

**JUST
ADD 
SUMMER**



PERIOD 4 MARKETING & PRODUCT GUIDE

JUNE 23 - JULY 20, 2024

My Store #



Kudos to Store #434

Period 4

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 4



Promotional Programs

Period 4 Aeroplan Offers

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Mini Thematic A: Gift Premium Tequilas

Mini Thematic B: Premium French Rosés

Mini Thematic C: Local Craft Beer

Front Nesting Table

Middle Nesting Table

Block Pile A: Flavours of Canada

Block Pile B: Juicy New Flavours

Block Pile C: Aeroplan

Block Pile D: Bacardi

Enhanced Block Pile Display: Easy Threesy

Enhanced Block Pile Display: Courvoisier

Enhanced Block Pile Display: Jackson-Triggs

Enhanced Block Pile Display: Aviation Gin

Enhanced Block Pile Display: Fireball

Pop-Up Activation: MOLSON Seltzers

Flagship Spotlight: Cutwater

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: June 23 - July 20, 2024

Participating Stores: All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

P3-4 Aeroplan Exterior Banners

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



P4 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-25P4-ANS)
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 749359)



P4 Aeroplan Perpendicular Shelf Talkers

- Install the Aeroplan perpendicular shelf talkers in-section and on applicable displays.
- Aeroplan Perpendicular Shelf Talkers ENG/BIL (Re-order# 749359)



P4 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P4-SB1) / BIL (Re-order# 25P4-SB2)



P4 Aeroplan End Aisle Backer Card

- Install the Aeroplan generic backer card on end aisles with Aeroplan offers.
- ENG/BIL (Re-order# 25P4-BC-GEN2)



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)
- **NOTE:** These Bin Tag Pop-Outs are to be reused for every period. They are NOT to be disposed of.



P4 Aeroplan Combo Offers (LF)

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

Key Dates (June 24 - July 21, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
LF	10122	Codigo 1530 Tequila Rosa	750	100	\$5.00
	20710	Duca Di Saragnano Chianti Governo	750	50	\$1.00
	21437	Wayne Gretzky Red Cask Whisky	1140	50	\$3.00
	25010	Santa Julia Reserva Cabernet Sauvignon	750	50	\$2.00
	27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	50	\$2.50
	29280	>Terrazas De Los Andes Malbec Reserva	750	50	\$2.00
	30149	Wayne Gretzky Double Barrel Oaked Whisky	750	50	\$3.00
	30960	Sistina Pecorino Terre Di Chieti Igt	750	45	\$2.00
	32542	Two Oceans Pinot Grigio	1500	25	\$2.00
	36223	King Maui Sauvignon Blanc	750	50	\$3.00
	37667	Dos Primos Tequila Blanco	750	150	\$5.00
	44784	Negrar Amarone Classico Docg	750	60	\$3.50
	58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	80	\$1.00
	75663	Alianca Vinho Verde	750	40	\$1.00
	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	40	\$2.00
	176461	Folonari Soave Doc	750	40	\$1.00
	244616	Sandbanks Rose VQA	750	40	\$2.00
	265199	Absolut Vodka	375	40	\$1.00
	268375	Henry Of Pelham Riesling VQA	750	40	\$1.00
	302380	Mezzacorona Pinot Grigio Trentino	750	50	\$2.00
	317057	Masi Costasera Amarone Classico Doc	750	100	\$4.00
	322586	>Montes Alpha Cabernet Sauvignon	750	50	\$2.00
	37801	Side Launch Light Lager	6 × 355	75	\$1.00
	382861	Lot No. 40 Singl Copper Pot Still Canadian Whsky	750	40	\$3.00
	404566	Jp Azeitao Syrah Rose Bacalhoa	750	40	\$1.00
	413104	Dillon's Dry Gin	750	85	\$2.00
	426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	35	\$3.00
	522672	> (V)Vidal Icewine Vqa Nia(Lakeview Cellars)	200	100	\$2.00
	580183	Blu Giovello Pinot Grigio	750	40	\$2.00
	668954	Banrock Station Chardonnay Carton	1000	40	\$2.00

P4 Aeroplan Bundling Pair Offers (LD)

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

Key Dates (June 23 - July 20, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP	Offer Code
LD	19670	Valley Of Mother Of God Smoked Gin Ddp	750	400	D0006753
	13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750		D0006753

Buy both items and earn 400 BAP.

LD Offers:

Customers are awarded based on each pair of the bundle without a limit.

P4 Aeroplan Bundling Offers Malivoire

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

Key Dates (June 23 - July 20, 2024)

Participating Products

LCBO#	Description	Size (mL)	BAP	Offer Code
16858	Malivoire Che Bello Sparkling VQA	750	80	B0006884
559088	>(V) Rose Ladybug (Malivoire Wine Co.)	750		B0006884
573147	>(V)Chardonnay VQA Niagara (Malivoire)	750		B0006884
591313	>Gamay VQA (Malivoire Wine Co.)	750		B0006884

Buy 2 items and earn 40 BAP, Buy 3 items and earn 60 BAP, Buy all 4 items and earn 80 BAP.

P4 Aeroplan Bundling Offers Twisted Tea

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

Key Dates (June 23 - July 20, 2024)

Participating Products

LCBO#	Description	Size (mL)	BAP
14534	Twisted Tea Peach	473	50
24376	Twisted Tea Slightly Sweet	473	
31221	Twisted Tea Mango	473	
36620	Twisted Tea Slightly Sweet Blueberry Tall Can	473	
570283	Twisted Tea Original	473	
649194	Twisted Tea Half & Half	473	

Buy any combination of 6 single cans, earn BONUS 50 Aeroplan Points.

P4 Aeroplan Bundling Offers Dillons

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

Participating Products

LCBO#	Description	Size (mL)	BAP
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	20
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	

Buy any combination of 4 single cans, earn BONUS 20 Aeroplan Points.

P4 & P5 Corona Sunset Bundled Offer (In-store and Online)

NOTE: This offer and signage is valid for Period 4 and Period 5. Stores should keep the signage merchandised for both periods. DO NOT recycle until P6.

Participating Products

LCBO#	Description	Size (mL)	BAP
17818	Corona Extra	6 × 330	60 BAP Before 4pm, or after 8pm 120 BAP Between 4pm - 7:59pm

Daytime Offer: Buy 2 Corona 6 packs before 4pm or after 8pm and receive 60 BAP.

Sunset Offer: Buy 2 Corona 6 packs between 4pm and 7:59pm and get 2X bonus points (120 points).

Signage Components

Components

Image (example only)

Corona Sunset Aeroplan Perpendicular Shelf Talker

- Install the Aeroplan perpendicular shelf talkers in-section and on applicable displays.
- ENG (Re-order # 25P4-CSAP1) / Bil (Re-order # 25P4-CSAP2)

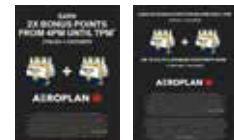
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Box Sign

- Install the Aeroplan Corona Sunset Offer Feature Fixture Box Sign in section (AAA-B Stores only).
- ENG/BIL (Re-order# 25P4-CSAP3)

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NEW Ghost Card Kits

Starting in July there will be a new version of the Ghost Card kit. Please deplete your existing inventory before handing out the new versions. The new version will have an updated look and will include a card and a fob for customers to use.

Re-order	Description
23OP-AP22	English Ghost Card Kit (bundles of 25)
23OP-AP23	French Ghost Card Kit (bundles of 25)

Store Manager/Designate:

Please go through the key talking points below with all team members to ensure they have a good understanding for their conversations with customers. The talking points can be used when greeting customers, engaging on the selling floor, or at the cash register.

How to Earn at the LCBO?

- Earn points on every purchase, also earn bonus points on select products each month, plus special overlay offers to earn even more.
- Ways customers can earn at checkout:
 1. Scan your physical Aeroplan Membership card or key tag
 2. Scan your digital card within the Air Canada app or within your Apple wallet
 3. Verbally communicate Aeroplan number
 4. Online purchase - add your Aeroplan number to your profile
- Ensure customers are scanning their Aeroplan membership card as well as their Aeroplan credit card (as they won't earn bonus unless they scan their member card).
- Not a member? Join today

Where else can I earn?

- Earn on travel with Air Canada
- Earn everyday with partners like Starbucks, Uber, Uber Eats and the Aeroplan eStore
- Plus, pay with an Aeroplan credit card to earn twice.

What can I use my points towards?

- Redeem for LCBO gift cards (starting at \$10 for 1,000pts) and over 200+ retailer gift cards via the Aeroplan eStore (1,000pts = \$10 LCBO gift card)
- Redeem for flights, upgrades and more!

Example of Qualifying the Customer

Q. "Are you an Aeroplan member?"

If NO then:

"Joining is easy and free. You can create an account easily at aircanada.com/join" and show the QR code on the pin pad insert. The Customer can download a digital card via the Air Canada app to scan in-store.

OR provide a ghost kit to customer and remind them to follow the instructions to register their Aeroplan number online today so they can redeem points for LCBO gift cards and over 200+ retailer gift cards via the Aeroplan eStore (1,000pts = \$10 LCBO gift card) or redeem for flights, upgrades and more. After registering their card, they can attach the tag to their key ring to carry their Aeroplan number and earn points everywhere they go.

If YES but they only pull out their Aeroplan Credit card then remind them:

Earn twice when you scan your Aeroplan membership card and pay with an Aeroplan credit card – **Don't leave points behind!**

If YES but they only pull out their Aeroplan Membership card then remind them:

Did you know you can earn twice with an Aeroplan credit card – visit aircanada.com to learn more

OR Did you know that you can redeem 1000 pts for a \$10 LCBO Gift Card?"

Period 4: 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 4 signage components will be shipped to stores beginning **June 19, 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-25P4-MUSIC-CD | Music USB Reorder# AIM-25P4-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 Pickup
(Stores with Same-Day Pickup service)

* 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 Pickup



Re-order#
25P3-EB5
(English)

Re-order#
25P3-EB6
(Bilingual)

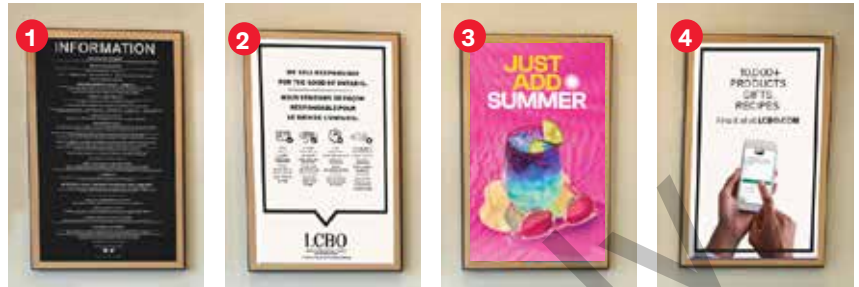
Signage is to remain in place for the duration of P3-6

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



NEW! P4 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 P3 blade signs and replace with the new Period 4 versions below.



EA1AB Espresso & Tonic
ENG (25P4-BS1)
BIL (25P4-BS6)



EA2A Lean Rickey
ENG (25P4-BS2)
BIL (25P4-BS7)



EA2B Instant Collins
ENG (25P4-BS3)
BIL (25P4-BS8)



EA3A F&D Cover
ENG (25P4-BS4)
BIL (25P4-BS9)



EA4AB Tennessee Mule
ENG (25P4-BS5)
BIL (25P10-BS10)

NEW! P4 End Aisles Backer Cards

Remove the P3 EA 1-4 and 10 backer cards and replace with the new Period 4 versions below.

25P4-BC1



EA1AB

25P4-BC2A



EA 2A

25P4-BC2B



EA 2B

25P4-BC3A



EA 3A

25P4-BC3B



EA 3B

25P4-BC4A



EA 4A

25P4-BC4B



EA 4B

25P3-BC10



EA 10

P3-6 Generic Backer Cards

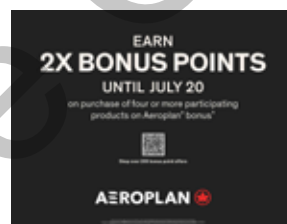
Continue to display the Generic Backer Card versions from Period 3 below. These are to remain in place until the end of P6. Remove the P3 Aeroplan Backer Card and replace with the Period 4 version below.

25P3-BC-GEN1



NOTE: Use this backer card with any product.

NEW! 25P4-BC-GEN2



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

25P3-BC-GEN6



Select stores will implement a summer gifting discretionary end to display this backer card. More information can be found on page 60.

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 Beer 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 (June 23 - July 20, 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

NEW

NEW
-
NOUVEAU

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 4 New Products

LCBO#	Description	Sub Set	Product Type
32891	Jack Daniel McLaren 2	American Whisky	One Shot
38408	Here & Now Pinot Noir	California Red	Regular
38417	Rose & Finch Red Blend	California Red	Regular
38418	Popcorn Cabernet Sauvignon	California Red	Regular
38549	Harmony & Terra Cabernet Sauvignon	California Red	Regular
310391	The Dreaming Tree Crush Red Blend	California Red	Regular
38404	Pine Ridge Chenin Blanc Viognier	California White	Regular
38407	Paddleboard Pinot Grigio	California White	Regular
38409	Solid Ground Chardonnay	California White	Regular
38410	Cupcake Citruskissed Pinot Grigio	California White	Regular
38411	Bread & Butter Pinot Grigio	California White	Regular
38416	The Dreaming Tree Sauvignon Blanc	California White	Regular
38550	Harmony & Terra Chardonnay	California White	Regular
38640	Josh Cellars Seaswept Sauvignon Blanc & Pinot Grigio	California White	Regular
16531	Walkerville Brewery Smooth Sail Summer Ale	Craft Beer Local	Seasonal
16769	Railway City - Playa Cerveza	Craft Beer Local	Regular
20839	Oast House Farmer Tan IPA	Craft Beer Local	Seasonal
21939	Fixed Gear Fixie Citra IPA	Craft Beer Local	Seasonal
27004	South Channel Ale	Craft Beer Local	Seasonal
31576	Sawdust City - White Tulip	Craft Beer Local	Seasonal
33228	Blood Brothers Auto Pop Tahitian Treats	Craft Beer Local	Seasonal
33261	Maclean's County Cream Ale	Craft Beer Local	Seasonal
37625	Muskoka Brewery Survival Pack 2024	Craft Beer Local	Regular
37711	Beau's Wonder Crush Hazy IPA	Craft Beer Local	Regular
38003	Brock St. Backyard Party Pack	Craft Beer Local	Seasonal
38064	Henderson X Rush Moving Pictures 2024 - Belgian BI	Craft Beer Local	Seasonal
38519	Refined Fool, Summer Beer League	Craft Beer Local	Regular
38529	Madkap - Busted Raspberry Wheat	Craft Beer Local	Seasonal
38609	Snake Eyes Dry-Hopped Peach Sour	Craft Beer Local	Seasonal
38610	Wellington Brewery Lazy Tiger Little IPA	Craft Beer Local	Seasonal
38767	Mackinnon Philly Light Lager	Craft Beer Local	Seasonal
38772	Slake Super Sunset Pale Ale	Craft Beer Local	Seasonal
38773	Bobcaygeon Brewing Summer IPA Mix Pack	Craft Beer Local	Seasonal
38774	Willibald City Slicker IPA Ontario	Craft Beer Local	Seasonal
38775	Pretty Bad Sunburn Mango Guava Sour	Craft Beer Local	Seasonal
38776	Shape Of Home Pale Ale	Craft Beer Local	Seasonal
38779	Rage & Love - Passionfruit & Raspberry Sour	Craft Beer Local	Seasonal
38780	Orillia Summer Frost Cryo IPA	Craft Beer Local	Seasonal
38782	Exchange Brewery Wee Wallop	Craft Beer Local	Seasonal
38783	Klb Lazy Waves Hazy IPA	Craft Beer Local	Seasonal
38784	Broadhead Underdog Pale Ale	Craft Beer Local	Seasonal
38787	Shawn & Ed Salted Lime Cerveza	Craft Beer Local	Seasonal

Period 4 New Products

LCBO#	Description	Sub Set	Product Type
38789	Stockyards Brewing Reunion Mexican Lager	Craft Beer Local	Seasonal
38790	Left Field Long Shot Pale Ale	Craft Beer Local	Seasonal
38791	Surf Rock - California IPA	Craft Beer Local	Seasonal
38792	Summer Sampler	Craft Beer Local	Seasonal
38797	Collingwood Carnival Caribbean Style Lager	Craft Beer Local	Seasonal
38816	Whitewater Summer Collection	Craft Beer Local	Seasonal
38839	Bellwoods Jelly King Spicy Margarita Sour	Craft Beer Local	Seasonal
38906	Bellwoods Purple Paisley IPA	Craft Beer Local	Seasonal
38907	Czech Pilsner	Craft Beer Local	Seasonal
38908	Sons Of Kent El Camino 6-Pack	Craft Beer Local	Seasonal
38909	Blueberry Wheat Ale	Craft Beer Local	Seasonal
38910	Indie Ale House Swirl Raspberry Cherry Sour	Craft Beer Local	Seasonal
38912	Bellwoods Ultra Light Lager	Craft Beer Local	Seasonal
38917	Twocan Hazy Pale Ale	Craft Beer Local	Seasonal
38936	Matron Deece IPA	Craft Beer Local	Seasonal
38941	Burdock Lime Gose	Craft Beer Local	Seasonal
38947	Maxin' Relaxin' - Session IPA	Craft Beer Local	Seasonal
38948	Front Porch Raspberry Lagered Ale	Craft Beer Local	Seasonal
38969	Caledon Hills Mango Wheat Ale	Craft Beer Local	Seasonal
39052	Left Field Sno-Cone Lemon Lime Sour	Craft Beer Local	Seasonal
39476	Bellwoods Jelly King Prickly Pear & Pink Guava	Craft Beer Local	Seasonal
467167	Honey Ginger Shandy	Craft Beer Local	Seasonal
507947	Clifford Brewing Co Pinball Wizard Apa	Craft Beer Local	Regular
521914	Saison Tropicale	Craft Beer Local	Seasonal
618751	Second Wedge-High Grass Lemongrass Ginger Saison	Craft Beer Local	Seasonal
39010	Taylor Fladgate Late Bottled Vintage Port	Fortified	Regular
38883	La Vieille Ferme Cotes Du Ventoux Aoc	France Red	Regular
38888	Chateau Timberlay Bordeaux Superieur Aoc	France Red	Regular
37947	Les Jamelles Chardonnay	France White	Regular
37949	Paul Mas Sauvignon Blanc	France White	Regular
38882	Brilla Prosecco Doc Spumante 3 × 200 mL	Gift Packs European	Regular
38973	Frescobaldi Castiglioni Chianti Docg	Italy Red	Regular
38076	Sour Puss Mystery 2.0	Liqueurs	One Shot
38081	Somrus Chai Liqueur	Liqueurs	Seasonal
38734	Bodacious Peach Fizz	Ontario Flavoured Wines	Incubator Program
158311	Copper Moon Shiraz	Ontario IDB Red	Special Purchase
36976	Bask Pinot Grigio 3L	Ontario IDB White	Regular
38921	Sidney Pinot Grigio	Ontario IDB White	Regular
37954	Bella Terra Cabernet Merlot VQA	Ontario VQA Red	Regular
11234	Cote Des Roses Rose Hf (Gerard Bertrand)	Rose European	Regular
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	Rose European	Seasonal
38920	Sidney Rosé	Rose Ontario IDB	Regular

Period 4 New Products

LCBO#	Description	Sub Set	Product Type
38559	Appleton Estate 8 Year Old Double Cask	Rum Amber Deluxe	Seasonal
38977	Mount Gay Eclipse Navy Strength	Rum Amber Deluxe	Seasonal
16938	La Marca Prosecco Doc	Sparkling European	Regular
21632	Bottega Rose Gold Spumante	Sparkling European	Regular
38655	Crown Royal Single Malt	Whisky Canadian	One Shot
38698	J.P. Wiser's 42YO Canadian Whisky	Whisky Canadian	One Shot
37132	Royal Salute 21YO Miami Polo Limited Edition	Whisky Scotch	One Shot
38697	Lagavulin 11YO Offerman Edition Caribbean Rum Cask	Whisky Scotch	One Shot

**Continue to merchandise
the New Product Underlays for the following P3 SKUs:**

LCBO#	Description
1123	Baby Duck
10122	Codigo 1530 Rosa
11324	Hornitos Cristalino
14665	Good Vines White Wine Spritz
15439	Nemiroff Deluxe Ukrainian Vodka
15568	Listel Gris Rosé
17893	Porta 6 Rosé
19253	Jp Chenet Fashiion Pineapple Sparkling
19297	Girls' Night Out Tropicolada
19402	Tresor Gin N13
20191	Flor De Cana Eco-15
23075	Mcconnell's 5YO Blended Irish Whisky
24998	Bask Rose Spritz
24999	Bask Green Tea Peach Hard Sparkling Water
25487	Darling Mimosa Sparkling Grapefruit
26263	Sheringham Seaside Gin
26813	El Dorado Cask Strength Single Still Port Mourant
27498	#Plantation 5 Year Old Barbados Rum (C Ferrand)
30719	Seventh Heaven Classic London Dry Gin
30722	Gray Whale Gin
31456	Muskoka Pineapple Ninja Wheat Ale
31471	Protea Rosé
31748	West Avenue Cider Little Mac
31754	Thornbury Craft Strong Apple Cider

