Fruit Pale Ale	473	8958 - Lake of Bays Brewing	
C Plinth (EA - EZH)	17817	Corona Extra	6 × 473	275 - The Beer Store	LTO
	17818	Corona Extra	6 × 330	275 - The Beer Store	VA
	17846	Corona	6 × 355	275 - The Beer Store	
D End Aisle (EA - EZD)	14486	White Claw Hard Seltzer Black Cherry	473		VA
	31284	White Claw Blackberry	473		VA
	31288	White Claw Surge Blood Orange	473		VA
	Value-Add/Near Pack: White Claw Build-a-Bucket				

Beer Excitement Zone A: Enjoy a stout and receive a free recipe booklet and a pouring spoon with the purchase of Guinness (296244 | 4 × 440 mL).

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

Beer Excitement Zone C: Enjoy a classic light beer and get a free branded Corona hammock with purchase of Corona Extra (17818 | 6 × 330 mL).

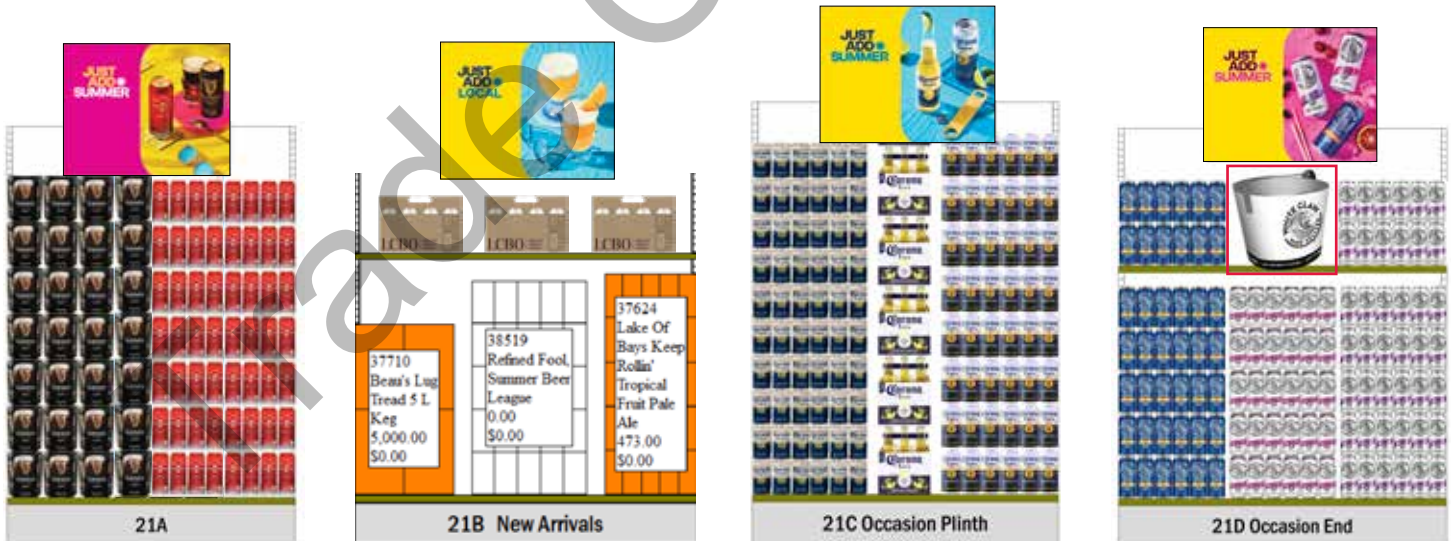
Beer Excitement Zone D: Discover new flavours with convenience of mixed packs and get a White Claw Build-a-Bucket with the purchase of White Claw Hard Seltzer Black Cherry (14486 | 1 × 473 mL), White Claw Blackberry (31284 | 1 × 473 mL), or White Claw Surge Blood Orange (31288 | 1 × 473 mL).

Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P3-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P3-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 25P3-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P3-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P3-BEZ5) / BIL (Re-order # 25P3-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P3-BEZ7) / BIL (Re-order # 25P3-BEZ8)

Merchandising Instructions

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



BEER BRANDED ENDS (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://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 25P3-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 25P3-BBE2)
- Heineken Card ENG/BIL (Re-order # 25P3-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

Ontario Craft Beer (CB)

END AISLE

Overview

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

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
13641	Bench Brewing Short Hills East Coast IPA	473		798 - Bench Brewing Company
31512	Collective Arts Lager	473	LTO	LCBO Warehouse
36198	Railway City Whistle Stop Hazy Pale Ale	473		8447 - Railway City Brewing Company
37625	Muskoka Brewery Survival Pack 2024	6 x 473		LCBO Warehouse
37711	Beau's Wonder Crush Hazy IPA	473		LCBO Warehouse
37778	Sawdust City - Jalapeno Lime Kettle Sour	473		1143 - Sawdust City Brewing Co.

Merchandising Instructions

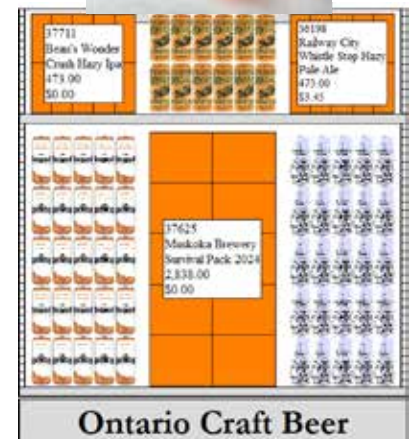
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

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-25P3-OCB1)
BIL (Re-order #AIM-25P3-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (P3-P6)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information
http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx

Participating Products

LCBO#	Description	Size (mL)
37422	St. Bernardus Wit	330
37433	Four Winds Nectarous Dry Hopped Sour Ale	473
37485	Lervig Tasty Juice Double Dry-Hopped Citra IPA	473
37700	Rodenbach Brewery Fruitage	250
37816	Lambiek Fabriek - Black-Belle	375
37817	Destil Brewery Tourbus Double Dry Hopped Hazy IPA	473
322529	Hofbrau Hefe Weizen	500
551697	Saison Dupont	330

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-25P3-ICB1 / BIL (Re-order #AIM-25P3-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 (May 26 - June 22, 2024)

Participating Products

LCBO#	Description	Size (mL)	Offers
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00 LTO
32189	D'Ont Poke The Bear Big Baco VQA	750	\$2.00 LTO
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00 LTO
372219	Sandbanks Pinot Grigio VQA	750	\$2.00 LTO

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P3-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)



NEW! PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

Signage Components

- Our Wine Country Backer Card (Re-order# AIM-25P3-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P3-ON1)

Merchandising Instruction

- Stores with a VQA Gondola Fixture are to install the Backer Card on a single End Aisle display.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card
(Re-order# AIM-25P3-ON2)

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 (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
303776	Rosehall Run Unoaked Chardonnay VQA	750	75 BAP
518753	D'Ont Poke The Bear White VQA	750	80 BAP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P3-OWP1)
- Ontario Buyer's Pick Gondola Backer Card
ENG (Re-order # 25P3-OWP2) / BIL (Re-order # 25P3-OWP3)
- Ontario Buyer's Pick End Aisle Backer Card
ENG (Re-order # 25P3-OWP4) / BIL (Re-order # 25P3-OWP5)

Merchandising Instructions

End Aisle Display Stores:

- Stores with a 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.

Shelf Talker Only Stores:

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

Our Wine Country Boutiques

TURN 1 (P13 - P5)

Standout Selections & Style Spotlight (VQA)

This is a sold program. Participation is mandatory.

Dedicated merchandising guides for Our Wine Country Boutiques were previously produced for each product turn. Select programs have been discontinued, and only Style Spotlight and Standout Selections will remain and will now only turn twice per year.

OWC Boutique Stores will find new product information with merchandising instructions printed in the Marketing & Product Guide with each new turn.

Key Dates (March 2 - August 17, 2024)

Participating Stores

40, 84, 115, 187, 252, 253, 300, 392, 401, 407, 417, 445, 490, 497, 522, 523, 624, 641, 658

Participating Products

LCBO#	Description	Size (mL)
Standout Selections		
16713	Marynissen Estates Cabernet Merlot 2021	750
203539	Frogpond Farm Organic Riesling	750
498519	Vieni Estates Gamay Noir 2020	750
Style Spotlight: Chardonnay		
11950	Casa-Dea Unoaked Chardonnay 2021	750
33187	Lighthall Fondation Chardonnay VQA	750
520247	Vieni Private Reserve Chardonnay 2016	750



Standout Selections

Signage Components

- Standout Selections Backer Card VQA Gondola Size
ENG (Re-order #25P1-OWC2) / BIL (Re-order #25P1-OWC9)
- Style Spotlight Backer Card VQA Gondola Size
ENG (Re-order #25P1-OWC1) / BIL (Re-order #25P1-OWC8)

Merchandising Instructions

- Stores are to install each Backer Card on a single VQA Gondola Fixture End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.
- Merchandise the shelf talkers in front of participating products.



Style Spotlight: Chardonnay

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 (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

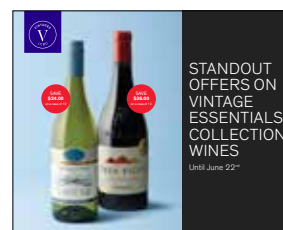
LCBO#	Description	Size (mL)	Offers
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$3.00 LTO
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00 LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P3-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P3-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P3-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.



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 (June 8 Release)

Mandatory Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Important Note

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

Participating Products

LCBO#	Description	Size (mL)
June 8 Release		
46284	Arboleda Carmenère 2021	750
147975	Gérard Bertrand Réserve Spéciale Viognier 2022	750

Signage Components

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

Merchandising Instructions

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



VINTAGES LTO/Aeroplan Program | Key Dates (May 26 - June 22, 2024)

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

Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- Shelf Talkers (Re-order# AIM-25P3-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
991562	Bailly Lapierre Réserve Brut Crémant de Bourgogne	750	\$3.00
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00
37285	Bonterra Estate Collection Cabernet Sauvignon	750	\$5.00
273748	Borsao Tres Picos Garnacha	750	\$3.00
31898	Calvet Réserve des Remparts Saint-Émilion	750	\$2.00
11769	Catena Lunlunta Old Vines Appellation Malbec	750	\$2.00
40964	Château de Nages Héritage Costières de Nîmes	750	\$2.00
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$2.00
294298	Conundrum Red	750	\$3.00
37094	Delille Métier Red Blend	750	\$5.00
571133	Dillon's Vermouth	750	\$1.00
636613	Duca Di Saragnano Alchymia Primitivo	750	\$2.00
63891	Emiliana Coyam Organic Red Blend	750	\$3.00
269175	Falernia Gran Reserva Carmenère	750	\$2.00
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00
544213	Indomita Gran Reserva Sauvignon Blanc	750	\$1.00
388306	Inniskillin Vidal Icewine	375	\$5.00
991950	Kim Crawford Chardonnay	750	\$2.00
290403	Krupnik Honey Liqueur	750	\$3.00
215525	La Chablisienne Les Vénérables Vieilles Vignes Chablis	750	\$3.00
394650	Lavau Rasteau	750	\$2.00
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$3.00
452672	Luigi Bosca Malbec	750	\$2.00
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$2.00
559088	Malivoire Ladybug Rosé	750	\$2.00
295410	Michel Gassier Nostre País	750	\$2.00
82024	Monasterio De Las Viñas Gran Reserva	750	\$2.00
650713	Monte Zovo Sa' Solin Valpolicella Ripasso Superiore	750	\$2.00
316570	Oyster Bay Sauvignon Blanc	750	\$2.00
373373	Pierre Sparr Gewurztraminer	750	\$2.00
465880	Rapaura Springs Sauvignon Blanc	750	\$2.50
544791	Reif Estate Vidal Icewine	200	\$2.00
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00

LCBO#	Description	Size (mL)	LTO
552562	Speck Bros. Three of Hearts Rosé	750	\$2.00
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00
198853	Tawse Quarry Road Organic Riesling	750	\$2.00
121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$6.00
433417	Tedeschi Amarone della Valpolicella	750	\$3.00
66738	The Black Chook Shiraz/Viognier	750	\$2.00
149237	The Foreign Affair The Conspiracy	750	\$3.00
474742	Tiefenbrunner Pinot Grigio	750	\$2.00
303800	Trius Red	750	\$3.00
53876	Villa Antinori Toscana	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
578005	Austin Hope Cabernet Sauvignon	750	200
603456	Becherovka Original Liqueur	750	200
710426	Cakebread Cellars Cabernet Sauvignon	750	400
342584	Miraval Rosé	750	120
659607	Mitolo Jester Shiraz	750	75
37251	Ric Red	750	150
37239	St. Hugo DR3 Cabernet Sauvignon	750	250

LTO/Aeroplan Combo Offers:

LCBO#	Description	Size (mL)	LTO	BAP
50203	Beronia Reserva	750	\$3.00	25

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 (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Product

LCBO#	Description	Size (mL)	Offers
559088	Malivoire Ladybug Rosé	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-25P3-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

2024 Vintages Summer Store Program (P2 - P7)

Overview

One hundred and twenty participating stores generated \$13.5 million in Vintages net sales between May 5 and October 7, 2023.

This year, 102 stores will offer fine wines from the Vintages Essentials Collection and will run from May 3 to October 12, 2024 (Week 6-28).

Participating stores were selected in collaboration with District Managers.

For questions and comments, please contact:

Dana Pencz, Product Manager

New World Wines & Ontario Wines

T: (416) 864-4078 E: dana.pencz@lcbo.com

Key Dates (May 3 - October 12, 2024)

Signage Ship Date: April 26, 2024

Participating Stores

24, 28, 29, 49, 54, 56, 63, 66, 71, 77, 78, 79, 85, 87, 89, 91, 98, 101, 108, 111, 112, 113, 114, 119, 127, 136, 137, 146, 170, 196, 205, 208, 210, 219, 222, 224, 225, 229, 230, 231, 232, 235, 236, 238, 240, 241, 251, 259, 261, 266, 267, 268, 270, 276, 277, 283, 284, 285, 293, 302, 305, 306, 312, 313, 315, 323, 330, 331, 335, 343, 352, 363, 369, 376, 399, 419, 446, 447, 448, 449, 451, 454, 460, 467, 469, 474, 482, 492, 496, 507, 513, 516, 550, 552, 557, 561, 581, 582, 596, 644, 674, 744

Ordering Information

Stores are responsible for ordering their own Vintages Essentials to support this program.

For stores that carry Essentials year round, there is an opportunity to capitalize on increased customer traffic by expanding your assortment for the summer season. For stores that only list Essentials as part of the summer program, we ask that you choose and order products from your servicing warehouse in a timely manner.

When ordering Essentials, please ensure that the item is in listed status and that the distributor code reflects your supplying warehouse; this will allow SOQs to be automatically generated. Please place a min./max. against the item (system default is 4). For your initial order, please be sure to co-ordinate with your delivery schedule to ensure that the products are on the shelf no later than **May 1, 2024**.

