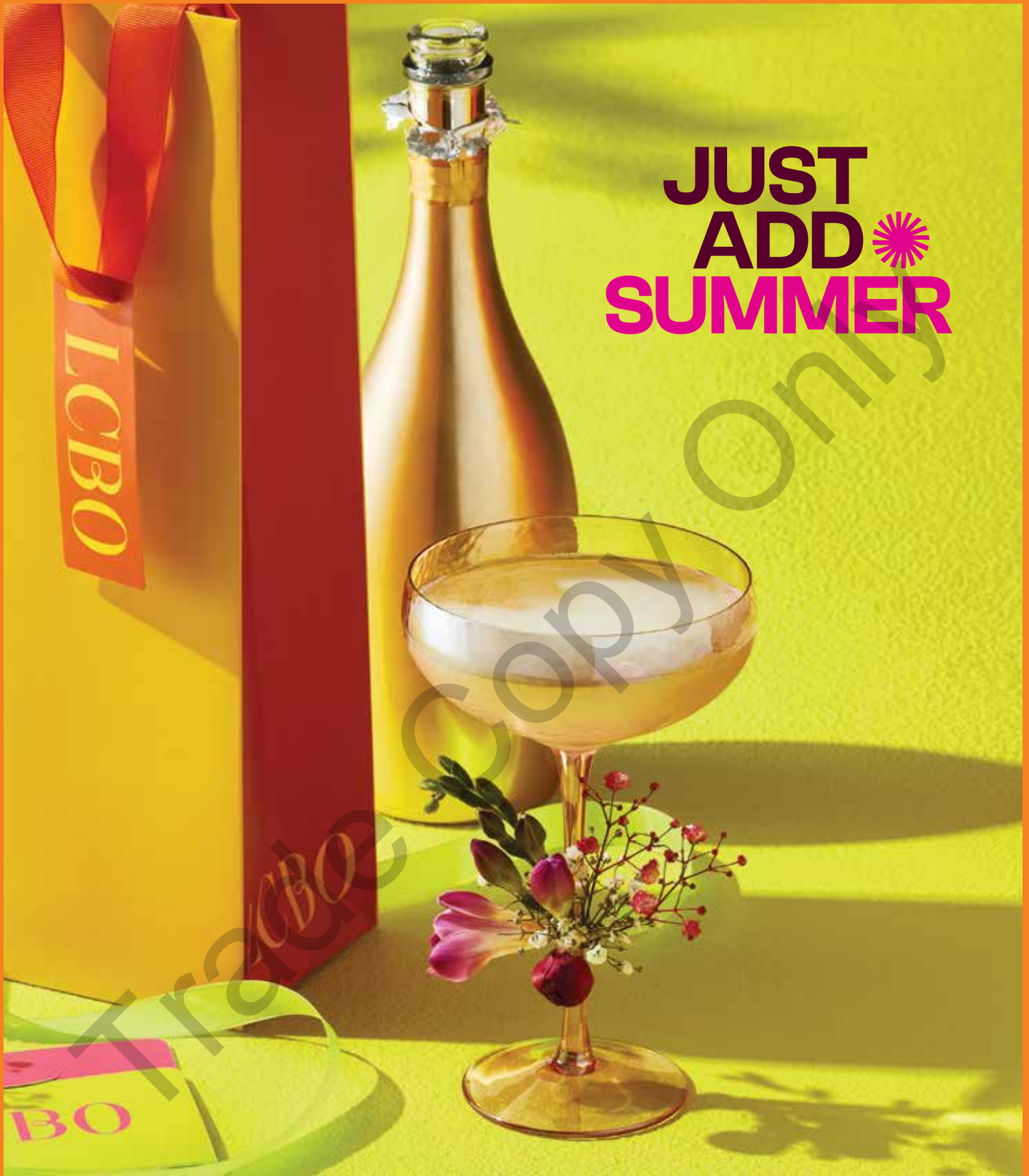




PERIOD 5 MARKETING & PRODUCT GUIDE

JULY 21 - AUGUST 17, 2024

My Store #



Kudos to Store #614



Kudos to Store #164

Period 5

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 5



Promotional Programs

Period 5 Aeroplan Offers

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Cocktail of the Month: Pina Colada Seltzer

Mini Thematic A: Gifts for Summer Celebrations

Mini Thematic B: Sparkling Gifts for Summer Occasions

Mini Thematic C: Just Add Local

Front Nesting Table

Middle Nesting Table

Block Pile A: Corona

Block Pile B: Just Add Summer

Block Pile C: Aeroplan

Block Pile D: Maker's Mark

Enhanced Block Pile Display: Jackson-Triggs

Enhanced Block Pile Display: Fireball

Pop-Up Activation: Wines of South Australia

Flagship Spotlight: Discover Wines of Sicily

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

Front End Merchandiser

Beer, Cider & RTD Top Picks Impulse Display

The Cold Room Spirits Display

New Product Bin Tag Underlays

On Shelf

Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VOA)

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: July 21 - August 17, 2024

Participating Stores: All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

P3-5 Aeroplan Exterior Banners

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



P5 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-25P5-ANS)
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 749359)



P5 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P5-SB1) / BIL (Re-order# 25P5-SB2)



Operational Aeroplan Bin Tag Pop-Out

- The Bin Tag Pop-outs were shipped to stores in Period 2.
- Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.
- ENG/BIL (Re-order # 23OP-AP20)
- **NOTE:** These Bin Tag Pop-Outs are to be reused for every period. They are NOT to be disposed of.



P5 Aeroplan Combo Offers (LF)

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

Key Dates (July 21 - August 17, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
LF	828	Folonari Valpolicella Doc	750	30	\$2.00
	10212	Kahlua Coffee Liquor	375	40	\$1.50
	15012	Northern Keep Vodka	750	100	\$2.00
	16741	JJ Mcwilliam Shiraz/Cabernet	750	50	\$1.00
	16840	Bolla Valpolicella Classico	750	40	\$2.00
	17753	Vida Organica Malbec	750	50	\$2.00
	19158	Laphroaig Quarter Cask Single Islay Malt	750	400	\$10.00
	19515	Absolut Watermelon	750	60	\$1.50
	19922	Barone Montalto Pinot Grigio	1500	50	\$3.00
	21441	Honest Lot Sauvignon Blanc	750	50	\$1.00
	22013	Absolut Raspberri Vodka	750	40	\$1.50
	22296	Ck Mondavi Cabernet Sauvignon	750	50	\$1.00
	25554	Dirty Devil Vodka	750	100	\$2.00
	25698	Jacob's Creek Grenache Shiraz	750	40	\$2.00
	27892	Cabot Trail Maple Whisky	750	60	\$2.00
	30281	Absolut Peach Vodka	750	60	\$1.50
	30962	Il Piatto Mare Pecorino Terre Di Chieti	750	100	\$1.00
	31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	50	\$2.00
	32017	Calmel & Joseph Villa Blanche Viognier	750	50	\$1.50
	32404	Empress Cocktail Gin	750	100	\$3.00
	32463	Headline Acts Sauvignon Blanc	750	80	\$3.00
	36436	Swish Gin	750	50	\$5.00
	37157	Ole Margarita	355	15	\$0.20
	37158	Ole Tequila Sunrise	355	15	\$0.20
	114967	Finlandia Vodka	1750	50	\$2.00
	163949	Misterio Cabernet Sauvignon	750	25	\$1.00
	168419	Fuzion Alta Torrontes Pinot Grigio	750	40	\$1.50
	170134	Banrock Station Pink Moscato Rose	750	40	\$2.00
	229542	Folonari Pinot Grigio Delle Venezie Doc	750	30	\$2.00
	257238	Absolut Citron Vodka	750	40	\$1.50
	273490	Thalia White Assyrtiko Sauvignon Blanc	750	25	\$1.00
	275909	Caliterra Sauvignon Blanc Reserva	750	50	\$1.00
	278119	Santa Carolina Cabernet Sauvignon Reserva	1500	25	\$1.50
	285585	Masi Bonacosta Valpolicella Classico Doc	750	50	\$2.00

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	209221	Absolut Vodka	1140	60	\$1.00
	292615	Jameson Black Barrel	750	40	\$5.00
	296848	Chateau Des Charmes Aligote Estate Grown VQA	750	30	\$1.00
	326256	Wayne Gretzky Pinot Grigio VQA	750	20	\$2.00
	350546	Root 1 Carmenere Colchagua	750	40	\$2.00
	363622	Bolla Pinot Grigio Delle Venezie	750	30	\$2.00
	377101	JP Azeitao White	750	40	\$1.00
	382713	Nederburg Sauvignon Blanc	750	30	\$2.00
	387423	Bruichladdich The Classic Laddie Scottish Barley	750	180	\$10.00
	427088	Casillero Del Diablo Rsv Merlot	750	25	\$2.00
	446468	Ketel One Vodka	375	40	\$1.00
	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	40	\$2.00
LF	484204	Malfy Gin Con Limone	750	40	\$3.00
	487819	Melini Chianti Classico Riserva Docg	750	40	\$3.00
	493999	Absolut Lime Vodka	750	40	\$1.50
	536946	J.P. Wiser's 15 YO Canadian Whisky	750	40	\$4.00
	547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	100	\$5.00
	550749	Absolut Mandrin Vodka	750	60	\$1.50
	560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	20	\$2.00
	620583	Dragani Pinot Grigio Trebbiano	2000	20	\$2.00
	620880	Masi Tupungato Passo Doble Organic	750	50	\$2.00
	638734	Deep Eddy Lemon	750	100	\$1.00
	669200	Ciao Pinot Grigio Organic Carton	1000	100	\$1.00
	708305	>Francis Coppola Diamond Collection Chardonnay	750	100	\$2.00
	943787	>Wakefield Estate Label Shiraz Clare Valley	750	80	\$2.00

P5 Aeroplan Bundling Pair Offers (LD)

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

Key Dates (July 21 - August 17, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP	Offer Code
LD	111799	Reif Riesling VQA	750	200	D0008201
	565713	Reif Estate Cabernet/Merlot VQA	750		D0008201

Buy both items and earn 200 BAP.

LD Offers:

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

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)

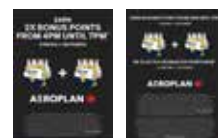
Corona Sunset Aeroplan Perpendicular Shelf Talker

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



Box Sign

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



Block Pile A Pricer Card

- Install with the Aeroplan Corona Sunset Offer pricer card along with the branded pricer card in front of the corresponding product on the BPA display.
- ENG (Re-order# 25P5-BPA4)/ BIL (Re-order# 25P5-BPA5)

Aeroplan COOLERS / READY-TO-DRINK

Overview

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

Key Dates: P5 (July 21 - August 17, 2024)

Participating Stores

All Stores

Aeroplan Offer: Earn 100 Bonus Points when you buy 8 or more Coolers on Aeroplan Bonus.

Each individual bottle or can within a multipack represents one (1) Cooler/Ready-to-Drink product. The one hundred (100) Aeroplan bonus points will be earned once per qualifying purchase transaction.

- 4-pack | 4 units towards promotion.
- 6-pack | 6 units towards promotion.
Only 100 points will be awarded if more than one 6-pack is purchased in one transaction
- 8-pack | 8 units towards promotion.
Only 100 points will be awarded if more than one 8-pack is purchased in one transaction
- 12-pack | 12 units towards promotion.
Only 100 points will be awarded if more than one 12-pack is purchased in one transaction

Participating Products

Earn 100 Bonus Points when you buy 8 or more Coolers on Aeroplan Bonus.

LCBO#	Description	Size (mL)	BAP	LCBO#	Description	Size (mL)	BAP
12171	Nude Vodka Soda 12 Can Mixer pack	12 × 355	75	24390	Smirnoff Ice Peach Lemonade	473	10
14483	Ace Hill Raspberry Vodka Soda	355	5	24392	Smirnoff Ice Pink Lemonade	473	10
14485	Ace Hill Lemon Vodka Soda	355	5	24404	Smirnoff Vodka Soda Berry Blast	355	10
14487	White Claw Hard Seltzer Mango	473	10	27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	50
14494	Jose Cuervo Authentic Margarita	1750	50	31206	French 75 Gin Cocktail	355	10
15310	Matt & Steve's Caesar Original Lightly Spiced	473	27	31290	Mott's Clamato Caesar Variety Pack	12 × 341	60
16546	On The Rocks Hornitos Margarita	375	180	31291	Tahiti Treat Fruit Punch Soda & Vodka	473	15
19113	Pussycat Twisted Shot	4 × 30	25	31297	Jose Cuervo Sparkling Paloma	4 × 355	50
19121	White Claw Hard Seltzer Watermelon	473	10	31303	Quik Shots Cinnamon Whisky	170	25
24316	White Claw Hard Seltzer Pineapple	473	10	31340	Muskoka Spirits Hard Sparkling Water Mix Pack	12 × 355	60
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	15	32070	Olmecca Altos Margarita	750	100
24334	Sandbagger Boysenberry Hard Seltzer	355	10	34822	Mott's Clamato Caesar Original	6 × 341	30
24358	Cottage Springs Blueberry Vodka Water	355	5	34823	Mott's Clamato Extra Spicy	6 × 341	30
				36576	Jameson Whiskey & Lemonade	473	5

Participating Products Continued

LCBO#	Description	Size (mL)	BAP
36588	Georgian Bay Cocktail Club Bees Knees	355	10
36596	Cutwater Caesar	355	10
36598	Cutwater Rum Mai Tai	355	10
36604	Crazy Uncle Strawberry Cream Soda	473	10
36605	White Claw Vodka Smash 8 Pack	8 × 355	40
36609	White Claw Strawberry	473	5
36622	Motts Clamato Light	458	15
36626	Blue Lobster Vodka Soda Blueberry Lemon	473	10
36629	Pabst Strong Iced Tea	473	5
36635	Svns Hard 7up Original	355	10
36638	Social Lite Happy Hour Mixer	12 × 355	60
36642	Matt & Steve's Caesar Sippers	4 × 213	50
36647	Black Fly Rum Mojito Raspberry	4 × 400	30
36648	Black Fly Vodka Crushed Black Cherry	473	15
36650	Black Fly Gin Lemon Drop	4 × 400	30
36651	Black Fly Rum Runner	4 × 400	30
36652	Smirnoff Ice Tea Lemon	473	10