LCBO#	Description
31760	Shiny Apple Ginger Lime Cider
31949	Elevacion1250 Tequila
32175	Lively Peach Cherry Rose Wine Beverage
32180	Girls' Night Out Pink Flamingo 2L Astrapouch
32181	Darling Mimosa Sunshine Pack 6 × 355 mL
35300	Jardin Verde Glam
36054	Louis Bernard Costieres De Nimes Red
36222	El Dorado Single Still Cask Strength Versailles
36225	Bacardi Caribbean Spiced
36401	Rabbit Hole Heigold Bourbon Whiskey
36430	Crystal Head Bone Bottle
36432	Arbikie Nadar Climate Positive Gin
36435	Georgian Bay Eco-Friendly Gin
36440	Empress Elderflower Rose Gin
36444	Tarsier Southeast Asian Dry Gin
36452	Cîroc Limonata
36453	El Mocambo Vodka
36455	Cottage Springs Crew Pack Flavoured Vodka
36462	Favignana Sicilian Gin
36480	Zubrowka Vodka Czarna Black
36494	Ramsbury Gin
36718	Mighty Moose Canadian Vodka
36795	Uptown Cocktails Pina Colada Wine Beverage
36801	Barefoot Fruitscato Blueberry
36802	Sutter Home Peach Tea

Continue to merchandise the New Product Underlays for the following P3 SKUs:

LCBO#	Description
36817	Don David Reserve Cabernet Sauvignon
36819	Anakena Nuna Reserva Cabernet Sauvignon
36825	Tall Horse Chenin Blanc
36835	Stella Rosa Black
36836	Stella Rosa Peach
36838	Romeo Pink Paloma
36842	Bicycle Thief Pouch Portugal White
36858	Postales Del Fin Del Mundo Patagonia Malbec
36909	Toro Bravo Verdejo Sauvignon Blanc
36977	Castell Blanc Brut Cava
36989	Mamamango Moscato
37083	Beattie's Blueberry Splash
37162	Las Ninas Ella Reserva Chardonnay Organic
37190	Vignes De Nicole Paul Mas Rosé
37207	Au Vodka Black Grape
37216	Bombay Sunset
37224	Animus Vinho Verde
37228	Aveleda Lisboa Red
37500	Olmecca Altos Strawberry Margarita
37545	Girls' Night Out Mai Tai
37546	Pommies Wine & Soda Raspberry
37577	Bask Red Sangria Wine Spritz
37607	Familia Camarena Reposado Tequila
37608	Del Maguey Puebla
37611	Rooster Rojo Blanco
37617	Don Julio Rosado
37642	Rally Trail Blazer Session Ale
37644	Rally Base Layer Lager
37645	Muskoka Brewery Nitro Drifter Hazy Pale Ale
37646	Peroni Nastro Azzurro Stile Capri 6pk
37651	White Claw Variety 24 Pack
37667	Dos Primos Tequila Blanco
37668	Cada Dia Tequila Plata
37719	Tequila Revolucion Anejo
37835	Rally Extra Mile Session IPA
37889	Ernest Grapefully Flavoured Cider
37891	No Boats On Sunday Original Cider
37897	Kw Craft Cider Chai Spiced
37898	Ernest Cider Mix 6-Pack
37899	Bumper Crop Cider Co. Crisp Apple
37950	Grand Sud Rosé

LCBO#	Description
38048	Woodford Reserve Triple Finish
38385	Collective Arts Mix 6
38394	Shiny Apple Cider Bramble Berry Light
38699	Jim Beam White Label Bourbon
55145	Martell Cordon Bleu Cognac
341164	El Dorado Enmore Single Still
452573	Cotes De Prov Gr. Rsv. Rose (Brebant Mim)
498139	Forbidden Dry Hopped Cider
527705	Bols Triple Sec
556753	Pump House Crafty Radler
583401	Gemma Di Luna Moscato
628404	Open Pinot Grigio VQA
647313	Joey Rose Sparkling

REMOVE the New Product Underlays from the following 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
28741	Muskoka Winter Beard Nitro Latte Stout
30333	Angostura White Oak Rum
30720	Beefeater Peach & Raspberry
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
36218	The Salford Rum
36220	Worthy Park Select Jamaican Rum
36221	Langs Banana Rum
36443	Hendrick's Grand Cabaret
37716	Collective Arts Daily Forecast
38062	Collective Arts Peak To Peak West Coast IPA
38063	Collective Arts Grapefruit & Lime Gose
402834	Smith And Cross Traditional Jamaican Rum
406439	Gregorius Trappist Beer
547653	Starr Rum Africa

FOOD & DRINK

Summer Release Date

The Summer issue of *Food & Drink* should be distributed in stores starting Wednesday, June 26, 2024.

PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO JUNE 26.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at lcbob.com.

NOTE: myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

Social Media

Encourage customers to follow *Food & Drink* on the following platforms:

- Instagram: [@lcbofoodanddrink](https://www.instagram.com/lcbofoodanddrink)
- Pinterest: www.pinterest.ca/lcbofoodanddrink

Additional Copies

- To request additional copies once your original supply has run out, please email foodanddrink@lcbob.com with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the initial distribution. As supply is limited, please understand that stores may not receive the quantity requested.

Merchandising Instructions

- Issues should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the aisle of the store in order to fully integrate into the customer shopping experience.
- If your store does not have a stand, please display *Food & Drink* at all checkouts, customer service and the Info Centre.
- Once your supply has been depleted, please store the fixture and signage until the next issue arrives. Do not use the stand to display other materials.

Signage

- Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #25P4-FD1)
- Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #25P4-FD2)
- Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #25P4-FD3)



LOOKING AHEAD

The next issue, Autumn 2024, will be released September 4, 2024.

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): Flavours of Canada

B Block Pile B (SBB): Juicy New Flavours

C Block Pile C (SBC): Aeroplan

D Block Pile D (XBP): Bacardi

Easy Threesy (FSG-A)

Courvoisier (FSG-B)

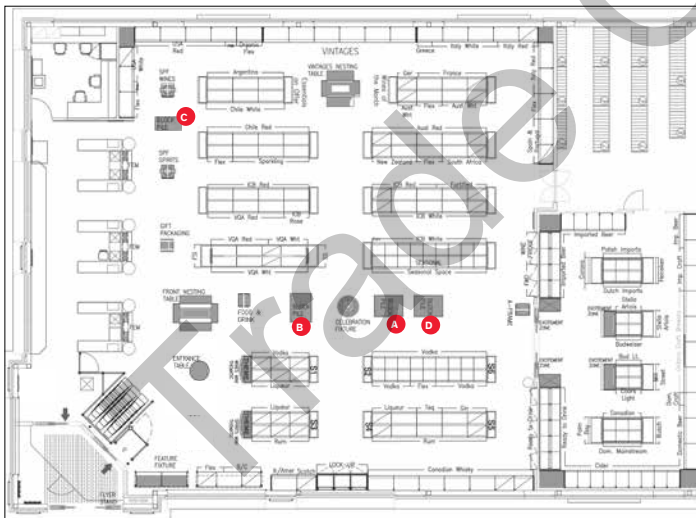
Jackson-Triggs (FSH-A)

Aviation Gin (FSO-A)

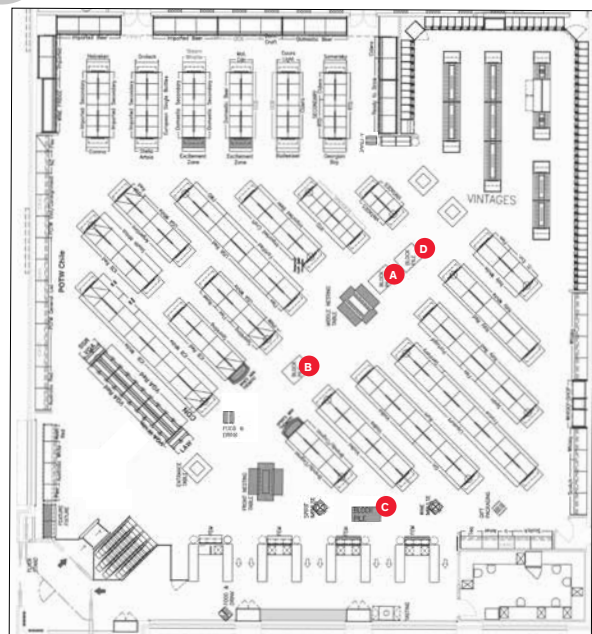
(P4-P8) Fireball (FSJ-A)

Pop-up Activation (FSM-A): Molson

Flagship Spotlight (FSN-A): Cutwater



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.

P4 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 (June 23 - July 20, 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)
EA 2A	95935	Grey Goose Vodka	750	30729	Bombay Citron Presse	750
	116327	Grey Goose La Poire Vodka	750	316844	Bombay Sapphire London Dry	750
	417196	Grey Goose Vodka	1140	19388	Bombay Bramble	750
EA 18	227678	1800 Silver Tequila	750	450932	Jose Cuervo Tradicional Reposado	750
	398479	1800 Reposado	750	10899	Jose Cuervo Tradicional Plata	750
	492454	1800 Coconut Tequila	750	No substitution. Please extend facings of other participating products to fill the display.		
MTA	25136	818 Tequila Blanco	750	25141	Lobos 1707 Tequila Reposado	750
	549113	1800 Anejo Tequila	750	450932	Jose Cuervo Tradicional Reposado	750
Shelf Extender R2: Vodka B	662379	Ciroc Watermelon	750	363770	Ketel One Vodka	1140

Key Display (FFA-A)

FEATURE FIXTURE A

Refreshing Wine Spritzers

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 continued from P3. New products for P4 below.

LCBO#	Description	Size (mL)	Offers
17483	Citra Pinot Grigio Terre Di Chieti	750	LTO
18486	Bread & Butter Rosé	750	LTO
20264	Popcorn Chardonnay VQA	750	LTO
24492	Lolea No2 White Sangria	750	VA
25067	19 Crimes Martha's Chard	750	
28062	Keep Calm & Laugh Pinot Grigio	750	LTO
28564	Shelter Bay Marlborough Sauvignon Blanc	750	LTO
31052	Revelation Cabernet Merlot	750	LTO
32460	Tete De Lion Chenin Blanc	750	LTO
32535	Veuve Du Vernay Brut Sparkling	750	BAP
35573	Shot In The Dark Shiraz Petite Sirah	750	
36815	Leyda Reserva Sauvignon Blanc	750	LTO
43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO
85316	Blu Giovello Prosecco	750	LTO
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	LTO
223610	Fielding Pinot Grigio VQA	750	LTO
230821	Cupcake Chardonnay	750	LTO
250498	Castello Del Poggio Moscato Frizzante	750	BAP
274399	Adobe Reserva Rosé Organic	750	BAP
284943	>Francis Coppola Sofia Rosé	750	LTO
286898	Jacob's Creek Chardonnay	750	LTO
376145	Radio Boka Tempranillo Vdt Castilla	750	LTO
408286	Lolea No 1 Red Sangria Spain	750	VA
522672	>(V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	LTO
534230	Beringer Founders Estate Chardonnay	750	LTO
621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	LTO
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	BAP

Value-Add (VA) - Rep Applied: Lolea branded bottle opener

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

Note: Continue to display the Category signs and Bin Strips from P3.

- Category Sign ENG/BIL (Re-order # 25P3-FF1)
- Solid Colour Category Sign (Re-order # 25P3-FF2)
- Bin Strip (Re-order # 25P3-FF3)
- Box sign (Re-order # 25P4-FF7)
- Shelf Talkers ENG (Re-order # 25P4-FF11)
BIL (Re-order # 25P4-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

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 # 25P4-NS4)
- BIL (Re-order # 25P4-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

J.P. Wiser's

This is a sold program. Participation is mandatory.

Key Dates (June 23 - July 20, 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
27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO, VA
33928	J.P. Wiser's Deluxe	1750	VA
216689	J.P. Wiser's Deluxe	1140	LTO, VA
Value-Add (VA) - Near Pack: Foldable Grilling Basket			

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 # 25P4-ET3) / BIL (Re-order # 25P4-ET4)
- Shelf Talkers ENG (Re-order # 25P4-ET5) / BIL (Re-order # 25P4-ET6)

J.P. Wiser's Product Glorifier

Participating Stores: 252, 288, 298, 344, 394, 417, 437, 445, 452, 486, 497, 523, 569, 619, 741

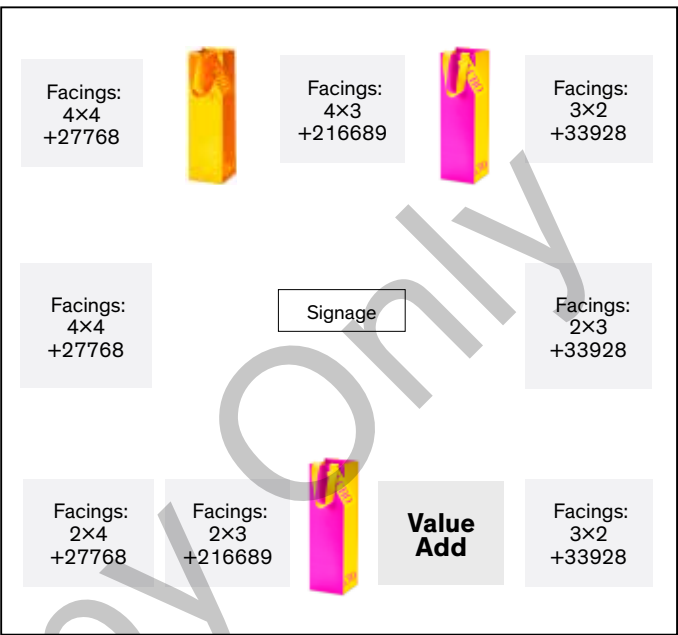
Participating Stores will receive a product glorifier ahead of P4. The glorifier is to be placed in the centre of the table to showcase **LCBO # 38698 J.P. Wiser's 42YO Canadian Whisky 750 mL**.

* A shelf talker will be included in the shelf talker bundle.

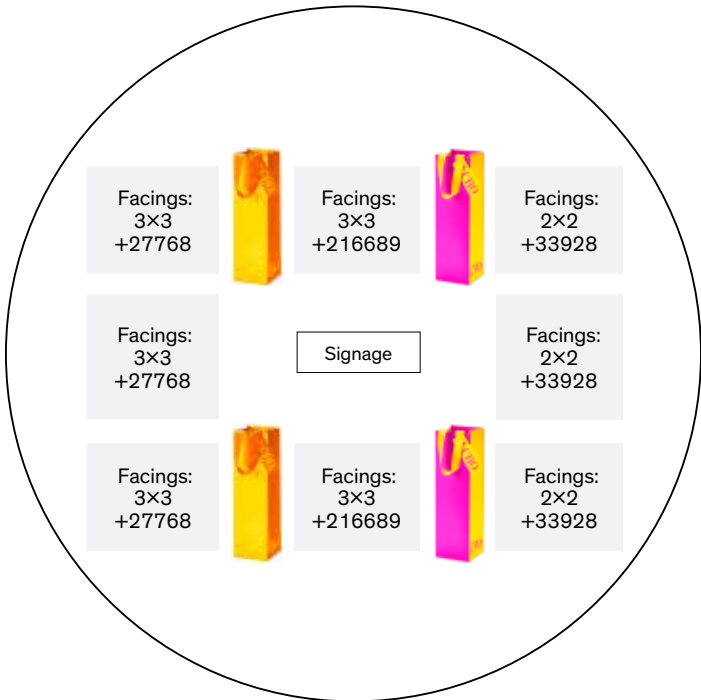


Get ready to toast Canadian barbecue moments this summer with J.P. Wiser's Canadian Whisky and their grilling basket giveaway.

Planogram - Square Table



Planogram - Round Table



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

Espresso & Tonic



This is a sold program. Participation is mandatory.

Key Dates (June 23 - July 20, 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.

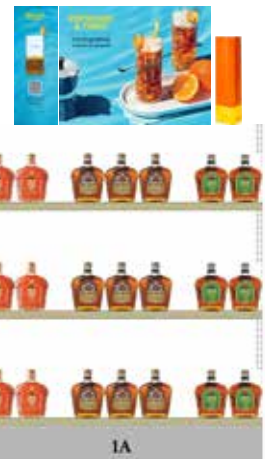
This tall, whisky-spiked cocktail showcases a combo of coffee and tonic water, which has become increasingly popular. Enjoy with café-style snacks.

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	1487	Crown Royal	750	VA
	10357	Crown Royal Peach	750	LTO
	403519	Crown Royal Apple	750	VA
	Value-Add (VA) - Rep Applied: Mug			
Standard	114694	Crown Royal	1750	LTO
	217950	Crown Royal	1140	VA
	434092	Crown Royal Northern Harvest Rye	750	LTO
	Value-Add (VA) - Rep Applied: Boot Jigger			



Merchandising Instructions

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

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P4-BC1)
- Blade Sign ENG (Re-order# 25P4-BS1) / BIL (Re-order# 25P4-BS6)
- End Aisle Shelf Talker Bundle ENG (Re-order# 25P4-ST1) / BIL (Re-order# 25P4-ST2)



Spirits (MI-A)

GIFTING DISPLAY A

Gift Premium Tequilas

This is a sold program. Participation is mandatory.

Key Dates (June 23 - July 20, 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
25136	818 Tequila Blanco	750	VA
25441	Teremana Tequila Anejo	750	BAP
32126	Flecha Azul Reposado	750	BAP
34595	Patron Silver Tequila	750	VA
34603	Patron Anejo Tequila	750	VA
143040	Hornitos Reposado Tequila	750	LTO
173542	Don Julio Blanco	750	LTO
173559	Don Julio Reposado	750	BAP
271643	Tequila Tromba Blanco	750	BAP
460360	El Jimador Tequila Reposado	750	LTO
549113	1800 Anejo Tequila	750	LTO

Value-Add (VA) - Rep Applied:

LCBO# 25136: Glitter Bomb

LCBO# 34595, 34603: Acrylic Patrón Bottle Replica

This display will offer customers a variety of premium tequila products, perfect for gifting.

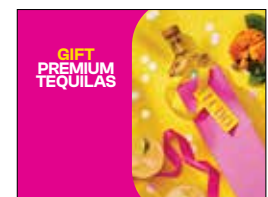


Signage Components

- Category sign ENG/BIL (Re-order # 25P4-MTA1)
- Backer card ENG/BIL (Re-order # 25P4-MTA2)
- Shelf talkers ENG (Re-order # 25P4-MTA3) / BIL (Re-order # 25P4-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.

Wines (MI-B)

GIFTING DISPLAY B

Premium French Rosés

This is a sold program. Participation is mandatory.

Key Dates (June 23 - July 20, 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
13488	Perrin Studio By Miraval	750	
25904	Champagne Pommery Brut Rosé	750	LTO
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	BAP
234575	Terres De Saint Louis Rosé Varois En Prv Aoc	750	BAP
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	BAP
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	LTO
373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	LTO

Signage Components

- Category sign ENG/BIL (Re-order # 25P4-MTB7)
- Backer card ENG/BIL (Re-order # 25P4-MTB8)
- Shelf talkers ENG (Re-order # 25P4-MTB9) / BIL (Re-order # 25P4-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.

The summer is chock full of celebratory occasions. What better way to celebrate than with the gift of Pink! French Rosé or Sparkling Rosé is the perfect gift to say 'I love you', 'Congratulations', 'Thank you'.....This display will feature great options that are perfect to wrap up – beautiful bottles of still rosé, sparkling rosé, rosé champagne, all with LTO/BAP.



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 (June 23 - July 20, 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
19309	Shiny Apple Peach Light Cider	473	LTO	LCBO Warehouse
21208	Niagara Cider Peach Chardonnay	473	LTO	798 - Bench Brewing Company
24890	Cowbell Brewing Co. Original Cider	473	LTO	458 - Cowbell Brewing Co.
107342	Reinhart's Red Apple Strong Cider	473		LCBO Warehouse
333583	Thornbury Premium Apple Cider	473	LTO	LCBO Warehouse
405241	Ironwood Hard Cider	473	LTO	LCBO Warehouse
466292	Ernest Dry Cider	473	LTO	LCBO Warehouse
472639	Collective Arts Local Press Apple Cider	473		LCBO Warehouse
497214	Ardiel Apple Dry Cider	473	LTO	LCBO Warehouse

Signage Components

- Backer card ENG/BIL (Re-order# 25P4-BC10)
- Shelf Talkers ENG (Re-order # 25P4-ST1) / BIL (Re-order # 25P4-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: Canadian Whisky

This is a sold program. Participation is mandatory.

Key Dates (June 23 - July 20, 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, 411, 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, 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 # 25P4-FNT13) / BIL (Re-order # 25P4-FNT14)

Standard

- Table Sign ENG (Re-order # 25P4-FNT17) / BIL (Re-order # 25P4-FNT18)
- Shelf Talkers ENG (Re-order # 25P4-FNT21) / BIL (Re-order # 25P4-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:

Shining light on Canadian whiskies for to the July long weekend and the official start of summer.