Distributor codes are:

- Durham: W002
- London: L003
- Ottawa: O004
- Thunder Bay: T005

Top 10 Essentials Collection Products

LCBO#	Description	Size (mL)	Retail	Set
656561	>J.Lohr Seven Oaks Cabernet Sauvignon	750	\$23.95	California Red
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$21.95	New Zealand White
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$22.95	Italy White
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$20.95	New Zealand White
212126	>Mcmanis Cabernet Sauvignon	750	\$21.95	California Red
130138	>Meiomi Pinot Noir	750	\$23.95	California Red
373985	>(V)Cote Des Roses Rose Languedoc (Gerard Bertrand	750	\$19.95	Rosé Wines European
222877	>Caymus Napa Valley Cabernet Sauvignon	750	\$109.95	California Red
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$25.95	California Red
186171	>Decoy Cabernet Sauvignon	750	\$39.95	California Red

New to the Essentials Collection

LCBO#	Description	Size (mL)	Retail	Launch
367896	La Crema Monterey Pinot Noir	750	\$34.95	P12 2023-24
158683	La Crema Monterey Chardonnay	750	\$29.95	P12 2023-24
265983	McManis Chardonnay	750	\$21.95	P13 2023-24
269357	Chateau Ste Michelle Cabernet Sauvignon	750	\$22.95	P13 2023-24
20899	Closson Chase The Brock Chardonnay	750	\$24.95	P2 2024-25
390351	Pondview Vidal Icewine	200	\$19.95	P2 2024-25
382879	Cave Buxy, Montagny Villages Buissonnier	750	\$24.95	P4 2024-25

Rosé Essentials

LCBO#	Description	Size (mL)	Retail
373985	>(V)Cote Des Roses Rose Languedoc (Gerard Bertrand	750	\$19.95
325076	>(V) Whispering Angel Rose (Caves D'Esclans)	750	\$29.95
650325	>Kim Crawford Hawke's Bay Rose	750	\$21.95
14673	>(V) Gerard Bertrand Gris Blanc Rose	750	\$16.95
284943	>Francis Coppola Sofia Rose	750	\$24.95
342584	>(V)Cotes De Provence Rose Miraval (Perrin)	750	\$26.95
559088	>(V) Rose Ladybug (Malivoire Wine Co.)	750	\$17.95
367375	>(V) Lafage Miraflor Rose Cotes Catalanes Igp	750	\$19.95
552562	>(V) Three Of Hearts Rose	750	\$19.95

Low-Alc Essentials (Below 9% ABV)

LCBO#	Description	Size (mL)	Retail	Alcohol Content	Sugar GM
256289	>Nova 7 By Benjamin Bridge Sparkling	750	\$25.95	6.5%	48
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$21.95	7%	6
38117	>V Riesling Elevation St Urban (Vineland)	750	\$22.95	8.4%	37

Essentials On Offer (VL1)

LCBO#	Description	Size (mL)	Retail	Period
58339	>Kaiken Malbec	750	\$2.00	P2
479014	>(V) Gran Feudo Reserva	750	\$2.00	P2
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00	P3
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$3.00	P3
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	P4
269357	>Chateau Ste Michelle Cabernet Sauvignon	750	\$2.00	P4
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$4.00	P5
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	P5
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	P6
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	P6

Essentials on LTOs, BAPs and Combo Offers



- Please refer to the Worksheets on LCBO Central for the complete list of all Essential Collection products with LTOs, BAPs and Combo offers each period.
- **TIP!** Type “Worksheets” in the search bar for easy access.

Merchandising Instructions

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

4ft Wall Option:

- Install the Vintages gondola sign in the holder.
- Install Vintages coloured bin strip in the channel behind the shelf talkers.
- Merchandise shelf talkers with appropriate product in designated display.
- Install 1 or 2 of the Essential Collection Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.

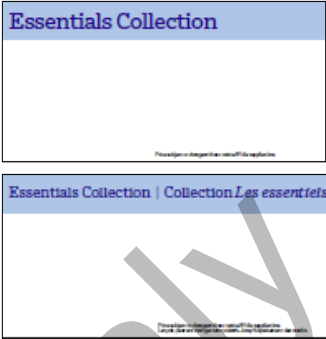
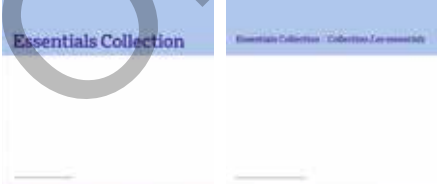
Discretionary End Aisle Option:

- Install the End Aisle Backer Card in the frame on your discretionary End Aisle.
- Merchandise shelf talkers with appropriate product in designated display.
- Install 1 or 2 of the Essential Collection Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.



Signage Components

These signage components will be sent to all stores participating in the Vintages Summer Store Program.

Components	Image (example only)
Vintages Essentials Collection Blank Shelf Talkers Shells 3"w x 2"h English / Bilingual Re-order code: 2321 Merchandise with appropriate product in designated display. If using with 2" wood ticket moulding, attach with 2" plastic clips.	
Vintages Blank Pricer Cards 8" w. x 7" h. English / Bilingual Re-order code: 2326 Install on block pile display of participating product.	
Vintages Perpendicular Shelf Talkers 4" w. x 5" h. Re-order code: 25P2-VOV5 Install at your discretion to highlight that our full collection is available to order online. It is not intended that every product have a Perpendicular Shelf Talker. Attach using Perpendicular Shelf Talker Clips. If using with 2" wood ticket moulding, attach with 2" plastic clips.	
Vintages Coloured Bin Strip 52" w. x 1.75" h. Re-order code: 25P2-VOV6 Install on-shelf, behind Vintages Essentials Collection shelf talkers.	

These components are **NOT** being shipped with the Summer Stores signage, but can be ordered as needed.

Components

Image (example only)

Vintages Essentials Collection End Aisle Backer Card
30" w. x 24" h.

Vintages-sized Re-order code: **24OP-VIN-VBC36**

LCBO-sized Re-order code: **24OP-VIN-LBC36**

Install the End Aisle Backer Card in the frame on your discretionary End Aisle.



Vintages Perimeter & Gondola Sign and filler strips
28" w. x 6.375" h.

Perimeter & Gondola sign Re-order code: **VIN315**

Filler strips Re-order code: **VIN325**

Install in perimeter sign channel or gondola sign holder. Use the filler strips to fill in blank space in the channel so no wood shows around edges of sign.



LCBO-sized Gondola Sign
47.5" w. x 6.375" h.

Re-order code: **CATSIGN-066**

Install in gondola sign holder.



Perpendicular Shelf Talker Clip

Re-order code: **PSTC201404**

Use to attach Hot Buttons and Perpendicular Shelf Talker to bin ticket channels.



Clip for 2" Wood Ticket Moulding

Re-order code: **LC1506**

Use this clip to display Hot Buttons and Perpendicular Shelf Talker in stores with 2" Wood Ticket Moulding.



Miracle Stick

Re-order code: **692012**

Use to install Bin Tags on fixtures with no ticket moulding.



SUMMER GIFTING

Summer Gifting will ship to participating stores during Period 3.

Please note you may receive the Glassware Set of 4 middle to late P3.

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

Merchandising Options:

	Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Gifting Displays	Metal Gift Fixture	Wooden Gift Fixture	Small Acrylic Gift Card Merchandiser
Gifting Items								
36502 Summer Everyday 1 Bottle Paper Bag (5 versions)	✓	✓					✓	
38027 Summer Enhanced 1 Bottle Bag (2 versions)	✓	✓			✓		✓	
38049 Reusable 2 Bottle Bag (2 versions)			✓			✓		
38050 Reusable 6 Bottle Bag (2 versions)			✓			✓		
38068 Pride Cotton Tote EN / 38069 Pride Cotton Tote FR			✓			✓		
38274 Summer Market Tote			✓			✓		
38633 Puffer Cooler Bag			✓					
38287 Glassware Set of 4		✓*		✓				
38482 Summer Gift Card Orange							✓	✓
38483 Summer Gift Card Blue							✓	✓
38484 Summer Gift Card Lime							✓	✓
38485 Summer Gift Card Carrier Orange							✓	✓
38486 Summer Gift Card Carrier Blue							✓	✓
38487 Summer Gift Card Carrier Lime							✓	✓

* Select Stores Only

HOW TO MERCHANDISE

Summer Everyday

1 Bottle Paper Bag

Summer Everyday 1 Bottle Paper Bag will be merchandised in four (4) areas:

- Cash Ends
- End Aisles
- Wooden Gift Packaging Fixture
- Summer Gifting Discretionary End Aisle

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

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.



Summer Everyday
1 Bottle Paper Bag
\$1.50 • LCBO# 36502

Description	Reorder #
\$1.50 Bag Hot Button Signs	25P3-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102
Wooden Gift Packaging Sign Insert	ENG: 25P3-GFT7 BIL: 25P3-GFT8



Merchandising Options:

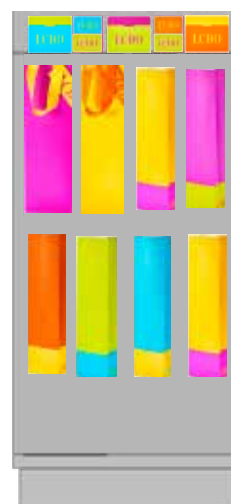
Cash Ends



Front Facing End Aisles



Wooden Gift Packaging Fixture



Summer Gifting Discretionary End Aisle



HOW TO MERCHANDISE

Summer Enhanced 1 Bottle Bag

Summer Enhanced 1 Bottle Bag will be merchandised in four (4) areas:

- Gifting Displays A&B
- Cash Ends
- End Aisles
- Wooden Gift Packaging Fixture

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

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.

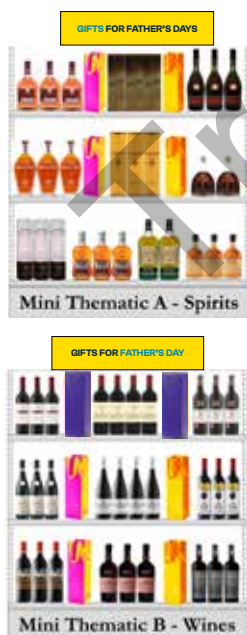


Summer Enhanced Bag
\$2.95 • LCBO# 38027

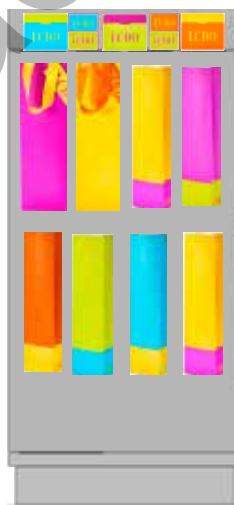
Description	Reorder #	
\$2.95 Bag Hot Button Signs	25P3-GFT16	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Wooden Gift Packaging Sign Insert	ENG: 25P3-GFT7 BIL: 25P3-GFT8	

Merchandising Options:

Gifting Display A&B



Wooden Gift Packaging Fixture



Cash Ends



Front Facing End Aisles



HOW TO MERCHANDISE

Summer Puffer Cooler Bag

Summer Puffer Cooler Bag will be merchandised in two (2) areas:

- Reusable Hanging Bag Stand
- Summer Gifting Discretionary End Aisle

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

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.



Puffer Cooler Bag
\$12.95 • LCBO# 38633

Description	Reorder #
\$12.95 Cooler Bag Hot Button Sign	25P3-GFT17
Hot Button Sign Clip (bundles of 10)	NIHK102
Reuseable Bag Sign	ENG: 25P3-GFT5 BIL: 25P3-GFT6

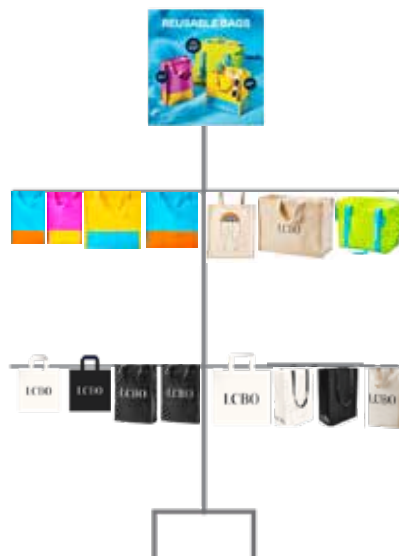


Merchandising Options:

Summer Gifting Discretionary End Aisle



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Reusable 2 Bottle Bag

Summer Reusable 2 Bottle Bag will be merchandised in two (2) areas:

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

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.

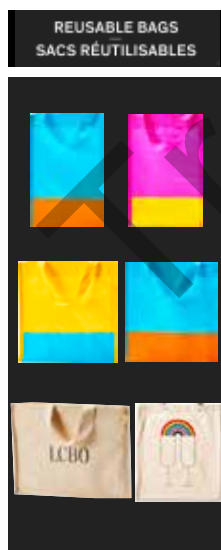


Reusable 2 Bottle Bag
\$1.25 • LCBO# 38049

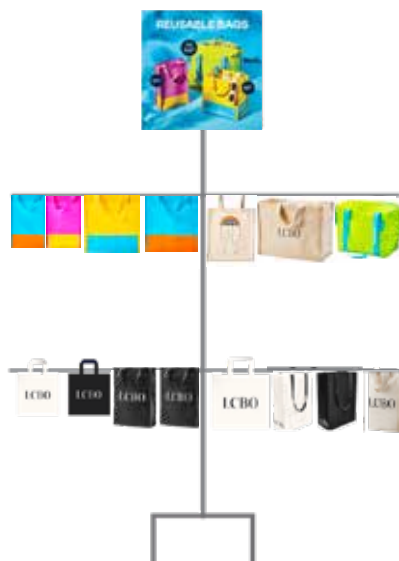
Description	Reorder #	
\$1.25 Reuseable Bag Hot Button Signs	25P3-GFT2	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reuseable Bag Sign	ENG: 25P3-GFT5 BIL: 25P3-GFT6	

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Reusable 6 Bottle Bag

Summer Reusable 6 Bottle Bag will be merchandised in two (2) areas:

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

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.

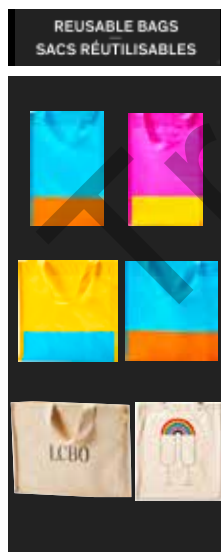


Reusable 6 Bottle Bag
\$2.95 • LCBO# 38050

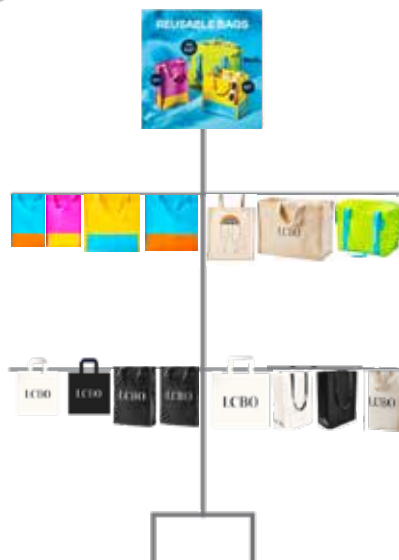
Description	Reorder #	
\$2.95 Reuseable Bag Hot Button Signs	25P3-GFT16	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reuseable Bag Sign	ENG: 25P3-GFT5 BIL: 25P3-GFT6	

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Market Tote Bag & Pride Cotton Tote Bag

Summer Market Tote and Pride Cotton Tote Bags will be merchandised in two (2) areas:

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

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 #	
\$14.95 Tote Bag Hot Button Signs	25P3-GFT18	
\$12.95 Tote Bag Hot Button Signs	25P3-GFT15	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reuseable Bag Sign	ENG: 25P3-GFT5 BIL: 25P3-GFT6	



Summer Market Tote
\$14.95 • LCBO# 38274



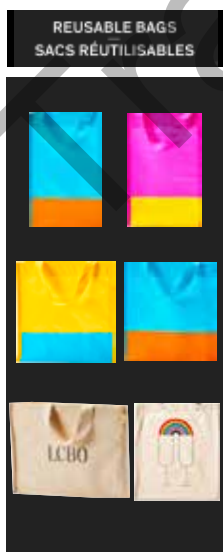
Pride Cotton Tote EN
\$12.95 • LCBO# 38068



Pride Cotton Tote FR
\$12.95 • LCBO# 38069

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



***NOTE: Select stores with the Resuable Hanging Bag Stand and the Front Nesting Table (Flight A) should position the bag stand next to the Pride display.**

HOW TO MERCHANDISE

Summer Glassware Set of 4

Summer Glassware Set of 4 will be merchandised in two (2) areas:

- Nesting Tables
- Summer Gifting Discretionary End Aisle

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

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.