LCBO#	Description	Size (mL)	BAP
36679	Twisted Shotz Buttery Swirl	4 × 30	25
36683	Jose Cuervo Authentic Tropical Paradise Margarita	1750	50
36697	Mikes Harder Lemonade	473	10
37083	Beattie's Blueberry Splash	355	10
37106	Sandbagger Transfusion	355	10
37108	White Claw Lemonade Limon	473	15
37117	Svns Hard 7up Lemonade	355	10
37157	Ole Margarita	355	15
37158	Ole Tequila Sunrise	355	15
37350	Happy Dad Hard Seltzer Fruit Punch	473	10
38543	Cutwater Tequila Margarita	355	10
38544	Cutwater Tequila Paloma	355	10
38545	Cutwater Rum Mint Mojito	355	10
225771	Black Fly Tequila Margarita Pet	4 × 400	30
407437	Black Fly Vodka Grapefruit	4 × 400	30
449157	Smirnoff Ice Tall Can	473	10
553339	Smirnoff Berry Blast	473	10
569418	Mott's Clamato Caesar Original	4 × 355	25
667303	Blue Lobster Vodka Soda	473	10

Signage Components

P5 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P5-SB1) / BIL (Re-order# 25P5-SB2)



P5 Aeroplan End Aisle Backer Card

- Install the Aeroplan backer card on end aisles with Cooler Aeroplan offers.
- ENG/BIL (Re-order# 25P5-BC-GEN6)



Block Pile B Generic Pricer Card

- Install the Generic Pricer Card to include with each product with Aeroplan offers.
- ENG (Re-order# 25P5-BPB4) / BIL (Re-order# 25P5-BPB5)



Signage Components Continued

Gondola Category Sign Extension

- Category Sign Extender Right Facing
(ENG Re-order # 25P5-AP2 / BIL Re-order # 25P5-AP3)
- Category Sign Extender Left Facing
(ENG Re-order # 25P5-AP4 / BIL Re-order # 25P5-AP5)

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



Category Sign Overlay

(ENG/BIL Re-order #25P5-AP1)

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



Magnetic Category Sign Overlay

(ENG/BIL Re-order #25P5-AP11)

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



Flat Shelf Talker

(ENG Re-order #25P5-AP7 / BIL Re-order #25P5-AP8)

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



1.75 LCBO Sized Bin Tag Underlay

(Eng/Bil Re-order #25P5-AP6)

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

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



Vinyl Decal

(Eng Re-order #25P5-AP9) / (BIL Re-order #25P5-AP10)

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



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 5: 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 5 signage components will be shipped to stores beginning **July 17, 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-25P5-MUSIC-CD | Music USB Reorder# AIM-25P5-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)

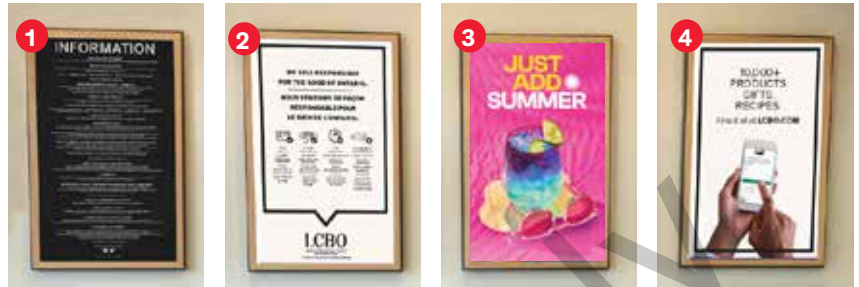
Signage is to remain in place for the duration of P3-6

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)

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! P5 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 P4 blade signs and replace with the new Period 5 versions below.



EA1AB Pina Colada Seltzer
ENG (25P5-BS1)
BIL (25P5-BS5)



EA2A Lemon & Iced Tea
ENG (25P5-BS2A)
BIL (25P5-BS6A)



EA2B Whiskey Mojito
ENG (25P5-BS2B)
BIL (25P5-BS6B)



EA3AB Sangria 4 ways
ENG (25P5-BS3)
BIL (25P5-BS7)



EA4AB Paradise Punch
ENG (25P5-BS4)
BIL (25P5-BS8)

NEW! P5 End Aisles Backer Cards

Remove the P4 EA 1-4 and 10 backer cards and replace with the new Period 5 versions below.

25P5-BC1



EA1AB

25P5-BC2A



EA 2A

25P5-BC2B



EA 2B

25P5-BC3



EA 3AB

25P5-BC4A



EA 4A

25P5-BC4B



EA 4B

25P5-BC10



EA 10

P3-6 Generic Backer Cards

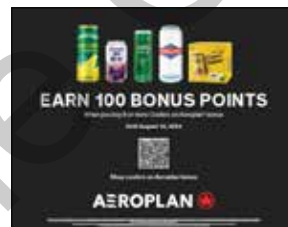
Continue to display the Generic Backer Card versions from Period 3 below. These are to remain in place until the end of P6. Remove the P4 Aeroplan and Gifting Backer Card and replace with the Period 5 version below.

25P3-BC-GEN1



NOTE: Use this backer card with any product.

NEW! 25P5-BC-GEN6



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

NEW! 25P5-BC-GEN6



Select stores will implement a summer gifting discretionary end to display this backer card. More information can be found on page 54.

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 (July 21 - August 17, 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 5 New Products

LCBO#	Description	Sub Set	Product Type
39077	Hennessy VS Carnival 2024	Brandy/Cognac	One-Shot
11234	Cote Des Roses Rose Hf (Gerard Bertrand)	Rose - France	Regular
16938	La Marca Prosecco Doc	Sparkling - Italy	Regular
21191	Brunch Beverages Strawberry Cider	Cider	Regular
21632	Bottega Rose Gold Spumante	Rose - European	Regular
37947	Les Jamelles Chardonnay	France White	Regular
37949	Paul Mas Sauvignon Blanc	France White	Regular
38412	Pacific Gate Cabernet Sauvignon	California Red	Regular
38415	Pacific Gate Chardonnay	California White	Regular
38882	Brilla Prosecco Doc Spumante	Gift Packs - European	Regular
38883	La Vieille Ferme Cotes Du Ventoux Aoc	France Red	Regular
38888	Chateau Timberlay Bordeaux Superieur Aoc	France Red	Regular
38940	Archway Pinot Noir	California Red	Regular
38973	Frescobaldi Castiglioni Chianti Docg	Italy Red	Regular
39010	Taylor Fladgate Late Bottled Vintage Port	Fortified	Regular
39488	Bailey's Birthday Cake	Liqueurs	Regular
22930	Flying Monkeys Juicy Ass 6-Pack	Craft Beer - Local	Regular
36817	Don David Reserve Cabernet Sauvignon	Argentina Red	Regular
37965	Henry Of Pelham Sparkling VQA	Sparkling VQA	Regular
38837	Julia Florista Red	Portual Red	Regular
38886	Natureo White	Spain White	Regular
38887	Natureo Red	Spain Red	Regular
37849	Lakefront La Gosa Rita Margarita Style Ale	Premium Import Beer	Seasonal
38897	Superflux Happyness IPA	Craft Beer - Domestic	Seasonal
38977	Mount Gay Eclipse Navy Strength	Rum - Dark/Amber Deluxe	Seasonal
37211	Jacob's Creek Lively Bunch Rosé	Rose - Australia	Seasonal
37221	Minimalista Rosé	Rose - New World	Seasonal
38839	Bellwoods Jelly King Spicy Margarita Sour	Craft Beer - Local	Seasonal
38912	Bellwoods Brewery Ultra	Craft Beer - Local	Seasonal

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

LCBO#	Description
11234	Cote Des Roses Rose Hf (Gerard Bertrand)
16531	Walkerville Brewery Smooth Sail Summer Ale
16769	Railway City - Playa Cerveza
16938	La Marca Prosecco Doc
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie
20839	Oast House Farmer Tan IPA
21632	Bottega Rose Gold Spumante
21939	Fixed Gear Fixie Citra IPA
27004	South Channel Ale
31576	Sawdust City - White Tulip
32891	Jack Daniel McLaren 2
33228	Blood Brothers Auto Pop Tahitian Treats
33261	Maclean's County Cream Ale
36976	Bask Pinot Grigio 3 L
37132	Royal Salute 21YO Miami Polo Limited Edition
37625	Muskoka Brewery Survival Pack 2024
37711	Beau's Wonder Crush Hazy IPA
37947	Les Jamelles Chardonnay
37949	Paul Mas Sauvignon Blanc
37954	Bella Terra Cabernet Merlot VQA
38003	Brock St. Backyard Party Pack
38064	Henderson X Rush Moving Pictures 2024 - Belgian BI
38076	Sour Puss Mystery 2.0
38081	Somrus Chai Liqueur
38404	Pine Ridge Chenin Blanc Viognier
38407	Paddleboard Pinot Grigio
38408	Here & Now Pinot Noir
38409	Solid Ground Chardonnay
38410	Cupcake Citruskissed Pinot Grigio
38411	Bread & Butter Pinot Grigio
38416	The Dreaming Tree Sauvignon Blanc
38417	Rose & Finch Red Blend
38418	Popcorn Cabernet Sauvignon
38519	Refined Fool, Summer Beer League
38529	Madkap - Busted Raspberry Wheat
38549	Harmony & Terra Cabernet Sauvignon
38550	Harmony & Terra Chardonnay
38559	Appleton Estate 8 Year Old Double Cask
38609	Snake Eyes Dry-Hopped Peach Sour

LCBO#	Description
38610	Wellington Brewery Lazy Tiger Little IPA
38640	Josh Cellars Seaswept Sauvignon Blanc & Pinot Grigio
38655	Crown Royal Single Malt
38697	Lagavulin 11 YO Offerman Edition Caribbean Rum Cask
38698	J.P. Wiser's 42 YO Canadian Whisky
38734	Bodacious Peach Fizz
38767	Mackinnon Philly Light Lager
38772	Slake Super Sunset Pale Ale
38773	Bobcaygeon Brewing Summer IPA Mix Pack
38774	Willibald City Slicker IPA Ontario
38775	Pretty Bad Sunburn Mango Guava Sour
38776	Shape Of Home Pale Ale
38779	Rage & Love - Passionfruit & Raspberry Sour
38780	Orillia Summer Frost Cryo IPA
38782	Exchange Brewery Wee Wallop
38783	Klb Lazy Waves Hazy IPA
38784	Broadhead Underdog Pale Ale
38787	Shawn & Ed Salted Lime Cerveza
38789	Stockyards Brewing Reunion Mexican Lager
38790	Left Field Long Shot Pale Ale
38791	Surf Rock - California IPA
38792	Summer Sampler
38797	Collingwood Carnival Caribbean Style Lager
38816	Whitewater Summer Collection
38839	Bellwoods Jelly King Spicy Margarita Sour
38882	Brilla Prosecco Doc Spumante 3 × 200 mL
38883	La Vieille Ferme Cotes Du Ventoux Aoc
38888	Chateau Timberlay Bordeaux Superieur Aoc
38906	Bellwoods Purple Paisley IPA
38907	Czech Pilsner
38908	Sons Of Kent El Camino 6-Pack
38909	Blueberry Wheat Ale
38910	Indie Ale House Swirl Raspberry Cherry Sour
38912	Bellwoods Ultra Light Lager
38917	Twocan Hazy Pale Ale
38920	Sidney Rosé
38921	Sidney Pinot Grigio
38936	Matron Deece IPA
38941	Burdock Lime Gose

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

LCBO#	Description
38947	Maxin' Relaxin' - Session
38948	Front Porch Raspberry Lagered Ale
38969	Caledon Hills Mango Wheat Ale
38973	Frescobaldi Castiglioni Chianti Docg
38977	Mount Gay Eclipse Navy Strength
39010	Taylor Fladgate Late Bottled Vintage Port
39052	Left Field Sno-Cone Lemon Lime Sour

LCBO#	Description
39476	Bellwoods Jelly King Prickly Pear & Pink Guava
158311	Copper Moon Shiraz
310391	The Dreaming Tree Crush Red Blend
467167	Honey Ginger Shandy
507947	Clifford Brewing Co Pinball Wizard APA
521914	Saison Tropicale
618751	Second Wedge-High Grass Lemongrass Ginger Saison

REMOVE the New Product Underlays from the following 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 5 YO 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
31760	Shiny Apple Ginger Lime Cider

LCBO#	Description
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
36817	Don David Reserve Cabernet Sauvignon
36819	Anakena Nuna Reserva Cabernet Suavignon

REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
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

LCBO#	Description
37899	Bumper Crop Cider Co. Crisp Apple
37950	Grand Sud Rosé
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 (Brebán 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	Joiy Rosé Sparkling

STORE LAYOUT

Overview

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

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

Entrance Table/Cocktail of the Month:
EA-S1/S2

Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture: DD

A Block Pile A (SBA): Corona

B Block Pile B (SBB): Just Add Summer

C Block Pile C (SBC): Aeroplan

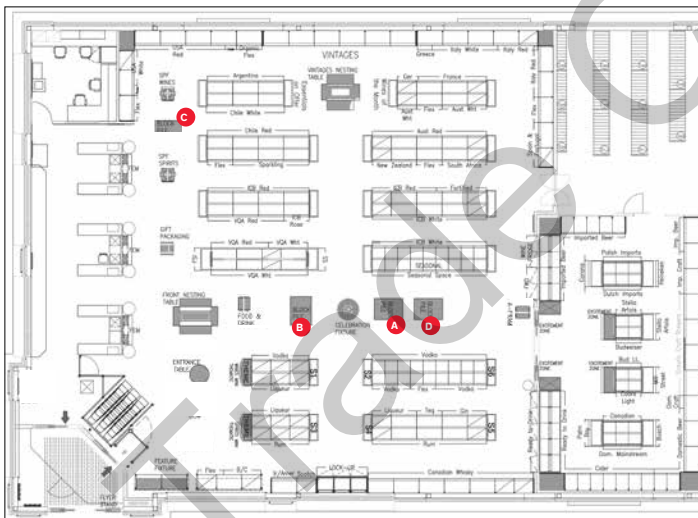
D Block Pile D (XBP): Maker's Mark

Large Format IDB Wines (FSG-A)

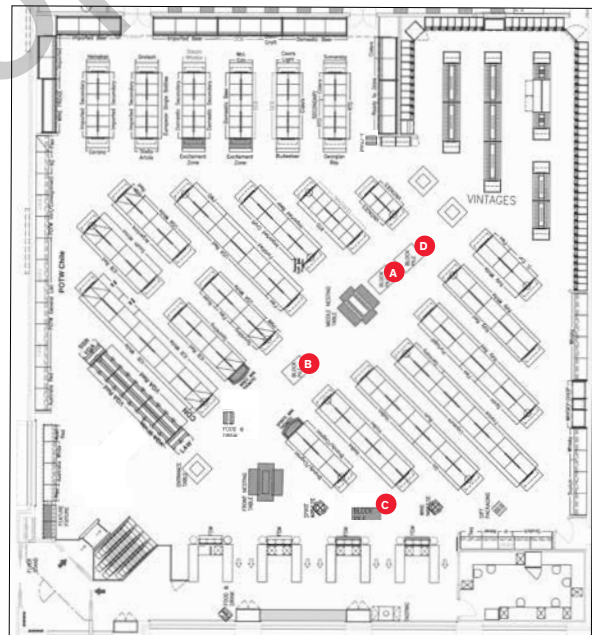
(P4-P8) Fireball (FSJ-A)

Pop-up Activation (FSM-A): Wines of South Australia

Flagship Spotlight (FSN-A): Discover Wines of Sicily



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.