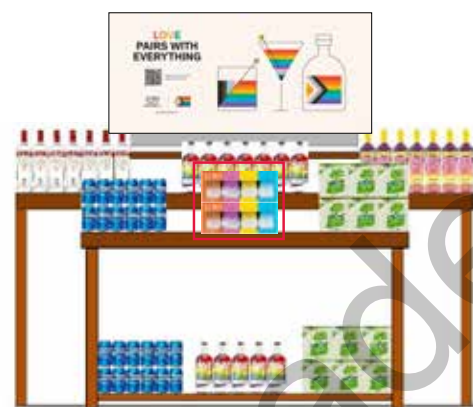
Premium Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	VA
21200	Somersby Apple Cider	4 × 473	
35623	Squealing Pig Sauvignon Blanc	750	
37877	Smirnoff Pink Lemonade	750	BAP
79129	Gato Negro Sauvignon Blanc	1500	BAP
518670	Sour Puss Raspberry Liquor	750	VA
518688	Sour Puss Apple Liquor	750	VA
581256	Absolut Rainbow Limited Edition Bottle	750	
601518	Sour Puss Blue Liquor	750	BAP
908665	Bud Light	6 × 355	
Value-Add (VA) - Rep Applied:			
LCBO# 67: Smirnoff Pride Fan			
LCBO# 518670: Necktag Pride Donation Rainbow Railroad + The 519			
LCBO# 518688: Pride Rainbow Visor			

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

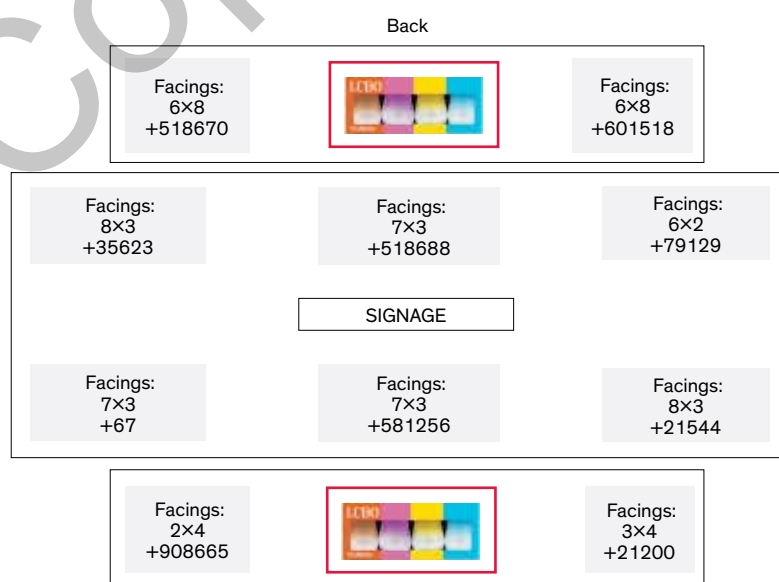
*Please flex products according to the size and configuration of your table using the planogram below for direction.



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).

Standard Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
42	Canadian Club Premium	750	
984	Alberta Premium Whisky	750	BAP
14089	Alberta Premium Cask Strength Rye (2021)	750	
30834	Canadian Club Classic 12 Year Old	1140	LTO
34637	Canadian Club Premium	1750	VA
54213	Alberta Premium Whisky (P.E.T)	1750	VA
216226	Alberta Premium Whisky	1140	VA
217687	Canadian Club Premium	1140	LTO
311928	Canadian Club Classic 12 Year Old	750	VA
311944	Canadian Club Classic 12 Year Old	1750	LTO
390583	Canadian Club 100% Rye	750	VA

Value-Add (VA) - Rep Applied:

LCBO# 34637: Canadian Club 1858 200 mL

LCBO# 54213: Canadian Club 100% Rye 2 × 50 mL

LCBO# 216226, 390583: Canadian Club 100% Rye 50 mL

LCBO# 311928: Reifel Rye 50 mL

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

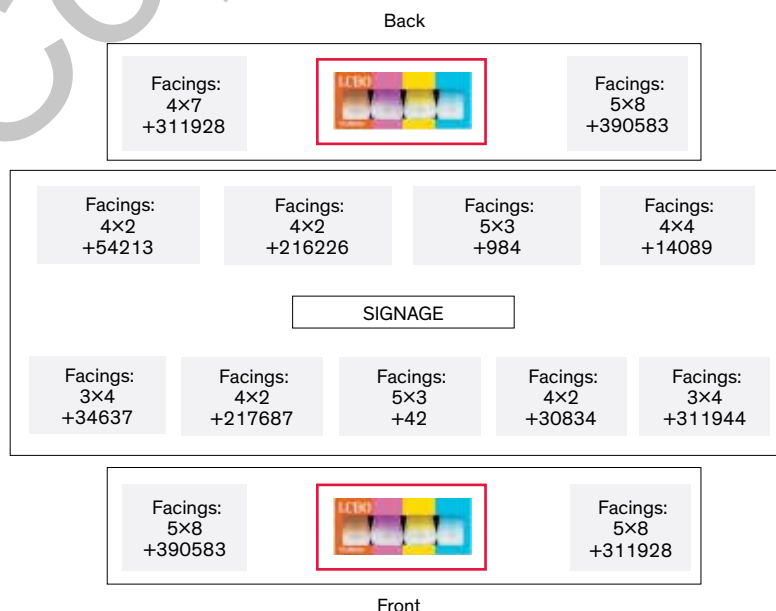
*Please flex products according to the size and configuration of your table using the planogram below for direction.



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

Flavours of Canada

This is a sold program. Participation is mandatory.

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

Key Dates (June 23 - July 20, 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
17488	Molson Cold Shots (275/TBS)	4 × 222	
32165	Molson Cold Shots 6.0 (275/TBS)	473	BAP
37284	Miller Lite (275/TBS)	6 × 355	
37300	Blue Moon Mango Wheat (275/TBS)	473	LTO
300699	Molson Canadian (275/TBS)	6 × 473	LTO
558940	Miller Lite (275/TBS)	6 × 473	LTO
904144	Molson Canadian (275/TBS)	6 × 355	VA

Value-Add (VA) - Merchandiser:

Buy two packs of Molson Canadian 6 × 355 mL (LCBO# 904144) and receive one The Keg® seasoning. Customers can choose between multiple flavour options.

This display will feature Canadian favourites, perfect for summer enjoyment.



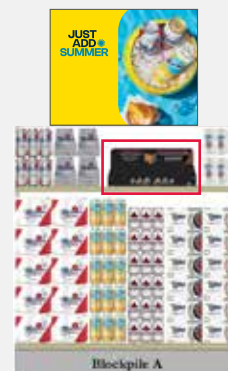
Signage Components

Keep the Riser Wrap and Pole Topper from Period 3 in place.

- 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# 25P4-BPA4)
BIL (Re-order# 25P4-BPA5)
- Shelf Talkers ENG (Re-order# 25P4-BPA6)
BIL (Re-order# 25P4-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P4-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P4-BPA9)
BIL (Re-order# 25P4-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:** Stores should remove the supplier merchandiser and revert to a traditional block pile format using the Pole Topper and Riser Wrap when products sell down.



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

Juicy 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 (June 23 - July 20, 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
36578	Polar Ice Berry Blizzard	473	
36579	Casa Del Rey Tequila Cocktail Mixed 6 Pack	6 × 355	
36594	Palm Bay Rum Punch Mango Guava	4 × 355	LTO
36618	Simply Spiked Peach Variety Pack	12 × 355	BAP
36619	Captain Morgan Cocktail Collection Pack	12 × 355	
36635	Svns Hard 7up Original	355	
36684	Bloodshot Strawberry Muerta Rita	4000	LTO
36697	Mikes Harder Lemonade	473	

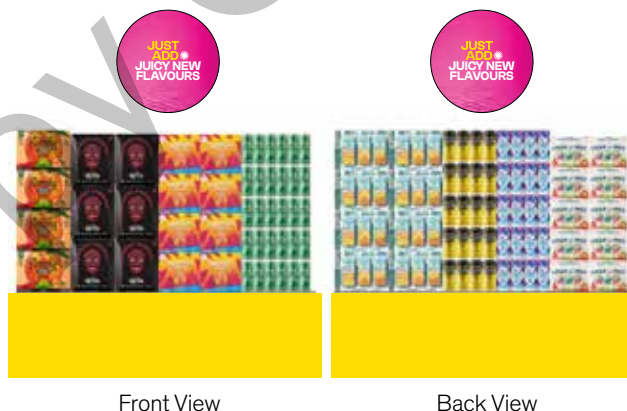
Signage Components

- Pole Topper Sign ENG (Re-order # 25P4-BPB1)
BIL (Re-order # 25P4-BPB2)
- Riser Wrap - solid colour (Re-order # 25P4-BPB3)
- Pricer Cards ENG (Re-order # 25P4-BPB4)
BIL (Re-order # 25P4-BPB5)
- Shelf Talkers ENG (Re-order # 25P4-BPB6)
BIL (Re-order # 25P4-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P4-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P4-BPB9)
BIL (Re-order # 25P4-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 juicy new cocktails and coolers to enjoy all summer long.



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
2X BONUS POINTS
UNTIL JULY 20

on purchase of four or more participating products on Aeroplan® bonus offer*

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 (June 23 - July 20, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Ontario Spirits and Wines with great Aeroplan offers.

Block Pile Wines: Participating Products

LCBO#	Description	Size (mL)	Offer
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	BAP
25517	Peller Family Reserve Rosé Bubbles VQA	750	BAP
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	LTO, BAP
58628	Peller Family Reserve Cabernet Merlot VQA	750	BAP
244616	Sandbanks Rosé VQA	750	LTO, BAP
268375	Henry Of Pelham Riesling VQA	750	LTO, BAP



Front View

Back View

Block Pile Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	BAP, VA
21437	Wayne Gretzky Red Cask Whisky	1140	LTO, BAP
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO, BAP
27665	Wayne Gretzky Butter Pecan Cream	750	BAP
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO, BAP
519298	Wayne Gretzky Cream Whisky	750	BAP, VA



Front View

Back View

Value-Add (VA) - Rep Applied: Ice Storm Vodka 50 mL

Signage Components

- Pole Topper Sign ENG (Re-order # 25P4-BPC1)
BIL (Re-order # 25P4-BPC2)
- Riser Wrap (Re-order # 25P4-BPC3)
- Pricer Cards ENG (Re-order # 25P4-BPC4)
BIL (Re-order # 25P4-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P4-BPC6)
BIL (Re-order # 25P4-BPC7)

Merchandising Instructions

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

Display Program (XBP)

BLOCK PILE D

Bacardi

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 (June 23 - July 20, 2024)

Participating Store

15, 187, 195, 243, 263, 288, 329, 334, 385, 394, 398, 404, 438, 443, 500, 522, 624

Participating Products

LCBO#	Description	Size (mL)	Offers
36225	Bacardi Caribbean Spiced	700	VA
Value-Add (VA) - Merchandiser: Fentiman's Curiosity Cola 4 × 275 mL			

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P4-BPD3)
- BIL (Re-order # 25P4-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

Easy Threesy

Overview

Select stores will display the below products using a vendor supplied merchandiser. Merchandisers will be shipped directly to selected stores during the week of June 16th. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (June 23 - July 20, 2024)

Participating Stores

1, 22, 115, 130, 154, 171, 198, 226, 253, 393, 412, 437, 499, 632, 703, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
1784	Grand Marnier Cordon Rouge	750	LTO
15806	Skyy Vodka	750	LTO
176834	Aperol	750	BAP
177808	Appleton Estate V/X Signature Blend	750	LTO
277954	Campari Aperitivo	750	BAP
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	LTO
324848	Espolon Tequila Blanco	750	LTO
550715	Forty Creek Barrel Select	750	VA
Value-Add (VA) - Merchandiser: Muskoka Beer			

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P4-BC1)
- BIL (Re-order # 25P4-BC2)

Merchandising Instructions

- Merchandisers will be shipped directly to stores during the week of June 16th.
- 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

Courvoisier

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 (June 23 - July 20, 2024)

Participating Stores

21, 31, 148, 156, 346, 371, 445, 523, 545, 573, 590, 619, 630, 631, 641, 698, 741

Participating Products

LCBO#	Description	Size (mL)	Offers
1925	Courvoisier VS	750	VA
24493	Courvoisier VSOP Cognac	750	VA
423442	Courvoisier VS	375	VA
Value-Add (VA) - Merchandiser: Efferve 750 mL			

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P4-BPD5)
- BIL (Re-order # 25P4-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

Display Program (FSH-A)

ENHANCED BLOCK PILE DISPLAY

Jackson-Triggs

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 (June 23 - July 20, 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
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	VA
305144	Jackson-Triggs Chardonnay Bag In Box	4000	VA
328518	Jackson-Triggs Chardonnay	750	VA
328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
383711	Jackson-Triggs Merlot	750	LTO
621110	Jackson-Triggs Pinot Grigio	750	VA
Value-Add (VA) - Merchandiser: Beach Bag			

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order# 25P4-BPF3)
BIL (Re-order# 25P4-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 (FSO-A)

ENHANCED BLOCK PILE DISPLAY

Aviation Gin

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 (June 23 - July 20, 2024)

Participating Stores

1, 171, 195, 198, 334, 346, 360, 385, 485, 534

Participating Products

LCBO#	Description	Size (mL)	Offers
129940	Aviation Gin	750	VA

Value-Add (VA) - Merchandiser: Negroni Glass

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order# 25P4-BC7)
BIL (Re-order# 25P4-BC8)

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 (FSJ-A)

ENHANCED BLOCK PILE DISPLAY

Fireball (P4-P8)

Overview

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

Key Dates (P4-P8)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
10946	Fireball 6 Pack Carrier	6 × 50

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Print Pricer Card at store level

Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Merchandiser to be placed in the beer fridge (where space is permitted) or outside the cold room/alcove space.
- Use the supplier produced merchandiser to build a display with the participating products.
- Print the Pricer Card in stores and install in front of the participating products.



Supplied by Agent

POP-UP ACTIVATION (FSM-A)

MOLSON Seltzers (Vizzy + Coors)

Overview

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

Key Dates (June 23 - July 20, 2024)

Participating Store: 164, 217, 511

Participating Products

LCBO#	Description	Size (mL)	Offers
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	
28636	Vizzy Signature Variety Pack	12 × 355	LTO
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	
36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	
36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	

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)

Cutwater

Overview

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

It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P4.

Key Dates (June 23 - July 20, 2024)

Participating Store: 164, 217, 511

Flagship Spotlight Table (Nesting Table) Stores: 10, 38, 149, 355, 452, 486

Participating Products

LCBO#	Description	Size (mL)
36596	Cutwater Caesar	355
36598	Cutwater Rum Mai Tai	355
38543	Cutwater Tequila Margarita	355
38544	Cutwater Tequila Paloma	355
38545	Cutwater Rum Mint Mojito	355

Signage and Merchandising Instructions

- Stretch fabric graphics for Stores 164 & 217 and Large signs for Store 511 will be installed by Visual Merchandising.
- Nesting Table Sign ENG (Re-order # 25P4-FSS1) / BIL (Re-order # 25P4-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P4-FSS5) / BIL (Re-order # 25P4-FSS6)
- Perpendicular Value-Add Shelf Talkers Bundle ENG (Re-order # 25P4-FSS7) / BIL (Re-order # 25P4-FSS8)

Store 164 & 217

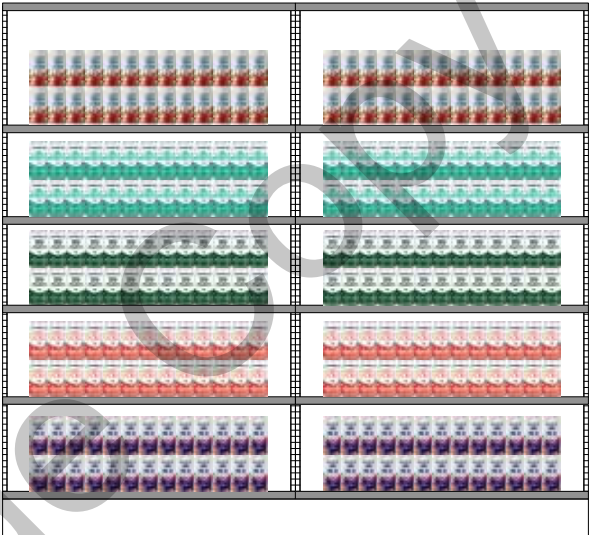


Right View



Left View

Store 511



Flagship Spotlight Table (Nesting Table)



Front



Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Vibrant Italian Whites

This is a sold program. Participation is mandatory.

Key Dates (June 23 - July 20, 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
30947	Doppio Passo Grillo Sicilia	750	LTO
30948	Latte Miele Pecorino Igt Terre Di Chieti Abruzzo	750	LTO
30954	Dievole Tenuta Le Colonne Vermentino Igt	750	LTO
30960	Sistina Pecorino Terre Di Chieti Igt	750	LTO
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	LTO
176461	Folonari Soave Doc	750	LTO
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	LTO
302380	Mezzacorona Pinot Grigio Trentino	750	LTO
580183	Blu Giovello Pinot Grigio	750	LTO
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	LTO
707158	>(V) Lugana San Benedetto Doc (Zenato)	750	LTO

This display will showcase seven Italian white wine varietals that vary widely in taste, aroma and structure depending on the region.

These palate-pleasing wines are versatile for summer occasions whether patio sipping or serving alongside seasonal fare and come with enticing offers to encourage discovery.

VARIETALS: Pinot Grigio, Pecorino, Soave, Vermentino, Lugana, Grillo, Moscato



Front



Back

Signage Components

- Table Sign ENG (Re-order # 25P4-MNT1) / BIL (Re-order # 25P4-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P4-MNT5) / BIL (Re-order # 25P4-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P4-MNT7)
- Shelf Talkers ENG (Re-order # 25P4-MNT8) / BIL (Re-order # 25P4-MNT9)

Merchandising Instructions

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

Middle Nesting Table Planograms



Front View



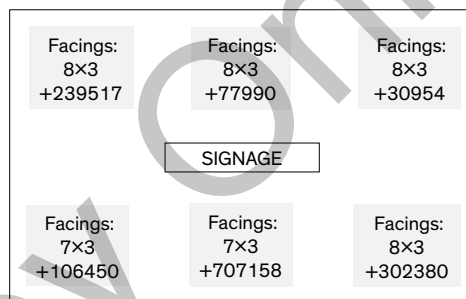
Back View



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).



Facings:
6x8
+176461

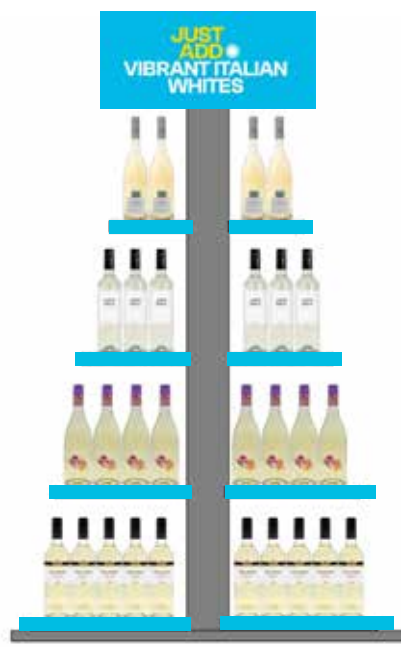


Top View

Celebration Fixture Planograms



Front View



Back View

Period 4

END AISLES

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #1 Cocktail of the Month (BS-BSE-A) Premium	1487	Crown Royal	750	VA
	10357	Crown Royal Peach	750	LTO
	403519	Crown Royal Apple	750	VA

Value-Add (VA) - Rep Applied: Mug

Espresso & Tonic Cocktail Blade Sign (Premium & Standard)
ENG (Re-order# 25P4-BS1) / BIL (Re-order# 25P4-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.

Espresso & Tonic Backer Card (Premium & Standard)
ENG / BIL (Re-order# 25P4-BC1)



	LCBO#	Description	Size (mL)	Offers
End Aisle #1 Cocktail of the Month (BS-BSE-B) Standard	114694	Crown Royal	1750	LTO
	217950	Crown Royal	1140	VA
	434092	Crown Royal Northern Harvest Rye	750	LTO

Value-Add (VA) - Rep Applied: Boot Jigger

Espresso & Tonic Cocktail Blade Sign (Premium & Standard)
ENG (Re-order# 25P4-BS1) / BIL (Re-order# 25P4-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.

Espresso & Tonic Backer Card (Premium & Standard)
ENG / BIL (Re-order# 25P4-BC1)



End Aisle #2A
Premium



LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	LTO, VA
116327	Grey Goose La Poire Vodka	750	LTO, VA
417196	Grey Goose Vodka	1140	VA

Value-Add (VA) - Near Pack: Perrier Original

Lean Rickey Cocktail Blade Sign

ENG (Re-order# 25P4-BS2) / BIL (Re-order# 25P4-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 Fizz Cocktails - Grey Goose Backer Card

ENG / BIL (Re-order# 25P4-BC2A)



End Aisle #2B
Standard



LCBO#	Description	Size (mL)	Offers
19388	Bombay Bramble	750	VA
30729	Bombay Citron Presse	750	VA
316844	Bombay Sapphire London Dry	750	VA

Value-Add (VA) - Near Pack: San Pellegrino Limonata 6 Pack (6 × 333 mL)

Instant Collins Cocktail Blade Sign

ENG (Re-order# 25P4-BS3) / BIL (Re-order# 25P4-BS8)

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

Just Add Lemonade - Bombay Backer Card

ENG / BIL (Re-order# 25P4-BC2B)



End Aisle #3A
Premium

LCBO#	Description	Size (mL)	Offers
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	LTO
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	LTO
219543	Inniskillin Late Autumn Riesling VQA	750	LTO
221804	Trius Sauvignon Blanc VQA	750	LTO
270926	Henry Of Pelham Baco Noir VQA	750	LTO
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
Just Add Local - Truis Backer Card ENG / BIL (Re-order# 25P4-BC3A)			



End Aisle #3B
Standard

LCBO#	Description	Size (mL)	Offers
32542	Two Oceans Pinot Grigio	1500	LTO
340380	Two Oceans Sauvignon Blanc	750	VA
340398	Two Oceans Cabernet Sauvignon Merlot	750	VA
413070	Two Oceans Sauvignon Blanc	1500	LTO
Value-Add (VA) - Rep Applied: Twinkle Lights			

F&D Summer Cover Blade Sign
ENG (Re-order# 25P4-BS4) / BIL (Re-order# 25P4-BS9)

- 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.