Glassware Set of 4
\$29.95 • LCBO# 38287

Merchandising Options:

Summer Gifting Discretionary End Aisle



Nesting Tables

Front Nesting Table Planograms



Front View



Back View

Middle Nesting Table Planograms



Front View



Back View

YEAR-ROUND GIFTING

LCBO#	Component	Case Pack	Retail
Gift Packaging			
NEW 37539	Year Round Gift Bag White V1 2024 – SM bottles	100	\$1.50
NEW 37540	Year Round Gift Bag Black V1 2024 – SM Bottles	100	\$1.50
NEW 37541	Year Round Gift Bag White V2 2024 – LG Bottles	100	\$1.50
NEW 37542	Year Round Gift Bag Black V2 2024 – LG bottles	100	\$1.50
NEW 37524	Enhanced 2 Bottle Paper Gift Bag White	24	\$3.95
NEW 37525	Enhanced 2 Bottle Paper Gift Bag Black	24	\$3.95
35049	Year Round 1 Bottle Gift Box Black 2023	24	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	24	\$5.95
27353*	LCBO “Our Favourite” Bag	100	\$1.50
27354*	Enhanced 2 Bottle Paper Gift Bag	24	\$3.95
27355*	Year-Round 1 Bottle Rigid Box	24	\$5.95
35421	2 Bottle Reusable Bag	50	\$1.25
27396	Reusable Bag 6 Bottle	50	\$2.95
27397	Large Reusable Bag	50	\$2.95
16877	Organic Cotton Canvas 4 Pocket Bag	50	\$14.95
16679*	Vintages 1 Bottle Box	24	\$5.95
34381	Vintages Enhanced Gift Bag	50	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	24	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	3	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95

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

MERCHANDISING OPTIONS

		Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Mini-Thematics	Metal Gift Fixture	Wooden Gift Fixture	Vintages Nesting Tables	Vintages End Aisles	Vintages Feature Fixture	Small Acrylic Gift Card Merchandiser
Gifting Items												
37539	Year Round Gift Bag White V1 2024 SM Bottles	✓	✓					✓				
37540	Year Round Gift Bag Black V1 2024 SM Bottles	✓	✓					✓				
37541	Year Round Gift Bag White V2 2024 LG Bottles	✓	✓					✓				
37542	Year Round Gift Bag Black V2 2024 LG Bottles	✓	✓					✓				
37524	Enhanced 2 Bottle Paper Gift Bag White	✓		✓								
37525	Enhanced 2 Bottle Paper Gift Bag Black	✓		✓								
35049	Year Round 1 Bottle Gift Box Black 2023				✓	✓		✓				
35050	Year Round 1 Bottle Gift Box Warm White 2023				✓	✓		✓				
27355	Year-Round 1 Bottle Rigid Box				✓			✓				
35421	2 Bottle Reusable Bag	✓		✓			✓					
27396	Reusable Bag 6 Bottle			✓			✓					
27397	Large Reusable Bag			✓			✓					
16877	Organic Cotton Canvas 4 Pocket Bag	✓					✓					
16679	Vintages 1 Bottle Box							✓	✓		✓	
34381	Vintages Enhanced Gift Bag							✓	✓	✓	✓	
35051	Vintages 1 Bottle Folding Gift Box							✓	✓	✓	✓	
17373	Vintages Wooden Box - 1 Bottle Box							✓	✓		✓	
17377	Vintages Wooden Box - 2 Bottle Box							✓	✓		✓	
17374	Vintages Wooden Box - 3 Bottle Box							✓	✓		✓	
17378	Vintages Wooden Box - 6 Bottle Box							✓	✓		✓	
Gift Cards & Carriers												
27053	Soft Black Gift Card							✓				✓
27054	Warm White Gift Card							✓				✓
27055	Gift Card Carrier							✓				✓
33823	Vintages Gift Card							✓				✓
33824	Vintages Carrier							✓				✓

HOW TO MERCHANDISE

LCBO Gift Cards

Gift Cards & Carriers

LCBO#	Description	Image
27053	Soft Black	
27054	Warm White	
33823	Vintages Gift Card	
38482	Summer Gift Card Orange	
38483	Summer Gift Card Blue	
38484	Summer Gift Card Lime	

LCBO#	Description	Image
27055	LCBO Year-Round Carrier	
33824	Vintages Carrier	
38485	Summer Gift Card Carrier Orange	
38486	Summer Gift Card Carrier Blue	
38487	Summer Gift Card Carrier Lime	

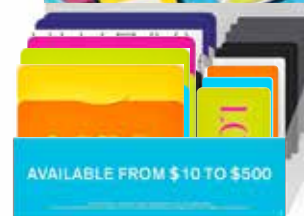
Receiving Instructions

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

Merchandising Instructions

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

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card
Merchandiser (2 pieces)

Inserts Reorder # 25P3-GFT3

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 (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Merchandising Instructions

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

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 25P3-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 25P3-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P3-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P3-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P3-FS5)
- **NOTE: From P2-6 there will be one set of Rosé Shelf Talkers sent for the FFB and Flex Space A combined. The Shelf Talkers can be used for either fixture.**
- Shelf Talkers ENG (Re-order # 25P2-FS6) / BIL (Re-order # 25P2-FS7)
- Perpendicular Shelf Talkers ENG (Re-order # 25P3-FS9) / BIL (Re-order # 25P3-FS10)
- Bin Strip ENG/BIL (Re-order # 25P2-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
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(FSA) Sparkling/Rosé Flex Space "SEASONAL ROSÉ"

***Start to load Seasonal Rosés in FSA (Sparkling/Rosé) as they arrive.
Print FSA Shelf Talkers at store level.**

IMPORTANT: The Rosé SKUs will be force allocated to all participating stores.

Please adjust your SOQ's as appropriate throughout the season, or until warehouse inventory is depleted.



14145	Toro Bravo Shiraz Garnach Rosado DO Manchuela	750	
14867	Sandbanks Summer Rosé	750	
17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750	
23757	S de la Sablette Coteaux Varois Rosé	750	
24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
24084	Kim Crawford Illuminate Rosé	750	
24086	Smoky bay Shiraz Rosé	750	
31710	The Beach by Whispering Angel	750	
37190	Vignes de Nicole Paul Mas Rosé	750	
37193	Cellier Des Dauphins Prestige Rosé Cdr	750	
37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750	
37211	Jacob's Creek Lively Bunch Rosé	750	
452573	Mimi Grande Reserve Rosé AOP Cotes de Provence	750	
647149	Calvet Pouch IGP Terres de Midi Rosé	1500	
950576	Mas des Bressades, Rosé Cv Trad Costieres de Nimes	750	

(FSB) USA - California Flex Space "VINT BY ROBERT MONDAVI"

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



379180	Vint Chardonnay By Robert Mondavi	750	
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	LTO
464149	Vint Bourbon Barrels Cab Sauv By Robert Mondavi	750	

(FSC) Europe - Italy/SE Flex Space "GREAT DEALS ON PREMIUM REDS"

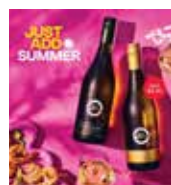
***Mandatory Participation: This is a SOLD promotion.**



31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	LTO
50203	>(V) Beronia Reserva (Gonzales Byass)	750	LTO, BAP
82024	>(V) Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	LTO
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	LTO
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	LTO
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO

Box signs	LCBO#	Description	Size (mL)	Offers
(FSD) Australia/New Zealand Flex Space "KIM CRAWFORD"				

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



18947	>Kim Crawford Illuminate Sauvignon Blanc	750	VA
24084	Kim Crawford Illuminate Rosé	750	VA
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	VA
626390	>Kim Crawford Pinot Noir	750	VA
650325	>Kim Crawford Hawke's Bay Rosé	750	VA
991950	>Kim Crawford Marlborough Chardonnay	750	LTO

Value-Add/Rep Applied: Premium Wine Glass

(FSE) Chile/Argentina Flex Space "ORGANIC WINES FROM SOUTH AMERICA"				
--	--	--	--	--

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



27122	Tierra Rica Cabernet Sauvignon Organic	750	LTO, BAP
27123	Tierra Rica Sauvignon Blanc Organic	750	LTO, BAP
63891	>Coyam Red Blend Organic	750	LTO, VA
266049	Adobe Reserva Sauvignon Blanc Organic	750	LTO
274399	Adobe Reserva Rosé Organic	750	LTO
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO
434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	APP
620880	Masi Tupungato Passo Doble Organic	750	LTO, BAP

Value-Add/Rep Applied: Coyam Gift Box



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.

Sparkling/Rosé Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



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 (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
363861	Belvedere Pure Vodka	375	BAP
669002	Casamigos Reposado Tequila	375	BAP

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P3-SP2) / BIL (Re-order #AIM-25P3-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P3-SP4) / BIL (Re-order #AIM-25P3-SP5)

Merchandising Instructions

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



Shelf Talker



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	19013	Casamigos Blanco Tequila	375	BAP
	479964	Tequila Blanco Tromba	200	LTO
Wines/Wine in Cans (FEM2)	25960	Trapiche Reserve Malbec	375	LTO
	160085	>Kim Crawford Marlborough Sauvignon Blanc	375	
Brown Spirits/Liqueurs (FEM3)	22492	Warheads Blue Raspberry	375	Necktag
	207514	Remy Martin	375	BAP

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P3-FEM1) / BIL (Re-order #AIM-25P3-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P3-FEM3) / BIL (Re-order #AIM-25P3-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P3-FEM5) / BIL (Re-order #AIM-25P3-FEM6)

Merchandising Instructions

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



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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

*** NOTE: Products are not Promo-Forced. Please order the participating SKUs accordingly at the Store Manager's discretion.**

Key Dates (ongoing)

Participating Stores

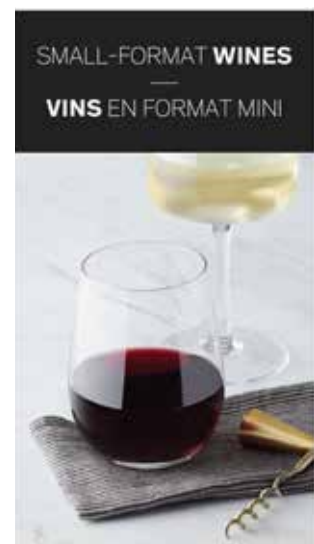
Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Merchandising Instructions

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

Signage Components

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



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

	LCBO#	Description	Size (mL)
Brown Spirits	463	Canadian Club Premium	375
	3517	Wiser's Special Blend (P.E.T)	375
	3871	Alberta Premium Whisky (P.E.T)	375
	119743	Jack Daniel's Tennessee Whiskey	375
	230987	Jameson Irish Whiskey	375
White Spirits	240	Smirnoff Vodka (P.E.T.)	375
	596	Bacardi Superior White Rum (P.E.T.)	375
	10036	Chum Churum - Strawberry	360
	10322	Cointreau	375
	19523	Tag No.5 Vodka (P.E.T.)	375
	32425	Tanqueray Dry Gin	375
	267161	Jose Cuervo Especial Gold	375
	398776	Fireball Whisky Shooter	375
	500504	Captain Morgan Original Spiced Rum (P.E.T.)	375
	601765	Malibu Coconut Rum	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)
17835	Mionetto Prestige Prosecco Brut Doc Treviso	200
19296	Pelee Island Lola Sparkling Blush VQA	250
29507	Folonari Pinot Grigio Delle Venezie Doc	375
30271	Peller Family Vineyards Pinot Grigio	200
30570	Peller Family Vineyards Cabernet-Merlot	200
31472	Bread & Butter Rosé Can	250
32539	Brillat Prosecco Rosato Doc Spumante	600
34433	Josh Cellars Pinot Noir	375
36423	Cave Spring Riesling Dry VQA 375ml	375
38810	Chateau Des Charmes Cabernet Merlot	375
160085	Kim Crawford Marlborough Sauvignon Blanc	375
167791	Freixenet Cordon Negro Brut Cava	200
250480	Zonin Prosecco Brut 1821 Doc (3×200ml)	600
313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375
389056	Veuve Clicquot Brut Champagne	375
389858	Santa Carolina Chardonnay	375



Examples Only

Important Note:

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

Top Picks (Beer, Cider, RTD)

IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

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

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

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

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

Merchandising Instructions

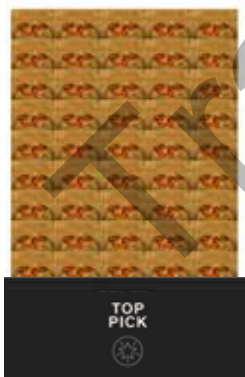
- Stores with 4 (or fewer) Cash Desks:
Merchandise the Beer/RTD Impulse Program (customer facing name is now "Top Picks") products in cut case displays at the desk.
- Stores with 5 (or more) Cash Desks:
Alternate the Top Picks products with Staff Picks products at each Cash Desk.

Signage Components

- Pricer Card ENG (Re-order #AIM-25P3-FEM7) / BIL (Re-order #AIM-25P3-FEM8)

All participating stores will receive the same set of pricer cards. Only use what you need and recycle the ones that do not apply to your store.

CE3



LCBO# 36679

Twisted Shotz Buttery Swirl
4 x 30 mL | 25 BAP

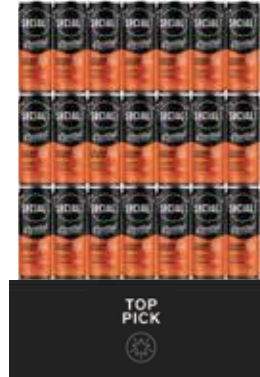
CE4



LCBO# 36577

Malibu Pina Colada
355 mL | 5 BAP

CE5



LCBO# 36637

Social Lite Italian Spritz
Cocktail Seltzer
355 mL | 5 BAP

CE6



LCBO# 36629

Pabst Strong Iced Tea
473 mL | 5 BAP

THE COLD ROOM SPIRITS DISPLAY (CM)

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

This is a sold program. Participation is mandatory.

Key Dates (May 26 - June 22, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
285254	Forty Creek Copper Bold Whisky	750	VA
550715	Forty Creek Barrel Select	750	VA
Value-Add/Rep Applied: Muskoka Detour 473 mL			

Signage Components

- A-Frame Sign ENG (Re-order# 25P3-AF1) / BIL (Re-order# 25P3-AF2)
- Shelf Talkers English Bundle (Re-order# 25P3-AF3)
Shelf Talkers Bilingual Bundle (Re-order# 25P3-AF4)

Merchandising Instructions

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



Turn 1

WINE FRIDGE

Period 3 - Period 6

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 1 guide for participating products. **This is a sold program. Participation is mandatory.**

Participating Stores

Group A Stores

5, 10, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 182, 195, 207, 212, 214, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 360, 362, 371, 384, 388, 390, 391, 393, 394, 397, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 776

Group B Stores

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Group C Stores

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Group D Stores

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Merchandising Instructions & Signage Component

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



ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P3-ST1 BIL: 25P3-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P3-ST12 BIL: 25P3-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P3-ST14 BIL: 25P3-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P3-ST3 BIL: 25P3-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P3-ST5 BIL: 25P3-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P3-ST7 BIL: 25P3-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P3-ST9 BIL: 25P3-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk) (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Extender Strips 12" w x 2½" h	692186	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	2300	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-25P3-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P3-AS1 BIL: AIM-25P3-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P3-LTO	

Sold Space WORKSHEETS

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

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



Weekly Newsletter

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Merchandising-Com.aspx>



Customer Experience Portal Site

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Customer-Exp.aspx?csf=1&web=1&e=32QInl&cid=44f986a6-2252-48a2-95f6-74352cc901b2>



Marketing & Product Guidelines

<https://lcbo.sharepoint.com/u:/r/sites/marketing/SitePages/Marketing%20Product-Guides.aspx?csf=1&web=1&e=DtHQCG>