P5 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 (July 21 - August 17, 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)
Entrance Table	386789	Casamigos Tequila Blanco	750	Empty Product Boxes will be provided for the table.		
	388694	Casamigos Tequila Reposado	750			
Shelf Extender R4: Vodka D	604934	Grey Goose Vodka	375	637058	Bombay Sapphire London Dry Gin	375
Shelf Extender R17: Scotch B	7880	Johnnie Walker Black 12 Yr	750	1099	Johnnie Walker Red	750
Shelf Extender R25: Tequila A	398479	1800 Reposado	750	10899	Jose Cuervo Tradicional Plata	750

Key Display (FFA-A)

FEATURE FIXTURE A

Summer Spritzers

This is a sold program. Participation is mandatory.

Key Dates (July 21 - August 17, 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
9118	Henkell Trocken Piccolo	3 × 200	LTO
16777	Bask Sauvignon Blanc	750	LTO
18627	Callaway Cellar Selection Chardonnay	750	LTO
25067	19 Crimes Martha's Chard	750	VA
31062	Ruffino Orvieto Classico Doc	750	LTO
32187	Hopetown Sauvignon Blanc VQA	750	LTO
34064	Fresh Sauvignon Blanc VQA	750	LTO
37953	Bella Terra Pinot Grigio VQA	750	LTO
37961	Ramblers Chiller Unoaked Chardonnay VQA	750	LTO
37967	Magnotta Equus Series Home Stretch White Blend VQA	750	LTO
38404	Pine Ridge Chenin Blanc Viognier	750	
38407	Paddleboard Pinot Grigio	750	BAP
38410	Cupcake Citruskissed Pinot Grigio	750	
38416	The Dreaming Tree Sauvignon Blanc	750	BAP
85316	Blu Giovello Prosecco	750	BAP
277186	Zonin Prosecco Brut 1821 Doc	750	LTO
298505	La Vieille Ferme Luberon Blanc Aoc	750	BAP
303040	Fielding Fireside White VQA	750	LTO
340380	Two Oceans Sauvignon Blanc	750	BAP
348979	Inniskillin Pinot Grigio VQA	750	LTO
382713	Nederburg Sauvignon Blanc	750	LTO
426577	Sprucewood Shores Pinot Grigio VQA	750	LTO
448761	Alamos Chardonnay	750	
487496	Leftfield Sauvignon Blanc	750	LTO
492314	Vieni Bruce Trail White VQA	750	LTO
589010	Mezzacorona Pinot Grigio Trentino	1500	LTO
643114	Josh Cellars Sauvignon Blanc	750	LTO
669226	Voga Pinot Grigio	750	VA

Value-Add (VA) - Rep Applied:

LCBO# 25067: Lolea branded bottle opener, LCBO# 669226: Bottle Cooler Sleeve

The display will showcase up to 29 refreshing white and sparkling wines from around the world. White wines are on trend right now and these wines are perfect for sipping during these hot summer months or pairing with light foods (think pinot grigio, sauvignon blanc, chenin blanc) these will also include sparkling wines such as prosecco. Product story will hold over for both periods but some of the featured product assortment will change out. All categories are represented.

Signage Components

- Category Sign ENG/BIL (Re-order # 25P5-FF1)
- Solid Colour Category Sign (Re-order # 25P5-FF2)
- Bin Strip (Re-order # 25P5-FF3)
- Shelf Talkers ENG (Re-order # 25P5-FF11)
BIL (Re-order # 25P5-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/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
13907	Jackson-Triggs Proprietors Selection Light Rosé	750		32178	Saintly Sparkling Rosé VQA	200	
14867	Sandbanks Summer Rosé	750	BAP	34068	Fresh Rosé	750	
15568	Listel Gris Rosé	750		35041	Tiny Bubbles Sparkling Rosé VQA	750	
17893	Porta 6 Rosé	750		37190	Vignes de Nicole Paul Mas Rosé	750	
17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750		37193	Cellier Des Daughins Prestige Rosé CdR	750	
19062	Sandbanks Sparkling Rosé	750		37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750	
23757	S de la Sablette Coteaux Varois Rosé	750		37211	Jacob's Creek Lively Bunch Rosé	750	
23760	Doppio Passo Primitivo Rosato Puglia IGT	750		37221	Minimalista Rosé	750	
24080	Jacob's Creek Moscato Rosé Lower Sugar	750		37352	Honest Lot Rosé	750	
24084	Kim Crawford Illuminate Rosé	750		37356	Brunch Rosé VQA Pouch	1500	
24972	Family Tree Speck Brothers	750		164343	The Beachhouse Rosé	750	
27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750		273771	20 Bees Rosé	750	
31710	The Beach by Whispering Angel	750		603795	Bodegas Muga, Rioja Rosé	750	
32025	Keep Calm & Love	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 # 25P5-NS4)
BIL (Re-order # 25P5-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

Casamigos

This is a sold program. Participation is mandatory.

Key Dates (July 21 - August 17, 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
386789	Casamigos Tequila Blanco	750	LTO
388694	Casamigos Tequila Reposado	750	LTO
609362	Casamigos Mezcal	750	BAP

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 # 25P5-ET1) / BIL (Re-order # 25P5-ET2)
- Shelf Talkers ENG (Re-order # 25P5-ET5) / BIL (Re-order # 25P5-ET6)

NOTE: The following High Theft program stores will receive empty boxes to display on their Entrance Table.

Participating Stores: 25, 19, 115, 195, 200, 212, 214, 228, 279, 329, 346, 394, 398, 443, 499, 505, 542, 575, 627, 632, 698

Perpendicular Shelf Talkers will be delivered to the High Theft program stores:

ENG (Re-order # 25P5-ET7)

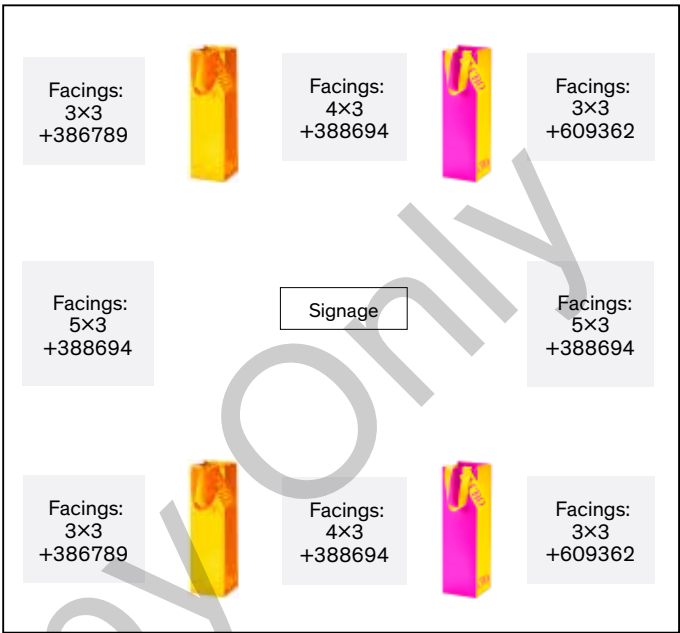
BIL (Re-order # 25P5-ET8)

Please proceed to the checkout line to purchase this bottle.
Box for display only.

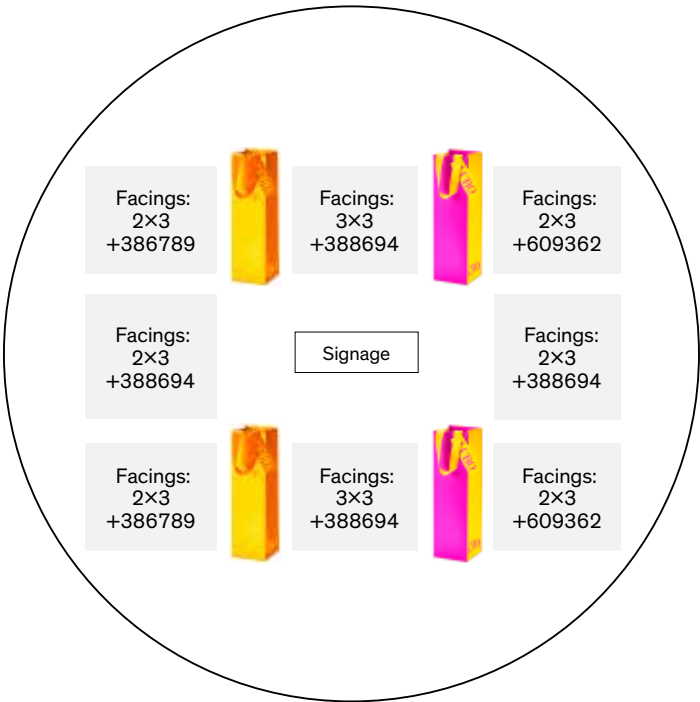


Deep LTOs and Aeroplan offers on our biggest Tequila brand during peak Tequila season!

Planogram - Square Table



Planogram - Round Table



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

Pina Colada Seltzer



This is a sold program. Participation is mandatory.

Key Dates (July 21 - August 17, 2024)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	VA
24435	Bacardi Tropical	750	VA
36225	Bacardi Caribbean Spiced	700	VA
446021	Bacardi Coconut Rum	750	VA
Value-Add (VA) - Merchandiser: Coconut Water 500 mL			

This fizzy, lighter and less indulgent take on a tropical classic is perfect for those hot days when getting out the blender and opening cans of coconut cream feels like too much work. Cut through the fuss with this satisfying and easy-to-put-together sipper that hits all the right flavour notes and has just a touch of creaminess, thanks to the coconut water.

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# 25P5-BC1)
- Blade Sign ENG (Re-order# 25P5-BS1) / BIL (Re-order# 25P5-BS6)
- End Aisle Shelf Talker Bundle
ENG (Re-order# 25P5-ST1) BIL (Re-order# 25P5-ST2)



Spirits (MI-A)

GIFTING DISPLAY A

Gifts for Summer Celebrations

This is a sold program. Participation is mandatory.

Key Dates (July 21 - August 17, 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
4101	Remy Martin VSOP	750	BAP
8888	St Remy Brandy	750	LTO
21465	Angel's Envy	750	BAP
39077	Hennessy VS Carnival 2024	700	
60608	El Dorado 12 Year Old Rum	750	LTO
291278	Johnnie Walker Gold Reserve	750	LTO
326025	Basil Hayden Straight Bourbon	750	BAP
330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
410803	D'Usse VSOP	750	BAP, VA
Value-Add (VA) - Rep Applied: D'Usse Bottle Replica Acrylic 375 mL			

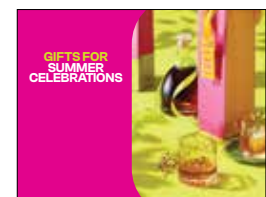
Signage Components

- Category sign ENG/BIL (Re-order # 25P5-MTA1)
- Backer card ENG/BIL (Re-order # 25P5-MTA2)
- Shelf talkers ENG (Re-order # 25P5-MTA3) / BIL (Re-order # 25P5-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.

This display will offer customers a variety of Spirit products, perfect for Summer celebrations.



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

Wines (MI-B)

GIFTING DISPLAY B

Sparkling Gifts for Summer Occasions

This is a sold program. Participation is mandatory.

Key Dates (July 21 - August 17, 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
32539	Brilla! Prosecco Rosato Doc Spumante	3 × 200	LTO
217273	Mumm Cuvee Napa Brut Prestige	750	LTO
253948	Martini Asti	750	LTO
256289	>Nova 7 By Benjamin Bridge Sparkling	750	LTO
284539	Trius Brut VQA	750	LTO
435784	Vieni Estates Momenti Sparkling VQA	750	LTO
487694	La Marca Prosecco Doc	750	VA
537605	Nicolas Feuillatte Brut Champagne	750	LTO
621458	>Bottega Gold Sparkling (Bottega Spa)	750	BAP

Value-Add (VA) - Rep Applied: Rossi D'Asiago Limoncello 50 mL with a Spritz recipe.