Just Add Frozen Fruit - Two Oceans Backer Card
ENG / BIL (Re-order# 25P4-BC3B)



End Aisle #4A
Premium

LCBO#	Description	Size (mL)	Offers
41384	Jack Daniel's Tennessee Whiskey	750	
182931	Jack Daniel's Tennessee Whiskey	1750	
215616	Jack Daniel's Tennessee Whiskey	1140	LTO

Tennessee Mule Cocktail Blade Sign
ENG (Re-order# 25P4-BS5) / BIL (Re-order# 25P4-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 Spice & Ice - JD Backer Card
ENG / BIL (Re-order# 25P4-BC4A)



End Aisle #4B Standard



LCBO#	Description	Size (mL)	Offers
15349	Jack Daniels Apple	750	LTO
260323	Jack Daniel's Honey	750	BAP
416693	Jack Daniel's Tennessee Fire	750	LTO

Tennessee Mule Cocktail Blade Sign ENG (Re-order# 25P4-BS5) / BIL (Re-order# 25P4-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 Spice & Ice - JD Honey Backer Card ENG / BIL (Re-order# 25P4-BC4B)



End Aisle #5

LCBO#	Description	Size (mL)	Offers
15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO
31290	Mott's Clamato Caesar Variety Pack	12 x 341	BAP
31481	The Keg 'Keg Size' Caesar	458	LTO
36606	Keg Spicy Horseradish Caesar	458	
36622	Motts Clamato Light	458	
36642	Matt & Steve's Caesar Sippers	4 x 213	BAP

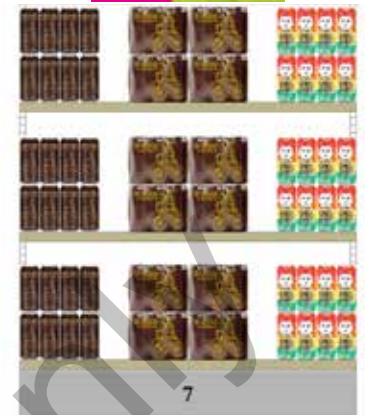


End Aisle #6

LCBO#	Description	Size (mL)	Offers
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	BAP
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	BAP
29726	Dillons Gin Cocktails Variety Pack	12 x 355	
36613	Dillons Vodka Cocktail Variety Pack	12 x 355	
413104	Dillon's Dry Gin	750	LTO



Aeroplane Bundling Offers: Buy ANY 4 Dillons single can coolers and receive BONUS 20 Aeroplane Points! This is only applies to the RTD SKUs and is in addition to the single can offers.



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	351429	Amsterdam Boneshaker (3842)	473	LTO
	573576	Amsterdam Space Invader (3842)	473	
	667790	Amsterdam Boneshaker IPA (3842)	6 × 473	BAP



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	14534	Twisted Tea Peach	473	BAP
	24376	Twisted Tea Slightly Sweet	473	BAP
	31221	Twisted Tea Mango	473	BAP
	36620	Twisted Tea Slightly Sweet Blueberry	473	BAP
	36659	Twisted Tea Island Pack	12 × 355	LTO
	570283	Twisted Tea Original	473	BAP

AeroPlan Bundling Offers: Buy ANY 6 Twisted Tea single can coolers, receive BONUS 50 AeroPlan Points! This is in addition to individual SKU offers.



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	31454	Muskoka Tread Lightly (LCBO Warehouse)	568	BAP
	37781	Burdock Ducks IPA (2837)	473	LTO
	242545	Great Lakes Canuck Pale Ale (1929)	473	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #10	19309	Shiny Apple Peach Light Cider (LCBO Warehouse)	473	LTO
	21208	Niagara Cider Peach Chardonnay (798)	473	LTO
	24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
	107342	Reinhart's Red Apple Strong Cider (LCBO Warehouse)	473	
	333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
	405241	Ironwood Hard Cider (LCBO Warehouse)	473	LTO
	466292	Ernest Dry Cider (LCBO Warehouse)	473	LTO
	472639	Collective Arts Local Press Apple Cider (LCBO Warehouse)	473	
	497214	Ardiel Apple Dry Cider (LCBO Warehouse)	473	LTO
Just Add Local - Ciders Backer Card ENG / BIL (Re-order # 25P4-BC10)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	215038	Gibson's Finest Sterling Edition	1750	BAP, VA
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	BAP
	Value-Add (VA) - Rep Applied: Logo'd Golf Balls			



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	38073	Sour Puss Passionfruit Mango	750	BAP
	38076	Sour Puss Mystery 2.0	750	VA
	439620	Sour Puss Pineapple Coconut Liquor	750	VA
	Value-Add (VA) - Rep Applied: Nude Mini Vodka Soda 220 mL			





	LCBO#	Description	Size (mL)	Offers
End Aisle #13	22017	Smirnoff Vodka (P.E.T)	750	VA
	37474	Smirnoff Berry Blast	750	LTO
	216929	Smirnoff Vodka	1140	VA
Value-Add (VA) - Rep Applied: LCBO# 22017: Smirnoff Silicon Cup LCBO# 216929: Smirnoff Pride Fan				



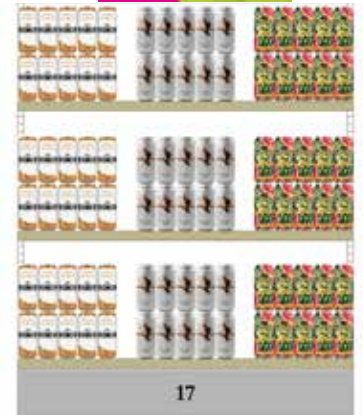
	LCBO#	Description	Size (mL)	Offers
End Aisle #14	8888	St Remy Brandy	750	BAP
	309773	St Remy VSOP (P.E.T)	1750	LTO
	605816	St Remy Brandy	1140	VA
Value-Add (VA) - Rep Applied: St Remy XO 50 mL				



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	24437	Sailor Jerry Spiced Rum	1750	BAP
	80127	Sailor Jerry Spiced Rum	750	LTO
	217257	Sailor Jerry Spiced Rum	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO
	620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO
	976662	>(V)Faustino I Gran Reserva Rioja (Bod Faust)	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	37802	Lost Craft Hypnotize Pink Grapefruit IPA (179)	473	BAP
	921296	Wellington Helles Lager (4826)	473	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #18	227678	1800 Silver Tequila	750	VA
	398479	1800 Reposado	750	BAP
	492454	1800 Coconut Tequila	750	VA
Value-Add (VA) - Rep Applied: Mini Bluetooth Speaker				



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	28564	Shelter Bay Marlborough Sauvignon Blanc	750	LTO
	34430	RH Phillip Toasted Head Cabernet Sauvignon	750	LTO
	214049	Girls' Night Out Strawberry Samba	1500	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	33526	Innis & Gunn Caribbean Rum Cask (LCBO Warehouse)	473	BAP
	33529	Innis & Gunn Original (LCBO Warehouse)	6 × 473	LTO
	38087	Innis & Gunn Tequila Cask Blonde Beer (LCBO Warehouse)	473	BAP



Discovery End Aisle - White Rhone (EA-W6)

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

Key Dates (June 23 - July 20, 2024)

Participating Stores

1, 19, 21, 35, 38, 149, 156, 187, 217, 288, 310, 326, 329, 346, 355, 367, 371, 385, 391, 393, 394, 398, 417, 438, 445, 452, 499, 511, 522, 569, 573, 579, 590, 602, 619, 623, 630, 632, 641, 741

Participating Products

LCBO#	Description	Size (mL)	Offers
21445	Louis Bernard Louis Costieres De Nimes	750	LTO
27348	La Vieille Ferme Luberon Blanc Aoc	3000	BAP
34991	La Vieille Ferme Luberon Blanc Aoc	1500	BAP
245340	Chapoutier Belleruche Cdr White Aoc	750	
589432	Louis Bernard Cotes Du Rhone White Aoc	750	

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P4-DBC1)
- Shelf Talkers - print at store level

Merchandising Instructions

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



Summer Gifting 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.

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

1, 4, 5, 6, 10, 13, 14, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 153, 154, 156, 164, 165, 167, 168, 171, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 208, 209, 210, 211, 212, 214, 217, 218, 226, 227, 228, 233, 234, 242, 243, 244, 249, 252, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 311, 312, 321, 324, 325, 329, 334, 340, 343, 344, 345, 346, 353, 355, 358, 359, 360, 361, 367, 368, 371, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 417, 425, 428, 431, 434, 436, 437, 443, 444, 445, 452, 456, 457, 459, 465, 469, 470, 485, 486, 490, 491, 494, 495, 497, 500, 501, 505, 521, 522, 526, 532, 533, 534, 537, 539, 540, 544, 545, 547, 549, 551, 553, 554, 555, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 632, 634, 635, 639, 641, 642, 644, 645, 646, 648, 649, 652, 653, 654, 655, 657, 658, 660, 661, 671, 676, 677, 680, 684, 686, 693, 694, 698, 699, 700, 702, 703, 741, 747, 748, 749, 751, 755, 758, 771, 776

Participation is mandatory.

NOTE: Any other store wishing to implement this display may do so at the Manager's discretion.

Participating Products

Beverage Alcohol products to be chosen 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 received 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.

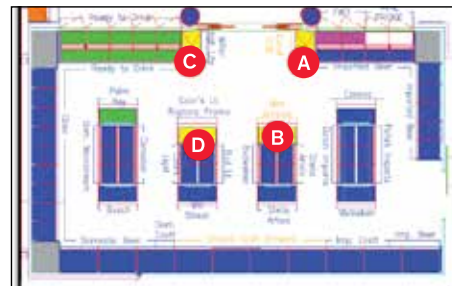


Shelf Talkers



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 (June 23 - July 20, 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)	1107	Bud Light	473	275 - The Beer Store	
	311779	Bud Light	6 × 473	275 - The Beer Store	VA
	908665	Bud Light	6 × 355	275 - The Beer Store	
	Value-Add/Merchandiser: Covered Bridge Bag of Chips with purchase of two Bud Light 6 × 473 mL packs.				
B Plinth (EA - EZB)	38906	Bellwoods Purple Paisley IPA	473	2990 - Bellwoods Brewery	
	39095	Flying Monkeys Rainbows & Smiles Sherbet DIPA	473	6309 - Flying Monkeys Craft Brewery	
C Plinth (EA - EZH)	31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355		VA
	33972	Cottage Springs Punched Up Vodka Soda Mixed 8 Pack	8 × 355		VA
	36583	Cottage Springs Vodka Soda Dock Day Mixed 8 Pack	8 × 355		VA
	Value-Add/Merchandiser: Cottage Springs Stainless Steel Can Cooler				
D End Aisle (EA - EZD)	19894	Cracked Canoe	6 × 473	275 - The Beer Store	
	32618	Moosehead Chelada	6 × 473	275 - The Beer Store	BAP
	422345	Moosehead Lager	6 × 473	275 - The Beer Store	LTO, VA
	Value-Add/Merchandiser: Moosehead branded hat with purchase of two Moosehead Lager 6 × 473 mL				

Beer Excitement Zone A: Free Covered Bridge Bag of Chips with purchase of two Bud Light 6 X 473 mL (311779 | 6 X 473 mL) (Must buy 2 X 311779).

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

Beer Excitement Zone C: Cottage Springs Stainless Steel Can Cooler with the purchase of a participating Cottage Springs Mixed Pack (31316 | 8 X 355 mL), (33927 | 8 X 355 mL), (36583 | 8 X 355 mL).

Beer Excitement Zone D: Receive a free Moosehead branded hat when you buy one Moosehead Lager 6 X 473 mL (422345 | 6 X 473 mL).

Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P4-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P3-BEZ2)
(NOTE: Keep the BEZ B Backer Card in place until the end of P6)
- C. Backer Card ENG/BIL (Re-order # 25P4-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P4-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P4-BEZ5) / BIL (Re-order # 25P4-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P4-BEZ7) / BIL (Re-order # 25P4-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 from P3 until the end of P6 on September 15th, 2024.



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 (June 23 - July 20, 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)	Supplying Source / Distributor
14651	Lake Of Bays Low Tide 90 Cal IPA	473	8958 - Lake Of Bays Brewing
14812	Great Lakes Brewery - HazeMama	473	1929 - Great Lakes Brewing Co. Inc.
20870	Van Full Of Weirdos IPA	473	5732 - Refined Fool Brewing Company
25665	Flying Monkeys Quantum Hugs Cold IPA	473	6309 - Flying Monkeys Craft Brewery
31952	Wellington Brewery Boot Lite Lager	473	4826 - Wellington County Brewery Inc
37801	Side Launch Light Lager	6 x 355	3827 - Side Launch Brewing

Merchandising Instructions

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

8-Pack Carrier stores:

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

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-25P4-OCB1)
BIL (Re-order #AIM-25P4-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
37427	Schneider Hopfenweisse	500
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	DESTIHL 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-25P4-ICB1) / BIL (Re-order #AIM-25P4-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 (June 23 - July 20, 2024)

Participating Products

LCBO#	Description	Size (mL)	Offers
14870	Wayne Gretzky Rosé VQA	750	\$2.00 LTO
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00 LTO
110031	Sandbanks Estate Dunes White VQA	750	\$2.00 LTO
469304	13th Street Burger Blend Ries. P. 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-25P4-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-25P4-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P4-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-25P4-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 (June 23 - July 20, 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
376756	Peninsula Ridge Pinot Grigio VQA	750	80 BAP
414748	Sandbanks Summer White VQA	750	50 BAP

Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P4-OWP1)
- Ontario Buyer's Pick Gondola Backer Card
ENG (Re-order # 25P4-OWP2) / BIL (Re-order # 25P4-OWP3)

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 (June 23 - July 20, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

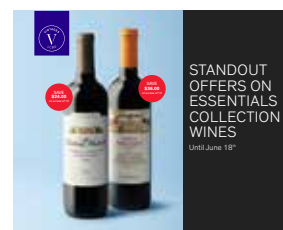
LCBO#	Description	Size (mL)	Offers
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00 LTO
269357	>Chateau Ste Michelle Cabernet Sauvignon	750	\$2.00 LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P4-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P4-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P4-VINT3)

Merchandising Instructions

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



V2 VINTAGES Wines of the Month

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

Key Dates (July 6, 2024 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)
July 6 Release		
25399	Duca di Saragnano Governo 2022	750
478743	Matchbook Estate Bottled Red Gravel Cabernet Sauvignon 2021	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 (June 23 - July 20, 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-25P4-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
147504	13TH Street Cuvée Brut Sparkling Rosé	750	\$3.00
951319	Bollini Pinot Grigio	750	\$2.00
213983	Cave Spring Blanc De Blancs Brut Sparkling	750	\$3.00
417642	Cave Spring Pinot Noir	750	\$2.00
269357	Chateau Ste. Michelle Cabernet Sauvignon	750	\$2.00
573493	Clemente Vii Gran Selezione Chianti Classico	750	\$2.00
161869	Domaine De L'Ostal Cazes Estibals Minervois	750	\$2.00
976662	Faustino I Gran Reserva	750	\$3.00
1578	Flat Rock Twisted White	750	\$3.00
521021	Francis Coppola Diamond Collection Cabernet Sauvignon	750	\$2.00
284943	Francis Coppola Sofia Rosé	750	\$2.00
373985	Gérard Bertrand Côte Des Roses Rosé	750	\$2.00
461699	Henry Of Pelham Speck Family Reserve Baco Noir	750	\$3.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00
369686	Kendall-Jackson Vintner'S Reserve Chardonnay	750	\$3.00
35386	Kim Crawford Sauvignon Blanc	750	\$3.00
27791	Le Loup Blanc Le Régat Rouge	750	\$2.00
142018	Majella The Musician Cabernet/Shiraz	750	\$2.00
265983	Mcmanis Chardonnay	750	\$2.00
342584	Miraval Rosé	750	\$2.00
326728	Oyster Bay Chardonnay	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
36689	Podernuovo A Palazzone Argirio Cabernet Franc	750	\$4.00
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00
106450	Santa Margherita Pinot Grigio	750	\$2.00
425488	Sella & Mosca Riserva Cannonau Di Sardegna	750	\$2.50
671164	St. Francis Cabernet Sauvignon	750	\$3.00
145920	Tenuta Frescobaldi Di Castiglioni	750	\$3.00
707158	Zenato San Benedetto Lugana	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
14061	Asbach Uralt Brandy	750	100
325076	Caves D'Esclans Whispering Angel Rosé	750	100
225557	Eradus Sauvignon Blanc	750	50
164491	Fielding Unoaked Chardonnay	750	40
729392	Foss Marai Extra Dry Prosecco	750	100
290403	Krupnik Honey Liqueur	750	100
48793	Louis Bouillot Perle D'Aurore Brut Rosé Crémant De Bourgogne	750	80
573147	Malivoire Estate Grown Chardonnay	750	100
591313	Malivoire Farmstead Gamay	750	100
559088	Malivoire Ladybug Rosé	750	100
256735	Mcmanis Zinfandel	750	100
958975	Mer Soleil Reserve Chardonnay	750	150
82024	Monasterio De Las Viñas Gran Reserva	750	100
273268	Spirytus Gdanski 76%	700	100

LTO/Aeroplan Combo Offers:

LCBO#	Description	Size (mL)	LTO	BAP
280	Terrazas de los Andes Reserva Malbec	750	\$2.00	50
322586	Montes Alpha Cabernet Sauvignon	750	\$2.00	50
522672	Lakeview Cellars Vidal Icewine	200	\$2.00	100

VINTAGES Ontario Our Buyer's Picks Program

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

Key Dates (June 23 - July 20, 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
389441	Jackson-Triggs Reserve Vidal Icewine VQA	750	\$5.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-25P4-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)

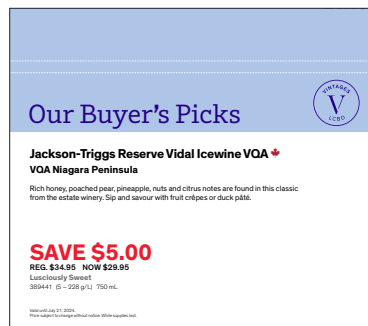
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

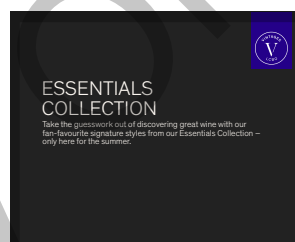
Planoguides are for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

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.

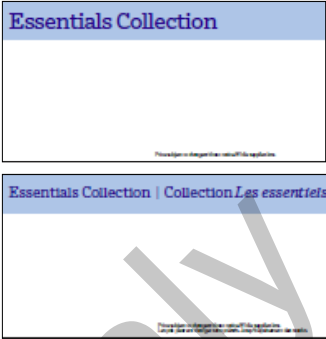
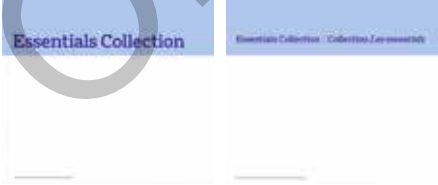
Discretionary End Aisle Option:

- 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

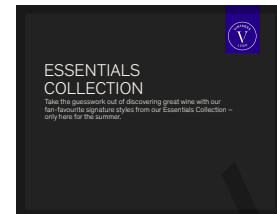
Image (example only)

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 shipped to participating stores during Period 3.

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:

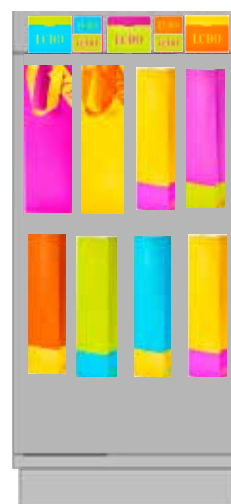
Cash Ends



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.

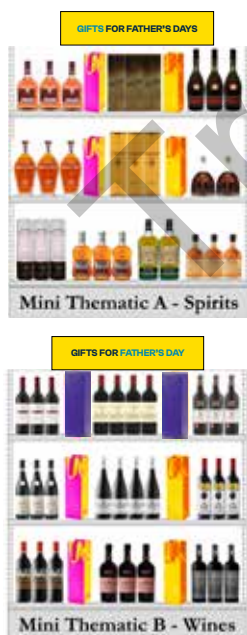


Summer Enhanced Bag
\$2.95 • LCBO# 38027

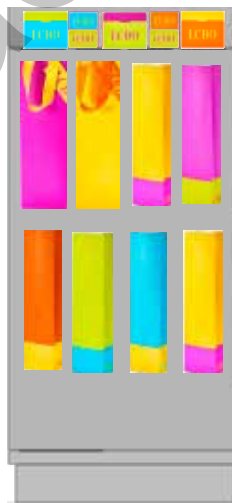
Description	Reorder #	
\$2.95 Bag Hot Button Signs	25P3-GFT16	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Wooden Gift Packaging Sign Insert	ENG: 25P3-GFT7 BIL: 25P3-GFT8	

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.