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	1 A (Promo code is BSE not EA 1)	30716	Hendrick's Flora Adora	750	LTO, Value Add
			36443	Hendrick's Grand Cabaret	750	Value Add
			637504	Hendrick's Gin	750	LTO, Value Add
☐	☐	1 B (Promo code is BSE not EA 1)	570	Beefeater Dry	750	BAP, Value Add
			1040	Gordons Gin	750	Value Add
			216721	Tanqueray London Dry Gin	1140	Shelf Extender, LTO
			358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO
☐	☐	2 A	388694	Casamigos Tequila Reposado	750	BAP, Value Add
			425686	Casamigos Tequila Anejo	750	LTO, Value Add
			609362	Casamigos Mezcal	750	LTO, Value Add
☐	☐	2 B	34595	Patron Silver Tequila	750	LTO, Value Add
			34603	Patron Anejo Tequila	750	LTO, Value Add
			50088	Patron Reposado Tequila	750	LTO, Value Add
☐	☐	3 A/B	31062	Ruffino Orvieto Classico Doc	750	Value Add
			467811	Ruffino Prosecco	750	Value Add
			589101	Ruffino Lumina Pinot Grigio lgt	750	LTO, Value Add
☐	☐	4 A	7880	Johnnie Walker Black 12 Yr	750	Value Add
			217802	Johnnie Walker Black Label	1140	LTO
			422006	Johnnie Walker Black Label Scotch	1750	Value Add
☐	☐	4 B	38044	Malibu Strawberry Rum	750	FSM, LTO
			217448	Malibu Coconut Rum	1140	FSM, Value Add
			477836	Malibu Coconut Rum	750	FSM, LTO
☐	☐	5 A/B	36596	Cutwater Caesar	355	BAP
			36598	Cutwater Rum Mai Tai	355	BAP
			31298/ 38543	Cutwater Tequila Margarita	355	BAP
			31313/ 38544	Cutwater Tequila Paloma	355	BAP
			31317/ 38545	Cutwater Rum Mint Mojito	355	BAP
☐	☐	6 A/B	31990	Reid's Gin & Tonic	355	
			36576	Jameson Whiskey & Lemonade	473	BAP
			36588	Georgian Bay Cocktail Club Bees Knees	355	BAP
			36601	Storyteller Singapore Sling	355	BAP
			36653	Turtle Bay Rum Swizzle	473	LTO
			36682	Malibu Pineapple Bay Breeze	1000	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	7 A/B	37538	Creemore Springs Savour Summer Collection (1757)	6 × 473	
		37858	Bench X Henderson Collab Mixer (798)	6 × 473	
		38022	Amsterdam Brewing Summer Entertainer (3842)	4 × 473	BAP
☐ ☐	8 A/B	31291	Tahiti Treat Fruit Punch Soda & Vodka	473	BAP
		36587	Georgian Bay Tropical Smash Passionfruit	473	
		36594	Palm Bay Rum Punch Mango Guava	4 × 355	
		36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	WS, BAP
		36628	Truly Berry Mixed Pack	12 × 355	
☐ ☐	9 A/B	25665	Flying Monkeys Quantum Hugs Cold IPA (6309)	473	LTO
		38003	Brock St. Backyard Party Pack (397)	6 × 473	BAP
		492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO
		16897	Great Lakes Brewery Burst! (1929)	473	LTO
☐ ☐	10	25664	Flying Monkeys Blueberry Sour (6309)	473	
		31512	Collective Arts Lager (LCBO Warehouse)	473	OCB, LTO
		31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355	LTO
		33206	Refined Fool Florida Stole My Parents- OJ IPA (5732)	473	LTO
		37425	Lago Cerveza Mexican Style Lager (4277)	473	LTO
		37649	Lager Mixed Six Pack (791)	6 × 355	
		38839	Bellwoods Jelly King Spicy Margarita Sour (2990)	473	
		508580	Wellington Upside IPA (4826)	473	LTO
		350207	Forty Creek Copper Bold Whisky	1140	
		350629	Forty Creek Barrel Select Whisky	1140	LTO
☐ ☐	11	397109	Forty Creek Honey Spiced Whisky	750	
		314856	Fireball Whisky Shooter	1140	BAP
		398776	Fireball Whisky Shooter	375	
☐ ☐	12	447953	Fireball Whisky Shooter	750	LTO
		545160	Tito's Handmade Vodka	1750	SB, BAP, Value Add
		597559	Tito's Handmade Vodka	750	SB, LTO
☐ ☐	13	628990	Tito's Handmade Vodka	1140	SB, BAP
		22192	Grant's Triplewood 12YO	750	LTO, Value Add
		31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
		605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	15	225243	Stoli Vodka	750	LTO, Necktag
			225250	Stoli Vodka	1140	Value Add
			272716	Stoli Vodka	1750	LTO
☐	☐	16	17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	LTO
			426528	Wayne Gretzky Baco Noir VQA	750	LTO
			620054	Babich Sauvignon Blanc	750	LTO
☐	☐	17	19266	Beau's Lug Tread (LCBO Warehouse)	6 × 473	
			35929	Lower West Side West Coast IPA (LCBO Warehouse)	473	
			38941	Burdock Lime Gose (2837)	473	
☐	☐	18	217554	Captain Morgan Dark Rum	1140	Value Add
			217745	Captain Morgan White Rum	1140	
			617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO
☐	☐	19	19774	Cesari Valpolicella Doc Essere	750	LTO
			426718	Cesari Amarone Classico Doc	750	LTO
			506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO
☐	☐	20	25636	Libra Non-Alcoholic Pale Ale (LCBO Warehouse)	4 × 355	
			32759	Athletic Brewing Run Wild Non-Alcoholic IPA (LCBO Warehouse)	6 × 355	LTO
			617878	Partake Brewing Non-Alcoholic Pale Ale (LCBO Warehouse)	355	LTO
☐	☐	Entrance Table (EA-S1)	113241	Cazadores Anejo Tequila	750	S1, BAP, Value Add
			125187	Cazadores Reposado Tequila	750	S1, BAP, Value Add
			363986	Cazadores Blanco Tequila	750	S1, BAP, Value Add
☐	☐	Gifting Display A (Mini Thematic A)	4101	Remy Martin VSOP	750	Value Add
			8284	Hennessy VS Cognac	750	LTO
			21465	Angel's Envy	750	LTO
			38901	Dalmore 12 Yr Old	750	
			38927	Jura 12 Year Old Single Malt	750	LTO
			61374	Bushmills Black Bush	750	BAP
			291278	Johnnie Walker Gold Reserve	750	FSN, BAP
			298638	Glenmorangie Original Single Malt Scotch Whisky	750	LTO
			330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
			409490	Singleton Of Dufftown 12 Year Old	750	LTO
			410803	D'Usse VSOP	750	LTO, Value Add
			414334	Monkey Shoulder Blended Malt Scotch Whisky	750	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	Gifting Display B (Mini Thematic B)	53876	>(V) Villa Antinori Toscana Igt	750	LTO
		66738	>The Black Chook Shiraz Viognier	750	LTO
		121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	LTO
		149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
		258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	LTO
		292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	LTO
		352583	>Beringer Knight's Valley Cabernet Sauvignon	750	LTO
		433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	LTO
		571133	>Dillon's Vermouth	750	LTO
		16897	Great Lakes Brewery Burst! (1929)	473	LTO
☐ ☐	Local Beer & Cider Display (Mini Thematic C)	25664	Flying Monkeys Blueberry Sour (6309)	473	
		31512	Collective Arts Lager (LCBO Warehouse)	473	OCB, LTO
		31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355	LTO
		33206	Refined Fool Florida Stole My Parents- OJ IPA (5732)	473	LTO
		37425	Lago Cerveza Mexican Style Lager (4277)	473	LTO
		37649	Lager Mixed Six Pack (791)	6 × 355	
		38839	Bellwoods Jelly King Spicy Margarita Sour (2990)	473	
		508580	Wellington Upside IPA (4826)	473	LTO
☐ ☐	Front Nesting Table Premium Flight	67	Smirnoff Vodka	750	BAP
		21200	Somersby Apple Cider	4 × 473	BAP
		32025	Keep Calm And Love Pinot Grigio Blush	750	Necktag
		35623	Squealing Pig Sauvignon Blanc	750	LTO, Necktag
		37876	Smirnoff Peach Lemonade	750	LTO
		280719	Gato Negro Cabernet Sauvignon	1500	Necktag, BAP
		908665	Bud Light	6 × 355	LTO
		518670	Sour Puss Raspberry Liquor	750	Value Add
		518688	Sour Puss Apple Liquor	750	Necktag, BAP
		581256	Absolut Rainbow Limited Edition Bottle	750	
		601518	Sour Puss Blue Liquor	750	Value Add

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	Front Nesting Table Standard Flight	11324	Hornitos Cristalino	750	LTO
		27692	Baileys S'Mores	750	
		30722	Gray Whale Gin	750	LTO
		36452	Ciroc Limonata	750	BAP
		36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	Value Add
		37216	Bombay Sunset	750	BAP
		37500	Olmecca Altos Strawberry Margarita	750	LTO
		38071	Rumchata Coconut Cream	750	
		38072	Kamora Dulce De Leche	750	BAP
		38080	Cointreau Noir	700	Value Add
		38622	Crown Royal Blackberry	750	BAP
		9118	Henkell Trocken Piccolo	3 × 200	
☐ ☐	Feature Fixture A (FFA)	11194	Sand Point Chardonnay	750	LTO
		16361	Robertson Winery Chapel Red	750	LTO
		25067	19 Crimes Martha's Chard	750	LTO
		32182	Lola Light Rosé VQA	750	BAP
		32503	Cocchi Vermouth Di Torino	750	LTO
		32541	Folonari Prosecco Doc Extra Dry	750	LTO
		33340	Collavini Pinot Grigio	750	LTO, Wine Fridge
		35573	Shot In The Dark Shiraz Petite Sirah	750	LTO
		40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO
		65367	Eastdell Pinot Grigio VQA	750	LTO
		73148	Barone Montalto Pinot Grigio Igt Sicily	750	LTO, Wine Fridge
		146761	Fielding Riesling VQA	750	LTO
		157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	LTO
		164756	Graffigna Pinot Grigio	750	LTO
		218040	Martini Bianco Vermouth	1000	BAP
		245340	Chapoutier Belleruche Cdr White Aoc	750	Middle Nesting Table, LTO
		273490	Thalia White Assyrτικο Sauvignon Blanc	750	BAP, Wine Fridge
		286898	Jacob's Creek Chardonnay	750	
		371872	Girls' Night Out Sangria	750	LTO
		462432	Piper-Heidsieck Brut Champagne	750	BAP
		483289	Smoking Loon Pinot Grigio	750	LTO
		494492	Woodbridge By Robert Mondavi Merlot	750	LTO
		495507	Robertson Winery Chenin Blanc	750	LTO
		507475	Trapiche Reserve Pinot Grigio	750	LTO
		518407	Blue Nun 24k Gold Edition Sparkling	750	Necktag, BAP
		556712	Girls' Night Out White Sangria	750	LTO
		609875	Eastdell Black Cab VQA	750	BAP

Display Programs

Participating	Executed		Location	LCBO#	Description	Size (mL)	Support Programs			
☐ ☐		Feature Fixture B (FFB)		13907	Jackson-Triggs Proprietors Selection Light Rosé	750				
				14867	Sandbanks Summer Rosé	750				
				15568	Listel Gris Rosé	750				
				17893	Porta 6 Rosé	750				
				17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750				
				19062	Sandbanks Sparkling Rosé	750				
				23757	S de la Sablette Coteaux Varois Rosé	750				
				23760	Doppio Passo Primitivo Rosato Puglia IGT	750				
				24080	Jacob's Creek Moscato Rosé Lower Sugar	750				
				24084	Kim Crawford Illuminate Rosé	750				
				24972	Family Tree Speck Brothers	750				
				27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750				
				31710	The Beach by Whispering Angel	750				
				32025	Keep Calm & Love	750				
				32178	Saintly Sparkling Rosé VQA	200				
				34068	Fresh Rosé	750				
				35041	Tiny Bubbles Sparkling Rosé VQA	750				
				37190	Vignes de Nicole Paul Mas Rosé	750				
				37193	Cellier Des Daughins Prestige Rosé CdR	750				
				37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750				
				37211	Jacob's Creek Lively Bunch Rosé	750				
				37221	Minimalista Rosé	750				
				37352	Honest Lot Rosé	750				
				37356	Brunch Rosé VQA Pouch	1500				
				164343	The Beachhouse Rosé	750				
				273771	20 Bees Rosé	750				
				603795	Bodegas Muga, Rioja Rosé	750				
				647149	Calvet Pouch IGP Terres de Midi Rosé	1500				
			☐ ☐		Block Pile A		14135	Coors Original (275/TBS)	6 × 355	Contest
							14400	Coors Original (275/TBS)	6 × 473	Value Add
							37300	Blue Moon Mango Wheat (275/TBS)	473	BAP
							300681	Coors Light (275/TBS)	6 × 473	LTO
	906560	Coors Light (275/TBS)				6 × 341	Contest			
	906628	Coors Light (275/TBS)				6 × 355	Value Add			
	906669	Coors Light (275/TBS)				473				

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Block Pile B	31480	Coldstream Peach Iced Tea	473	LTO
			36586	Nutrl Vodka Soda Lime	473	
			36589	Georgian Bay Vodka Iced Tea	8 × 355	
			36610	Cottage Springs Lemon Vodka Soda Springers	4 × 222	
			36652	Smirnoff Ice Tea Lemon	473	
			36655	Arizona Hard Peach Iced Tea	473	LTO
			37108	White Claw Lemonade Limon	473	
			37350	Happy Dad Hard Seltzer Fruit Punch	473	
☐	☐	Block Pile C	30645	The Busker Triple Cask Triple Smooth	750	BAP
			31802	Villa Puccini Toscana Igt Governo Toscano	750	BAP
			31805	Angelo Montepulciano D'Abruzzo	750	BAP
			31809	Prugneto Romagna Doc Sangiovese Superiore	750	BAP
			38505	Smirnoff Vodka (P.E.T)	1750	BAP
			103747	Maker's Mark Kentucky Bourbon	750	LTO
			170134	Banrock Station Pink Moscato Rosé	750	LTO
			217257	Sailor Jerry Spiced Rum	1140	BAP
			217646	J & B Rare Scotch Whisky	1140	BAP
			219816	Catedral Reserva Dao	750	BAP
			417295	Ciroc Original Unflavoured	750	BAP
			539312	Josh Cellars Rosé	750	Wine Fridge, BAP
			363812	Tito's Handmade Vodka	375	BAP
☐	☐	Block Pile D (XBP) Tito's	545160	Tito's Handmade Vodka	1750	End Aisle, BAP, Value Add
			597559	Tito's Handmade Vodka	750	End Aisle, LTO
			628990	Tito's Handmade Vodka	1140	End Aisle, BAP
☐	☐	Enhanced Block Pile Display (FSG-A) Saintly	16767	Saintly Sparkling Rosé VQA	750	FSG, Value Add, Wine Fridge
			25515	Saintly Sparkling Brut VQA	750	FSG, Value Add
☐	☐	Enhanced Block Pile Display (FSH-A) Don Julio	25281	Luc Belaire Bleu	750	FSH
			395384	Luc Belaire Rare Rosé	750	FSH
☐	☐	Enhanced Block Pile Display (FSG-B) Glenlivet	21097	The Glenlivet 12 Yr Malt	750	FSG, BAP
			25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	FSG, BAP
			603050	The Glenlivet French Oak Reserve 15 Year Old	750	FSG, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Flagship Spotlight (Enhanced Occasions) (FSN-A)	10147	Mortlach 16 Year Old	750	
			19578	Royal Lochnagar 12YO	700	
			21160	Cragganmore 12 YO	750	
			27381	Talisker Skye	700	
			31828	Johnnie Walker Double Black	750	
			34682	Johnnie Walker Blue Cny Year Of The Dragon	750	
			69435	Glenkinchie 12 Year Old Lowland Single Malt	750	
			207126	Lagavulin 16 Yr Malt	750	
			238097	Dalwhinnie 15 Yr Malt	750	
			249680	Talisker 10Yr Old	750	
			250357	Clynelish 14 Year Old Single Malt Scotch Whisky	750	
			291278	Johnnie Walker Gold Reserve	750	
			292805	Johnnie Walker Platinum 18 YO	750	
			308155	Johnnie Walker Blue Label	750	
			383174	Talisker Port Ruighe	700	
			383216	Talisker Storm	750	
			468116	Johnnie Walker Green Label	750	
			479881	Lagavulin 8 YO	750	
			602029	Caol Ila 12 Year Old Islay Single Malt	750	
			634436	Mortlach 12 YO Scotch Whisky	750	
		☐	30104	Malibu Coconut Rum	1750	LTO
			31727	Malibu Pineapple Rum	750	
			36577	Malibu Pina Colada	355	CE4, BAP
			36682	Malibu Pineapple Bay Breeze	1000	End Aisle, LTO
			217448	Malibu Coconut Rum	1140	End Aisle, Value Add
			477836	Malibu Coconut Rum	750	End Aisle, LTO
			601666	Malibu Mango Rum Liqueur	750	
			601765	Malibu Coconut Rum	375	