We'll showcase an assortment of beautifully bottled sparklers for your summer gifting occasions (focus on Wedding season). Assortment will include premium bubbles from the around the world ie. Champagne, Prosecco, Ontario VQA. Featured products will have AP or LTO support.



Signage Components

- Category sign ENG/BIL (Re-order # 25P5-MTB7)
- Backer card ENG/BIL (Re-order # 25P5-MTB8)
- Shelf talkers ENG (Re-order # 25P5-MTB9) / BIL (Re-order # 25P5-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.



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 (July 21 - August 17, 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
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473		6309 - Flying Monkeys Craft Brewery
31456	Muskoka Pineapple Ninja Wheat Ale	473		LCBO Warehouse
33144	Whitewater Brewing Last Light Lager	473	LTO	8454 - Whitewater Brewing Company
35929	Lower West Side West Coast IPA	473		LCBO Warehouse
37425	Lago Cerveza Mexican Style Lager	473	LTO	4277 - Lake Of The Woods Brewing Comp
37834	Bench Brewing Ripple Effect Pale Ale	473	LTO	798 - Bench Brewing Company
38519	Refined Fool, Summer Beer League	6 × 473	LTO	5732 - Refined Fool Brewing Company
243741	Cameron's Captain's Log Lager	473		413 - Cameron's Brewing Co.
645416	Left Field Brewery Greenwood IPA	355		4846 - Left Field Brewery Inc.

Signage Components

- Backer card ENG/BIL (Re-order# 25P5-BC10)
- Shelf Talkers ENG (Re-order # 25P5-ST1) / BIL (Re-order # 25P5-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

Absolut

This is a sold program. Participation is mandatory.

Key Dates (July 21 - August 17, 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
19515	Absolut Watermelon	750	LTO, VA
22013	Absolut Raspberri Vodka	750	LTO, VA
30281	Absolut Peach Vodka	750	LTO, VA
36575	Absolut Berry Vodkarita	355	
36674	Absolut Cocktail Vodka Mojito	750	LTO, VA
110056	Absolut Vodka	750	VA
209221	Absolut Vodka	1140	LTO, VA
216655	Absolut Vodka	1750	VA
257238	Absolut Citron Vodka	750	LTO, VA
493999	Absolut Lime Vodka	750	LTO, VA
550749	Absolut Mandrin	750	LTO, VA

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

Signage Components

- Table Sign ENG (Re-order # 25P5-FNT1) / BIL (Re-order # 25P5-FNT2)
- Shelf Talkers ENG (Re-order # 25P5-FNT5) / BIL (Re-order # 25P5-FNT6)

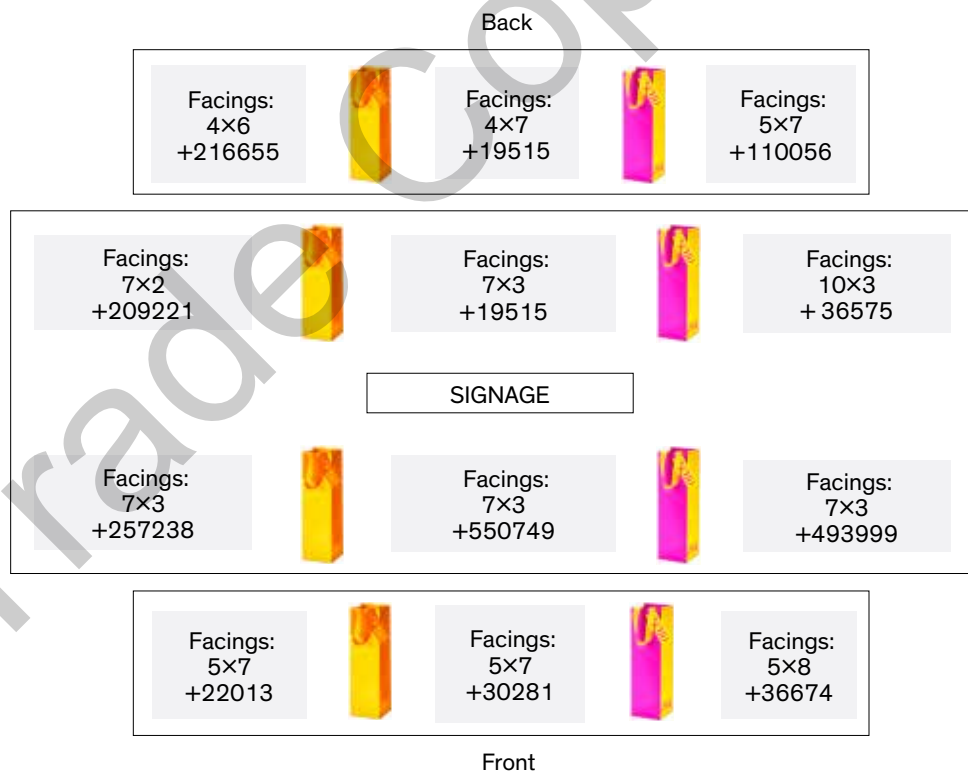
Merchandising Instructions

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

An ABSOLUT showcase, featuring base vodka, flavoured vodka, and innovative new Ready to Serve and RTD products! ABSOLUT will offer a high-quality branded beach tote bag with purchase.

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.



Display Program (BP-SBA)

BLOCK PILE A

Corona

This is a sold program. Participation is mandatory.

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

Key Dates (July 21 - August 17, 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
17817	Corona Extra (275/TBS)	6 × 473	LTO
17818	Corona Extra (275/TBS)	6 × 473	VA
17846	Corona Extra (275/TBS)	6 × 355	
17853	Corona Extra (275/TBS)	473	
22683	Corona Extra (275/TBS)	710	
24899	Corona Sunbrew (275/TBS)	6 × 330	BAP
611566	Coronita Extra (LCBO Warehouse)	6 × 207	BAP

Value-Add (VA) - Merchandiser: Corona Hammock

This display will feature a variety of Corona products, perfect for summer enjoyment.



Front View

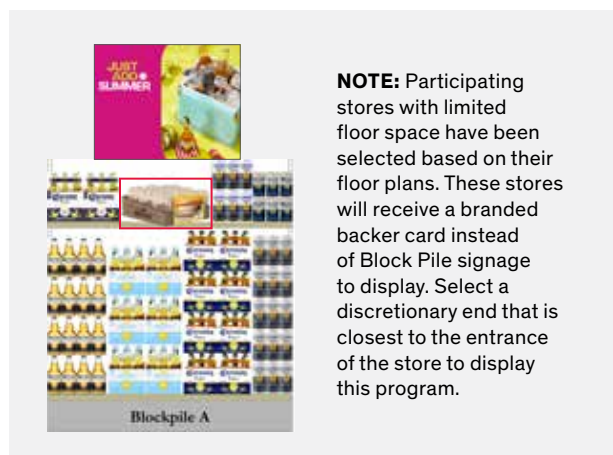
Back View

Signage Components

- Pole Topper Sign ENG (Re-order# 25P5-BPA1)
BIL (Re-order# 25P5-BPA2)
- Riser Wrap - solid colour (Re-order# 25P5-BPA3)
- Pricer Cards ENG (Re-order# 25P5-BPA4)
BIL (Re-order# 25P5-BPA5)
- Shelf Talkers ENG (Re-order# 25P5-BPA6)
BIL (Re-order# 25P5-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P5-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P5-BPA9)
BIL (Re-order# 25P5-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

Just Add Summer

This is a sold program. Participation is mandatory.

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

Key Dates (July 21 - August 17, 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
12171	Nude Vodka Soda 12 Can Mixer pack	12 × 355	BAP, LTO
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	BAP
31291	Tahiti Treat Fruit Punch Soda & Vodka	473	BAP
31340	Muskoka Spirits Hard Sparkling Water Mix Pack	12 × 355	BAP
36605	White Claw Vodka Smash 8 Pack	8 × 355	BAP
36635	Svns Hard 7up Original	355	BAP
36650	Black Fly Gin Lemon Drop	4 × 400	BAP
38543	Cutwater Tequila Margarita	355	BAP

Signage Components

- Pole Topper Sign ENG (Re-order # 25P5-BPB1)
BIL (Re-order # 25P5-BPB2)
- Riser Wrap - solid colour (Re-order # 25P5-BPB3)
- Pricer Cards ENG (Re-order # 25P5-BPB4)
BIL (Re-order # 25P5-BPB5)
- Shelf Talkers ENG (Re-order # 25P5-BPB6)
BIL (Re-order # 25P5-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P5-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P5-BPB9)
BIL (Re-order # 25P5-BPB10)

Merchandising Instructions

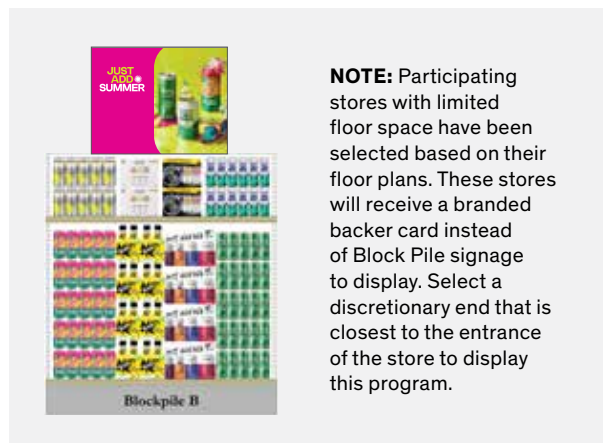
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

This display will offer customers a selection of cocktails and coolers to enjoy this summer.



Front View

Back View



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

Display Program (BP-SBC)

BLOCK PILE C

Aeroplan

EARN
BONUS POINTS
ON THESE PRODUCTS*

Until August 17

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.

Spirits and Wines with great Aeroplan offers.

Key Dates (July 21 - August 17, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Block Pile Wines: Participating Products

LCBO#	Description	Size (mL)	Offer
828	Folonari Valpolicella Doc	750	BAP, LTO
16840	Bolla Valpolicella Classico	750	BAP, LTO
229542	Folonari Pinot Grigio Delle Venezie Doc	750	BAP, LTO
363622	Bolla Pinot Grigio Delle Venezie	750	BAP, LTO
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	BAP, LTO
487819	Melini Chianti Classico Riserva Docg	750	BAP, LTO



Front View



Back View

Block Pile Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
1099	Johnnie Walker Red Label	750	BAP
4788	Captain Morgan Gold Rum	750	BAP
25141	Lobos 1707 Tequila Reposado	750	BAP
30104	Malibu Coconut Rum	1750	BAP
38044	Malibu Strawberry Rum	750	BAP
53082	Alberta Pure Vodka (P.E.T)	1750	BAP



Front View



Back View

Signage Components

- Pole Topper Sign ENG (Re-order # 25P5-BPC1)
BIL (Re-order # 25P5-BPC2)
- Riser Wrap (Re-order # 25P5-BPC3)
- Pricer Cards ENG (Re-order # 25P5-BPC4)
BIL (Re-order # 25P5-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P5-BPC6)
BIL (Re-order # 25P5-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

Maker's Mark

Participation is mandatory.

Overview

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

Key Dates (July 21 - August 17, 2024)

Participating Store

21, 31, 115, 148, 187, 195, 346, 371, 385, 393, 404, 445, 499, 522, 573, 619, 630, 631, 632, 641, 741

Participating Products

LCBO#	Description	Size (mL)	Offers
16580	Maker's Mark	1140	LTO
103747	Maker's Mark Kentucky Bourbon	750	BAP
225565	Maker's Mark 46	750	BAP

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P5-BPD1)
BIL (Re-order # 25P5-BPD2)

Merchandising Instructions

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



Supplied by Agent

Enhanced Display (FSG-A)

LARGE FORMAT IDB WINES

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

Key Dates (July 21 - August 17, 2024)

Participating Stores

1, 22, 130, 154, 156, 171, 198, 226, 243, 253, 263, 288, 329, 334, 394, 398, 412, 416, 437, 438, 443, 500, 505, 523, 545, 590, 624, 698, 703, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	LTO
306001	Colio Dry White Bag In Box	4000	LTO
492223	Pelee Island Rouge Bag In Box	3000	LTO
523688	Bodacious Smooth White Bag In Box	4000	LTO
589036	Peller Family Vineyards Cab Merlot	4000	LTO
669465	Peller Family Vineyards Pinot Grigio	4000	LTO

Signage Components

- Pole Topper Sign ENG (Re-order# 25P5-BPF1)
BIL (Re-order# 25P5-BPF2)
- Riser Wrap - solid colour (Re-order# 25P5-BPF3)
- Pricer Cards ENG (Re-order# 25P5-BPF4)
BIL (Re-order# 25P5-BPF5)

Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.



Front View



Back View

Display Program (FSJ-A)

ENHANCED BLOCK PILE DISPLAY

Fireball (P4-P8)

Participation is mandatory.

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)	Offers
10946	Fireball 6 Pack Carrier	6 × 50	BAP

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)

Wines of South Australia

Overview

A pop-up shop featuring Southern Australian wine products will be taking place at stores 164, 217, and 511 during P5.

Key Dates (July 21 - August 17, 2024)

Participating Store: 164, 217, 511

Participating Products

LCBO#	Description	Size (mL)	Offers
24091	20 Shotfire Quartage Barossa (Thorn Clarke)	750	
32459	Naturalis Organic Shiraz	750	LTO
32833	Naturalis Organic Sauvignon Blanc	750	
36281	22 Cab Sauv Koala Life (Bec Hardy)	750	
142935	>Small Gully The Formula Robert's Shiraz	750	
167189	>Dandelion Lionheart Of The Barossa Shiraz	750	
212936	20 Shiraz Baron Von Nemesis (Zontes Footstep)	750	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	
311258	>Wits End Luna Shiraz	750	BAP
470062	Yalumba Y Series Viognier	750	
477059	22 Shiraz Monterra McLaren Vly (Loonie Wine Co Pty	750	
659607	>Mitolo Jester Shiraz	750	
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	
925453	>Kilikanoon Shiraz Killermans Run	750	
943787	>Wakefield Estate Label Shiraz Clare Valley	750	LTO

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)

Discover Wines of Sicily

Overview

The Flagship Spotlight fixture will showcase an assortment of Sicilian DOC Wines. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P5.