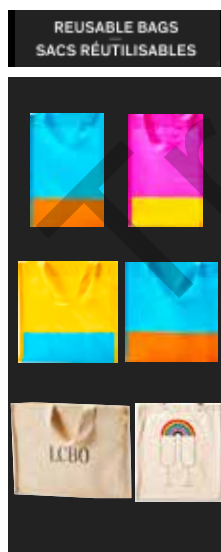


Reusable 2 Bottle Bag
\$1.25 • LCBO# 38049

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.

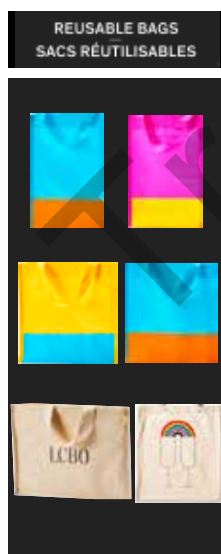


Reusable 6 Bottle Bag
\$2.95 • LCBO# 38050

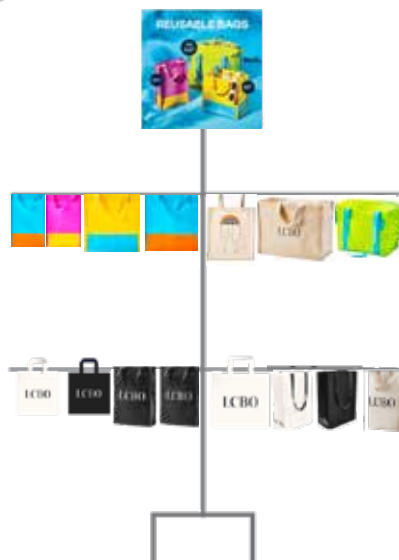
Description	Reorder #	
\$2.95 Reuseable Bag Hot Button Signs	25P3-GFT16	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reuseable Bag Sign	ENG: 25P3-GFT5 BIL: 25P3-GFT6	

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



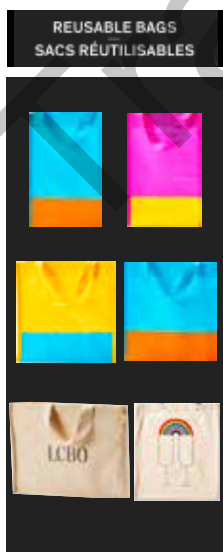
Pride Cotton Tote EN
\$12.95 • LCBO# 38068



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	

NOTE: Stores with residual inventory of the 2023 Summer Gift Card may merchandise them on the Wooden Gift Packaging Fixture and/or the Acrylic Gift Card merchandiser at the cash desk along side the new assortment.

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 (June 23 - July 20, 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 # 25P4-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P4-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P4-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P4-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 # 25P4-FS6) / BIL (Re-order # 25P4-FS7)
- Bin Strip ENG/BIL (Re-order # 25P4-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(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 "McMANIS WINES"

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



212126	>Mcmanis Cabernet Sauvignon	750	
256735	>McManis Zinfandel	750	BAP
265983	>Mcmanis Chardonnay	750	LTO

(FSC) Europe - Italy/SE Flex Space "ENTERTAIN WITH CAVIT"

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



30959	Cavit Collection Pinot Grigio Doc Venezie	1500	BAP
99218	Cavit Collection Pinot Grigio Doc Valdadige	750	LTO
253856	Luccarelli Primitivo Puglia Igt	750	BAP
277210	Cavit Collection Moscato Pavia Igt	750	
380972	Luccarelli Negroamaro Puglia Igt	750	BAP
493254	Roscato Rosso Igt Provincia Di Pavia	750	BAP

Box signs	LCBO#	Description	Size (mL)	Offers
(FSD) Australia/New Zealand Flex Space "STONELEIGH"				
*Mandatory Participation: This is a SOLD promotion.				
	12618	Stoneleigh Lighter Sauvignon Blanc	750	VA
	24081	Stoneleigh Lighter Rosé	750	VA
	54353	Stoneleigh Marlborough Pinot Noir	750	VA
	293043	Stoneleigh Marlborough Sauvignon Blanc	750	VA, LTO
	324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	VA
Value-Add/Rep Applied: Malfy Gin Rosa 50mL				
(FSE) Chile/Argentina Flex Space "NEW ORGANIC WINES"				
*Mandatory Participation: This is a SOLD promotion.				
	36811	Adobe Reserva Cabernet Sauvignon	750	LTO
	36816	Leyda Reserva Pinot Noir	750	LTO
	36817	Don David Reserve Cabernet Sauvignon	750	LTO
	36819	Anakena Nuna Reserva Cabernet Sauvignon	750	BAP
	36824	Santa Julia Reserva Pinot Grigio	750	BAP
	36858	Postales Del Fin Del Mundo Patagonia Malbec	750	BAP
	37162	Las Ninas Ella Reserva Chardonnay Organic	750	LTO
	448761	Alamos Chardonnay	750	LTO



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 (June 23 - July 20, 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
20926	Aperol	375	LTO
32425	Tanqueray Dry Gin	375	LTO

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P4-SP2) / BIL (Re-order #AIM-25P4-SP4)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P4-SP4) / BIL (Re-order #AIM-25P4-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 (June 23 - July 20, 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)	12596	Empress 1908 Gin	375	BAP
	25450	Appleton Estate Signature	375	BAP
Wines/Wine in Cans (FEM2)	36423	Cave Spring Riesling Dry VQA	375	LTO
	37547	Social Lite Wine Spritz Mixer Pack	6 × 355	LTO
Brown Spirits/Liqueurs (FEM3)	10322	Cointreau	375	LTO
	22885	Dillon's Manhattan	500	LTO

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P4-FEM1) / BIL (Re-order #AIM-25P4-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P4-FEM3) / BIL (Re-order #AIM-25P4-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P4-FEM5) / BIL (Re-order #AIM-25P4-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 (June 23 - July 20, 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.

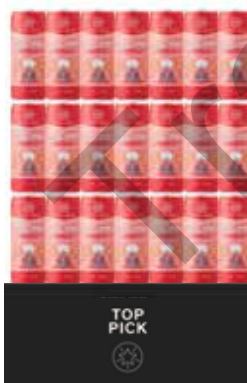
Merchandising Instructions

- 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-25P4-FEM7) / BIL (Re-order #AIM-25P4-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# 31877

Nickel Brook Citrus Paloma
355 mL | 8 BAP

CE4



LCBO# 36609

White Claw Strawberry
473 mL | 15 BAP

CE5



LCBO# 37395

Triple Bogey Transfusion
355 mL | 10 BAP

CE6



LCBO# 36600

Seagram 13 Cosmopolitan
355 mL | 10 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 (June 23 - July 20, 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	BAP, VA

Value-Add/Merchandiser: 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# 25P4-AF3) / Shelf Talkers Bilingual Bundle (Re-order# 25P4-AF4)
- Perpendicular Shelf Talkers English Bundle (Re-order# 25P4-AF5) / Perpendicular Shelf Talkers Bilingual Bundle (Re-order# 25P4-AF6)

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.
- Install the perpendicular shelf talkers on the fixture.



ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P4-ST1 BIL: 25P4-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P4-ST12 BIL: 25P4-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P4-ST14 BIL: 25P4-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P4-ST3 BIL: 25P4-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P4-ST5 BIL: 25P4-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P4-ST7 BIL: 25P4-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P4-ST9 BIL: 25P4-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-25P4-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P4-AS1 BIL: AIM-25P4-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P4-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)	1487	Crown Royal	750	VA
			10357	Crown Royal Peach	750	LTO
			403519	Crown Royal Apple	750	VA
☐	☐	1 B (Promo code is BSE not EA 1)	114694	Crown Royal	1750	LTO
			217950	Crown Royal	1140	VA
			434092	Crown Royal Northern Harvest Rye	750	LTO
☐	☐	2 A	95935	Grey Goose Vodka	750	LTO, VA
			116327	Grey Goose La Poire Vodka	750	LTO, VA
			417196	Grey Goose Vodka	1140	VA
☐	☐	2 B	19388	Bombay Bramble	750	VA
			30729	Bombay Citron Presse	750	VA
			316844	Bombay Sapphire London Dry	750	VA
☐	☐	3 A	17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	LTO
			217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	LTO
			219543	Inniskillin Late Autumn Riesling VQA	750	LTO
			221804	Trius Sauvignon Blanc VQA	750	LTO
			270926	Henry Of Pelham Baco Noir VQA	750	LTO
			518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
☐	☐	3 B	32542	Two Oceans Pinot Grigio	1500	LTO
			340380	Two Oceans Sauvignon Blanc	750	VA, Wine Fridge
			340398	Two Oceans Cabernet Sauvignon Merlot	750	VA
			413070	Two Oceans Sauvignon Blanc	1500	LTO
☐	☐	4 A	41384	Jack Daniel's Tennessee Whiskey	750	End Aisle
			182931	Jack Daniel's Tennessee Whiskey	1750	End Aisle
			215616	Jack Daniel's Tennessee Whiskey	1140	LTO
☐	☐	4 B	15349	Jack Daniels Apple	750	LTO
			260323	Jack Daniel's Honey	750	BAP
			416693	Jack Daniel's Tennessee Fire	750	LTO
☐	☐	5 A/B	15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO
			31290	Mott's Clamato Caesar Variety Pack	12 × 341	BAP
			31481	The Keg 'Keg Size' Caesar	458	LTO
			36606	Keg Spicy Horseradish Caesar	458	End Aisle
			36622	Motts Clamato Light	458	End Aisle
			36642	Matt & Steve's Caesar Sippers	4 × 213	BAP

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	6 A/B	24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	BAP
		24321	Dillon's Blackberry, Lemon & A Dash Of Elder-flower	473	BAP
		29726	Dillons Gin Cocktails Variety Pack	12 × 355	
		36613	Dillons Vodka Cocktail Variety Pack	12 × 355	
		413104	Dillon's Dry Gin	750	LTO
☐ ☐	7 A/B	351429	Amsterdam Boneshaker (3842)	473	LTO
		573576	Amsterdam Space Invader (3842)	473	
		667790	Amsterdam Boneshaker IPA (3842)	6 × 473	BAP
☐ ☐	8 A/B	14534	Twisted Tea Peach	473	BAP
		24376	Twisted Tea Slightly Sweet	473	BAP
		31221	Twisted Tea Mango	473	BAP
		36620	Twisted Tea Slightly Sweet Blueberry	473	BAP
		36659	Twisted Tea Island Pack	12 × 355	LTO
		570283	Twisted Tea Original	473	BAP
☐ ☐	9 A/B	31454	Muskoka Tread Lightly (LCBO Warehouse)	568	BAP
		37781	Burdock Ducks IPA (2837)	473	LTO
		242545	Great Lakes Canuck Pale Ale (1929)	473	LTO
☐ ☐	10	19309	Shiny Apple Peach Light Cider (LCBO Warehouse)	473	LTO
		21208	Niagara Cider Peach Chardonnay (798)	473	LTO
		24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
		107342	Reinhart's Red Apple Strong Cider (LCBO Warehouse)	473	
		333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
		405241	Ironwood Hard Cider (LCBO Warehouse)	473	LTO
		466292	Ernest Dry Cider (LCBO Warehouse)	473	LTO
		472639	Collective Arts Local Press Apple Cider (LCBO Warehouse)	473	
		497214	Ardiel Apple Dry Cider (LCBO Warehouse)	473	LTO
		215038	Gibson's Finest Sterling Edition	1750	BAP, VA
☐ ☐	11	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
		215889	Gibson's Finest Sterling Edition Whisky	1140	BAP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	12	38073	Sour Puss Passionfruit Mango	750	BAP
			38076	Sour Puss Mystery 2.0	750	VA
			439620	Sour Puss Pineapple Coconut Liquor	750	VA
☐	☐	13	22017	Smirnoff Vodka (P.E.T)	750	VA
			37474	Smirnoff Berry Blast	750	LTO
			216929	Smirnoff Vodka	1140	VA
☐	☐	14	8888	St Remy Brandy	750	BAP
			309773	St Remy VSOP (P.E.T)	1750	LTO
			605816	St Remy Brandy	1140	VA
☐	☐	15	24437	Sailor Jerry Spiced Rum	1750	BAP
			80127	Sailor Jerry Spiced Rum	750	LTO
			217257	Sailor Jerry Spiced Rum	1140	LTO
☐	☐	16	426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO
			620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO
			976662	>(V)Faustino I Gran Reserva Rioja (Bod Faust)	750	LTO
☐	☐	17	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
			37802	Lost Craft Hypnotize Pink Grapefruit IPA (179)	473	BAP
			921296	Wellington Helles Lager (4826)	473	LTO
☐	☐	18	227678	1800 Silver Tequila	750	VA
			398479	1800 Reposado	750	BAP
			492454	1800 Coconut Tequila	750	VA
☐	☐	19	28564	Shelter Bay Marlborough Sauvignon Blanc	750	Feature Fixture A, LTO
			34430	RH Phillip Toasted Head Cabernet Sauvignon	750	LTO
			214049	Girls' Night Out Strawberry Samba	1500	LTO
☐	☐	20	33526	Innis & Gunn Caribbean Rum Cask (LCBO Warehouse)	473	BAP
			33529	Innis & Gunn Original (LCBO Warehouse)	6 × 473	LTO
			38087	Innis & Gunn Tequila Cask Blonde Beer (LCBO Warehouse)	473	BAP
☐	☐	Discovery End Aisle (W6)	21445	Louis Bernard Louis Costieres De Nimes	750	W6, LTO
			27348	La Vieille Ferme Luberon Blanc Aoc	3000	W6, BAP
			34991	La Vieille Ferme Luberon Blanc Aoc	1500	W6, BAP
			245340	Chapoutier Belleruche Cdr White Aoc	750	W6
			589432	Louis Bernard Cotes Du Rhone White Aoc	750	W6

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Entrance Table (EA-S1)	27768	J.P. Wiser's 10YO Canadian Whisky	750	S1, LTO
			33928	J.P. Wiser's Deluxe	1750	S1, Value Add
			216689	J.P. Wiser's Deluxe	1140	S1, LTO
		Gifting Display A (Mini Thematic A)	25136	818 Tequila Blanco	750	Value Add
			25441	Teremana Tequila Anejo	750	BAP
			32126	Flecha Azul Reposado	750	BAP
			34595	Patron Silver Tequila	750	Value Add
			34603	Patron Anejo Tequila	750	Value Add
			143040	Hornitos Reposado Tequila	750	LTO
			173542	Don Julio Blanco	750	LTO
			173559	Don Julio Reposado	750	BAP
			271643	Tequila Tromba Blanco	750	BAP
			460360	El Jimador Tequila Reposado	750	LTO
			549113	1800 Anejo Tequila	750	LTO
		Gifting Display B (Mini Thematic B)	13488	Perrin Studio By Miraval	750	
			25904	Champagne Pommery Brut Rosé	750	LTO
			48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	BAP
			234575	Terres De Saint Louis Rosé Varois En Prv Aoc	750	BAP
			325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	BAP, Wine Fridge
			342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	LTO
			373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	LTO
		Local Beer & Cider Display (Mini Thematic C)	19309	Shiny Apple Peach Light Cider (LCBO Warehouse)	473	LTO
			21208	Niagara Cider Peach Chardonnay (798)	473	LTO
			24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
			107342	Reinhart's Red Apple Strong Cider (LCBO Warehouse)	473	
			333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
			405241	Ironwood Hard Cider (LCBO Warehouse)	473	LTO
			466292	Ernest Dry Cider (LCBO Warehouse)	473	LTO
			472639	Collective Arts Local Press Apple Cider (LCBO Warehouse)	473	
			497214	Ardiel Apple Dry Cider (LCBO Warehouse)	473	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	Front Nesting Table Premium Flight	67	Smirnoff Vodka	750	Value Add
		21200	Somersby Apple Cider	4 × 473	
		35623	Squealing Pig Sauvignon Blanc	750	
		37877	Smirnoff Pink Lemonade	750	BAP
		79129	Gato Negro Sauvignon Blanc	1500	BAP, Wine Fridge
		518670	Sour Puss Raspberry Liquor	750	Value Add
		518688	Sour Puss Apple Liquor	750	Value Add
		581256	Absolut Rainbow Limited Edition Bottle	750	
		601518	Sour Puss Blue Liquor	750	BAP
		908665	Bud Light	6 × 355	EZA
☐ ☐	Front Nesting Table Standard Flight	42	Canadian Club Premium	750	
		984	Alberta Premium Whisky	750	BAP
		14089	Alberta Premium Cask Strength Rye (2021)	750	
		30834	Canadian Club Classic 12 Year Old	1140	LTO
		34637	Canadian Club Premium	1750	Value Add
		54213	Alberta Premium Whisky (P.E.T)	1750	Value Add
		216226	Alberta Premium Whisky	1140	Value Add
		217687	Canadian Club Premium	1140	LTO
		311928	Canadian Club Classic 12 Year Old	750	Value Add
		311944	Canadian Club Classic 12 Year Old	1750	LTO
		390583	Canadian Club 100% Rye	750	Value Add

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		17483	Citra Pinot Grigio Terre Di Chieti	750	LTO
		18486	Bread & Butter Rosé	750	LTO
		20264	Popcorn Chardonnay VQA	750	LTO, Wine Fridge
		24492	Lolea No2 White Sangria	750	Value Add
		25067	19 Crimes Martha's Chard	750	
		28062	Keep Calm & Laugh Pinot Grigio	750	LTO
		28564	Shelter Bay Marlborough Sauvignon Blanc	750	End Aisle, LTO
		31052	Revelation Cabernet Merlot	750	LTO
		32460	Tete De Lion Chenin Blanc	750	LTO
		32535	Veuve Du Vernay Brut Sparkling	750	BAP, Necktag
		35573	Shot In The Dark Shiraz Petite Sirah	750	
		36815	Leyda Reserva Sauvignon Blanc	750	LTO
		43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO
☐	☐ Feature Fixture A (FFA)	85316	Blu Giovello Prosecco	750	LTO
		147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	LTO
		223610	Fielding Pinot Grigio VQA	750	LTO
		230821	Cupcake Chardonnay	750	LTO
		250498	Castello Del Poggio Moscato Frizzante	750	BAP
		274399	Adobe Reserva Rosé Organic	750	BAP
		284943	>Francis Coppola Sofia Rosé	750	LTO
		286898	Jacob's Creek Chardonnay	750	LTO
		376145	Radio Boka Tempranillo Vdt Castilla	750	LTO
		408286	Lolea No 1 Red Sangria Spain	750	Value Add
		522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	LTO
		534230	Beringer Founders Estate Chardonnay	750	LTO
		621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	LTO
		729392	>Marai De Marai Extra Dry Blue Bottle (Foss	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	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	17488	Molson Cold Shots (275/TBS)	4 × 222
			32165	Molson Cold Shots 6.0 (275/TBS)	473 BAP
			37284	Miller Lite (275/TBS)	6 × 355
			37300	Blue Moon Mango Wheat (275/TBS)	473 LTO
			300699	Molson Canadian (275/TBS)	6 × 473 LTO
			558940	Miller Lite (275/TBS)	6 × 473 LTO
			904144	Molson Canadian (275/TBS)	6 × 355 Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Block Pile B	36578	Polar Ice Berry Blizzard	473	
			36579	Casa Del Rey Tequila Cocktail Mixed 6 Pack	6 × 355	
			36594	Palm Bay Rum Punch Mango Guava	4 × 355	LTO
			36618	Simply Spiked Peach Variety Pack	12 × 355	BAP
			36619	Captain Morgan Cocktail Collection Pack	12 × 355	
			36635	Svns Hard 7up Original	355	
			36684	Bloodshot Strawberry Muerta Rita	4000	LTO
			36697	Mikes Harder Lemonade	473	
☐	☐	Block Pile C	17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	BAP, Value Add
			18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	BAP
			21437	Wayne Gretzky Red Cask Whisky	1140	LTO, BAP
			25517	Peller Family Reserve Rosé Bubbles VQA	750	BAP, Necktag Contest
			27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO, BAP
			27665	Wayne Gretzky Butter Pecan Cream	750	BAP
			30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO, BAP
			58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	LTO, BAP
			58628	Peller Family Reserve Cabernet Merlot VQA	750	BAP, Necktag Contest
			244616	Sandbanks Rosé VQA	750	LTO, BAP
			268375	Henry Of Pelham Riesling VQA	750	LTO, BAP
☐	☐	Block Pile D (XBP) Bacardi	519298	Wayne Gretzky Cream Whisky	750	BAP, Value Add
			36225	Bacardi Caribbean Spiced	700	Seasonal Block Pile D, Value Add
			1784	Grand Marnier Cordon Rouge	750	FSG, LTO
			15806	Skyy Vodka	750	FSG, LTO
			176834	Aperol	750	FSG, WS, BAP
			177808	Appleton Estate V/X Signature Blend	750	FSG, LTO
			277954	Campari Aperitivo	750	FSG, BAP
			281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	FSG, LTO
			324848	Espolon Tequila Blanco	750	FSG, LTO
			550715	Forty Creek Barrel Select	750	Cold Room Spirits, FSG, BAP
☐	☐	Enhanced Block Pile Display (FSG-A) Easy Threesy				