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	Middle Nesting Table/Celebration Fixture	21224	Albert Bichot Macon Villages Aoc Chardonnay	750	LTO
		31853	Bonpas Luberon Grande Reserve De Challieres	750	LTO
		32567	Cave De Buxy Bourgogne Cote Chalonnaise Chardonnay	750	LTO
		215525	>(V) La Chablisienne Les Venerables Vieilles	750	LTO
		245340	Chapoutier Belleruche Cdr White Aoc	750	Feature Fixture A, LTO
		373373	>(V) Pierre Sparr Gewurztraminer	750	LTO
		465146	Les Jamelles Sauvignon Blanc Pays Doc	750	LTO
		563130	Le Fat Bastard Chardonnay Pays D'Oc	750	LTO
		991562	>Cremant De Bourgogne Brut Rsv (Bailly Lapie)	750	LTO, Wine Fridge
☐ ☐	Beer Excitement Zone A	270439	Smithwick's Ale (LCBO Warehouse)	500	EZA
		296244	Guinness Draught (LCBO Warehouse)	4 × 440	EZA, LTO, Value Add
☐ ☐	Beer Excitement Zone B	37624	Lake Of Bays Keep Rollin' Tropical Fruit Pale Ale (8958)	473	
		37710	Beau's Lug Tread 5 L Keg (LCBO Warehouse)	5000	
		38519	Refined Fool, Summer Beer League (5732)	6 × 473	
☐ ☐	Beer Excitement Zone C	17817	Corona Extra (275/TBS)	6 × 473	EZH, LTO
		17818	Corona Extra (275/TBS)	6 × 330	EZH, Value Add
		17846	Corona Extra (275/TBS)	6 × 355	EZH
☐ ☐	Beer Excitement Zone D	14486	White Claw Hard Seltzer Black Cherry	473	EZD, Value Add
		31284	White Claw Blackberry	473	EZD, Value Add
		31288	White Claw Surge Blood Orange	473	EZD, Value Add
☐ ☐	Ontario Craft Beer End Aisle	13641	Bench Brewing Short Hills East Coast IPA	473	
		31512	Collective Arts Lager	473	Mini Thematic, LTO
		36198	Railway City Whistle Stop Hazy Pale Ale	473	
		37625	Muskoka Brewery Survival Pack 2024	6 × 473	
		37711	Beau's Wonder Crush Hazy IPA	473	
		37778	Sawdust City - Jalapeno Lime Kettle Sour	473	
☐ ☐	Ontario Go-Local	20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO
		32189	D'Ont Poke The Bear Big Baco VQA	750	LTO
		279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	LTO
		372219	Sandbanks Pinot Grigio VQA	750	LTO, Wine Fridge
☐ ☐	Ontario VQA Our Buyer's Pick	303776	Rosehall Run Unoaked Chardonnay VQA	750	BAP
		518753	D'Ont Poke The Bear White VQA	750	BAP, Wine Fridge
☐ ☐	Vintages Essentials on Offer	273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	LTO
		316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Vintages WOM: June 8	46284	Arboleda Carmenère 2021	750	
			147975	Gérard Bertrand Réserve Spéciale Viognier 2022	750	
☐	☐	Vintages Our Buyer's Picks	559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	LTO
☐	☐	Spirited Picks Display (CE1)	363861	Belvedere Pure Vodka	375	BAP
			669002	Casamigos Reposado Tequila	375	BAP
☐	☐	RTD Impulse 1 (CE3)	36679	Twisted Shotz Buttery Swirl	4 x 30	BAP
☐	☐	RTD Impulse 2 (CE4)	36577	Malibu Pina Colada	355	FSM, BAP
☐	☐	RTD Impulse 3 (CE5)	36637	Social Lite Italian Spritz Cocktail Seltzer	355	BAP
☐	☐	RTD Impulse 4 (CE6)	36629	Pabst Strong Iced Tea	473	BAP
☐	☐	The Cold Room Spirits	285254	Forty Creek Copper Bold Whisky	750	Value Add
			550715	Forty Creek Barrel Select	750	Value Add
			463	Canadian Club Premium	375	
			3517	Wiser's Special Blend (P.E.T.)	375	
			3871	Alberta Premium Whisky (P.E.T.)	375	
			119743	Jack Daniel's Tennessee Whiskey	375	
			230987	Jameson Irish Whiskey	375	
			240	Smirnoff Vodka (P.E.T.)	375	
			596	Bacardi Superior White Rum (P.E.T.)	375	
☐	☐	Special Promotions Fixture (CE2)	10036	Chum Churum - Strawberry	360	
		Spirit Impulse Skus	10322	Cointreau	375	
			19523	Tag No.5 Vodka (P.E.T.)	375	
			32425	Tanqueray Dry Gin	375	
			267161	Jose Cuervo Especial Gold	375	
			398776	Fireball Whisky Shooter	375	
			500504	Captain Morgan Original Spiced Rum (P.E.T.)	375	
			601765	Malibu Coconut Rum	375	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Special Promotions Fixture (CE2) Wine Impulse Half Bottles/Can Skus	17835	Mionetto Prestige Prosecco Brut Doc Treviso	200	
			19296	Pelee Island Lola Sparkling Blush VQA	250	
			29507	Folonari Pinot Grigio Delle Venezie Doc	375	
			30271	Peller Family Vineyards Pinot Grigio	200	
			30570	Peller Family Vineyards Cabernet-Merlot	200	
			31472	Bread & Butter Rosé Can	250	
			32539	Brillat Prosecco Rosato Doc Spumante	600	
			34433	Josh Cellars Pinot Noir	375	
			36423	Cave Spring Riesling Dry VQA 375ml	375	
			38810	Chateau Des Charmes Cabernet Merlot	375	
			160085	Kim Crawford Marlborough Sauvignon Blanc	375	
			167791	Freixenet Cordon Negro Brut Cava	200	
			250480	Zonin Prosecco Brut 1821 Doc (3×200ml)	600	
			313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375	
			389056	Veuve Clicquot Brut Champagne	375	
			389858	Santa Carolina Chardonnay	375	
☐	☐	FEM 1: Spirits	19013	Casamigos Blanco Tequila	375	BAP
			479964	Tequila Blanco Tromba	200	LTO
☐	☐	FEM 2: Wines	25960	Trapiche Reserve Malbec	375	LTO
			160085	>Kim Crawford Marlborough Sauvignon Blanc	375	
☐	☐	FEM 3: Spirits	22492	Warheads Blue Raspberry	375	Necktag
			207514	Remy Martin	375	BAP

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R1	Vodka A	216820 Finlandia Vodka	1140	LTO										Y	Y
R2	Vodka B	381970 Smirnoff Lime Flavoured Vodka	750	LTO						Y	Y	Y	Y	Y	Y
R3	Vodka C	604934 Grey Goose Vodka	375	LTO					Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	446567 Iceberg Vodka (P.E.T)	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	216903 Banff Ice Vodka	1140	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	215020 El Dorado 5 Year Old Rum	1140	LTO											Y
R7	Rum B	225615 Brugal Anejo	750	LTO						Y	Y	Y	Y	Y	Y
R8	Rum C	446021 Bacardi Coconut Rum	750	Value Add					Y	Y	Y	Y	Y	Y	Y
R9	Rum D	24435 Bacardi Tropical	750	LTO, Value Add				Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	217653 Captain Morgan Original Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	465484 Toki	750	LTO										Y	Y
R12	Canadian Whisky B	24682 Rabbit Hole Cavehill Bourbon Whiskey	750	LTO						Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	472332 Wayne Gretzky Red Cask Whisky	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	474551 J.P. Wiser's Vanilla Whisky	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	893 J.P. Wiser's Deluxe	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	36885 Bearface Triple Oak Canadian Whisky	750	LTO					Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	217794 Johnnie Walker Red Label	1140	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	216721 Tanqueray London Dry Gin	1140	End Aisle 1/ BSE, LTO			Y	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	6502 Cointreau	750	BAP					Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	32070 Olmeca Altos Margarita	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	462424 Cabot Trail Maple Cream	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	522359 Torres Brandy 10	750	LTO											Y
R24	Brandy B	286807 Buton Vecchia Romagna Brandy	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	398479 1800 Reposado	750	LTO						Y	Y	Y	Y	Y	Y
R26	Ontario Blend A	355933 Black Cellar Shiraz Cabernet	750	LTO					Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	34261 Sync Sauvignon Blanc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	21441 Honest Lot Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	370320 Chateau Des Charmes Cabernet Sauvignon VQA	750	LTO						Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	486001 XOXO Pinot Grigio Sangria	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	Y
R32	Ontario Non-VQA D	33461 Wayne Gretzky Signature White VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	307769 Rosehall Run Pinot Noir VQA	750	LTO								Y	Y	Y	
R34	Ontario VQA B	404947 Burnt Ship Bay Cabernet Merlot VQA	750	LTO							Y	Y	Y	Y	
R35	Australia/New Zealand A	35577 Smoky Bay Pinot Grigio	750	LTO								Y	Y	Y	
R36	Australia/New Zealand B	461525 19 Crimes Cabernet Sauvignon	750	LTO							Y	Y	Y	Y	
R37	Australia/New Zealand C	19612 Jacob's Creek Shiraz/Cabernet	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R38	Australia/New Zealand D	142117 Lindemans Bin 65 Chardonnay	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R39	USA A	15760 Slow Press Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40	USA B	15754 Josh Cellars Pinot Grigio	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Shelf Extenders

Snell Extenders			Size (mL)	Support Programs	#of Extenders									
Extender Location	LCBO#	Description			15	20	30	40	45	50	55	60	65	
R41 Chile A	26546	Finca Las Moras Pinot Grigio	750	LTO						Y	Y	Y	Y	
R42 Chile B	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	2881	Pisse-Dru Beaujolais	750	LTO									Y	
R44 France Blend B	394577	Fiol Prosecco Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	LTO								Y	Y	
R46 France South B	474742	>(V) Pinot Grigio Vigneti Delle Dolo(Tiefenb)	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	33948	Grand Sud Chardonnay Vdfrance	1000	LTO							Y	Y	Y	
R48 Italy Central A	45195	Ruffino Chianti Classico Riserva Ducale Docg	750	BAP								Y	Y	
R49 Italy Central B	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	19953	Tommasi Le Rosse Pinot Grigio	750	LTO					Y	Y	Y	Y	Y	
R51 Italy North B	31796	Oggi Sangiovese Igt Puglia	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	89995	Quinta Da Aveleda Vinho Verde	750	LTO									Y	
R53 Southern Europe B	621003	Montecillo Rioja Reserva	750	LTO							Y	Y	Y	
R54 Germany A	122689	Henkell Trocken	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	277202	Bottega Rosé Vino Dei Poeti Sparkling	750	LTO							Y	Y	Y	
R56 Sparkling B	32195	Wayne Gretzky Brut Sparkling VQA	750	LTO				Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	17513	Paulaner Munchner Hell Lager (LCBO Warehouse)	500	LTO								Y	Y	
R58 Ontario Beer B	37646	Peroni Nastro Azzurro Stile Capri (LCBO Warehouse)	6 × 330	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	33237	Magnotta True North Light IPA (270)	473	LTO									Y	
R60 Beer 2	37301	Madri Excepcional (275/TBS)	6 × 473	LTO				Y	Y	Y	Y	Y	Y	
R61 Beer 3	15261	Angry Orchard Crisp Apple (LCBO Warehouse)	473	BAP				Y	Y	Y	Y	Y	Y	
R62 Beer 4	456996	Lost Craft Revivale (179)	473	LTO			Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	36678	Aperol Spritz Ready To Serve	4 × 200	LTO			Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	36626	Blue Lobster Vodka Soda Blueberry Lemon	473	BAP				Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	36675	Trader Vics Mai Tai Cocktail	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	129940	Aviation Gin	750	BAP	DIAGEO CANADA INC.
C2: Canadian Whisky	207613	Jameson Irish Whiskey	1140	LTO	CORBY SPIRIT AND WINE LIMITED
C3: Ontario Non VQA Blend	19338	Good Natured Crisp Chardonnay VQA	750	LTO	ANDREW PELLER LIMITED
C4: French Blend	32538	Latte Miele Prosecco Doc Spumante	750	LTO	THE CASE FOR WINE
C5: Fixed Store Location	572164	Yellow Tail Cabernet Sauvignon	1500	LTO	PHILIPPE DANDURAND WINES LTD.
C6: Vodka	635482	Glendalough Wild Botanical Gin	750	LTO	MARK ANTHONY WINE & SPIRITS
C7: Scotch	21876	Sheep Dog Peanut Butter Whiskey	750	LTO	PHILIPPE DANDURAND WINES LTD.
C8: Liqueurs	324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	LTO	BEAM SUNTORY
C9: Ontario Blends	20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO	COLIO ESTATE WINES
C10: France Red	32498	Diablo Crystal Sauvignon Blanc	750	LTO	ESCALADE WINES & SPIRITS