Key Dates (July 21 - August 17, 2024)

Participating Store: 164, 217, 511

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

Participating Products

LCBO#	Description	Size (mL)	Offers
30947	Doppio Passo Grillo Sicilia	750	
31003	Gloria Grillo Doc Organic	750	
31795	Feudo Arancio Cabernet Sauvignon	750	BAP
31797	Molino A Vento Nero D'Avola Doc Siciliane	750	LTO
31801	Zensa Nero D'Avola Appassimento Doc Sicily	750	LTO
143164	Cusumano Nero D'Avola Sicilia Doc	750	LTO
621151	Barone Montalto Nero D'Avola-Cab Ter Siciliane	750	

NOTE: Stores may add SKUs from Vintages Front Line Release from Sicily DOC to this display to enhance the presentation.

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 # 25P5-FSS1) / BIL (Re-order # 25P5-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P5-FSS5) / BIL (Re-order # 25P5-FSS6)

Store 164 & 217



Right View



Left View

Store 511



Flagship Spotlight Table (Nesting Table)



Front



Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Wines of Washington & California

This is a sold program. Participation is mandatory.

Key Dates (July 21 - August 17, 2024)

Participating Stores

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

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

Customers will discover a diverse range of premium wines from California and Washington. The map provides context and takes them on a visual "road trip" through wine country highlighting important AVA's connected to the products. A Food & Drink ad in the Summer Issue promotes the products and connects customers to a dedicated page on LCBO.com to learn more.

Participating Products

LCBO#	Description	Size (mL)	Offers
13686	Bread & Butter Pinot Noir	750	LTO
15760	Slow Press Cabernet Sauvignon	750	BAP
20807	Tribute Cabernet Sauvignon	750	LTO
22296	Ck Mondavi Cabernet Sauvignon	750	LTO, BAP
27386	Franzia Cabernet Sauvignon Bib	3000	LTO
158683	>La Crema Monterey Chardonnay	750	LTO
226944	>Rodney Strong Cab Sauv Sonoma County	750	LTO
269357	>Chateau Ste Michelle Cabernet Sauvignon	750	BAP
367896	>La Crema Monterey Pinot Noir	750	LTO
419770	>Wines Of Substance Cabernet Sauvignon	750	LTO
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO
708305	>Francis Coppola Diamond Collection Chardonnay	750	LTO

Signage Components

- Table Sign ENG (Re-order # 25P5-MNT1) / BIL (Re-order # 25P5-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P5-MNT5) / BIL (Re-order # 25P5-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P5-MNT7)
- Shelf Talkers ENG (Re-order # 25P5-MNT8) / BIL (Re-order # 25P5-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



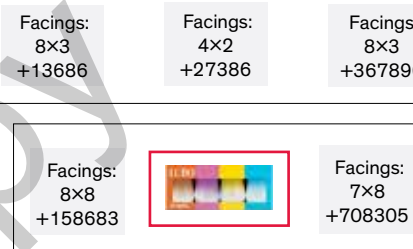
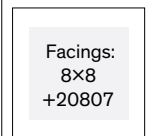
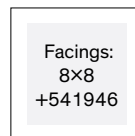
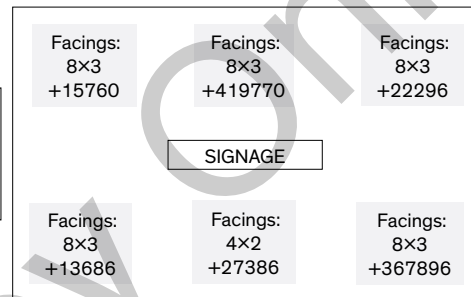
Front View



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).



Top View

Celebration Fixture Planograms



Front View



Back View

Period 5

END AISLES

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #1 Cocktail of the Month (BS-BSE)	117	Bacardi Superior White Rum	750	VA
	24435	Bacardi Tropical	750	VA
	36225	Bacardi Caribbean Spiced	700	VA
	446021	Bacardi Coconut Rum	750	VA

Value-Add (VA) - Merchandiser: Coconut Water 500 mL

Pina Colada Seltzer Cocktail Blade Sign
ENG (Re-order# 25P5-BS1) / BIL (Re-order# 25P5-BS5)

- 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.

Pina Colada Seltzer Backer Card (Premium & Standard)
ENG / BIL (Re-order# 25P5-BC1)



	LCBO#	Description	Size (mL)	Offers
End Aisle #2A Premium	67	Smirnoff Vodka	750	BAP
	38505	Smirnoff Vodka (P.E.T)	1750	VA
	131391	Smirnoff Vodka (P.E.T)	1140	VA

Value-Add (VA) - Rep Applied: Smirnoff Iced Tea Lemon 355 mL

Lemon & Iced Tea Cocktail Blade Sign
ENG (Re-order# 25P5-BS2A) / BIL (Re-order# 25P5-BS6A)

- 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.

Lemon & Iced Tea Backer Card
ENG / BIL (Re-order# 25P5-BC2A)



End Aisle #2B

Standard



LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	VA
207613	Jameson Irish Whiskey	1140	LTO
275933	Jameson Irish Whiskey	1750	VA

Value-Add (VA) - Merchandiser: Branded Picnic Blanket

Whiskey Mojito Cocktail Blade Sign

ENG (Re-order# 25P5-BS2B) / BIL (Re-order# 25P5-BS6B)

- 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.

Lime & Mint Backer Card

ENG / BIL (Re-order# 25P5-BC2B)



End Aisle #3



LCBO#	Description	Size (mL)	Offers
19276	Jacob's Creek Moscato Lower Sugar	750	LTO
367276	Jacob's Creek Moscato Rosé	750	LTO
406843	Jacob's Creek Moscato	1500	VA

Value-Add (VA) - Rep Applied: Absolut Vodka 355 mL

Sangria 4 ways Cocktail Blade Sign

ENG (Re-order# 25P5-BS3) / BIL (Re-order# 25P5-BS7)

- 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.

Fresh Fruit Backer Card

ENG / BIL (Re-order# 25P5-BC3)



End Aisle #4A

Premium



LCBO#	Description	Size (mL)	Offers
14354	Appleton Estate 8YO Reserve	750	LTO
32274	The Kraken Gold Spiced Rum	750	LTO
217257	Sailor Jerry Spiced Rum	1140	BAP, VA
217653	Captain Morgan Original Spiced Rum	1140	LTO

Value-Add (VA) - Rep Applied: Jerry Cola

Paradise Punch Mule Cocktail Blade Sign

ENG (Re-order# 25P5-BS4) / BIL (Re-order# 25P5-BS8)

- 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.

Paradise Punch (No Bottle) Backer Card

ENG / BIL (Re-order# 25P5-BC4A)



End Aisle #4B Standard



LCBO#	Description	Size (mL)	Offers
369793	Mount Gay Eclipse Rum	750	LTO, VA
369801	Mount Gay Eclipse Rum	1140	VA
369819	Mount Gay Eclipse Rum	1750	BAP, VA

Value-Add (VA) - Rep Applied: Tiki Mug

Paradise Punch Mule Cocktail Blade Sign
ENG (Re-order# 25P5-BS4) / BIL (Re-order# 25P5-BS8)

- 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.

Paradise Punch (Mount Gay) Backer Card
ENG / BIL (Re-order# 25P5-BC4B)



End Aisle #5

LCBO#	Description	Size (mL)	Offers
31804	Sistina Montepulciano D'Abruzzo Doc	750	LTO
34260	Sync Cabernet Sauvignon	750	LTO
294298	>Conundrum California Red	750	BAP



End Aisle #6

LCBO#	Description	Size (mL)	Offers
125187	Cazadores Reposado Tequila	750	LTO
363986	Cazadores Blanco Tequila	750	
611566	Coronita Extra (LCBO Warehouse)	6 × 207	BAP



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	15895	Miller High Life (275/TBS)	6 × 473	
	418590	Modelo Especial (LCBO Warehouse)	6 × 355	LTO
	465385	Landshark Lager (275/TBS)	6 × 473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	14494	Jose Cuervo Authentic Margarita	1750	BAP
	27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	BAP
	31297	Jose Cuervo Sparkling Paloma	4 × 355	BAP
	36683	Jose Cuervo Authentic Tropical Paradise Margarita	1750	BAP



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	37224	Animus Vinho Verde	750	LTO
	37227	Monte Das Anforas	750	LTO
	37228	Aveleda Lisboa Red	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
	31456	Muskoka Pineapple Ninja Wheat Ale (LCBO Warehouse)	473	
	33144	Whitewater Brewing Last Light Lager (8454)	473	LTO
	35929	Lower West Side West Coast IPA (LCBO Warehouse)	473	
	37425	Lotw Lago Cerveza Mexican Style Lager (4277)	473	LTO
	37834	Bench Brewing Ripple Effect Pale Ale (798)	473	LTO
	38519	Refined Fool, Summer Beer League (5732)	6 × 473	LTO
	243741	Cameron's Captain's Log Lager (413)	473	
	645416	Left Field Brewery Greenwood IPA (4846)	355	
Just Add Local Backer Card ENG / BIL (Re-order # 25P5-BC10)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	158014	Flor De Cana Centenario 12 Rum	750	LTO
	402818	Flor De Cana Grand Reserva 7 Rum	750	VA
	602920	Flor De Cana 5 Year Rum Anejo Clasico	750	LTO
Value-Add (VA) - Rep Applied: Flor De Cana 50 mL				



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	24390	Smirnoff Ice Peach Lemonade	473	BAP
	24392	Smirnoff Ice Pink Lemonade	473	BAP
	24404	Smirnoff Vodka Soda Berry Blast	355	BAP
	36652	Smirnoff Ice Tea Lemon	473	BAP
	449157	Smirnoff Ice Tall Can	473	BAP
	553339	Smirnoff Berry Blast	473	BAP



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	11945	Proper No. Twelve	750	LTO
	14910	Bushmills Irish Whiskey	750	LTO
	61374	Bushmills Black Bush	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
	250266	Girls' Night Out Very Berry Bomba	1500	LTO
	411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	2691	Tanqueray London Dry Gin	750	VA
	96263	Tanqueray London Dry Gin	1750	
	216721	Tanqueray London Dry Gin	1140	LTO
Value-Add (VA) - Rep Applied: Tanqueray Cocktail Picks				

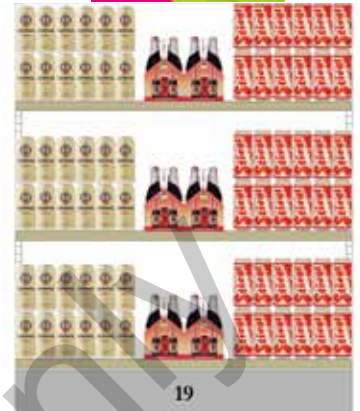




	LCBO#	Description	Size (mL)	Offers
End Aisle #16	31250	Black Fly Tequila Sunrise Cocktail In A Can	473	
	31267	Blackfly Gin Grapefruit Greyhound Cocktail	473	LTO
	36647	Black Fly Rum Mojito Raspberry	4 × 400	BAP
	36651	Black Fly Rum Runner	4 × 400	BAP
	225771	Black Fly Tequila Margarita (P.E.T)	4 × 400	BAP
	448613	Black Fly Vodka Sour Raspberry	473	

	LCBO#	Description	Size (mL)	Offers
End Aisle #17	31512	Collective Arts Lager (LCBO Warehouse)	473	
	481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO
	492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #18	5959	Baileys Irish Cream	750	
	11248	Baileys Espresso	750	LTO
	605956	Baileys Irish Cream Liquor	1140	VA
	Value-Add (VA) - Rep Applied: Baileys 50 mL			



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	380923	Fruli Strawberry Beer (LCBO Warehouse)	4 × 330	
	541375	Erdinger Weissbier Can (LCBO Warehouse)	500	LTO
	676106	Stiegl Bier (LCBO Warehouse)	500	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #20	26073	Indie Ale House Marco Polo Italian Style Pilsner (789)	473	
	37644	Rally Base Layer Lager (LCBO Warehouse)	4 × 355	LTO
	534867	Anderson Craft Cream Ale (791)	6 × 355	LTO

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	\$19.95 PRICE DROP
36502	Summer 1 Bottle Paper Bag	\$1.50

*** Please note that select stores received these items during P3.**

Signage Components

- NEW!** End Aisle Backer Card ENG / BIL (Re-order# 25P5-BC-GEN6)
- Bin Strip (Re-order# 25P3-GFT20)

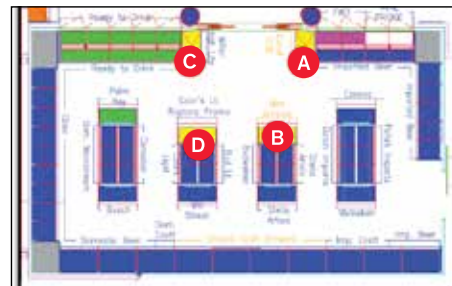
Merchandising Instructions

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



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 (July 21 - August 17, 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)	17488	Molson Cold Shots	4 × 222	275 - The Beer Store	
	300681	Coors Light	6 × 473	275 - The Beer Store	LTO
	300699	Molson Canadian	6 × 473	275 - The Beer Store	VA
	Value-Add/Merchandiser: Buy one Molson Canadian 6 × 473 mL (300699) and receive a free flag.				
B Plinth (EA - EZB)	33581	Nickel Brook Chilly Tins New Zealand IPA	473	6699 - Nickel Brook Brewing Company	BAP
	38610	Wellington Brewery Lazy Tiger Little IPA	473	4826 - Wellington County Brewery Inc.	
C Plinth (EA - EZH)	17819	Stella Artois	6 × 473	275 - The Beer Store	VA
	17823	Stella Artois	6 × 330	275 - The Beer Store	LTO
	17851	Stella Artois	6 × 355	275 - The Beer Store	LTO
	Value-Add/Merchandiser: Buy two 17819 Stella Artois 6 × 473 receive a picnic blanket.				
D End Aisle (EA - EZD)	311787	Budweiser	6 × 473	275 - The Beer Store	
	904334	Budweiser	6 × 355	275 - The Beer Store	
	905976	Budweiser	473	275 - The Beer Store	LTO

Beer Excitement Zone A: Free Molson X Team Canada flag with the purchase of one Molson Canadian 6 × 473 mL (300699 | 6 × 473 mL).