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Enhanced Block Pile Display (FSG-B) Courvoisier	1925	Courvoisier VS	750	FSG, Value Add
			24493	Courvoisier VSOP Cognac	750	FSG, Value Add
			423442	Courvoisier VS	375	FSG, Value Add
		Enhanced Block Pile Display (FSH-A) Jackson-Triggs	270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	FSH, Value Add
			305144	Jackson-Triggs Chardonnay Bag In Box	4000	FSH, Value Add
			328518	Jackson-Triggs Chardonnay	750	FSH, Value Add
			328534	Jackson-Triggs Cabernet Sauvignon	750	FSH, LTO
			383711	Jackson-Triggs Merlot	750	FSH, LTO
			621110	Jackson-Triggs Pinot Grigio	750	FSH, Value Add, Wine Fridge
☐	☐	Enhanced Block Pile Display (FSO-A) Aviation Gin	129940	Aviation Gin	750	FSO, Value Add
		Flagship Spotlight (Enhanced Occasions) (FSN-A)	36596	Cutwater Caesar	355	
			36598	Cutwater Rum Mai Tai	355	
			38543	Cutwater Tequila Margarita	355	
			38544	Cutwater Tequila Paloma	355	
			38545	Cutwater Rum Mint Mojito	355	
		Pop-up Activation (FSM-A)	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	FSM
			28636	Vizzy Signature Variety Pack	12 × 355	FSM, LTO
			31224	Coors Seltzer Slushie Flavour Pack	12 × 355	FSM
			36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	FSM
			36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	FSM
		Middle Nesting Table/Celebration Fixture	30947	Doppio Passo Grillo Sicilia	750	LTO
			30948	Latte Miele Pecorino Igt Terre Di Chieti Abruzzo	750	LTO
			30954	Dievole Tenuta Le Colonne Vermentino Igt	750	LTO
			30960	Sistina Pecorino Terre Di Chieti Igt	750	LTO
			77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO
			106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	LTO
			176461	Folonari Soave Doc	750	LTO
			239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	LTO
			302380	Mezzacorona Pinot Grigio Trentino	750	LTO, Wine Fridge
			580183	Blu Giovello Pinot Grigio	750	LTO
			580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	LTO
			707158	>(V) Lugana San Benedetto Doc (Zenato)	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			1107	Bud Light (275/TBS)	473	EZA
☐	☐	Beer Excitement Zone A	311779	Bud Light (275/TBS)	6 × 473	EZA, Value Add
			908665	Bud Light (275/TBS)	6 × 355	EZA, Front Nesting Table
		Beer Excitement Zone B	38906	Bellwoods Purple Paisley IPA (2990)	473	
☐	☐		39095	Flying Monkeys Rainbows & Smiles Sherbet Dipa (6309)	473	
		Beer Excitement Zone C	31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	EZH, Value Add
☐	☐		33972	Cottage Springs Punched Up Vod Soda Mixed	8 × 355	EZH, Value Add
			36583	Cottage Springs Vodka Soda Dock Day Mixed 8 Pack	8 × 355	EZH, Value Add
		Beer Excitement Zone D	19894	Cracked Canoe (275/TBS)	6 × 473	EZD
☐	☐		32618	Moosehead Chelada (275/TBS)	6 × 473	EZD, BAP
			422345	Moosehead Lager (275/TBS)	6 × 473	EZD, LTO, Value Add
		Ontario Craft Beer End Aisle	14651	Lake Of Bays Low Tide 90 Cal IPA (8958)	473	
☐	☐		14812	Great Lakes Brewery - Haze Mama (1929)	473	
			20870	Van Full Of Weirdos IPA (5732)	473	
			25665	Flying Monkeys Quantum Hugs Cold IPA (6309)	473	
			31952	Wellington Brewery Boot Lite Lager (4826)	473	
			37801	Side Launch Light Lager (3827)	6 × 355	
		Ontario Go-Local	14870	Wayne Gretzky Rosé VQA	750	LTO
☐	☐		16792	Speck Bros. The Goat Lady Chardonnay VQA	750	LTO
			110031	Sandbanks Estate Dunes White VQA	750	LTO
			469304	13th Street Burger Blend Ries. P. Grigio VQA	750	LTO
☐	☐	Ontario VQA Our Buyer's Pick				
		Vintages Essentials on Offer	145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	LTO
☐	☐		269357	>Chateau Ste Michelle Cabernet Sauvignon	750	LTO
		Vintages WOM: July 6	25399	Duca di Saragnano Governo 2022	750	
☐	☐		478743	Matchbook Estate Bottled Red Gravel Cabernet Sauvignon 2021	750	
☐	☐	Vintages Our Buyer's Picks				
		Spirited Picks Display (CE1)	20926	Aperol	375	CE1, LTO
☐	☐		32425	Tanqueray Dry Gin	375	CE1, LTO
☐	☐	RTD Impulse 1 (CE3)	31877	Nickel Brook Citrus Paloma	355	CE3, BAP
☐	☐	RTD Impulse 2 (CE4)	36609	White Claw Strawberry	473	CE4, BAP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	RTD Impulse 3 (CE5)	37395	Triple Bogey Transfusion	355	CE5, BAP
☐	☐	RTD Impulse 4 (CE6)	36600	Seagram 13 Cosmopolitan	355	CE6, BAP
☐	☐	The Cold Room Spirits	285254	Forty Creek Copper Bold Whisky	750	Cold Room Spirits, Value Add
			550715	Forty Creek Barrel Select	750	Cold Room Spirits, FSG, BAP, Value Add
☐	☐	Special Promotions Fixture (CE2) Spirit Impulse Skus	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	
			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	
☐	☐	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	

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	FEM 1: Spirits	12596	Empress 1908 Gin	375	BAP
			25450	Appleton Estate Signature	375	BAP
☐	☐	FEM 2: Wines	36423	Cave Spring Riesling Dry VQA	375	LTO
			37547	Social Lite Wine Spritz Mixer Pack	6 × 355	LTO
☐	☐	FEM 3: Spirits	10322	Cointreau	375	LTO
			22885	Dillon's Manhattan	500	LTO

Shelf Extenders

Shelf Extenders				Size (mL)	Support Programs	#of Extenders									
Extender Location		LCBO#	Description			15	20	30	40	45	50	55	60	65	
R1	Vodka A	638205	Zirkova Together Ultra Premium Vodka	750	LTO								Y	Y	
R2	Vodka B	662379	Ciroc Watermelon	750	LTO					Y	Y	Y	Y	Y	
R3	Vodka C	628990	Tito's Handmade Vodka	1140	LTO				Y	Y	Y	Y	Y	Y	
R4	Vodka D	34579	Prince Igor Extreme Vodka (P.E.T)	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R5	Vodka E	135566	Polar Ice Vodka	750	BAP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R6	Rum A	20191	Flor De Cana Eco-15	750	BAP									Y	
R7	Rum B	25120	Lamb's Spiced Rum	750	LTO					Y	Y	Y	Y	Y	
R8	Rum C	500512	Captain Morgan Original Spiced Rum	750	LTO				Y	Y	Y	Y	Y	Y	
R9	Rum D	570366	Bacardi Spiced Rum	1140	LTO			Y	Y	Y	Y	Y	Y	Y	
R10	Rum E	117	Bacardi Superior White Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R11	Canadian Whisky A	479923	Stalk & Barrel Blue Blend	750	BAP								Y	Y	
R12	Canadian Whisky B	27605	Reifel Rye	750	LTO, Value Add					Y	Y	Y	Y	Y	
R13	Canadian Whisky C	605063	Buffalo Trace Bourbon	750	Value Add			Y	Y	Y	Y	Y	Y	Y	
R14	Canadian Whisky D	625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R15	Canadian Whisky E	8805	Forty Creek Barrel Select Whisky	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R16	Scotch A	71746	Tullamore Dew Irish Whiskey	750	LTO				Y	Y	Y	Y	Y	Y	
R17	Scotch B	326025	Basil Hayden Straight Bourbon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R18	Gin A	209213	Beefeater London Dry Gin	1140	LTO			Y	Y	Y	Y	Y	Y	Y	
R19	Liqueurs A	22931	Jagermeister	750	LTO					Y	Y	Y	Y	Y	
R20	Liqueurs B	398016	Dr. McGillicuddy Intense Peach	750	BAP				Y	Y	Y	Y	Y	Y	
R21	Liqueurs C	382747	Tequila Rose Strawberry Cream Liqueur	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R22	Liqueurs D	193490	Baileys Irish Cream	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R23	Brandy A	21574	Hine H By Hine VSOP Fine Champagne Cognac	750	LTO									Y	
R24	Brandy B	54866	Bulleit Bourbon Frontier Whiskey	750	BAP			Y	Y	Y	Y	Y	Y	Y	
R25	Tequila A	19750	Teremana Reposado Tequila	750	LTO					Y	Y	Y	Y	Y	
R26	Ontario Blend A	515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	LTO				Y	Y	Y	Y	Y	Y	
R27	Ontario Blend B	582825	Peller Family Reserve Chardonnay VQA	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R28	Ontario Blend C	470823	Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R29	Ontario Non-VQA A	81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	LTO					Y	Y	Y	Y	Y	
R30	Ontario Non-VQA B	582817	Peller Family Reserve Riesling VQA	750	LTO				Y	Y	Y	Y	Y	Y	
R31	Ontario Non-VQA C	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R32	Ontario Non-VQA D	21442	Honest Lot Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R33	Ontario VQA A	200535	Konzelmann Chardonnay Unoaked VQA	750	LTO						Y	Y	Y		
R34	Ontario VQA B	522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO, Wine Fridge						Y	Y	Y	Y	
R35	Australia/New Zealand A	611483	Wolf Blass Red Label Cabernet Merlot	750	LTO						Y	Y	Y		
R36	Australia/New Zealand B	619452	Matua Sauvignon Blanc Hawke's Bay	750	LTO						Y	Y	Y	Y	
R37	Australia/New Zealand C	621623	Yellow Tail Cabernet Sauvignon	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R38	Australia/New Zealand D	406843	Jacob's Creek Moscato	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R39	USAA	13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	LTO		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		
R40	USA B	56366	Sterling Vintner's Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41	Chile A	634402	Vina Tarapaca Reserva Sauvignon Blanc	750	LTO						Y	Y	Y	Y	
R42	Chile B	614651	Trapiche Reserve Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43	France Blend A	30749	Paul Mas Cabernet Sauvignon	750	LTO									Y	
R44	France Blend B	620617	Collavini Pinot Grigio	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45	France South A	32569	Albert Bichot Beaujolais Selection Parcelaire	750	LTO								Y	Y	
R46	France South B	215814	Codorniu Brut Clasico Sparkling	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R47	France Bordeaux/ Burgundy A	243360	Kressmann Selection Merlot	1500	LTO							Y	Y	Y	
R48	Italy Central A	19780	Tavernello Pinot Grigio Delle Venezie Doc	750	BAP								Y	Y	
R49	Italy Central B	425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca)	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50	Italy North A	26278	Folonari Valpolicella Classico	1500	LTO					Y	Y	Y	Y	Y	
R51	Italy North B	416487	The Wanted Zin Old Vines Zinfandel lgt	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R52	Southern Europe A	24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	LTO									Y	
R53	Southern Europe B	19234	White Blend Portugal	750	LTO							Y	Y	Y	
R54	Germany A	8094	Deinhard Green Label Riesling Mosel	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R55	Sparkling A	213983	>Cave Spring Blanc De Blancs Brut VQA	750	LTO							Y	Y	Y	
R56	Sparkling B	341602	Cono Sur Bicicleta Pinot Noir	750	LTO				Y	Y	Y	Y	Y	Y	
R57	Ontario Beer A	697698	Blanche De Chambly (275/TBS)	473	BAP								Y	Y	
R58	Ontario Beer B	546408	Dragon Stout (LCBO Warehouse)	4 x 426	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59	Beer 1	30606	Dark Streets Of London Esb (837)	473										Y	
R60	Beer 2	572313	Asahi Super Dry (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	
R61	Beer 3	568287	No Boats On Sunday Cider (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	
R62	Beer 4	576900	Cowbell Brewing Co. Shindig Huron County Craft Lager (458)	473	LTO			Y	Y	Y	Y	Y	Y	Y	
R63	Party Zone 1	37823	Motts Clamato Pickled Bean Caesar	458	BAP			Y	Y	Y	Y	Y	Y	Y	
R64	Party Zone 2	321760	Smirnoff Ice (P.E.T)	1000	LTO				Y	Y	Y	Y	Y	Y	
R65	Party Zone 3	36646	Jaw Drop Black Cherry Bombade	473	LTO		Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	31585	White Claw Black Cherry Flavoured Vodka	750	LTO	MARK ANTHONY WINE & SPIRITS
C2: Canadian Whisky	21378	Jim Beam White Label Bourbon	750	BAP	BEAM SUNTORY
C3: Ontario Non VQA Blend	89862	Girls' Night Out Rosé VQA	750	LTO	COLIO ESTATE WINES
C4: French Blend	Store Managers Discretion				
C5: Fixed Store Location	627802	Yellow Tail Chardonnay	750	LTO, Wine Fridge	PHILIPPE DANDURAND WINES LTD.
C6: Vodka	636068	Malfy Gin Rosa	750	LTO	CORBY SPIRIT AND WINE LIMITED
C7: Scotch	281378	Forty Creek Cream Liquor	750	LTO	FORTY CREEK DISTILLERY LTD
C8: Liqueurs	382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	LTO	CORBY SPIRIT AND WINE LIMITED
C9: Ontario Blends	165308	Colio Extra Dry White	1500	LTO	COLIO ESTATE WINES
C10: France Red	337535	Santa Carolina Sauvignon Blanc Reserva	750	LTO	CHARTON HOBBS INC

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon Bl Riesling VQA	750	LTO	DIONYSUS WINES & SPIRITS LTD.
D2: Discovery Wines 2	385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO	CHURCHILL CELLARS LTD.
D3: Discovery Wines 3	22303	Barefoot Fruitscato Strawberry	750	LTO	E&J GALLO WINERY CANADA LTD.
D4: Discovery BSM 1	10075	Side Launch Wheat Beer (3827)	473	BAP	VON TERRA ENTERPRISES LTD.
D5: Discovery BSM 2	19303	Crown Royal Whisky & Cola	473	LTO	DIAGEO CANADA INC.
D6: Discovery BSM 3	31284	White Claw Blackberry	473	BAP	MARK ANTHONY WINE & SPIRITS
D7: Discovery Spirits 1	491829	Southern Comfort	1140	LTO	PHILIPPE DANDURAND WINES LTD.
D8: Discovery Spirits 2	463661	Yellowstone Select Bourbon Whiskey	750	BAP	GLAZER'S OF CANADA
D9: Discovery Spirits 3	1040	Gordons Gin	750	LTO	DIAGEO CANADA INC.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	27732	High Road Cellars Cabernet Merlot	750	LTO	COLIO ESTATE WINES