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	61101	Peninsula Ridge Merlot VQA	750	LTO	M.ANDREW FINE WINES,BEERS&SPIRITS
D2: Discovery Wines 2	277210	Cavit Collection Moscato Pavia lgt	750	LTO	NOBLE ESTATES WINES & SPIRITS INC.
D3: Discovery Wines 3	17804	Callaway Cellar Selection Cabernet Sauvignon	750	LTO	GLAZER'S OF CANADA
D4: Discovery BSM 1	31456	Muskoka Pineapple Ninja Wheat Ale (LCBO Warehouse)	473	BAP	LAKES OF MUSKOKA COTTAGE BREWERY
D5: Discovery BSM 2	37158	Ole Tequila Sunrise	355	LTO	GLAZER'S OF CANADA
D6: Discovery BSM 3	649343	Smirnoff Ice Light Original	4 × 355	LTO	DIAGEO CANADA INC.
D7: Discovery Spirits 1	21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	LTO	FORTY CREEK DISTILLERY LTD
D8: Discovery Spirits 2	10715	Malfy Gin Con Arancia	750	LTO	CORBY SPIRIT AND WINE LIMITED
D9: Discovery Spirits 3	602920	Flor De Cana 5 Year Rum Anejo Clasico	750	LTO	PMA CANADA LTD.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	610972	Whitecliff Sauvignon Blanc Marlborough	750	LTO	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
596	Bacardi Superior White Rum (P.E.T)	375	\$1.00	
893	J.P. Wiser's Deluxe	750	\$1.30	Shelf Extender
1487	Crown Royal	750	\$2.00	
1743	Ruffino Chianti	750	\$2.00	
1925	Courvoisier VS	750	\$7.00	
2881	Pisse-Dru Beaujolais	750	\$2.00	Shelf Extender
8284	Hennessy VS Cognac	750	\$3.00	Mini Thematic
9522	J.P. Wiser's Deluxe	375	\$1.00	
10715	Malfy Gin Con Arancia	750	\$2.00	Discovery Extender
11194	Sand Point Chardonnay	750	\$2.00	Feature Fixture A
11324	Hornitos Cristalino	750	\$5.00	Front Nesting Table
11573	Vodkow	750	\$3.00	
11769	21 Catena Appellation Lunlunta Malbec	750	\$2.00	
12385	Glenfiddich Single Malt 12 Year Old	750	\$3.00	
13295	Matua Sauvignon Blanc Hawke's Bay	1500	\$2.00	
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	Necktag
13488	Perrin Studio By Miraval	750	\$2.00	
14882	Saintly Rosé VQA	750	\$2.00	
14953	Amsterdam Fria Cerveza	473	\$0.25	
15118	The Glenlivet 18YO Single Malt Scotch Whisky	750	\$20.00	
15754	Josh Cellars Pinot Grigio	750	\$2.00	Shelf Extender, Wine Fridge
15760	Slow Press Cabernet Sauvignon	750	\$2.00	Shelf Extender
15895	Miller High Life	6 × 473	\$1.00	
16150	Niagara Cider Rosé Gold Berry Soaked Cider	473	\$0.30	
16361	Robertson Winery Chapel Red	750	\$1.50	Feature Fixture A
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	
16778	Bask Crisp Rosé	750	\$1.00	
16897	Great Lakes Brewery Burst!	473	\$0.20	Mini Thematic
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.00	Shelf Extender
17513	Paulaner Munchner Hell Lager	500	\$0.20	Shelf Extender
17804	Callaway Cellar Selection Cabernet Sauvignon	750	\$2.00	Discovery Extender
17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	\$2.00	End Aisle
17817	Corona Extra	6 × 473	\$1.00	EZH
17823	Stella Artois	6 × 330	\$1.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	
18667	Family Tree The Padre Cabernet Merlot	750	\$2.00	
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Comm. Extender
19612	Jacob's Creek Shiraz/Cabernet	1500	\$3.00	Shelf Extender
19699	Cincoro Tequila Anejo	750	\$20.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19774	Cesari Valpolicella Doc Essere	750	\$2.50	End Aisle
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00	Shelf Extender
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00	Comm. Extender
20259	Grow Wild Enchanting White VQA	750	\$1.50	
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	goLOCAL
21224	Albert Bichot Macon Villages Aoc Chardonnay	750	\$2.00	Middle Nesting Table
21441	Honest Lot Sauvignon Blanc	750	\$1.00	Shelf Extender
21465	Angel's Envy	750	\$8.00	Mini Thematic
21876	Sheep Dog Peanut Butter Whiskey	750	\$3.00	Comm. Extender
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	\$5.00	Discovery Extender
22097	Dunrobin Earl Grey Gin Ddp	750	\$2.00	
22153	Local Spirit Vodka 8 Ddp	750	\$2.00	
22192	Grant's Triplewood 12YO	750	\$5.00	End Aisle, Value Add
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
24378	Mikes Hard Tea	473	\$0.20	
24411	Infinite Minds Supersonic Puppy Dreams	473	\$0.10	
24435	Bacardi Tropical	750	\$1.00	Shelf Extender, Value Add
24528	Hounds Black Vodka Ddp	750	\$2.00	
24682	Rabbit Hole Cavehill Bourbon Whiskey	750	\$3.00	Shelf Extender
24998	Bask Rosé Spritz	355	\$0.20	Wine Fridge
25067	19 Crimes Martha's Chard	750	\$2.00	Feature Fixture A
25665	Flying Monkeys Quantum Hugs Cold IPA	473	\$0.20	End Aisle
25960	Trapiche Reserve Malbec	375	\$1.00	FEM2
26546	Finca Las Moras Pinot Grigio	750	\$1.00	Shelf Extender
27122	Tierra Rica Cabernet Sauvignon Organic	750	\$2.00	Flex Space
27123	Tierra Rica Sauvignon Blanc Organic	750	\$2.00	Flex Space
27393	Metamorphosis Indigo Gin	750	\$3.00	
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	
28542	Lola Cabernet Franc Cabernet Sauvignon Bib	3000	\$4.00	
30083	Don Julio 70th	750	\$5.00	
30104	Malibu Coconut Rum	1750	\$4.00	FSM
30716	Hendrick's Flora Adora	750	\$3.00	End Aisle 1/BSE, Value Add
30719	Seventh Heaven Classic London Dry Gin	750	\$2.00	
30722	Gray Whale Gin	750	\$3.00	Front Nesting Table
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$2.00	End Aisle
31238	Bartenders Trading Pina Colada	750	\$1.15	
31247	Seth & Riley's Garage Hard Lemonade	275	\$0.20	
31248	Southside Fizz By Aloette	355	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
31303	Quik Shots Cinnamon Whisky	170	\$1.00	
31480	Coldstream Peach Iced Tea	473	\$0.25	Seasonal Block Pile B
31512	Collective Arts Lager	473	\$0.25	Mini Thematic, OCB
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	\$1.00	Mini Thematic
31796	Oggi Sangiovese Igt Puglia	750	\$2.00	Shelf Extender
31853	Bonpas Luberon Grande Reserve De Challieres	750	\$2.00	Middle Nesting Table
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	Flex Space
31979	Calirosa Rosa Blanco	750	\$5.00	
31982	Junction 56 Black Raspberry Gin Ddp	750	\$2.00	
32054	Paulaner Weissbier Dunkel	500	\$0.25	
32070	Olmecca Altos Margarita	750	\$2.00	Shelf Extender
32181	Darling Mimosa Sunshine Pack	6 × 355	\$2.00	
32189	D'Ont Poke The Bear Big Baco VQA	750	\$2.00	goLOCAL
32195	Wayne Gretzky Brut Sparkling VQA	750	\$2.00	Shelf Extender
32463	Headline Acts Sauvignon Blanc	750	\$3.00	
32498	Diablo Crystal Sauvignon Blanc	750	\$3.00	Comm. Extender
32500	Dancing With The Stars Malbec	750	\$3.00	
32501	Dancing With The Stars Chardonnay	750	\$2.00	Wine Fridge
32503	Cocchi Vermouth Di Torino	750	\$3.00	Feature Fixture A
32538	Latte Miele Prosecco Doc Spumante	750	\$2.00	Comm. Extender
32541	Folonari Prosecco Doc Extra Dry	750	\$2.00	Feature Fixture A
32567	Cave De Buxy Bourgogne Cote Chalonnaise Chardonnay	750	\$3.00	Middle Nesting Table
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	\$1.00	End Aisle
33206	Refined Fool Florida Stole My Parents- OJ IPA	473	\$0.55	Mini Thematic
33237	Magnotta True North Light IPA	473	\$0.25	Shelf Extender
33340	Collavini Pinot Grigio	750	\$2.00	Feature Fixture A, Wine Fridge
33452	Our Story Charming White VQA	750	\$2.00	
33461	Wayne Gretzky Signature White VQA	750	\$2.00	Shelf Extender
33519	Superflux Colour & Shape IPA	473	\$0.50	
33948	Grand Sud Chardonnay Vdfrance	1000	\$1.50	Shelf Extender
34261	Sync Sauvignon Blanc	750	\$2.00	Shelf Extender
34434	Miller High Life	6 × 355	\$1.00	
34595	Patron Silver Tequila	750	\$4.00	End Aisle, Value Add
34603	Patron Anejo Tequila	750	\$6.00	End Aisle, Value Add
35573	Shot In The Dark Shiraz Petite Sirah	750	\$1.00	Feature Fixture A
35577	Smoky Bay Pinot Grigio	750	\$1.00	Shelf Extender
35623	Squealing Pig Sauvignon Blanc	750	\$2.00	Front Nesting Table, Necktag
36042	Antano Crianza Rioja Doc	750	\$2.00	
36641	Nude Vodka Soda Mini 12 Pack	12 × 222	\$1.50	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
36653	Turtle Bay Rum Swizzle	473	\$0.25	End Aisle
36655	Arizona Hard Peach Iced Tea	473	\$0.20	Seasonal Block Pile B
36675	Trader Vics Mai Tai Cocktail	1750	\$1.50	Shelf Extender
36678	Aperol Spritz Ready To Serve	4 × 200	\$1.00	Shelf Extender
36682	Malibu Pineapple Bay Breeze	1000	\$1.00	End Aisle, FSM
36885	Bearface Triple Oak Canadian Whisky	750	\$3.00	Shelf Extender
37094	21 Metier Red Blend Columbia Vly (Delille Cellars)	750	\$5.00	
37158	Ole Tequila Sunrise	355	\$0.15	Discovery Extender
37285	22 Cab Sauv Bonterra Estate Collection(Fetzer Vyds)	750	\$5.00	
37301	Madri Excepcional	6 × 473	\$1.00	Shelf Extender
37425	Lago Cerveza Mexican Style Lager	473	\$0.50	Mini Thematic
37500	Olmeca Altos Strawberry Margarita	750	\$2.00	Front Nesting Table
37501	On The Rocks Espresso Martini	375	\$3.00	
37503	On The Rocks Hornitos Margarita	750	\$4.00	
37646	Peroni Nastro Azzurro Stile Capri	6 × 330	\$1.00	Shelf Extender
37849	Lakefront La Gosa Rita Margarita Style Ale	4 × 473	\$1.00	
37876	Smirnoff Peach Lemonade	750	\$1.00	Front Nesting Table
38044	Malibu Strawberry Rum	750	\$1.00	End Aisle, FSM
38927	Jura 12 Year Old Single Malt	750	\$7.00	Mini Thematic
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	\$2.00	Feature Fixture A
50088	Patron Reposado Tequila	750	\$5.00	End Aisle, Value Add
50203	>(V) Beronia Reserva (Gonzales Byass)	750	\$3.00	Flex Space
53876	>(V) Villa Antinori Toscana Igt	750	\$2.00	Mini Thematic
54866	Bulleit Bourbon Frontier Whiskey	750	\$2.00	
56622	Beefeater Dry	1750	\$1.50	
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	
61101	Peninsula Ridge Merlot VQA	750	\$2.00	Discovery Extender
63891	>Coyam Red Blend Organic	750	\$3.00	Flex Space, Value Add
65367	Eastdell Pinot Grigio VQA	750	\$1.50	Feature Fixture A
66654	Creekside Syrah/Shiraz VQA	750	\$1.50	
66738	>The Black Chook Shiraz Viognier	750	\$2.00	Mini Thematic
73148	Barone Montalto Pinot Grigio Igt Sicily	750	\$1.50	Feature Fixture A, Wine Fridge
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	Flex Space
84210	Mill Street Original Organic Lager	6 × 341	\$1.50	
85456	Colio Dry White	1500	\$1.00	
89995	Quinta Da Aveleda Vinho Verde	750	\$2.00	Shelf Extender
103747	Maker's Mark Kentucky Bourbon	750	\$5.00	Seasonal Block Pile C
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	\$6.00	Mini Thematic
122689	Henkell Trocken	750	\$2.00	Shelf Extender
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	
139667	Gibson's Finest Rare 12 Years Old Whisky	375	\$1.00	
140509	James Ready 5.5	6 × 473	\$1.00	
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	Shelf Extender
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	
146761	Fielding Riesling VQA	750	\$1.00	Feature Fixture A
148007	Czechvar Premium Lager	500	\$0.35	
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00	Mini Thematic
155051	Masi Campofiorin Igt	750	\$3.00	
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	\$2.00	Feature Fixture A
164756	Graffigna Pinot Grigio	750	\$2.00	Feature Fixture A
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00	Flex Space
170134	Banrock Station Pink Moscato Rosé	750	\$2.00	Seasonal Block Pile C
173559	Don Julio Reposado	750	\$5.00	
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00	
184796	Strongbow Cider	8 × 440	\$1.55	
198853	>(V) Riesling Quarry Road Organic (Tawse)	750	\$2.00	
207613	Jameson Irish Whiskey	1140	\$1.00	Comm. Extender
209221	Absolut Vodka	1140	\$1.10	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	
211110	Wyborowa Vodka	1140	\$1.00	
215020	El Dorado 5 Year Old Rum	1140	\$2.00	Shelf Extender
215525	>(V) La Chablisienne Les Venerables Vieilles	750	\$3.00	Middle Nesting Table
215988	Luxardo Amaretto Di Saschira.	750	\$3.00	Shelf Extender
216721	Tanqueray London Dry Gin	1140	\$1.00	End Aisle 1/BSE, Shelf Extender
216820	Finlandia Vodka	1140	\$2.00	Shelf Extender
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Wine Fridge
217133	Sauza Gold Tequila	1140	\$2.00	
217653	Captain Morgan Original Spiced Rum	1140	\$1.00	Shelf Extender
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
225243	Stoli Vodka	750	\$2.00	End Aisle, Necktag
225615	Brugal Anejo	750	\$1.75	Shelf Extender
226944	>Rodney Strong Cab Sauv Sonoma County	750	\$3.00	
230813	Rittenhouse Straight Rye Whisky 100 Bond	750	\$5.00	
245340	Chapoutier Belleruche Cdr White Aoc	750	\$2.00	Middle Nesting Table, FFA
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	Mini Thematic
260323	Jack Daniel's Honey	750	\$2.00	
265157	Jacob's Creek Moscato	750	\$2.00	
266049	Adobe Reserva Sauvignon Blanc Organic	750	\$1.00	Flex Space
269175	20 Carmenere Reserva Elqui Valley (Falernia)	750	\$2.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$2.00	
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	Shelf Extender, Wine Fridge
272716	Stoli Vodka	1750	\$3.00	End Aisle
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$3.00	VL1
274399	Adobe Reserva Rosé Organic	750	\$1.00	Flex Space
277202	Bottega Rosé Vino Dei Poeti Sparkling	750	\$1.50	Shelf Extender
277210	Cavit Collection Moscato Pavia Igt	750	\$1.00	Discovery Extender
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	goLOCAL
286807	Buton Vecchia Romagna Brandy	750	\$1.00	Shelf Extender
290403	> Krupnik Honey Liqueur (Imperial Brands, Inc.)	750	\$3.00	
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$3.00	Mini Thematic
294298	>Conundrum California Red	750	\$3.00	
296244	Guinness Draught	4 × 440	\$1.00	EZA, Value Add
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
298638	Glenmorangie Original Single Malt Scotch Whisky	750	\$5.00	Mini Thematic
300681	Coors Light	6 × 473	\$2.00	Seasonal Block Pile A
302612	Wyhdham Estate Bin 555 Shiraz	375	\$1.00	
302810	Heineken	6 × 500	\$1.05	
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00	
306001	Colio Dry White Bag In Box	4000	\$2.00	
307769	Rosehall Run Pinot Noir VQA	750	\$2.00	Shelf Extender
311779	Bud Light	6 × 473	\$1.00	
311928	Canadian Club Classic 12 Year Old	750	\$4.00	
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00	VL1
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	Comm. Extender
330803	Bowmore 12 Year Old Islay Single Malt	750	\$7.00	Mini Thematic
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
333070	Islay Mist Scotch 8 Year Old	750	\$2.00	
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	\$2.00	
337949	Heineken Lager	500	\$0.20	
350629	Forty Creek Barrel Select Whisky	1140	\$1.10	End Aisle
352583	>Beringer Knight's Valley Cabernet Sauvignon	750	\$5.00	Mini Thematic
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
357418	Megalomaniac Local Squeeze Riesling VQA	750	\$1.00	
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$3.00	End Aisle 1/BSE
363770	Ketel One Vodka	1140	\$4.00	
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$1.00	Shelf Extender
371872	Girls' Night Out Sangria	750	\$1.00	Feature Fixture A
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	goLOCAL, Wine Fridge
373373	>(V) Pierre Sparr Gewurztraminer	750	\$2.00	Middle Nesting Table
374546	Growers Honeycrisp Apple Cider	473	\$0.25	
381970	Smirnoff Lime Flavoured Vodka	750	\$1.00	Shelf Extender
383059	Sleeman Original Lager	6 × 473	\$2.00	
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
390260	Appleton Estate V/X Signature Blend	1750	\$2.00	
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	\$2.00	Flex Space
394577	Fiol Prosecco Doc	750	\$3.00	Shelf Extender
394650	20 Rasteau (Lavau)	750	\$2.00	
397091	FF Copper Bold	1750	\$2.00	
397539	Boodles Gin	750	\$2.25	
398479	1800 Reposado	750	\$2.00	Shelf Extender
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
400754	Iceberg Vodka	750	\$1.00	
403519	Crown Royal Apple	750	\$2.00	
404947	Burnt Ship Bay Cabernet Merlot VQA	750	\$2.00	Shelf Extender
406884	Barefoot Pinot Grigio	1500	\$2.00	Wine Fridge
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	Flex Space
409490	Singleton Of Dufftown 12 Year Old	750	\$4.00	Mini Thematic
409581	Tyskie Beer	500	\$0.25	
410803	D'Usse VSOP	750	\$5.00	Mini Thematic, Value Add
411751	Peller Family Reserve Chardonnay VQA	1500	\$2.00	
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	\$2.00	Mini Thematic
418590	Modelo Especial	6 × 355	\$1.00	
425686	Casamigos Tequila Anejo	750	\$5.00	End Aisle, Value Add
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	End Aisle
426718	Cesari Amarone Classico Doc	750	\$6.00	End Aisle
428409	Powers Gold Irish Whiskey	750	\$5.00	
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	
433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	\$3.00	Mini Thematic
436279	Hornitos Plata	750	\$4.00	
446567	Iceberg Vodka (P.E.T)	750	\$1.00	Shelf Extender
447953	Fireball Whisky Shooter	750	\$3.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
452169	Vieni Bruce Trail Red VQA	750	\$1.00	
452672	>Luigi Bosca Malbec	750	\$2.00	
456996	Lost Craft Revivale	473	\$0.20	Shelf Extender
458810	Tom Gore Chardonnay	750	\$2.00	Wine Fridge
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
462424	Cabot Trail Maple Cream	750	\$2.00	Shelf Extender
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	\$2.00	Middle Nesting Table
465484	Toki	750	\$5.00	Shelf Extender
465880	22 Rapaura Springs Sauvignon Blanc Marlborough	750	\$2.50	
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Shelf Extender
474551	J.P. Wiser's Vanilla Whisky	750	\$1.20	Shelf Extender
474742	>(V) Pinot Grigio Vigneti Delle Dolo(Tiefenb)	750	\$2.00	Shelf Extender
477836	Malibu Coconut Rum	750	\$1.00	End Aisle, FSM
479923	Stalk & Barrel Blue Blend	750	\$2.00	
479964	Tequila Blanco Tromba	200	\$1.00	FEM1
483289	Smoking Loon Pinot Grigio	750	\$2.00	Feature Fixture A
486001	XOXO Pinot Grigio Sangria	750	\$2.00	Shelf Extender
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
492017	Steam Whistle	6 × 473	\$2.00	End Aisle
494492	Woodbridge By Robert Mondavi Merlot	750	\$2.00	Feature Fixture A
495507	Robertson Winery Chenin Blanc	750	\$1.00	Feature Fixture A
497339	Kona Big Wave Golden Ale	6 × 355	\$1.00	
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$4.00	End Aisle
507475	Trapiche Reserve Pinot Grigio	750	\$2.00	Feature Fixture A
508580	Wellington Upside IPA	473	\$0.25	Mini Thematic
518795	Omnipollo Zodiak IPA	473	\$0.25	
522359	Torres Brandy 10	750	\$2.00	Shelf Extender
526228	Jackson-Triggs Reserve Meritage VQA	750	\$2.00	
544213	22 Indomita Gran Reserva Sauvignon Blanc	750	\$1.00	
544791	>Vidal Icewine (Reif Estate Winery)	200	\$2.00	
551416	Cabo Wabo Reposado Tequila	750	\$5.00	
552562	>(V) Three Of Hearts Rosé	750	\$2.00	
556712	Girls' Night Out White Sangria	750	\$1.00	Feature Fixture A
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00	OWS
563130	Le Fat Bastard Chardonnay Pays D'Oc	750	\$2.00	Middle Nesting Table
571133	>Dillon's Vermouth	750	\$1.00	Mini Thematic
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	Comm. Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
573428	D'Ont Poke The Bear Cider.	473	\$0.20	
583468	Remy Martin XO Excellence Cognac	750	\$30.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$1.00	End Aisle, Value Add
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.25	
597559	Tito's Handmade Vodka	750	\$1.50	End Aisle, SB
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	Discovery Extender
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$10.00	FSG
604934	Grey Goose Vodka	375	\$1.00	Shelf Extender
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$3.40	End Aisle
605956	Baileys Irish Cream Liquor	1140	\$2.00	
609362	Casamigos Mezcal	750	\$5.00	End Aisle, Value Add
610972	Whitecliff Sauvignon Blanc Marlborough	750	\$2.00	Green Extender
614776	Lindemans Bin 50 Shiraz	1500	\$1.50	
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.00	End Aisle
617878	Partake Brewing Non-Alcoholic Pale Ale	355	\$0.10	End Aisle
620054	Babich Sauvignon Blanc	750	\$2.00	End Aisle
620880	Masi Tupungato Passo Doble Organic	750	\$2.00	Flex Space
621003	Montecillo Rioja Reserva	750	\$2.00	Shelf Extender
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
629352	Glenfiddich Exper Series #4 Fire & Cane	750	\$5.00	
635482	Glendalough Wild Botanical Gin	750	\$3.00	Comm. Extender
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	\$2.00	Flex Space
637504	Hendrick's Gin	750	\$3.00	End Aisle 1/BSE, Value Add
638130	Dillon's Vodka	750	\$2.00	
638478	Driftwood Brewery Fat Tug IPA	473	\$0.20	
645309	Kew Vineyards Organic Riesling Sparkling VQA	750	\$1.00	
646729	Bumbu Original Rum	750	\$3.00	
649343	Smirnoff Ice Light Original	4 x 355	\$1.00	Discovery Extender
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00	Flex Space
666917	Creemore Premium Lager	473	\$0.25	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	
676775	Lech Beer	500	\$0.25	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	\$2.00	Wine Fridge
699389	Magners Original Irish Cider	500	\$0.50	
905976	Budweiser	473	\$0.20	
991562	>Cremant De Bourgogne Brut Rsv (Bailly Lapie)	750	\$3.00	Middle Nesting Table, Wine Fridge
991950	>Kim Crawford Marlborough Chardonnay	750	\$2.00	Flex Space
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	\$5.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
67	Smirnoff Vodka	750	60
307	Seagrams V.O.	750	200
570	Beefeater Dry	750	100
935	Captain Morgan White Rum	750	60
1867	Drambuie	750	100
5280	Vodka Mudshake Chocolate	4 × 270	100
5322	Aveleda Vinho Verde	750	60
6502	Cointreau	750	100
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	700
10946	Fireball 6 Pack Carrier	6 × 50	60
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	75
13057	Writers Tears Copper Pot Irish Whiskey	700	150
13909	Georgian Bay Canadian Whisky	750	80
14409	Catrina Reposado Tequila	750	250
15116	Cowbell Brewing Co. Hazy Days IPA	473	10
15261	Angry Orchard Crisp Apple	473	10
15943	The Fishwives Club Sauvignon Blanc	750	40
16100	Isle Of Harris Gin	750	180
16775	Jackson-Triggs Propietors Sel. Light Pinot Grigio	750	50
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	50
18331	Kensington Supermarket Haze	473	15
18627	Callaway Cellar Selection Chardonnay	750	100
19013	Casamigos Blanco Tequila	375	100
19423	Madre Mezcal	750	180
19523	Tag No.5 Vodka (P.E.T)	375	50
21097	The Glenlivet 12 Yr Malt	750	160
21200	Somersby Apple Cider	4 × 473	25
21387	Peller Family Vineyards Pinot Noir	750	50
22017	Smirnoff Vodka (P.E.T)	750	60
22181	Glenfiddich Grand Cru	750	1000
24334	Sandbagger Boysenberry Hard Seltzer	355	10
24390	Smirnoff Ice Peach Lemonade	473	10
25009	Casillero Del Diablo Reserva Chardonnay	750	80
25043	Lost Craft Coastal Wave IPA	473	10
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	8
25424	Sam Adams Wicked Easy	473	10
25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	200
25999	Jagermeister	1140	150
26346	Smirnoff Ice Original 12 Pack	12 × 355	80