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

Beer Excitement Zone C: Free Stella Artois picnic blanket with the purchase of two Stella Artois 6 × 473 mL (17819 | 6 × 473 mL)

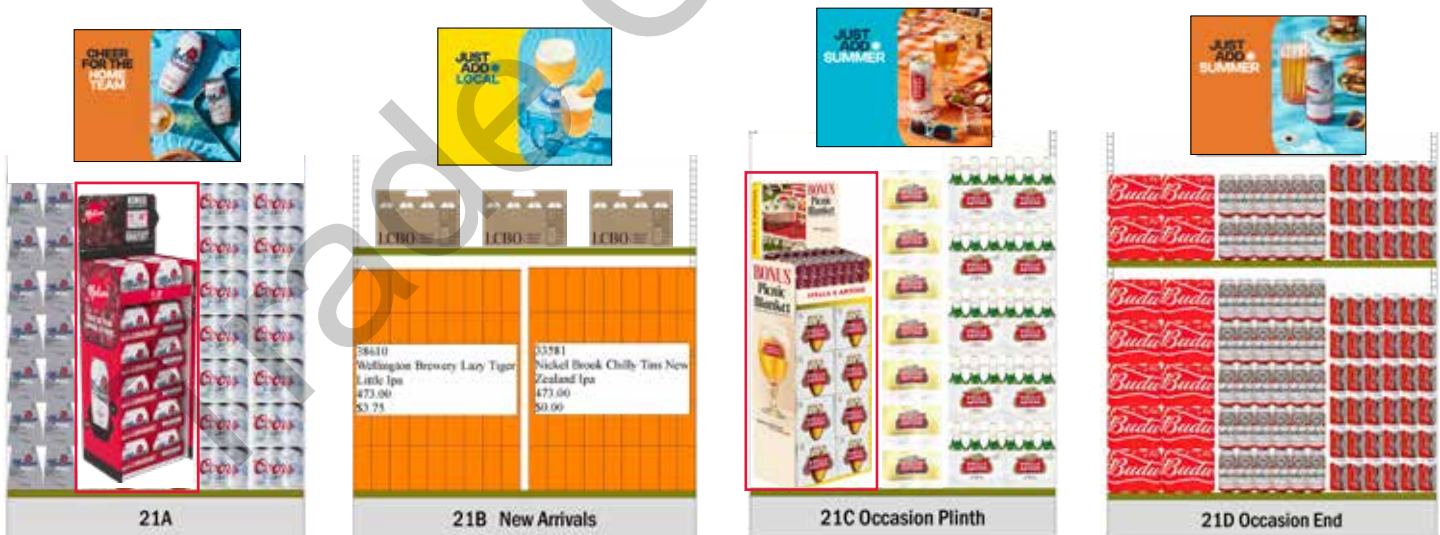
Beer Excitement Zone D: An assortment of Budweiser products, perfect for summer enjoyment.

Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P5-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 # 25P5-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P5-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P5-BEZ5) / BIL (Re-order # 25P5-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P5-BEZ7) / BIL (Re-order # 25P5-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 (July 21 - August 17, 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
10815	Collective Arts Hazy State	473	LCBO Warehouse
28735	Beau's Lug Lite	473	LCBO Warehouse
404368	Muskoka Detour	473	LCBO Warehouse
450239	Whitewater Brewing Farmer's Daughter	473	8454 - Whitewater Brewing Company
573550	Nickel Brook Wicked Awesome New England IPA	473	6699 - Nickel Brook Brewing Company
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	458 - Cowbell Brewing Co.

Merchandising Instructions

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

8-Pack Carrier stores:

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

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-25P5-OCB1)
BIL (Re-order #AIM-25P5-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	500
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-25P5-ICB1) / BIL (Re-order #AIM-25P5-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

ONTARIO WINES

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

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

Key Dates (July 21 - August 17, 2024)

Participating Products

LCBO#	Description	Size (mL)	Offers
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	\$1.50 LTO
33461	Wayne Gretzky Signature White VQA	750	\$2.00 LTO
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00 LTO
518753	D'Ont Poke The Bear White VQA	750	\$1.00 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-25P5-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-25P5-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P5-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-25P5-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 (July 21 - August 17, 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
16767	Saintly Sparkling Rosé VQA	750	50 BAP
19338	Good Natured Crisp Chardonnay VQA	750	50 BAP

Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P5-OWP1)
- Ontario Buyer's Pick Gondola Backer Card
ENG (Re-order # 25P5-OWP2) / BIL (Re-order # 25P5-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



Style Spotlight: Chardonnay

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.

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (July 21 - August 17, 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
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$4.00 LTO
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00 LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P5-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P5-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P5-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 (August 10 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)
August 10 Release		
17157	Four Vines Old Vine Zinfandel 2021	750
18999	Bodegas Lavia Plus+ 2015	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 (July 21 - August 17, 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-25P5-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
256289	Benjamin Bridge Nova 7 Sparkling	750	\$2.00
342436	Bonterra Organic Chardonnay	750	\$2.00
155804	Cave de Roquebrun La Grange des Combes Saint-Chinian-Roquebrun	750	\$1.00
30957	Concha y Toro Winemaker's Lot 148 Las Pataguas Vineyard Carmenère	750	\$3.00
43281	Flat Rock Riesling	750	\$2.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$4.00
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00
650325	Kim Crawford Rosé	750	\$2.00
158683	La Crema Monterey Chardonnay	750	\$2.00
367896	La Crema Monterey Pinot Noir	750	\$3.00
964221	Le Volte dell'Ornellaia	750	\$2.00
735597	Oreno	750	\$5.00
316570	Oyster Bay Sauvignon Blanc	750	\$2.00
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00
198853	Tawse Quarry Road Organic Riesling	750	\$3.00
24133	Thirty Bench Winemaker's Blend Riesling	750	\$3.00
419770	Wines of Substance Cabernet Sauvignon	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
603456	Becherovka Original Liqueur	750	100
621458	Bottega Gold Prosecco	750	100
269357	Chateau Ste. Michelle Cabernet Sauvignon	750	100
294298	Conundrum Red	750	200
926626	Famille Perrin Les Sinards Châteauneuf-du-Pape	750	150
363457	Famille Perrin Réserve Côtes du Rhône	750	100
58339	Kaiken Estate Malbec	750	100
326090	Oyster Bay Pinot Grigio	750	100
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	80
324228	Stoneleigh Latitude Sauvignon Blanc	750	120
311258	Wits End Luna Shiraz	750	80

LTO/Aeroplan Combo Offers:

LCBO#	Description	Size (mL)	LTO	BAP
943787	Wakefield Estate Shiraz	750	\$2.00	80
708305	Francis Coppola Diamond Collection Chardonnay	750	\$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 (July 21 - August 17, 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
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-25P5-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)

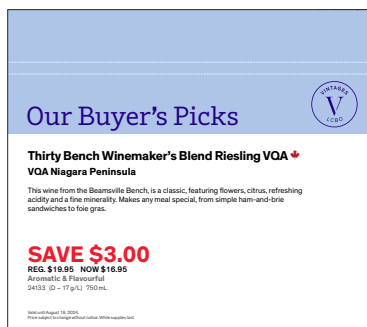
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

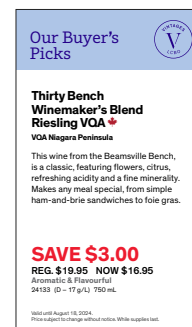
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



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

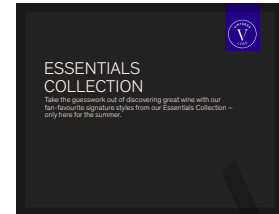
Image (example only)

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:

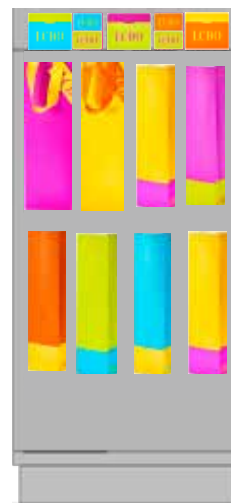
Cash Ends



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.

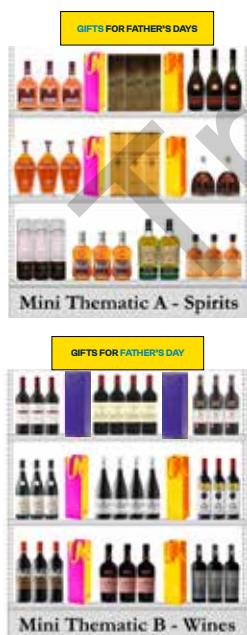


Summer Enhanced Bag
\$2.95 • LCBO# 38027

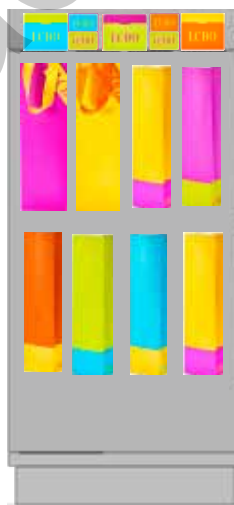
Description	Reorder #	
\$2.95 Bag Hot Button Signs	25P3-GFT16	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Wooden Gift Packaging Sign Insert	ENG: 25P3-GFT7 BIL: 25P3-GFT8	

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

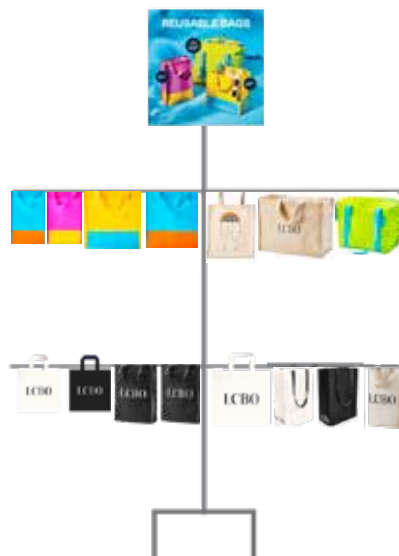


Merchandising Options:

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.



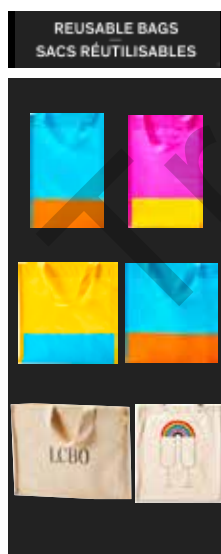
Reusable 6 Bottle Bag
\$2.95 • LCBO# 38050

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

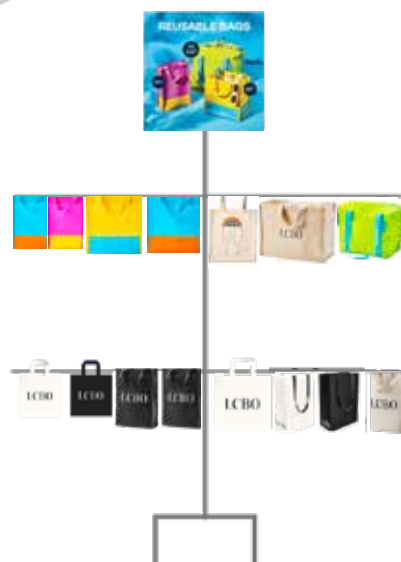


Merchandising Options:

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



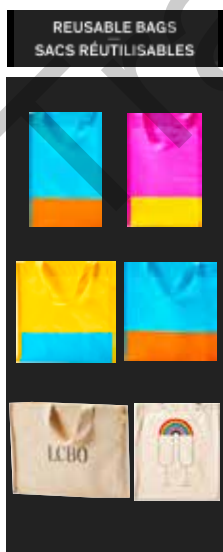
Pride Cotton Tote EN
\$12.95 • LCBO# 38068



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
\$19.95 • LCBO# 38287
PRICE DROP

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 (July 21 - August 17, 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 # 25P5-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P5-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P5-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P5-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 # 25P5-FS6) / BIL (Re-order # 25P5-FS7)
- Bin Strip ENG/BIL (Re-order # 25P5-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.				
	13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
	14867	Sandbanks Summer Rosé	750	BAP
	15568	Listel Gris Rosé	750	
	17893	Porta 6 Rosé	750	
	17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750	
	19062	Sandbanks Sparkling Rosé	750	
	23757	S de la Sablette Coteaux Varois Rosé	750	
	23760	Doppio Passo Primitivo Rosato Puglia IGT	750	
	24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
	24084	Kim Crawford Illuminate Rosé	750	
	24972	Family Tree Speck Brothers	750	
	27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750	
	31710	The Beach by Whispering Angel	750	
	32025	Keep Calm & Love	750	
	32178	Saintly Sparkling Rosé VQA	200	
	34068	Fresh Rosé	750	
	35041	Tiny Bubbles Sparkling Rosé VQA	750	
	37190	Vignes de Nicole Paul Mas Rosé	750	
	37193	Cellier Des Daughins Prestige Rosé CdR	750	
	37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750	
	37211	Jacob's Creek Lively Bunch Rosé	750	
	37221	Minimalista Rosé	750	
	37352	Honest Lot Rosé	750	
	37356	Brunch Rosé VQA Pouch	1500	
	164343	The Beachhouse Rosé	750	
	273771	20 Bees Rosé	750	
	603795	Bodegas Muga, Rioja Rosé	750	
	647149	Calvet Pouch IGP Terres de Midi Rosé	1500	