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	
117	Bacardi Superior White Rum	750	\$1.00	Shelf Extender
1040	Gordons Gin	750	\$1.00	Discovery Extender
1099	Johnnie Walker Red Label	750	\$1.50	
1578	>(V)Twisted (Flat Rock Cellars)	750	\$3.00	
1784	Grand Marnier Cordon Rouge	750	\$5.00	FSG
2691	Tanqueray London Dry Gin	750	\$1.00	
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Shelf Extender
8805	Forty Creek Barrel Select Whisky	1750	\$1.00	Shelf Extender
10122	Codigo 1530 Tequila Rosa	750	\$5.00	
10322	Cointreau	375	\$2.50	FEM3
10357	Crown Royal Peach	750	\$2.00	BSE/End Aisle 1
10946	Fireball 6 Pack Carrier	6 × 50	\$1.50	
12195	Grand Marnier Cordon Rouge	375	\$2.50	
12858	Waterloo Grapefruit Radler	473	\$0.25	
13016	Jacob's Creek Moscato Rosé	1500	\$2.00	
13510	Herradura Silver Tequila	750	\$5.00	
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.40	End Aisle
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$2.00	Shelf Extender
13814	Shawn & Ed Lagershed Original	4 × 473	\$1.50	
14023	Tawse Gin Ddp	750	\$3.00	
14494	Jose Cuervo Authentic Margarita	1750	\$1.50	
14870	Wayne Gretzky Rosé VQA	750	\$2.00	goLOCAL
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.30	End Aisle
15349	Jack Daniels Apple	750	\$2.00	End Aisle
15501	Coors Light	30 × 355	\$3.00	
15504	Coors Original	30 × 355	\$3.00	
15564	Somersby Blackberry Cider	473	\$0.30	
15806	Skyy Vodka	750	\$1.20	FSG
15895	Miller High Life	6 × 473	\$1.00	
16546	On The Rocks Hornitos Margarita	375	\$3.00	
16767	Saintly Sparkling Rosé VQA	750	\$2.00	Wine Fridge
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00	goLOCAL
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00	Feature Fixture A
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	\$3.00	End Aisle
17818	Corona Extra	6 × 330	\$1.00	
17819	Stella Artois	6 × 473	\$1.00	
18486	Bread & Butter Rosé	750	\$2.00	Feature Fixture A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19113	Pussycat Twisted Shot	4 × 30	\$1.00	
19145	Mike's Hard White Freeze	473	\$0.20	
19234	White Blend Portugal	750	\$1.50	Shelf Extender
19266	Beau's Lug Tread	6 × 473	\$1.00	
19297	Girls' Night Out Tropicolada	750	\$1.00	
19303	Crown Royal Whisky & Cola	473	\$0.25	Discovery Extender
19309	Shiny Apple Peach Light Cider	473	\$0.50	Mini Thematic
19750	Teremana Reposado Tequila	750	\$4.00	Shelf Extender
20264	Popcorn Chardonnay VQA	750	\$1.00	Feature Fixture A, Wine Fridge
20710	Duca Di Saragnano Chianti Governo	750	\$1.00	
20926	Aperol	375	\$1.00	CE1
21208	Niagara Cider Peach Chardonnay	473	\$0.30	Mini Thematic
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$4.00	
21437	Wayne Gretzky Red Cask Whisky	1140	\$3.00	Seasonal Block Pile C
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Shelf Extender
21445	Louis Bernard Louis Costieres De Nimes	750	\$1.50	W6
21574	Hine H By Hine Vsop Fine Champagne Cognac	750	\$5.00	Shelf Extender
22303	Barefoot Fruitscato Strawberry	750	\$1.00	Discovery Extender
22885	Dillon's Manhattan	500	\$1.00	FEM3
22931	Jagermeister	750	\$2.00	Shelf Extender
23877	Sprucewood Beach Glass White VQA	750	\$2.00	
24332	Mikes Hard Red Freeze	473	\$0.20	
24339	Twisted Shotz Island Thunder	4 × 30	\$1.00	
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	\$1.50	Shelf Extender
24890	Cowbell Brewing Co. Original Cider	473	\$0.20	Mini Thematic
25010	Santa Julia Reserva Cabernet Sauvignon	750	\$2.00	
25120	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
25141	Lobos 1707 Tequila Reposado	750	\$5.00	
25487	Darling Mimosa Sparkling Grapefruit	355	\$0.35	
25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	\$3.00	
25904	Champagne Pommery Brut Rosé	750	\$5.00	Mini Thematic
26278	Folonari Valpolicella Classico	1500	\$3.00	Shelf Extender
27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	\$1.00	
27344	Moosehead Lager	30 × 355	\$2.00	
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	\$2.50	Seasonal Block Pile C
27605	Reifel Rye	750	\$5.00	Shelf Extender, Value Add
27692	Baileys S'Mores	750	\$2.00	
27728	Bask Pinot Grigio	750	\$1.00	
27732	High Road Cellars Cabernet Merlot	750	\$1.00	Green Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27768	J.P. Wiser's 10YO Canadian Whisky	750	\$3.50	S1
27791	21 Regal Rouge Le Loup Blanc Minervois	750	\$2.00	
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	Feature Fixture A
28558	Bread & Butter Merlot	750	\$2.00	
28564	Shelter Bay Marlborough Sauvignon Blanc	750	\$2.50	End Aisle, Feature Fixture A
28636	Vizzy Signature Variety Pack	12 × 355	\$2.00	FSM
29280	>Terrazas De Los Andes Malbec Reserva	750	\$2.00	
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	\$3.00	Seasonal Block Pile C
30554	Mucho Mas White	750	\$2.00	Wine Fridge
30749	Paul Mas Cabernet Sauvignon	750	\$2.00	Shelf Extender
30834	Canadian Club Classic 12 Year Old	1140	\$2.00	Front Nesting Table
30947	Doppio Passo Grillo Sicilia	750	\$2.00	Middle Nesting Table
30948	Latte Miele Pecorino Igt Terre Di Chieti Abruzzo	750	\$2.00	Middle Nesting Table
30954	Dievole Tenuta Le Colonne Vermentino Igt	750	\$2.00	Middle Nesting Table
30960	Sistina Pecorino Terre Di Chieti Igt	750	\$2.00	Middle Nesting Table
31052	Revelation Cabernet Merlot	750	\$2.00	Feature Fixture A
31265	John Sleeman & Sons - Ginger & Lime Mule	473	\$0.20	
31272	Black Fly Vodka Cranberry Raspberry Pouch	3000	\$2.50	
31297	Jose Cuervo Sparkling Paloma	4 × 355	\$1.00	
31354	Twisted Tea Bag N'Box	4000	\$1.00	
31481	The Keg 'Keg Size' Caesar	458	\$0.20	End Aisle
31585	White Claw Black Cherry Flavoured Vodka	750	\$1.50	Comm. Extender
31820	Cincoro Tequila Blanco	750	\$15.00	
31981	Junction 56 Purple Gin Ddp	375	\$1.00	
32425	Tanqueray Dry Gin	375	\$1.00	CE1
32460	Tete De Lion Chenin Blanc	750	\$1.50	Feature Fixture A
32542	Two Oceans Pinot Grigio	1500	\$2.00	End Aisle
32569	Albert Bichot Beaujolais Selection Parcelaire	750	\$2.00	Shelf Extender
33445	Fresh Moscato Vidal VQA	750	\$2.00	Wine Fridge
33529	Innis & Gunn Original	6 × 473	\$1.00	End Aisle
33568	Vineland Estate Cabernet Merlot VQA	750	\$2.00	
34259	Bask Lightly Sparkling Rosé	750	\$1.00	Wine Fridge
34425	Tom Gore Farmer's Red Blend	750	\$2.00	
34430	Rh Phillip Toasted Head Cabernet Sauvignon	750	\$3.00	End Aisle
34579	Prince Igor Extreme Vodka (P.E.T)	1140	\$1.00	Shelf Extender
34590	Dunrobin Cask Aged Rum Ddp	750	\$2.00	
35041	Peninsula Ridge Tiny Bubbles Sparkling Wine VQA	750	\$2.00	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00	
35473	Honest Lot Sauvignon Blanc	4000	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
35578	Babich Pinot Gris	750	\$2.00	
35624	Babich Pinot Noir	750	\$2.00	
36223	King Maui Sauvignon Blanc	750	\$3.00	Wine Fridge
36423	Cave Spring Riesling Dry VQA	375	\$1.00	FEM2
36432	Arbikie Nadar Climate Positive Gin	750	\$5.00	
36594	Palm Bay Rum Punch Mango Guava	4 × 355	\$1.00	Seasonal Block Pile B
36602	High Noon Tequila Variety Pack	8 × 355	\$2.00	
36638	Social Lite Happy Hour Mixer	12 × 355	\$1.50	
36646	Jaw Drop Black Cherry Bombade	473	\$0.25	Shelf Extender
36659	Twisted Tea Island Pack	12 × 355	\$1.00	End Aisle
36683	Jose Cuervo Authentic Tropical Paradise Margarita	1750	\$1.50	
36684	Bloodshot Strawberry Muerta Rita	4000	\$2.00	Seasonal Block Pile B
36811	Adobe Reserva Cabernet Sauvignon	750	\$2.00	Flex Space
36815	Leyda Reserva Sauvignon Blanc	750	\$2.00	Feature Fixture A
36816	Leyda Reserva Pinot Noir	750	\$2.00	Flex Space
36817	Don David Reserve Cabernet Sauvignon	750	\$2.00	Flex Space
37162	Las Ninas Ella Reserva Chardonnay Organic	750	\$2.00	Flex Space
37187	Coco Rum Original	473	\$0.35	
37207	Au Vodka Black Grape	750	\$5.00	
37300	Blue Moon Mango Wheat	473	\$0.25	Seasonal Block Pile A
37474	Smirnoff Berry Blast	750	\$1.00	End Aisle
37505	On The Rocks Strawberry Daiquiri	375	\$3.00	
37547	Social Lite Wine Spritz Mixer Pack	6 × 355	\$1.50	FEM2
37667	Dos Primos Tequila Blanco	750	\$5.00	
37672	H2 Craft Spirits Hibiscus & Rose Petal Gin Ddp	750	\$1.00	
37781	Burdock Ducks IPA	473	\$0.50	End Aisle
37849	Lakefront La Gosa Rita Margarita Style Ale	4 × 473	\$1.00	
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$2.00	Feature Fixture A
44784	Negrar Amarone Classico Docg	750	\$3.50	
45898	Bacardi Superior White Rum (P.E.T)	1750	\$2.00	
47316	Los Arango Reposado Tequila	750	\$3.00	
56366	Sterling Vintner's Cabernet Sauvignon	750	\$3.00	Shelf Extender
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$1.00	Seasonal Block Pile C
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00	
71746	Tullamore Dew Irish Whiskey	750	\$3.00	Shelf Extender
75291	Weihenstephaner Hefeweissbier	500	\$0.50	
75663	Alianca Vinho Verde	750	\$1.00	Wine Fridge
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	Middle Nesting Table
80127	Sailor Jerry Spiced Rum	750	\$1.50	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.00	Shelf Extender
85316	Blu Giovello Prosecco	750	\$2.50	Feature Fixture A
89862	Girls' Night Out Rosé VQA	750	\$2.00	Comm. Extender
95935	Grey Goose Vodka	750	\$3.00	End Aisle, Value Add
99218	Cavit Collection Pinot Grigio Doc Valdadige	750	\$2.00	Flex Space, Wine Fridge
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	Middle Nesting Table
110031	Sandbanks Estate Dunes White VQA	750	\$2.00	goLOCAL
114694	Crown Royal	1750	\$2.00	BSE/End Aisle 1
116327	Grey Goose La Poire Vodka	750	\$5.00	End Aisle, Value Add
142018	>The Musician By Majella Cabernet Shiraz	750	\$2.00	
143040	Hornitos Reposado Tequila	750	\$4.00	Mini Thematic
143891	Peroni Nastro Azzurro	500	\$0.25	
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	VL1
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	\$3.00	Feature Fixture A
161869	20 Estibals Minervois (Domaine L'Ostal Cazes)	750	\$2.00	
165308	Colio Extra Dry White	1500	\$1.00	Comm. Extender
173542	Don Julio Blanco	750	\$5.00	Mini Thematic
174466	Jose Cuervo Especial Silver	750	\$2.50	
176461	Folonari Soave Doc	750	\$1.00	Middle Nesting Table
177808	Appleton Estate V/X Signature Blend	750	\$2.20	FSG
180695	St-Germain Elderflower Liqueur	750	\$3.00	
193490	Baileys Irish Cream	1750	\$3.00	Shelf Extender
200535	Konzelmann Chardonnay Unoaked VQA	750	\$2.00	Shelf Extender
209213	Beefeater London Dry Gin	1140	\$1.00	Shelf Extender
212282	Luksusowa Vodka	1140	\$1.00	
213983	>Cave Spring Blanc De Blancs Brut VQA	750	\$3.00	Shelf Extender
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	End Aisle
215616	Jack Daniel's Tennessee Whiskey	1140	\$3.00	End Aisle
215814	Codorniu Brut Clasico Sparkling	750	\$2.00	Shelf Extender
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	End Aisle
216655	Absolut Vodka	1750	\$1.00	
216689	J.P. Wiser's Deluxe	1140	\$1.00	S1
217257	Sailor Jerry Spiced Rum	1140	\$2.00	End Aisle
217281	Bombay Sapphire London Dry	1140	\$2.00	
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	\$3.00	End Aisle
217687	Canadian Club Premium	1140	\$1.00	Front Nesting Table
219543	Inniskillin Late Autumn Riesling VQA	750	\$2.00	End Aisle
221804	Trius Sauvignon Blanc VQA	750	\$2.00	End Aisle
223610	Fielding Pinot Grigio VQA	750	\$1.00	Feature Fixture A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	
227413	Iceberg Vodka	1140	\$1.00	
229583	Kronenbourg 1664 Blanc	6 × 330	\$1.50	
230821	Cupcake Chardonnay	750	\$2.00	Feature Fixture A
234583	Cave Spring Riesling VQA	750	\$2.00	
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	\$2.00	Middle Nesting Table
242545	Great Lakes Canuck Pale Ale	473	\$0.30	End Aisle
243360	Kressmann Selection Merlot	1500	\$2.00	Shelf Extender
244616	Sandbanks Rosé VQA	750	\$2.00	Seasonal Block Pile C
255380	Pilsner Urquell	500	\$0.25	
265199	Absolut Vodka	375	\$1.00	
265983	>Mcmanis Chardonnay	750	\$2.00	Flex Space
268375	Henry Of Pelham Riesling VQA	750	\$1.00	Seasonal Block Pile C
269357	>Chateau Ste Michelle Cabernet Sauvignon	750	\$2.00	VL1
269753	Raymond Classic Chardonnay	750	\$2.00	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	End Aisle
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	
281378	Forty Creek Cream Liquor	750	\$2.00	Comm. Extender
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	\$2.00	FSG
284943	>Francis Coppola Sofia Rosé	750	\$2.00	Feature Fixture A
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	
286898	Jacob's Creek Chardonnay	750	\$1.00	Feature Fixture A
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Flex Space, Value Add, Wine Fridge
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender
300699	Molson Canadian	6 × 473	\$2.00	Seasonal Block Pile A
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Middle Nesting Table, Wine Fridge
306019	Colio Extra Dry White Bag In Box	4000	\$2.00	
309773	St Remy VSOP (P.E.T)	1750	\$5.00	End Aisle
311787	Budweiser	6 × 473	\$1.00	
311944	Canadian Club Classic 12 Year Old	1750	\$2.00	Front Nesting Table
314856	Fireball Whisky Shooter	1140	\$4.00	
317057	Masi Costasera Amarone Classico Doc	750	\$4.00	
318683	The Kraken Black Spiced Rum	1140	\$2.00	
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
321760	Smirnoff Ice (P.E.T)	1000	\$1.00	Shelf Extender
322586	>Montes Alpha Cabernet Sauvignon	750	\$2.00	
324848	Espolon Tequila Blanco	750	\$4.00	FSG

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
326009	Knob Creek Bourbon	750	\$7.00	
326025	Basil Hayden Straight Bourbon	750	\$7.00	Shelf Extender
326728	>Oyster Bay Chardonnay Marlborough	750	\$2.00	
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	FSH
333583	Thornbury Premium Apple Cider	473	\$0.30	Mini Thematic
337535	Santa Carolina Sauvignon Blanc Reserva	750	\$2.00	Comm. Extender
338343	St-Ambroise Apricot Wheat Ale	473	\$0.45	
339168	Bodacious Smooth White	750	\$1.00	
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	Shelf Extender
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	\$2.00	Mini Thematic
351429	Amsterdam Boneshaker	473	\$0.30	End Aisle
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	\$3.00	Wine Fridge
373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	\$2.00	Mini Thematic
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	Feature Fixture A
379180	Vint Chardonnay By Robert Mondavi	750	\$2.00	
382580	Meukow Cognac VS	750	\$5.00	
382747	Tequila Rose Strawberry Cream Liqueur	750	\$2.00	Shelf Extender
382861	Lot No. 40 Single Copper Pot Still Canadian Whsky	750	\$3.00	Comm. Extender
383711	Jackson-Triggs Merlot	750	\$1.00	FSH
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$2.00	Discovery Extender
387050	Open Smooth White VQA	750	\$1.00	
387159	Bodacious Smooth Red	1500	\$1.50	
389411	> (V)Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	OWS
391177	Sipsmith London Dry Gin	750	\$7.00	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
404566	Jp Azeitao Syrah Rosé Bacalhoa	750	\$1.00	Wine Fridge
405241	Ironwood Hard Cider	473	\$0.25	Mini Thematic
406843	Jacob's Creek Moscato	1500	\$2.00	Shelf Extender
407478	Jaw Drop Squirting Oranges	473	\$0.25	
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	End Aisle
413104	Dillon's Dry Gin	750	\$2.00	End Aisle
416487	The Wanted Zin Old Vines Zinfandel lgt	750	\$2.00	Shelf Extender
416693	Jack Daniel's Tennessee Fire	750	\$2.00	End Aisle
417295	Ciroc Original Unflavoured	750	\$3.00	
417642	>Cave Spring Pinot Noir VQA	750	\$2.00	
422345	Moosehead Lager	6 × 473	\$1.00	EZD, Value Add
425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca)	750	\$2.50	Shelf Extender
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
434092	Crown Royal Northern Harvest Rye	750	\$3.00	BSE/End Aisle 1
442582	Alexander Keiths IPA	6 × 473	\$1.00	
448761	Alamos Chardonnay	750	\$2.00	Flex Space
459818	Sapporo	6 × 500	\$2.00	
459917	Peller Family Vineyards Rosé	1500	\$2.00	Wine Fridge
460360	El Jimador Tequila Reposado	750	\$2.00	Mini Thematic
461699	>(V)Baco Speck Family Reserve	750	\$3.00	
465385	Landshark Lager	6 × 473	\$2.00	
466292	Ernest Dry Cider	473	\$0.25	Mini Thematic
467134	Forgotten Lake Blueberry Ale	473	\$0.40	
469304	13th Street Burger Blend Ries. P. Grigio VQA	750	\$2.00	goLOCAL
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Wine Fridge
485995	XOXO Red Sangria	750	\$2.00	
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.00	
491829	Southern Comfort	1140	\$4.00	Discovery Extender
496968	Michelob Ultra	6 × 473	\$1.00	
497214	Ardiel Apple Dry Cider	473	\$0.25	Mini Thematic
499384	Kacaba Cabernet VQA	750	\$1.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	Shelf Extender
507467	Josh Cellars Legacy Red	750	\$2.00	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	Shelf Extender
516880	Mill Street Original Organic Lager	6 × 473	\$1.45	
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	\$1.00	End Aisle
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	
522672	>(V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$2.00	Feature Fixture A
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Shelf Extender, Wine Fridge
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	Wine Fridge
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$2.00	
534230	Beringer Founders Estate Chardonnay	750	\$2.00	Feature Fixture A
539312	Josh Cellars Rosé	750	\$2.00	Wine Fridge
541243	Creemore Springs Premium Lager	6 × 473	\$1.45	
546408	Dragon Stout	4 × 426	\$1.00	Shelf Extender
549113	1800 Anejo Tequila	750	\$4.50	Mini Thematic
554469	Guinness Draught	8 × 440	\$2.00	
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	
558940	Miller Lite	6 × 473	\$1.45	Seasonal Block Pile A
560532	Strongbow Cider	500	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
568287	No Boats On Sunday Cider	500	\$1.00	Shelf Extender
570366	Bacardi Spiced Rum	1140	\$1.00	Shelf Extender
572313	Asahi Super Dry	500	\$0.25	Shelf Extender
573493	19 Clemente Vii Chianti Cl. Gran Selezione (Grevep)	750	\$2.00	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	Shelf Extender
580183	Blu Giovello Pinot Grigio	750	\$2.00	Middle Nesting Table
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$2.00	Middle Nesting Table
582817	Peller Family Reserve Riesling VQA	750	\$1.00	Shelf Extender
582825	Peller Family Reserve Chardonnay VQA	750	\$1.00	Shelf Extender
611483	Wolf Blass Red Label Cabernet Merlot	750	\$3.00	Shelf Extender
613471	Henry Of Pelham Rosé VQA	750	\$2.00	Wine Fridge
614651	Trapiche Reserve Malbec	750	\$2.00	Shelf Extender
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Shelf Extender
620617	Collavini Pinot Grigio	1500	\$3.50	Shelf Extender
620724	Creekside Sauvignon Blanc VQA	750	\$1.50	Wine Fridge
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	End Aisle
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Shelf Extender
621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	\$1.00	Feature Fixture A
624544	Yellow Tail Shiraz	750	\$2.00	
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$1.20	Shelf Extender
627802	Yellow Tail Chardonnay	750	\$2.00	Comm. Extender, Wine Fridge
628990	Tito's Handmade Vodka	1140	\$2.00	Shelf Extender
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Shelf Extender
636068	Malfy Gin Rosa	750	\$2.00	Comm. Extender
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	Shelf Extender
648402	Bodacious Moscato	750	\$1.00	
662379	Ciroc Watermelon	750	\$3.00	Shelf Extender
666867	Bavaria Premium Beer	6 × 500	\$1.00	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
668954	Banrock Station Chardonnay Carton	1000	\$2.00	
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
671164	>St.Francis Cabernet Sauvignon	750	\$3.00	
697318	Brickworks Ciderhouse Batch 1904	6 × 473	\$1.00	
707158	>(V) Lugana San Benedetto Doc (Zenato)	750	\$2.00	Middle Nesting Table
906628	Coors Light	6 × 355	\$1.00	
921296	Wellington Helles Lager	473	\$0.30	End Aisle
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	Wine Fridge
954834	>Rodney Strong Pinot Noir Russian River	750	\$3.00	
976662	>(V)Faustino I Gran Reserva Rioja (Bod Faust)	750	\$3.00	End Aisle

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
307	Seagrams V.O.	750	200
570	Beefeater Dry	750	80
620	Silk Tassel Canadian Whisky	750	100
729	Blue Nun Rivaner	750	60
984	Alberta Premium Whisky	750	100
7369	Beefeater Dry	375	30
7880	Johnnie Walker Black 12 Yr	750	140
8888	St Remy Brandy	750	60
10075	Side Launch Wheat Beer	473	20
10428	Jackson-Triggs Proprietors' Selection Rosé	1500	100
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	400
11845	Jose Cuervo Reserva De La Familia Platino	750	300
11933	The Black Shiraz	750	120
12596	Empress 1908 Gin	375	50
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	200
14061	>Asbach Uralt Brandy	750	100
14409	Catrina Reposado Tequila	750	250
14534	Twisted Tea Peach	473	10
14944	Marquis De Villard Brandy	750	100
16789	Lazzara Bianco Secco Sparkling VQA	750	50
16833	Goldschlager	750	160
16858	Malivoire Che Bello Sparkling VQA	750	100
17406	Side Launch Any Day Light IPA	473	20
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	50
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	50
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	99
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	150
19351	Twisted Sholtz Box	360	75
19664	Side Launch Passionate Sour	473	20
19670	Valley Of Mother Of God Smoked Gin Ddp	750	200
19780	Tavernello Pinot Grigio Delle Venezie Doc	750	50
19924	Siempre Tequila Plata	750	200
20191	Flor De Cana Eco-15	750	250
20857	Darling Mimosa Sparkling Orange	355	10
21378	Jim Beam White Label Bourbon	750	75
21876	Sheep Dog Peanut Butter Whiskey	750	150
22010	Absolut Raspberri Vodka	375	40
22238	Side Launch 5th Coast IPA	473	20
23366	Sandeman Ruby Port	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	10
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	10
24344	Arizona Hard Lemon Iced Tea	473	20
24376	Twisted Tea Slightly Sweet	473	10
24437	Sailor Jerry Spiced Rum	1750	150
25441	Teremana Tequila Anejo	750	175
25450	Appleton Estate Signature	375	50
25517	Peller Family Reserve Rosé Bubbles VQA	750	100
25839	Barramundi Cabernet Sauvignon	750	50
26164	Lagunitas IPA	500	15
26622	Somersby Cider Mixer 8-Pack	8 × 473	50
26678	On The Rocks Effen Cosmopolitan	375	150
26679	On The Rocks Knob Creek Old Fashioned	375	150
27348	La Vieille Ferme Luberon Blanc Aoc	3000	120
27665	Wayne Gretzky Butter Pecan Cream	750	99
28587	Suntory World Whisky Ao	700	500
30959	Cavit Collection Pinot Grigio Doc Venezie	1500	100
31221	Twisted Tea Mango	473	10
31250	Black Fly Tequila Sunrise Cocktail In A Can	473	15
31284	White Claw Blackberry	473	15
31290	Mott's Clamato Caesar Variety Pack	12 × 341	80
31311	Captain Morgan Mango Mai Tai	355	10
31454	Muskoka Tread Lightly	568	20
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	10
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	110
31851	Pink Gin Fizz	355	10
31877	Nickel Brook Citrus Paloma	355	8
31930	Seagrams V.O.	1750	400
31979	Calirosa Rosa Blanco	750	200
32006	Smirnoff Creamsicle Blast	750	60
32126	Flecha Azul Reposado	750	400
32165	Molson Cold Shots 6.0	473	20
32464	Barefoot Fruitscato Peach	1500	50
32535	Veuve Du Vernay Brut Sparkling	750	50
32618	Moosehead Chelada	6 × 473	40
33200	Smirnoff Spicy Tamarind	750	60
33267	Collingwood Whisky	750	160
33519	Superflux Colour & Shape IPA	473	15
33526	Innis & Gunn Caribbean Rum Cask	473	10

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
33954	Founder's Original Tequila Cocktail Box	8 × 355	52
34260	Sync Cabernet Sauvignon	750	50
34261	Sync Sauvignon Blanc	750	50
34595	Patron Silver Tequila	750	200
34603	Patron Anejo Tequila	750	400
34991	La Vieille Ferme Luberon Blanc Aoc	1500	100
35929	Lower West Side West Coast IPA	473	10
36440	Empress Elderflower Rose Gin	750	125
36443	Hendrick's Grand Cabaret	750	110
36597	Seagram 13 Long Island Iced Tea	355	10
36600	Seagram 13 Cosmopolitan	355	10
36609	White Claw Strawberry	473	15
36618	Simply Spiked Peach Variety Pack	12 × 355	100
36620	Twisted Tea Slightly Sweet Blueberry	473	10
36630	Social Lite Field Strawberry Vodka Soda	355	5
36633	Social Lite Triple Berry Vodka Soda	355	5
36642	Matt & Steve's Caesar Sippers	4 × 213	50
36674	Absolut Cocktail Vodka Mojito	750	100
36819	Anakena Nuna Reserva Cabernet Sauvignon	750	100
36824	Santa Julia Reserva Pinot Grigio	750	100
36858	Postales Del Fin Del Mundo Patagonia Malbec	750	60
37003	Mascot Brewery Juicy J IPA	473	15
37106	Sandbagger Transfusion	355	10
37301	Madri Excepcional	6 × 473	40
37395	Triple Bogey Transfusion	355	10
37502	On The Rocks Jalapeno Pineapple Margarita	375	150
37801	Side Launch Light Lager	6 × 355	75
37802	Lost Craft Hypnotize Pink Grapefruit IPA	473	10
37821	Motts Clamato Extra Spicy Caesar	458	15
37823	Motts Clamato Pickled Bean Caesar	458	15
37877	Smirnoff Pink Lemonade	750	60
38073	Sour Puss Passionfruit Mango	750	100
38087	Innis & Gunn Tequila Cask Blonde Beer	473	10
38505	Smirnoff Vodka (P.E.T.)	1750	120
39540	Wellington Brewery Crisp-Mas Lager Mix	6 × 473	75
47290	Forty Creek Barrel Select	375	40
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	80
49726	Yukon Jack	750	120
50088	Patron Reposado Tequila	750	300