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
27128	Flat Roof Manor Pinot Grigio	750	100
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	99
27646	Alida Tequila	750	200
27732	High Road Cellars Cabernet Merlot	750	50
27819	Glenfiddich 18 YO	750	500
27916	House Of The Dragon Cabernet Sauvignon	750	100
28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	100
28551	Solid Ground Pinot Noir	750	140
29507	Folonari Pinot Grigio Delle Venezie Doc	375	50
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	100
30082	Carolans Irish Cream	1750	200
30603	Larceny Kentucky Straight Bourbon	750	150
30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	200
30645	The Busker Triple Cask Triple Smooth	750	100
30834	Canadian Club Classic 12 Year Old	1140	300
31206	French 75 Gin Cocktail	355	10
31221	Twisted Tea Mango	473	10
31276	Bangarang Tropical Bellini Hard Seltzer	355	15
31291	Tahiti Treat Fruit Punch Soda & Vodka	473	15
31456	Muskoka Pineapple Ninja Wheat Ale	473	20
31802	Villa Puccini Toscana Igt Governo Toscano	750	100
31805	Angelo Montepulciano D'Abruzzo	750	100
31809	Prugneto Romagna Doc Sangiovese Superiore	750	100
31949	Elevacion 1250 Tequila	750	200
32064	Strongbow Ultra Apple	6 × 330	30
32178	Saintly Sparkling Rosé VQA	200	25
32182	Lola Light Rosé VQA	750	100
32190	Mindful Sparkling VQA	750	60
32639	Castell D'Or Cava Brut, Catalonia	750	100
33201	Tommy Bahama Mango Vodka	750	200
33545	Skrewball Peanut Butter Whiskey	750	160
33578	Honest Lot Pinot Grigio	750	50
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	80
36452	Ciroc Limonata	750	100
36576	Jameson Whiskey & Lemonade	473	5
36577	Malibu Pina Colada	355	5
36588	Georgian Bay Cocktail Club Bees Knees	355	10
36596	Cutwater Caesar	355	10
36598	Cutwater Rum Mai Tai	355	10

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
36601	Storyteller Singapore Sling	355	10
36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	100
36622	Motts Clamato Light	458	15
36626	Blue Lobster Vodka Soda Blueberry Lemon	473	10
36629	Pabst Strong Iced Tea	473	5
36637	Social Lite Italian Spritz Cocktail Seltzer	355	5
36648	Black Fly Vodka Crushed Black Cherry	473	15
36679	Twisted Shotz Buttery Swirl	4 × 30	25
36811	Adobe Reserva Cabernet Sauvignon	750	100
37216	Bombay Sunset	750	100
37239	21 Cab Sauv St.Hugo Dr3 (Pernod Ricard)	750	250
37251	21 Dr3 Ric Red (Pernod Ricard)	750	150
37300	Blue Moon Mango Wheat	473	20
37612	Cabo Wabo Blanco Tequila	750	500
38003	Brock St. Backyard Party Pack	6 × 473	175
38022	Amsterdam Brewing Summer Entertainer	4 × 473	30
38072	Kamora Dulce De Leche	750	100
38505	Smirnoff Vodka (P.E.T)	1750	120
38543	Cutwater Tequila Margarita	355	10
38544	Cutwater Tequila Paloma	355	10
38545	Cutwater Rum Mint Mojito	355	10
38622	Crown Royal Blackberry	750	60
40626	Charm Soju Liquor	360	15
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	60
55533	Latour Chardonnay Bourgogne	750	80
61374	Bushmills Black Bush	750	180
66266	Inniskillin Unoaked Chardonnay VQA	750	50
71746	Tullamore Dew Irish Whiskey	750	150
88799	Alberta Pure Vodka (P.E.T)	750	200
94433	Louis XIII Cognac (Remy Martin)	700	13000
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	400
111021	Gordons Gin (P.E.T)	1750	120
113241	Cazadores Anejo Tequila	750	100
119628	Lindemans Bin 45 Cabernet Sauvignon	750	60
125187	Cazadores Reposado Tequila	750	100
129940	Aviation Gin	750	90
133439	Captain Morgan White Rum (P.E.T)	1750	120
144337	Side Launch Hibiscus Sour	473	20
144493	Montecillo Crianza Rioja	750	75

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
144865	Wayne Gretzky Riesling VQA	750	50
146449	Passion Of Portugal Red, Lisboa	750	40
157917	Domaine De Canton Ginger Liqueur,	750	100
175042	Girls' Night Out Pineapple Mango Tango	750	50
178681	Open Sauvignon Blanc VQA	750	50
192922	Seagram's 83	1140	300
195966	Farina Valpolicella Rip Superiore Doc	750	50
207514	Remy Martin	375	300
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	200
216903	Banff Ice Vodka	1140	100
216978	Seagrams V.O.	1140	300
217257	Sailor Jerry Spiced Rum	1140	250
217646	J & B Rare Scotch Whisky	1140	90
217794	Johnnie Walker Red Label	1140	90
218040	Martini Bianco Vermouth	1000	50
219816	Catedral Reserva Dao	750	100
228551	Cave Spring Chardonnay VQA	750	100
229542	Folonari Pinot Grigio Delle Venezie Doc	750	60
230821	Cupcake Chardonnay	750	100
231571	Seagrams 83 (P.E.T)	1750	400
234039	Captain Morgan Gold Rum (P.E.T)	1750	120
244186	Collingwood Whisky	750	160
247056	Grant's Triple Wood Blended Scotch Whisky	1750	500
249680	Talisker 10Yr Old	750	200
254631	Stoli Elit Vodka	750	430
262337	G.A. Schmitt Niersteiner L.H.	750	80
267773	Hop City Barking Squirrel Lager	473	10
270934	Jackson-Triggs Shiraz	4000	100
273318	Jagermeister	200	50
273490	Thalia White Assyrtiko Sauvignon Blanc	750	25
277731	Yealands Sauvignon Blanc Marlborough	750	100
280719	Gato Negro Cabernet Sauvignon	1500	80
291278	Johnnie Walker Gold Reserve	750	200
291674	Fetzer Chardonnay	750	80
292615	Jameson Black Barrel	750	110
295022	Two Oceans Pinot Grigio	750	25
297648	Voga Pinot Grigio Igt	375	35
303040	Fielding Fireside White VQA	750	40
303776	Rosehall Run Unoaked Chardonnay VQA	750	75

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
305607	Seagrams 83	750	200
314856	Fireball Whisky Shooter	1140	240
317057	Masi Costasera Amarone Classico Doc	750	250
322727	Santa Carolina Chardonnay	1500	100
326025	Basil Hayden Straight Bourbon	750	300
338343	St-Ambroise Apricot Wheat Ale	473	24
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	120
350397	Banff Ice Vodka	750	200
363812	Tito's Handmade Vodka	375	50
363861	Belvedere Pure Vodka	375	75
363986	Cazadores Blanco Tequila	750	100
365601	Samuel Adams Boston Lager	473	10
367276	Jacob's Creek Moscato Rosé	750	120
369793	Mount Gay Eclipse Rum	750	250
377101	JP Azeitao White	750	40
382002	Smirnoff Raspberry Flavoured Vodka	750	60
384651	Martini Prosecco Sparkling	750	50
386789	Casamigos Tequila Blanco	750	150
387316	The Balvenie 12 Yr. Doublewood	750	500
388694	Casamigos Tequila Reposado	750	180
393090	Monasterio De Las Vinas Crianza Carinena	1500	100
398032	Dr. McGillicuddy Intense Butterscotch	750	120
400556	Bodega Norton Barrel Select Malbec	750	100
404939	Burnt Ship Bay Pinot Grigio VQA	750	100
407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	80
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	80
410852	Woodford Reserve Double Oaked	750	200
416693	Jack Daniel's Tennessee Fire	750	200
417196	Grey Goose Vodka	1140	200
417295	Ciroc Original Unflavoured	750	100
417600	Riverlore Sauvignon Blanc Marlborough	750	30
421420	Fielding Estate Fireside Red VQA	750	40
426148	Old Forester	750	150
427377	Porta 6, Vr Lisboa	750	75
429795	Bodacious Cabernet Sauvignon	750	50
434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	100
438960	Canadian Club 100% Rye	1140	300
441576	Mcguigan Black Label Pinot Grigio	750	80

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
446559	Georgian Bay Vodka	750	80
446575	Stoli Premium Vodka	375	50
447896	La Vieille Ferme Cotes Du Ventoux	1500	120
448597	Georgian Bay Gin	750	80
450981	Pelee Island Lola Blush Sparkling VQA	750	100
452615	Herradura Reposado Tequila	750	500
456095	Ketel One Vodka	750	75
459982	Sandbanks Riesling-Gewurztraminer VQA	750	50
460360	El Jimador Tequila Reposado	750	200
462432	Piper-Heidsieck Brut Champagne	750	125
463539	Aurora Crystal Head Vodka	750	300
465385	Landshark Lager	6 × 473	40
469643	Rossi D'Asiago Limoncello Snaps	750	100
479881	Lagavulin 8 YO	750	200
480129	Woodford Reserve Straight Rye Whiskey	750	150
480616	Jack Daniel's Single Barrel Whiskey	750	200
480624	Woodford Reserve Distiller's Select Bourbon	750	150
482729	Bulleit Bourbon	375	50
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	40
485995	XOXO Red Sangria	750	55
486456	Joiy White Sparkling	250	30
487181	Spier Bay View Chardonnay	750	100
491811	Southern Comfort	750	120
518407	Blue Nun 24k Gold Edition Sparkling	750	80
518688	Sour Puss Apple Liquor	750	100
518753	D'Ont Poke The Bear White VQA	750	80
527705	Bols Triple Sec	750	100
539312	Josh Cellars Rosé	750	100
541011	Wayne Gretzky Red Cask Whisky	375	50
541094	Wayne Gretzky Ice Cask Whisky	750	99
545160	Tito's Handmade Vodka	1750	175
545194	Top Shelf Vodka	750	100
546408	Dragon Stout+	1704	30
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	395
557470	Empress 1908 Gin	750	125
574970	McGuinness Triple Sec	375	80
578005	>Austin Hope Cabernet Sauvignon	750	200
589416	Heineken 0.0	6 × 330	30