Box signs	LCBO#	Description	Size (mL)	Offers
(FSB) USA - California Flex Space "BAR DOG WINES GIVE BACK"				
*Mandatory Participation: This is a SOLD promotion.				
	10882	Bar Dog Cabernet Sauvignon	750	BAP
	10886	Bar Dog Chardonnay	750	LTO
	28559	Bar Dog Pinot Noir	750	LTO
(FSC) Europe - Italy/SE Flex Space "DISCOVER PERRIN WINE FAMILY"				
*Mandatory Participation: This is a SOLD promotion.				
	13488	Perrin Studio By Miraval	750	LTO
	34991	La Vieille Ferme Luberon Blanc Aoc	1500	LTO
	363457	> (V) Perrin Reserve Cotes Rhone (Dom Perrin)	750	BAP
	447896	La Vieille Ferme Cotes Du Ventoux	1500	LTO
	926626	> (V) Les Sinards Chateauneuf (Perrin & Fils)	750	BAP
(FSD) Australia/New Zealand Flex Space "SUMMER MOMENTS WITH OYSTER BAY"				
*Mandatory Participation: This is a SOLD promotion.				
	316570	> Oyster Bay Sauvignon Blanc Marlborough	750	LTO
	326090	> Oyster Bay Pinot Grigio Hawke's Bay	750	BAP
	326728	> Oyster Bay Chardonnay Marlborough	750	
	590414	> Oyster Bay Pinot Noir Marlborough	750	
(FSE) Chile/Argentina Flex Space "EARN WITH CONO SUR"				
*Mandatory Participation: This is a SOLD promotion.				
	36812	Cono Sur Green Society Cabernet Sauvignon Reserva	750	LTO
	64287	Cono Sur Bicicleta Viognier	750	BAP
	318014	Cono Sur Bicicleta Pinot Noir Rosé	750	BAP
	321448	Cono Sur Bicicleta Chardonnay Unoaked	750	BAP
	341602	Cono Sur Bicicleta Pinot Noir	750	BAP
	524371	Cono Sur Bicicleta Cabernet Sauvignon	750	BAP



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 (July 21 - August 17, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

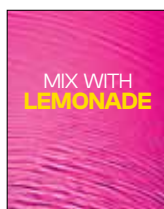
LCBO#	Description	Size (mL)	Offers
11850	Buffalo Trace Bourbon	375	LTO
269563	Maker's Mark Kentucky Straight Bourbon	375	LTO

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P5-SP2) / BIL (Re-order #AIM-25P5-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P5-SP4) / BIL (Re-order #AIM-25P5-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 (July 21 - August 17, 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)	25450	Appleton Estate Signature	375	
	486217	Prince Igor Extreme Vodka (P.E.T)	375	BAP
Wines/Wine in Cans (FEM2)	25266	Josh Cellars Chardonnay	375	BAP
	34433	Josh Cellars Pinot Noir	375	BAP
Brown Spirits/Liqueurs (FEM3)	439661	Fireball (P.E.T)	200	LTO
	515205	St Germain Elderflower Liqueur	200	LTO

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P5-FEM1) / BIL (Re-order #AIM-25P5-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P5-FEM3) / BIL (Re-order #AIM-25P5-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P5-FEM5) / BIL (Re-order #AIM-25P5-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 x 200
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 (July 21 - August 17, 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

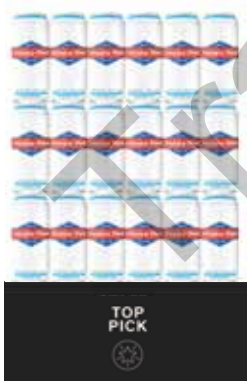
- Stores with 4 (or fewer) Cash Desks:
Merchandise the Beer/RTD Impulse Program (customer facing name is now "Top Picks") products in cut case displays at the desk.
- Stores with 5 (or more) Cash Desks:
Alternate the Top Picks products with Staff Picks products at each Cash Desk.

Signage Components

- Pricer Card ENG (Re-order #AIM-25P5-RTD1) / BIL (Re-order #AIM-25P5-RTD2)

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# 37350

Happy Dad Hard Seltzer
Fruit Punch

473 mL | 10 BAP

CE4



LCBO# 36588

Georgian Bay Cocktail Club
Bee's Knees

355 mL | 10 BAP

CE5



LCBO# 36626

Blue Lobster Vodka Soda
Blueberry Lemon

473 mL | 10 BAP

CE6



LCBO# 36679

Twisted Shotz Buttery Swirl

4 x 30 mL | 25 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 (P5 - P6)

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
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	BAP
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	BAP
36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	BAP

Signage Components

- A-Frame Sign ENG (Re-order# 25P5-AF1) / BIL (Re-order# 25P5-AF2)
- Shelf Talkers English Bundle (Re-order# 25P5-AF3)
Shelf Talkers Bilingual Bundle (Re-order# 25P5-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Continue merchandise the A-frame sign.
- Merchandise the participating products according to the planogram.
- Install the pre-printed shelf talkers on the fixture.
- 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: 25P5-ST1 BIL: 25P5-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P5-ST12 BIL: 25P5-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P5-ST14 BIL: 25P5-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P5-ST3 BIL: 25P5-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P5-ST5 BIL: 25P5-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P5-ST7 BIL: 25P5-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P5-ST9 BIL: 25P5-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-25P5-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P5-AS1 BIL: AIM-25P5-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P5-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)	117	Bacardi Superior White Rum	750	Value Add
			24435	Bacardi Tropical	750	Value Add
			36225	Bacardi Caribbean Spiced	700	Value Add
			446021	Bacardi Coconut Rum	750	Value Add
☐	☐	2 A	67	Smirnoff Vodka	750	BAP
			38505	Smirnoff Vodka (P.E.T)	1750	Value Add
			131391	Smirnoff Vodka (P.E.T)	1140	Value Add
☐	☐	2 B	10157	Jameson Irish Whiskey	750	Value Add
			207613	Jameson Irish Whiskey	1140	LTO
			275933	Jameson Irish Whiskey	1750	Value Add
☐	☐	3 A	19276	Jacob's Creek Moscato Lower Sugar	750	LTO
			367276	Jacob's Creek Moscato Rosé	750	LTO, Wine Fridge
			406843	Jacob's Creek Moscato	1500	Value Add
☐	☐	4 A	14354	Appleton Estate 8YO Reserve	750	LTO
			32274	The Kraken Gold Spiced Rum	750	LTO
			217257	Sailor Jerry Spiced Rum	1140	BAP, Value Add
			217653	Captain Morgan Original Spiced Rum	1140	LTO
☐	☐	4 B	369793	Mount Gay Eclipse Rum	750	LTO, Value Add
			369801	Mount Gay Eclipse Rum	1140	Value Add
			369819	Mount Gay Eclipse Rum	1750	BAP, Value Add
☐	☐	5 A/B	31804	Sistina Montepulciano D'Abruzzo Doc	750	LTO
			34260	Sync Cabernet Sauvignon	750	LTO, Necktag
			294298	>Conundrum California Red	750	BAP
☐	☐	6 A/B	125187	Cazadores Reposado Tequila	750	LTO
			363986	Cazadores Blanco Tequila	750	
			611566	Coronita Extra (LCBO Warehouse)	6 × 207	BAP
☐	☐	7 A/B	15895	Miller High Life (275/TBS)	6 × 473	
			418590	Modelo Especial (LCBO Warehouse)	6 × 355	LTO
			465385	Landshark Lager (275/TBS)	6 × 473	
☐	☐	8 A/B	14494	Jose Cuervo Authentic Margarita	1750	BAP
			27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	BAP
			31297	Jose Cuervo Sparkling Paloma	4 × 355	BAP
			36683	Jose Cuervo Authentic Tropical Paradise Margarita	1750	BAP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	9 A/B	37224	Animus Vinho Verde	750	LTO
			37227	Monte Das Anforas	750	LTO
			37228	Aveleda Lisboa Red	750	LTO
☐	☐	10	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
			31456	Muskoka Pineapple Ninja Wheat Ale (LCBO Warehouse)	473	
			33144	Whitewater Brewing Last Light Lager (8454)	473	LTO
			35929	Lower West Side West Coast IPA (LCBO Warehouse)	473	
			37425	Lotw Lago Cerveza Mexican Style Lager (4277)	473	LTO
			37834	Bench Brewing Ripple Effect Pale Ale (798)	473	LTO
			38519	Refined Fool, Summer Beer League (5732)	6 × 473	LTO
			243741	Cameron's Captain's Log Lager (413)	473	
			645416	Left Field Brewery Greenwood IPA (4846)	355	
☐	☐	11	158014	Flor De Cana Centenario 12 Rum	750	LTO
			402818	Flor De Cana Grand Reserva 7 Rum	750	Value Add
			602920	Flor De Cana 5 Year Rum Anejo Clasico	750	LTO
☐	☐	12	24390	Smirnoff Ice Peach Lemonade	473	BAP
			24392	Smirnoff Ice Pink Lemonade	473	BAP
			24404	Smirnoff Vodka Soda Berry Blast	355	BAP
			36652	Smirnoff Ice Tea Lemon	473	BAP
			449157	Smirnoff Ice Tall Can	473	BAP
			553339	Smirnoff Berry Blast	473	BAP
☐	☐	13	11945	Proper No. Twelve	750	LTO
			14910	Bushmills Irish Whiskey	750	LTO
			61374	Bushmills Black Bush	750	LTO
☐	☐	14	214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
			250266	Girls' Night Out Very Berry Bomba	1500	LTO
			411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO
☐	☐	15	2691	Tanqueray London Dry Gin	750	Value Add
			96263	Tanqueray London Dry Gin	1750	
			216721	Tanqueray London Dry Gin	1140	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	16	31250	Black Fly Tequila Sunrise Cocktail In A Can	473	
		31267	Blackfly Gin Grapefruit Greyhound Cocktail	473	LTO
		36647	Black Fly Rum Mojito Raspberry	4 × 400	BAP
		36651	Black Fly Rum Runner	4 × 400	BAP
		225771	Black Fly Tequila Margarita (P.E.T)	4 × 400	BAP
		448613	Black Fly Vodka Sour Raspberry	473	
☐ ☐	17	31512	Collective Arts Lager (LCBO Warehouse)	473	
		481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO
		492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO
☐ ☐	18	5959	Baileys Irish Cream	750	
		11248	Baileys Espresso	750	LTO
		605956	Baileys Irish Cream Liquor	1140	Value Add
☐ ☐	19	380923	Fruli Strawberry Beer (LCBO Warehouse)	4 × 330	
		541375	Erdinger Weissebier Can (LCBO Warehouse)	500	LTO
		676106	Stiegl Bier (LCBO Warehouse)	500	LTO
☐ ☐	20	26073	Indie Ale House Marco Polo Italian Style Pilsner (789)	473	
		37644	Rally Base Layer Lager (LCBO Warehouse)	4 × 355	LTO
		534867	Anderson Craft Cream Ale (791)	6 × 355	LTO
☐ ☐	Entrance Table (EA-S1)	386789	Casamigos Tequila Blanco	750	S1, LTO
		388694	Casamigos Tequila Reposado	750	S1, LTO
		609362	Casamigos Mezcal	750	S1, BAP
☐ ☐	Gifting Display A (Mini Thematic A)	4101	Remy Martin VSOP	750	BAP
		8888	St Remy Brandy	750	LTO
		21465	Angel's Envy	750	BAP
		39077	Hennessy VS Carnival 2024	700	
		60608	El Dorado 12 Year Old Rum	750	LTO
		291278	Johnnie Walker Gold Reserve	750	LTO
		326025	Basil Hayden Straight Bourbon	750	BAP
		330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
		410803	D'Usse VSOP	750	BAP, Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Gifting Display B (Mini Thematic B)	32539	Brillat Prosecco Rosato Doc Spumante	3 × 200	LTO
			217273	Mumm Cuvee Napa Brut Prestige	750	LTO
			253948	Martini Asti	750	LTO
			256289	>Nova 7 By Benjamin Bridge Sparkling	750	LTO
			284539	Trius Brut VQA	750	LTO
			435784	Vieni Estates Momenti Sparkling VQA	750	LTO
			487694	La Marca Prosecco Doc	750	Value Add
			537605	Nicolas Feuillatte Brut Champagne	750	LTO
			621458	>Bottega Gold Sparkling (Bottega Spa)	750	BAP
☐	☐	Local Beer & Cider Display (Mini Thematic C)	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
			31456	Muskoka Pineapple Ninja Wheat Ale (LCBO Warehouse)	473	
			33144	Whitewater Brewing Last Light Lager (8454)	473	LTO
			35929	Lower West Side West Coast IPA (LCBO Warehouse)	473	
			37425	Lotw Lago Cerveza Mexican Style Lager (4277)	473	LTO
			37834	Bench Brewing Ripple Effect Pale Ale (798)	473	LTO
			38519	Refined Fool, Summer Beer League (5732)	6 × 473	LTO
			243741	Cameron's Captain's Log Lager (413)	473	
			645416	Left Field Brewery Greenwood IPA (4846)	355	
☐	☐	Front Nesting Table	19515	Absolut Watermelon	750	LTO, VA
			22013	Absolut Raspberri Vodka	750	LTO, VA
			30281	Absolut Peach Vodka	750	LTO, VA
			36575	Absolut Berry Vodkarita	355	
			36674	Absolut Cocktail Vodka Mojito	750	LTO, VA
			110056	Absolut Vodka	750	VA
			209221	Absolut Vodka	1140	LTO, VA
			216655	Absolut Vodka	1750	VA
			257238	Absolut Citron Vodka	750	LTO, VA
			493999	Absolut Lime Vodka	750	LTO, VA
			550749	Absolut Mandrin	750	LTO, VA