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
58628	Peller Family Reserve Cabernet Merlot VQA	750	100
58677	XOXO Pinot Grigio/Chardonnay	750	50
71647	Polar Ice Vodka (P.E.T)	750	80
79129	Gato Negro Sauvignon Blanc	1500	80
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	100
83790	Inniskillin Dry Riesling VQA	750	50
90860	Kittling Ridge Kingsgate Reserve Apera	750	20
91702	Red Knot Cabernet Sauvignon	750	100
108357	Carolans Irish Cream	750	100
111799	Reif Riesling VQA	750	100
113241	Cazadores Anejo Tequila	750	100
122952	Hpnotiq Liquor	375	50
126144	Sibling Rivalry White VQA	750	50
135566	Polar Ice Vodka	750	80
139667	Gibson's Finest Rare 12 Years Old Whisky	375	50
145417	Pelee Island Lighthouse Riesling VQA	750	100
149567	Tag No. 5 Vodka	750	100
158014	Flor De Cana Centenario 12 Rum	750	200
164491	>V) Chardonnay Unoaked (Fielding Estate)	750	40
169052	Carmen Reserva 1850 Premier Carmenere	750	100
173559	Don Julio Reposado	750	200
176834	Aperol	750	200
200584	Konzelmann Pinot Noir VQA	750	95
215012	Black Tower Rivaner	1000	100
215038	Gibson's Finest Sterling Edition	1750	100
215889	Gibson's Finest Sterling Edition Whisky	1140	150
216978	Seagrams V.O.	1140	300
220749	Glengoyne 10 Y.O. Single Highland Malt	750	250
225557	>Erardus Sauvignon Blanc	750	50
225565	Maker's Mark 46	750	400
234575	Terres De Saint Louis Rosé Varois En Prv Aoc	750	30
237792	Icebox Long Island Iced Tea	1140	100
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	100
250498	Castello Del Poggio Moscato Frizzante	750	100
253302	Luksusowa Vodka	750	100
253856	Luccarelli Primitivo Puglia Igt	750	50
256735	>McManis Zinfandel	750	100
260323	Jack Daniel's Honey	750	100
260372	Pondview Dragonfly Pinot Grigio VQA	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
267302	Crystal Head Vodka	750	120
267781	Voga Moscato Frizzante	750	50
269597	Santa Carolina Sauvignon Blanc	750	80
271643	Tequila Tromba Blanco	750	90
273268	> Spirytus Gdanski 76% (Fabryka Wodekpolmos Lancut)	700	100
274399	Adobe Reserva Rosé Organic	750	100
277004	Plymouth English Gin	750	250
277954	Campari Aperitivo	750	200
279661	L'Orangerie Rosé Pays D'Oc	750	60
290403	> Krupnik Honey Liqueur (Imperial Brands, Inc.)	750	100
301507	Wente Southern Hills Cabernet Sauvignon	750	150
321794	Smirnoff Ice	24 × 330	150
323816	Heritage Du Cleray Muscadet Sevre Et Maine	750	50
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	100
330803	Bowmore 12 Year Old Islay Single Malt	750	550
338053	Alize Red Passion Liquor	750	125
350397	Banff Ice Vodka	750	225
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
358309	Carmen Gran Reserva Cabernet	750	100
372219	Sandbanks Pinot Grigio VQA	750	50
376756	Peninsula Ridge Pinot Grigio VQA	750	80
380972	Luccarelli Negroamaro Puglia Igt	750	50
381970	Smirnoff Lime Flavoured Vodka	750	60
397539	Boodles Gin	750	160
397976	Dr. McGillicuddy Intense Peach	375	40
398016	Dr. McGillicuddy Intense Peach	750	120
398024	Dr. McGillicuddy Intense Peach	1140	160
398032	Dr. McGillicuddy Intense Butterscotch	750	160
398479	1800 Reposado	750	160
398776	Fireball Whisky Shooter	375	100
400754	Iceberg Vodka	750	150
401307	Maestro Dobel Tequila	750	270
406884	Barefoot Pinot Grigio	1500	40
414748	Sandbanks Summer White VQA	750	50
417576	Stock 84 Spirit	1140	150
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	40
428409	Powers Gold Irish Whiskey	750	150
439661	Fireball (P.E.T)	200	50

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
447953	Fireball Whisky Shooter	750	180
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	10
463661	Yellowstone Select Bourbon Whiskey	750	300
464214	Anciano No. 7 Reserva Rioja	750	100
465419	Murphy's Law Apple Pie	750	100
477885	Polar Ice Vodka (P.E.T)	1750	120
478909	Blue Moon	473	20
479923	Stalk & Barrel Blue Blend	750	150
481366	High River Canadian Whisky	750	150
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80
486001	XOXO Pinot Grigio Sangria	750	50
493254	Roscato Rosso Igt Provincia Di Pavia	750	60
494369	Southern Comfort (P.E.T)	200	40
519298	Wayne Gretzky Cream Whisky	750	99
527705	Bols Triple Sec	750	80
530261	Casal Garcia Vinho Verde, Do	750	50
532358	Julia Florista Red	750	50
535344	Santa Carolina Cabernet Sauvignon	750	80
541011	Wayne Gretzky Red Cask Whisky	375	40
542340	Philippe De Rothschild Cab Sauv Pays D'Oc	1500	80
542910	Top Shelf Gin	750	120
54866	Bulleit Bourbon Frontier Whiskey	750	90
550715	Forty Creek Barrel Select	750	200
551416	Cabo Wabo Reposado Tequila	750	500
553461	Mott's Clamato The Works Caesar	458	15
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	100
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	100
570283	Twisted Tea Original	473	10
570705	Georgian Bay Cranberry Gin Smash	473	10
573147	>(V)Chardonnay VQA Niagara (Malivoire)	750	100
573931	Hendrick's Orbium Gin	750	110
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	50
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	50
591313	>Gamay VQA (Malivoire Wine Co.)	750	100
594341	Rh Phillip Toasted Head Chardonnay	750	100
601146	Glen Breton Rare Canadian Single Malt	750	300
601518	Sour Puss Blue Liquor	750	100
619395	Red Knot Shiraz	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
621003	Montecillo Rioja Reserva	750	100
621888	Relax Riesling, Mosel	750	100
635482	Glendalough Wild Botanical Gin	750	90
636209	Roku Gin	750	400
637710	Jackson-Triggs Shiraz	750	50
649194	Twisted Tea Half & Half	473	10
667790	Amsterdam Boneshaker IPA	6 × 473	75
669226	Voga Pinot Grigio	750	55
669374	Vineland Estates Unoaked Chardonnay VQA	750	80
697698	Blanche De Chambly	473	5
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	100
958975	>Mer Soleil Reserve Chardonnay	750	150

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)
Foldable Grilling Basket	S1	33928	J.P. Wiser's Deluxe	1750
Buy 2 packs and receive a Clubhouse Seasoning. Shoppers can choose between a choice of 4 flavour options.	Seasonal Block Pile A	904144	Molson Canadian	6 × 355
Fentiman's Curiosity Cola 4 × 275 mL	Seasonal Block Pile D	36225	Bacardi Caribbean Spiced	700
Negroni Glass	FSO	129940	Aviation Gin	750
Perrier Original	End Aisle, LTO	95935	Grey Goose Vodka	750
		116327	Grey Goose La Poire Vodka	750
	End Aisle	417196	Grey Goose Vodka	1140
		19388	Bombay Bramble	750
San Pellegrino Limonata 6 Pk 6 × 333 mL	End Aisle	30729	Bombay Citron Presse	750
		316844	Bombay Sapphire London Dry	750
Moosehead Branded Hats OR Jack Links Value Add	EZD, LTO	422345	Moosehead Lager	6 × 473
Covered Bridge Bag of Chips with purchase of two Bud Light 6 × 473 mL pack	EZA	311779	Bud Light	6 × 473
Stainless Steel Koozie	EZH	31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355
		33972	Cottage Springs Punched Up Vod Soda Mixed	8 × 355
		36583	Cottage Springs Vodka Soda Dock Day Mixed 8 Pack	8 × 355

Near Packs Continued

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Efferve 750 mL	FSG	1925	Courvoisier VS	750
		24493	Courvoisier Vsop Cognac	750
		423442	Courvoisier VS	375
Muskoka Beer	Cold Room Spirits	285254	Forty Creek Copper Bold Whisky	750
	Cold Room Spirits, FSG, BAP	550715	Forty Creek Barrel Select	750

Value-Added Program - Plant Applied/Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
3558	Gibson's Finest Rare 12 Years Old	750	Logo'd Golf Balls	
189217	Gibson's Finest Sterling Edition	750	Logo'd Golf Balls	
215038	Gibson's Finest Sterling Edition	1750	Logo'd Golf Balls	End Aisle, BAP
457572	Gibson's Finest Bold 8YO	750	Logo'd Golf Balls	

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
1487	Crown Royal	750	Mug	BSE/End Aisle 1
67	Smirnoff Vodka	750	Smirnoff Pride Fan	Front Nesting Table
8219	Prince Igor Vodka (P.E.T)	750	Howler Head 50 mL	
12618	Stoneleigh Lighter Sauvignon Blanc	750	Malfy Gin Rosa 50 mL	Flex Space
14988	Muskoka Detour	6 × 473	Forty Creek Barrel Select 50 mL	
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	Ice Storm Vodka 50 mL	Seasonal Block Pile C, BAP
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	Beach Bag	
22017	Smirnoff Vodka (P.E.T)	750	Smirnoff Silicon Cup	End Aisle
24081	Stoneleigh Lighter Rosé	750	Malfy Gin Rosa 50 mL	Flex Space
24492	Lolea No2 White Sangria	750	Lolea Branded Bottle Opener	Feature Fixture A
25136	818 Tequila Blanco	750	Glitter Bomb	Mini Thematic
25137	818 Tequila Reposado	750	Glitter Bomb	
27605	Reifel Rye	750	Reifel Rye 50 mL	Shelf Extender, LTO
30645	The Busker Triple Cask Triple Smooth	750	Disaronno 50 mL	
34595	Patron Silver Tequila	750	375mL Patrón Bottle Replica Acrylic	Mini Thematic, BAP
34603	Patron Anejo Tequila	750	375mL Patrón Bottle Replica Acrylic	Mini Thematic, BAP
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL	Front Nesting Table
38076	Sour Puss Mystery 2.0	750	LVA Nude Mini Vodka Soda 220 mL	End Aisle

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	Front Nesting Table
54353	Stoneleigh Marlborough Pinot Noir	750	Malfy Gin Rosa 50 mL	Flex Space
61408	Jagermeister	375	Jager Shot Glass	
71647	Polar Ice Vodka (P.E.T)	750	Polar Ice Orange Blizzard 50 mL	BAP
88799	Alberta Pure Vodka (P.E.T)	750	Alberta Pure 50 mL	
108357	Carolans Irish Cream	750	Carolans Mug	BAP
135566	Polar Ice Vodka	750	Polar Ice Orange Blizzard 50 mL	Shelf Extender, BAP
192922	Seagram's 83	1140	Fireball 50 mL (TBC)	
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL	Front Nesting Table
216929	Smirnoff Vodka	1140	Smirnoff Pride Fan	End Aisle
217950	Crown Royal	1140	Boot Jigger	BSE/End Aisle 1
225250	Stoli Vodka	1140	Fever Tree 4Pk	
227678	1800 Silver Tequila	750	Mini Bluetooth Speaker	End Aisle
231571	Seagrams 83 (P.E.T)	1750	Fireball 2 × 50 mL (TBC)	
267187	Jose Cuervo Especial Gold	750	Habanero Chili Lime Tajin	
267245	Jose Cuervo Especial Gold Tequila	1140	Habanero Chili Lime Tajin	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	Beach Bag	FSH
293043	Stoneleigh Marlborough Sauvignon Blanc	750	Malfy Gin Rosa 50 mL	Flex Space, LTO, Wine Fridge
305144	Jackson-Triggs Chardonnay Bag In Box	4000	Beach Bag	FSH
305607	Seagrams 83	750	Fireball 50 mL (TBC)	
311928	Canadian Club Classic 12 Year Old	750	Reifel Rye 50 mL	Front Nesting Table
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	Malfy Gin Rosa 50 mL	Flex Space
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Jim Beam Honey 50 mL	
328518	Jackson-Triggs Chardonnay	750	Beach Bag	FSH
340380	Two Oceans Sauvignon Blanc	750	Twinkle Lights	End Aisle, Wine Fridge
340398	Two Oceans Cabernet Sauvignon Merlot	750	Twinkle Lights	End Aisle
358556	Dillon's Gin 22 Unfiltered	750	Bitters	
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL	Front Nesting Table
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	Charcuterie Accessory	
403519	Crown Royal Apple	750	Mug	BSE/End Aisle 1
408286	Lolea No 1 Red Sangria Spain	750	Lolea Branded Bottle Opener	Feature Fixture A
439620	Sour Puss Pineapple Coconut Liquor	750	LVA Nude Mini Vodka Soda (220 mL)	End Aisle
464149	Vint Bourbon Barrels Cab Sauv By Robert Mondavi	750	Charcuterie Accessory	
492249	Open Smooth Red VQA Bag In Box	3000	BASK Sangria Spritz 355 mL Can	
492454	1800 Coconut Tequila	750	Mini Bluetooth Speaker	End Aisle

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
518670	Sour Puss Raspberry Liquor	750	Necktag Pride Donation Rainbow Railroad + The 519	Front Nesting Table
518688	Sour Puss Apple Liquor	750	Pride Rainbow Visor	Front Nesting Table
519298	Wayne Gretzky Cream Whisky	750	Ice Storm Vodka 50 mL	Seasonal Block Pile C, BAP
534263	Beringer Founders Estate Cabernet Sauvignon	750	Blue Jays Bucket Hat	
544155	Iceberg Vodka (P.E.T)	1750	Stalk & Barrel 50 mL	
557470	Empress 1908 Gin	750	Bitters with Cocktail NT	
605063	Buffalo Trace Bourbon	750	Fireball 50 mL	Shelf Extender
605816	St Remy Brandy	1140	St Remy XO 50 mL	End Aisle
610758	Lindemans Bin 65 Chardonnay	1500	Citronella Candle	
621110	Jackson-Triggs Pinot Grigio	750	Beach Bag	FSH, Wine Fridge

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
25517	Peller Family Reserve Rosé Bubbles VQA	750	Live Nation Win concert tickets for a year	Seasonal Block Pile C, BAP
25554	Dirty Devil Vodka	750	NBO Tennis Canada Highlight	
32535	Veuve Du Vernay Brut Sparkling	750	Veuve de Vernay Alize cocktail	Feature Fixture A, BAP
38078	Warheads Black Cherry	375	Pride Donatoin NT	
58628	Peller Family Reserve Cabernet Merlot VQA	750	Live Nation Win concert tickets for a year	Seasonal Block Pile C, BAP
58677	XOXO Pinot Grigio/Chardonnay	750	Live Nation Win concert tickets for a year	BAP
66266	Inniskillin Unoaked Chardonnay VQA	750	Win 1 of 5 Inniskillin Estate Dinner Series Prize Packs!	
145458	Inniskillin Riesling Pinot Grigio VQA	750	Win 1 of 5 Inniskillin Estate Dinner Series Prize Packs!	
261099	Inniskillin Pinot Noir VQA	750	Win 1 of 5 Inniskillin Estate Dinner Series Prize Packs!	
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	Win 1 of 5 Inniskillin Estate Dinner Series Prize Packs!	
486001	XOXO Pinot Grigio Sangria	750	Live Nation Win concert tickets for a year	BAP

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	1107	Bud Light	473	275 - The Beer Store	Store Order
	311779	Bud Light	6 × 473	275 - The Beer Store	Store Order
	908665	Bud Light	6 × 355	275 - The Beer Store	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	38906	Bellwoods Purple Paisley IPA	473	2990 - Bellwoods Brewery	Store Order
	39095	Flying Monkeys Rainbows & Smiles Sherbet Dipa	473	6309 - Flying Monkeys Craft Brewery	Store Order
Beer Excitement Zone - 21D (End EZD)	19894	Cracked Canoe	6 × 473	275 - The Beer Store	Store Order
	32618	Moosehead Chelada	6 × 473	275 - The Beer Store	Store Order
	422345	Moosehead Lager	6 × 473	275 - The Beer Store	Store Order
Ontario Craft Beer End Aisle	14651	Lake Of Bays Low Tide 90 Cal IPA	473	8958 - Lake Of Bays Brewing	Store Order
	14812	Great Lakes Brewery - Haze Mama	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	20870	Van Full Of Weirdos IPA	473	5732 - Refined Fool Brewing Company	Store Order
	25665	Flying Monkeys Quantum Hugs Cold IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order
	31952	Wellington Brewery Boot Lite Lager	473	4826 - Wellington County Brewery Inc.	Store Order
	37801	Side Launch Light Lager	6 × 355	3827 - Side Launch Brewing	Store Order
End Aisle #10/Mini Thematic C	19309	Shiny Apple Peach Light Cider	473	LCBO Warehouse	Store Order
	21208	Niagara Cider Peach Chardonnay	473	798 - Bench Brewing Company	Store Order
	24890	Cowbell Brewing Co. Original Cider	473	458 - Cowbell Brewing Co.	Store Order
	107342	Reinhart's Red Apple Strong Cider	473	LCBO Warehouse	Store Order
	333583	Thornbury Premium Apple Cider	473	LCBO Warehouse	Store Order
	405241	Ironwood Hard Cider	473	LCBO Warehouse	Store Order
	466292	Ernest Dry Cider	473	LCBO Warehouse	Store Order
	472639	Collective Arts Local Press Apple Cider	473	LCBO Warehouse	Store Order
	497214	Ardiel Apple Dry Cider	473	LCBO Warehouse	Store Order
Seasonal Block Pile A	17488	Molson Cold Shots	4 × 222	275 - The Beer Store	Forced
	32165	Molson Cold Shots 6.0	473	275 - The Beer Store	Forced
	37284	Miller Lite	6 × 355	275 - The Beer Store	Forced
	37300	Blue Moon Mango Wheat	473	275 - The Beer Store	Forced
	300699	Molson Canadian	6 × 473	275 - The Beer Store	Forced
	558940	Miller Lite	6 × 473	275 - The Beer Store	Forced
	904144	Molson Canadian	6 × 355	275 - The Beer Store	Forced
R57: Ontario Beer A	697698	Blanche De Chambly	473	275 - The Beer Store	Forced

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
R58: Ontario Beer B	546408	Dragon Stout	4 × 426	LCBO Warehouse	Forced
R59: Beer 1	30606	Dark Streets Of London Esb	473	837 - CLIFFORD BREWING COMPANY	Forced
R60: Beer 2	572313	Asahi Super Dry	500	LCBO Warehouse	Forced
R61: Beer 3	568287	No Boats On Sunday Cider	500	LCBO Warehouse	Forced
R62: Beer 4	576900	Cowbell Brewing Co. Shindig Huron County Craft Lager	473	458 - COWBELL BREWING CO.	Forced
D4: Discovery BSM 1	10075	Side Launch Wheat Beer	473	3827 - SIDE LAUNCH BREWING	Forced
EA 7A/B	351429	Amsterdam Boneshaker	473	3842 - AMSTERDAM BREWING COMPANY	Forced
	573576	Amsterdam Space Invader	473	3842 - AMSTERDAM BREWING COMPANY	Forced
	667790	Amsterdam Boneshaker IPA	6 × 473	3842 - AMSTERDAM BREWING COMPANY	Forced
EA 9A/B	31454	Muskoka Tread Lightly	568	LCBO Warehouse	Forced
	37781	Burdock Ducks IPA	473	2837 - BURDOCK BREWERY	Forced
	242545	Great Lakes Canuck Pale Ale	473	1929 - GREAT LAKES BREWING CO. INC.	Forced
EA 17	13641	Bench Brewing Short Hills East Coast IPA	473	798 - BENCH BREWING COMPANY	Forced
	37802	Lost Craft Hypnotize Pink Grapefruit IPA	473	179 - LOST CRAFT	Forced
	921296	Wellington Helles Lager	473	4826 - WELLINGTON COUNTY BREWERY INC	Forced
EA 20	33526	Innis & Gunn Caribbean Rum Cask	473	LCBO Warehouse	Forced
	33529	Innis & Gunn Original	6 × 473	LCBO Warehouse	Forced
	38087	Innis & Gunn Tequila Cask Blonde Beer	473	LCBO Warehouse	Forced

Questions?

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

Trade Copy Only

PERIOD 4						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JUNE 23 Start of Period 4	24	25	26	27	28	29
30	JULY 1 Canada Day  Offices and Stores are closed	2	3	4	5	6 Vintages Release
7	8	9	10	11	12	13
14	15	16	17	18	19	20 End of Period 4
21 Start of Period 5	22	23	24	25	26	27