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
594200	Peninsula Ridge Inox Chardonnay VQA	750	50
600981	Hpnnotiq Liquor	750	100
601146	Glen Breton Rare Canadian Single Malt	750	300
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	200
604868	Grey Goose Vodka	1750	500
609875	Eastdell Black Cab VQA	750	40
619791	Jackson-Triggs Rosé	750	50
621110	Jackson-Triggs Pinot Grigio	750	50
621151	Barone Montalto Nero D'Avola-Cab Ter Sicilane	750	50
625350	Yellow Tail Merlot	750	80
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	80
628990	Tito's Handmade Vodka	1140	125
630913	Tia Maria	750	100
638734	Deep Eddy Lemon	750	100
644237	Teeling Small Batch Irish Whiskey	750	150
647313	Joiy Rosé Sparkling	250	30
659607	>Mitolo Jester Shiraz	750	75
669002	Casamigos Reposado Tequila	375	100
710426	>Cakebread Cabernet Sauvignon	750	400
981381	Glenfiddich 21YO Gran Res (William Grant)	750	800

UPDATED Value-Added Program

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

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

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

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

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

Near Packs

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

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
French Crystal Glassware	End Aisle 1A/BSE-A, LTO	30716	Hendrick's Flora Adora	750
	End Aisle 1A/BSE-A	36443	Hendrick's Grand Cabaret	750
	End Aisle 1A/BSE-A, LTO	637504	Hendrick's Gin	750
Paloma Glass	End Aisle 2B, LTO	34595	Patron Silver Tequila	750
		34603	Patron Anejo Tequila	750
		50088	Patron Reposado Tequila	750
Barilla Pasta	End Aisle 3	31062	Ruffino Orvieto Classico Doc	750
		467811	Ruffino Prosecco	750
	End Aisle 3, LTO	589101	Ruffino Lumina Pinot Grigio Igt	750
		20896	Ruffino Prosecco Rosé Doc	750
		307025	Ruffino Aziano Chianti Classico Docg	750
Rocks Glass	End Aisle 4A	545871	Ruffino Lumina Pinot Grigio Igt	1500
		7880	Johnnie Walker Black 12 Yr	750
Branded Beach Towel	End Aisle 4B, FSM	422006	Johnnie Walker Black Label Scotch	1750
		217448	Malibu Coconut Rum	1140
Sunglasses	Front Nesting Table	908665	Bud Light	6 × 355
Build a Bucket	EZD	14486	White Claw Hard Seltzer Black Cherry	473
		31284	White Claw Blackberry	473
		31288	White Claw Surge Blood Orange	473

Near Packs Continued

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Buy 2 packs of Coors Light 6 × 355 mL and receive Branded Wireless Earbuds in a Gift Box	Seasonal Block Pile A	906628	Coors Light	6 × 355

Value-Added Program - Plant Applied /Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
22192	Grant's Triplewood 12YO	750	Grants Gift Box	End Aisle, LTO, Value Add

Value-Added Program - Sales (Rep) Applied

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

LCBO#	Description	Size (mL)	VA Approved	Display Program
117	Bacardi Superior White Rum	750	Keychain	
570	Beefeater Dry	750	Fanny Pack	End Aisle 1/BSE, BAP, Value Add
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
1040	Gordons Gin	750	Smirnoff 50 mL	End Aisle 1/BSE, Value Add
4101	Remy Martin VSOP	750	Remy Martin 50 mL	Mini Thematic, Value Add
8888	St Remy Brandy	750	St Remy XO 50 mL	
11850	Buffalo Trace Bourbon	375	Fireball 50 mL	
12476	Prince Igor Vodka (P.E.T)	1140	Howler Head 50 mL	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	VOMG Smoked Gin 50 mL	
14988	Muskoka Detour	6 × 473	Forty Creek Barrel Select 50 mL	
16767	Saintly Sparkling Rosé VQA	750	Belt Bag	FSG, Wine Fridge
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	Premium Wine Glass	Flex Space
24084	Kim Crawford Illuminate Rosé	750	Premium Wine Glass	Flex Space
24435	Bacardi Tropical	750	Keychain	Shelf Extender, LTO, Value Add
25515	Saintly Sparkling Brut VQA	750	Belt Bag	FSG
32274	The Kraken Gold Spiced Rum	750	Stainless Steel Cup	
34721	Carib Premium Lager	6 × 330	Grace BBQ Spice	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Premium Wine Glass	Flex Space
36450	Alberta Pure Vodka	750	Alberta Pure 50 mL	
36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	Cottage Springs Raspberry Lemonade 50 mL	Front Nesting Table
36639	Social Lite Vodka Soda Mixer Pack	12 × 355	Branded Socks	

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
36809	Pabst Blue Ribbon	6 × 473	PBR Strong Iced Tea 355mL Can on Pack	
37547	Social Lite Wine Spritz Mixer Pack	6 × 355	Rubber Wine Cup	
38080	Cointreau Noir	700	Remy Martin VSOP 50 mL	Front Nesting Table
63891	>Coyam Red Blend Organic	750	Coyam Gift Box	Flex Space, LTO
113241	Cazadores Anejo Tequila	750	Corona Extra Beer Sleek Can 355 mL	S1, BAP, Value Add
125187	Cazadores Reposado Tequila	750	Corona Extra Beer Sleek Can 355 mL	S1, BAP, Value Add
158014	Flor De Cana Centenario 12 Rum	750	FdC 15YO 50 mL	
217554	Captain Morgan Dark Rum	1140	Blue Tooth Speaker	End Aisle, Value Add
225250	Stoli Vodka	1140	Rainbow Pride Mug	End Aisle, Value Add
225698	The Kraken Black Spiced Rum	750	Stainless Steel Cup	
242339	Alberta Pure Vodka (P.E.T)	1140	Alberta Pure 50 mL	
285254	Forty Creek Copper Bold Whisky	750	Muskoka Detour 473 mL	Cold Room Spirits
296244	Guinness Draught	4 × 440	Recipe Book/Pouring Spoon	EZA, LTO, Value Add
311944	Canadian Club Classic 12 Year Old	1750	Reifel Rye 2 × 50 mL	
316844	Bombay Sapphire London Dry	750	Bombay Sunset 50 mL	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	BAP, Value Add
363986	Cazadores Blanco Tequila	750	Corona Extra Beer Sleek Can 355 mL	S1, BAP, Value Add
380865	Rumchata	750	RumChata Coconut 50 mL	
388694	Casamigos Tequila Reposado	750	Golf - Divot Repair Tool	End Aisle, BAP, Value Add
405845	Evan Williams Black Label Bourbon Whiskey	750	Elijah Craig 50 mL	
410803	D'Usse VSOP	750	Rocks Glasses	Mini Thematic, LTO, Value Add
425686	Casamigos Tequila Anejo	750	Golf - Divot Repair Tool	End Aisle, LTO, Value Add
427088	Casillero Del Diablo Rsv Merlot	750	Fathers Day - Bottle Stopper	
446021	Bacardi Coconut Rum	750	Keychain	Shelf Extender, Value Add
450932	Jose Cuervo Tradicional Reposado	750	Kraken Black Spiced Rum 50 mL	
518670	Sour Puss Raspberry Liquor	750	Pride Rainbow Visor	Front Nesting Table
520353	Bacardi Spiced Rum	750	Keychain	
545160	Tito's Handmade Vodka	1750	Golf Tees	End Aisle, SB, BAP, Value Add
550715	Forty Creek Barrel Select	750	Muskoka Detour 473 mL	Cold Room Spirits
601518	Sour Puss Blue Liquor	750	Pride Rainbow Visor	Front Nesting Table
609362	Casamigos Mezcal	750	Golf - Divot Repair Tool	End Aisle, LTO, Value Add
619452	Matua Sauvignon Blanc Hawke's Bay	750	Drawstring Backpack	
626390	>Kim Crawford Pinot Noir	750	Premium Wine Glass	Flex Space
636209	Roku Gin	750	Bamboo Coaster	
650325	>Kim Crawford Hawke's Bay Rosé	750	Premium Wine Glass	Flex Space

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
1867	Drambuie	750	Drambuie Necktag	BAP
13305	Solid Ground Cabernet Sauvignon	750	Rainbow Railroad / Pride Donation Campaign	LTO
15349	Jack Daniels Apple	750	JD Necktags	
16648	Jackson-Triggs Reserve Baco Noir VQA	750	Win 1 of 5 Jackson-Triggs Amphitheatre Concert Series Prize Packs!	
22492	Warheads Blue Raspberry	375	Pride Donation - Reading Railroad (TBC)	FEM3
28551	Solid Ground Pinot Noir	750	Rainbow Railroad / Pride Donation Campaign	BAP
32025	Keep Calm And Love Pinot Grigio Blush	750	2SLGBTQI+ donation awareness	Front Nesting Table
32497	Diablo Dark Red	750	Experiential / QR Code	
35623	Squealing Pig Sauvignon Blanc	750	Pride Necktag	Front Nesting Table, LTO
37612	Cabo Wabo Blanco Tequila	750	QR Code Contest NTG	BAP
38549	Harmony & Terra Cabernet Sauvignon	750	Rainbow Railroad Donation	
38550	Harmony & Terra Chardonnay	750	Rainbow Railroad Donation	
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	Win 1 of 5 Jackson-Triggs Amphitheatre Concert Series Prize Packs!	
79129	Gato Negro Sauvignon Blanc	1500	Pride Necktag	Wine Fridge
104299	>The Prisoner Red Blend	750	Father's Day	
109959	Jackson-Triggs Reserve Merlot VQA	750	Win 1 of 5 Jackson-Triggs Amphitheatre Concert Series Prize Packs!	
130138	>Meiomi Pinot Noir	750	Father's Day	
217679	Jackson-Triggs Sparkling Reserve VQA	750	Win 1 of 5 Jackson-Triggs Amphitheatre Concert Series Prize Packs!	
225243	Stoli Vodka	750	The Spirit of Change	End Aisle, LTO
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	Father's Day	
280719	Gato Negro Cabernet Sauvignon	1500	Pride Necktag	Front Nesting Table, BAP
295139	Alamos Malbec	750	Alamos Sustainability Message	
357145	Open Smooth Red VQA	750	NEW LOW PRICE	
387050	Open Smooth White VQA	750	NEW LOW PRICE	
416693	Jack Daniel's Tennessee Fire	750	JD Necktags	BAP
441543	Wakefield Promised Land Shiraz	750	New Label	
446575	Stoli Premium Vodka	375	The Spirit of Change	BAP
518407	Blue Nun 24k Gold Edition Sparkling	750	Real GOLD	Feature Fixture A, BAP
518688	Sour Puss Apple Liquor	750	Pride Donation Rainbow Railroad + The 519	Front Nesting Table, BAP
526251	Jackson-Triggs Reserve Chardonnay VQA	750	Win 1 of 5 Jackson-Triggs Amphitheatre Concert Series Prize Packs!	
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	Win 1 of 5 Jackson-Triggs Amphitheatre Concert Series Prize Packs!	
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	Win 2 Tickets to Jackson-Triggs Amphitheatre in Niagara-on-the-Lake	

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	270439	Smithwick's Ale	500	LCBO Warehouse	Store Order
	296244	Guinness Draught	4 × 440	LCBO Warehouse	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	37624	Lake Of Bays Keep Rollin' Tropical Fruit Pale Ale	473	8958 - Lake Of Bays Brewing	Store Order
	37710	Beau's Lug Tread 5 L Keg	5000	LCBO Warehouse	Store Order
	38519	Refined Fool, Summer Beer League	6 × 473	5732 - Refined Fool Brewing Company	Store Order
Beer Excitement Zone - 21C (End EZH)	17817	Corona Extra	6 × 473	275 - The Beer Store	Store Order
	17818	Corona Extra	6 × 330	275 - The Beer Store	Store Order
	17846	Corona Extra	6 × 355	275 - The Beer Store	Store Order
Ontario Craft Beer End Aisle	13641	Bench Brewing Short Hills East Coast IPA	473	798 - Bench Brewing Company	Store Order
	31512	Collective Arts Lager	473	LCBO Warehouse	Store Order
	36198	Railway City Whistle Stop Hazy Pale Ale	473	8447 - Railway City Brewing Company	Store Order
	37625	Muskoka Brewery Survival Pack 2024	6 × 473	LCBO Warehouse	Store Order
	37711	Beau's Wonder Crush Hazy IPA	473	LCBO Warehouse	Store Order
	37778	Sawdust City - Jalapeno Lime Kettle Sour	473	1143 - Sawdust City Brewing Co.	Store Order
End Aisle #10/Mini Thematic C	16897	Great Lakes Brewery Burst!	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	25664	Flying Monkeys Blueberry Sour	473	6309 - Flying Monkeys Craft Brewery	Store Order
	31512	Collective Arts Lager	473	LCBO Warehouse	Store Order
	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	458 - Cowbell Brewing Co.	Store Order
	33206	Refined Fool Florida Stole My Parents- OJ IPA	473	5732 - Refined Fool Brewing Company	Store Order
	37425	Lago Cerveza Mexican Style Lager	473	4277 - Lake Of The Woods Brewing Comp	Store Order
	37649	Lager Mixed Six Pack	6 × 355	791 - Anderson Craft Ales	Store Order
	38839	Bellwoods Jelly King Spicy Margarita Sour	473	2990 - Bellwoods Brewery	Store Order
	508580	Wellington Upside IPA	473	4826 - Wellington County Brewery Inc	Store Order

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	14135	Coors Original	6 × 355	275 - The Beer Store	Forced
	14400	Coors Original	6 × 473	275 - The Beer Store	Forced
	37300	Blue Moon Mango Wheat	473	275 - The Beer Store	Forced
	300681	Coors Light	6 × 473	275 - The Beer Store	Forced
	906560	Coors Light	6 × 341	275 - The Beer Store	Forced
	906628	Coors Light	6 × 355	275 - The Beer Store	Forced
	906669	Coors Light	473	275 - The Beer Store	Forced
R57: Ontario Beer A	17513	Paulaner Munchner Hell Lager	500	LCBO Warehouse	Forced
R58: Ontario Beer B	37646	Peroni Nastro Azzurro Stile Capri	6 × 330	LCBO Warehouse	Forced
R59: Beer 1	33237	Magnotta True North Light IPA	473	270 - Magnotta Brewery (Vaughan) Ltd.	Forced
R60: Beer 2	37301	Madri Excepcional	6 × 473	275 - The Beer Store	Forced
R61: Beer 3	15261	Angry Orchard Crisp Apple	473	LCBO Warehouse	Forced
R62: Beer 4	456996	Lost Craft Revivale	473	179 - Lost Craft	Forced
D4: Discovery BSM 1	31456	Muskoka Pineapple Ninja Wheat Ale	473	LCBO Warehouse	Forced
EA 7A/B	37538	Creemore Springs Savour Summer Collection	6 × 473	1757 - Creemore Springs Brewery	Forced
	37858	Bench X Henderson Collab Mixer	6 × 473	798 - Bench Brewing Company	Forced
	38022	Amsterdam Brewing Summer Entertainer	4 × 473	3842 - Amsterdam Brewing Company	Forced
EA 9A/B	25665	Flying Monkeys Quantum Hugs Cold IPA	473	6309 - Flying Monkeys Craft Brewery	Forced
	38003	Brock St. Backyard Party Pack	6 × 473	397 - Brock Street Brewing	Forced
	492017	Steam Whistle	6 × 473	LCBO Warehouse	Forced
EA 17	19266	Beau's Lug Tread	6 × 473	LCBO Warehouse	Forced
	35929	Lower West Side West Coast IPA	473	LCBO Warehouse	Forced
	38941	Burdock Lime Gose	473	2837 - Burdock Brewery	Forced
EA 20	25636	Libra Non-Alcoholic Pale Ale	4 × 355	LCBO Warehouse	Forced
	32759	Athletic Brewing Run Wild Non- Alcoholic IPA	6 × 355	LCBO Warehouse	Forced
	617878	Partake Brewing Non-Alcoholic Pale Ale	355	LCBO Warehouse	Forced

Questions?

Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com

Trade Copy Only

PERIOD 3						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 26 Start of Period 3	27	28	29	30	31	JUNE 1
2	3	4	5	6	7	8 Vintages Release
9	10	11	12	13	14	15
16  HAPPY FATHER'S DAY	17	18	19	20	21 National Indigenous Peoples Day	22 End of Period 3 Vintages Release
23	24	25	26	27	28	29

LCBO