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	Feature Fixture A (FFA)	9118	Henkell Trocken Piccolo	3 × 200	LTO
		16777	Bask Sauvignon Blanc	750	LTO
		18627	Callaway Cellar Selection Chardonnay	750	LTO
		25067	19 Crimes Martha's Chard	750	Value Add
		31062	Ruffino Orvieto Classico Doc	750	LTO
		32187	Hopetown Sauvignon Blanc VQA	750	LTO
		34064	Fresh Sauvignon Blanc VQA	750	LTO
		37953	Bella Terra Pinot Grigio VQA	750	LTO
		37961	Ramblers Chiller Unoaked Chardonnay VQA	750	LTO
		37967	Magnotta Equus Series Home Stretch White Blend VQA	750	LTO
		38404	Pine Ridge Chenin Blanc Viognier	750	
		38407	Paddleboard Pinot Grigio	750	BAP
		38410	Cupcake Citruskissed Pinot Grigio	750	
		38416	The Dreaming Tree Sauvignon Blanc	750	BAP
		85316	Blu Giovello Prosecco	750	BAP
		277186	Zonin Prosecco Brut 1821 Doc	750	LTO
		298505	La Vieille Ferme Luberon Blanc Aoc	750	BAP, Wine Fridge
		303040	Fielding Fireside White VQA	750	LTO
		340380	Two Oceans Sauvignon Blanc	750	BAP, Wine Fridge
		348979	Inniskillin Pinot Grigio VQA	750	LTO
		382713	Nederburg Sauvignon Blanc	750	LTO
		426577	Sprucewood Shores Pinot Grigio VQA	750	LTO
		448761	Alamos Chardonnay	750	
		487496	Leftfield Sauvignon Blanc	750	LTO
		492314	Vieni Bruce Trail White VQA	750	LTO
		589010	Mezzacorona Pinot Grigio Trentino	1500	LTO
		643114	Josh Cellars Sauvignon Blanc	750	LTO
		669226	Voga Pinot Grigio	750	Value Add

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
		14867	Sandbanks Summer Rosé	750	BAP
		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	
☐	☐ Feature Fixture B (FFB)	32025	Keep Calm & Love	750	
		32178	Saintly Sparkling Rosé VQA	200	
		34068	Fresh Rosé	750	
		35041	Tiny Bubbles Sparkling Rosé VQA	750	
		37190	Vignes de Nicole Paul Mas Rosé	750	
		37193	Cellier Des Daughins Prestige Rosé CdR	750	
		37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750	
		37211	Jacob's Creek Lively Bunch Rosé	750	
		37221	Minimalista Rosé	750	
		37352	Honest Lot Rosé	750	
		37356	Brunch Rosé VQA Pouch	1500	
		164343	The Beachhouse Rosé	750	
		273771	20 Bees Rosé	750	
		603795	Bodegas Muga, Rioja Rosé	750	
		647149	Calvet Pouch IGP Terres de Midi Rosé	1500	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Block Pile A	17817	Corona Extra (275/TBS)	6 × 473	Seasonal Block Pile A, LTO
			17818	Corona Extra (275/TBS)	6 × 473	Seasonal Block Pile A, Value Add
			17846	Corona Extra (275/TBS)	6 × 355	Seasonal Block Pile A
			17853	Corona Extra (275/TBS)	473	Seasonal Block Pile A
			22683	Corona Extra (275/TBS)	710	Seasonal Block Pile A
			24899	Corona Sunbrew (275/TBS)	6 × 330	Seasonal Block Pile A, BAP
			611566	Coronita Extra (LCBO Warehouse)	6 × 207	End Aisle, Seasonal Block Pile A, BAP
☐	☐	Block Pile B	12171	Nude Vodka Soda 12 Can Mixer pack	12 × 355	BAP, LTO
			24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	BAP
			31291	Tahiti Treat Fruit Punch Soda & Vodka	473	BAP
			31340	Muskoka Spirits Hard Sparkling Water Mix Pack	12 × 355	BAP
			36605	White Claw Vodka Smash 8 Pack	8 × 355	BAP
			36635	Svns Hard 7up Original	355	BAP
			36650	Black Fly Gin Lemon Drop	4 × 400	BAP
			38543	Cutwater Tequila Margarita	355	BAP
☐	☐	Block Pile C	828	Folonari Valpolicella Doc	750	LTO
			1099	Johnnie Walker Red Label	750	BAP
			4788	Captain Morgan Gold Rum	750	BAP
			16840	Bolla Valpolicella Classico	750	LTO
			25141	Lobos 1707 Tequila Reposado	750	BAP
			30104	Malibu Coconut Rum	1750	BAP
			38044	Malibu Strawberry Rum	750	BAP
			53082	Alberta Pure Vodka (P.E.T)	1750	BAP
			229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge
			363622	Bolla Pinot Grigio Delle Venezie	750	LTO
			481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO
			487819	Melini Chianti Classico Riserva Docg	750	LTO
☐	☐	Block Pile D (XBP) Bacardi	16580	Maker's Mark	1140	Seasonal Block Pile D, LTO
			103747	Maker's Mark Kentucky Bourbon	750	Seasonal Block Pile D, BAP
			225565	Maker's Mark 46	750	Seasonal Block Pile D, BAP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Enhanced Block Pile Display (FSG-A) Easy Threesy	270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	FSG, LTO
			306001	Colio Dry White Bag In Box	4000	FSG, LTO
			492223	Pelee Island Rouge Bag In Box	3000	FSG, LTO
			523688	Bodacious Smooth White Bag In Box	4000	FSG, LTO
			589036	Peller Family Vineyards Cab Merlot	4000	FSG, LTO
			669465	Peller Family Vineyards Pinot Grigio	4000	FSG, LTO
☐	☐	Enhanced Block Pile Display (FSJ-A) Fireball	10946	Fireball 6 Pack Carrier	6 x 50	FSJ, BAP
☐	☐	Flagship Spotlight (Enhanced Occasions) (FSN-A)	30947	Doppio Passo Grillo Sicilia	750	
			31003	Gloria Grillo Doc Organic	750	
			31795	Feudo Arancio Cabernet Sauvignon	750	BAP
			31797	Molino A Vento Nero D'Avola Doc Siciliane	750	Shelf Extender, LTO
			31801	Zensa Nero D'Avola Appassimento Doc Sicily	750	LTO
			143164	Cusumano Nero D'Avola Sicilia Doc	750	Shelf Extender, LTO
☐	☐	Pop-up Activation (FSM-A)	621151	Barone Montalto Nero D'Avola-Cab Ter Sicilane	750	
			24091	20 Shotfire Quartage Barossa (Thorn Clarke)	750	
			32459	Naturalis Organic Shiraz	750	LTO
			32833	Naturalis Organic Sauvignon Blanc	750	
			36281	22 Cab Sauv Koala Life (Bec Hardy)	750	
			142935	>Small Gully The Formula Robert's Shiraz	750	
			167189	>Dandelion Lionheart Of The Barossa Shiraz	750	
			212936	20 Shiraz Baron Von Nemesis (Zontes Footstep)	750	
			285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	
			311258	>Wits End Luna Shiraz	750	BAP
			470062	Yalumba Y Series Viognier	750	
			477059	22 Shiraz Monterra McLaren Vly (Loonie Wine Co Pty	750	
			659607	>Mitolo Jester Shiraz	750	
			660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	
			925453	>Kilikanoon Shiraz Killermans Run	750	
			943787	>Wakefield Estate Label Shiraz Clare Valley	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Middle Nesting Table/Celebration Fixture	13686	Bread & Butter Pinot Noir	750	LTO
			15760	Slow Press Cabernet Sauvignon	750	BAP
			20807	Tribute Cabernet Sauvignon	750	LTO
			22296	Ck Mondavi Cabernet Sauvignon	750	BAP
			27386	Franzia Cabernet Sauvignon Bib	3000	LTO
			158683	>La Crema Monterey Chardonnay	750	LTO
			226944	>Rodney Strong Cab Sauv Sonoma County	750	LTO
			269357	>Chateau Ste Michelle Cabernet Sauvignon	750	BAP
			367896	>La Crema Monterey Pinot Noir	750	LTO
			419770	>Wines Of Substance Cabernet Sauvignon	750	LTO
			541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO
			708305	>Francis Coppola Diamond Collection Chardonnay	750	LTO
☐	☐	Beer Excitement Zone A	17488	Molson Cold Shots (275/TBS)	4 × 222	
			300681	Coors Light (275/TBS)	6 × 473	LTO
			300699	Molson Canadian (275/TBS)	6 × 473	Value Add
☐	☐	Beer Excitement Zone B	33581	Nickel Brook Chilly Tins New Zealand IPA (6699)	473	BAP
			38610	Wellington Brewery Lazy Tiger Little IPA (4826)	473	
☐	☐	Beer Excitement Zone C	17819	Stella Artois (275/TBS)	6 × 473	Value Add
			17823	Stella Artois (275/TBS)	6 × 330	LTO
			17851	Stella Artois (275/TBS)	6 × 355	LTO
☐	☐	Beer Excitement Zone D	311787	Budweiser (275/TBS)	6 × 473	
			904334	Budweiser (275/TBS)	6 × 355	
			905976	Budweiser (275/TBS)	473	LTO
☐	☐	Ontario Craft Beer End Aisle	10815	Collective Arts Hazy State (LCBO Warehouse)	473	
			28735	Beau's Lug Lite (LCBO Warehouse)	473	
			404368	Muskoka Detour (LCBO Warehouse)	473	
			450239	Whitewater Brewing Farmer's Daughter (8454)	473	
			573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO
			576900	Cowbell Brewing Co. Shindig Huron County Craft Lager (458)	473	
☐	☐	Ontario Go-Local	27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	LTO, Wine Fridge
			33461	Wayne Gretzky Signature White VQA	750	LTO
			291211	Henry Of Pelham Chardonnay VQA	750	LTO
			518753	D'Ont Poke The Bear White VQA	750	LTO, Wine Fridge

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Ontario VQA Our Buyer's Pick	16767	Saintly Sparkling Rosé VQA	750	BAP
			19338	Good Natured Crisp Chardonnay VQA	750	BAP
☐	☐	Vintages Essentials on Offer	444059	>Joel Gott 815 Cabernet Sauvignon	750	LTO
			964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	LTO
☐	☐	Vintages WOM: August 10	17157	Four Vines Old Vine Zinfandel 2021	750	
			18999	Bodegas Lavia Plus+ 2015	750	
☐	☐	Vintages Our Buyer's Picks	24133	> Riesling Thirty Bench (Andrew Peller)	750	LTO
☐	☐	Spirited Picks Display (CE1)	11850	Buffalo Trace Bourbon	375	CE1, LTO
			269563	Maker's Mark Kentucky Straight Bourbon	375	CE1, LTO
☐	☐	RTD Impulse 1 (CE3)	37350	Happy Dad Hard Seltzer Fruit Punch	473	CE3, BAP
☐	☐	RTD Impulse 2 (CE4)	36588	Georgian Bay Cocktail Club Bees Knees	355	CE4, BAP
☐	☐	RTD Impulse 3 (CE5)	36626	Blue Lobster Vodka Soda Blueberry Lemon	473	CE5, BAP
☐	☐	RTD Impulse 4 (CE6)	36679	Twisted Shotz Buttery Swirl	4 × 30	CE6, BAP
☐	☐	The Cold Room Spirits	31826	Cottage Springs Ontario Peach Flavoured Vodka	750	Cold Room Spirits, BAP
			36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	Cold Room Spirits, BAP
			36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	Cold Room Spirits, BAP
			463	Canadian Club Premium	375	
			3517	Wiser's Special Blend (P.E.T)	375	
			3871	Alberta Premium Whisky (P.E.T)	375	
			119743	Jack Daniel's Tennessee Whiskey	375	
			230987	Jameson Irish Whiskey	375	
			240	Smirnoff Vodka (P.E.T.)	375	
			596	Bacardi Superior White Rum (P.E.T.)	375	
☐	☐	Special Promotions Fixture (CE2) Spirit Impulse Skus	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	

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	Special Promotions Fixture (CE2) Wine Impulse Half Bottles/Can Skus	17835	Mionetto Prestige Prosecco Brut Doc Treviso	200	
		19296	Pelee Island Lola Sparkling Blush VQA	250	
		29507	Folonari Pinot Grigio Delle Venezie Doc	375	
		30271	Peller Family Vineyards Pinot Grigio	200	
		30570	Peller Family Vineyards Cabernet-Merlot	200	
		31472	Bread & Butter Rosé Can	250	
		32539	Brillat Prosecco Rosato Doc Spumante	600	
		34433	Josh Cellars Pinot Noir	375	
		36423	Cave Spring Riesling Dry VQA	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 × 200	
		313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375	
		389056	Veuve Clicquot Brut Champagne	375	
		389858	Santa Carolina Chardonnay	375	
☐ ☐	FEM 1: Spirits	25450	Appleton Estate Signature	375	
		486217	Prince Igor Extreme Vodka (P.E.T)	375	BAP
☐ ☐	FEM 2: Wines	25266	Josh Cellars Chardonnay	375	BAP
		34433	Josh Cellars Pinot Noir	375	BAP
☐ ☐	FEM 3: Spirits	439661	Fireball (P.E.T)	200	LTO
		515205	St Germain Elderflower Liqueur	200	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	211110 Wyborowa Vodka	1140	LTO								Y	Y	
R2	Vodka B	363812 Tito's Handmade Vodka	375	LTO					Y	Y	Y	Y	Y	
R3	Vodka C	225250 Stolichnaya Vodka	1140	LTO				Y	Y	Y	Y	Y	Y	
R4	Vodka D	604934 Grey Goose Vodka	375	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R5	Vodka E	216903 Banff Ice Vodka	1140	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R6	Rum A	17465 Mount Gay Black Barrel Double Cask Blend	750	LTO									Y	
R7	Rum B	617688 Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO					Y	Y	Y	Y	Y	
R8	Rum C	14355 Appleton Estate 12YO Rare	750	BAP				Y	Y	Y	Y	Y	Y	
R9	Rum D	633271 Gosling's Bermuda Black Seal Rum	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R10	Rum E	520320 Bacardi Superior	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R11	Canadian Whisky A	476911 Crown Royal Vanilla	750	LTO								Y	Y	
R12	Canadian Whisky B	472332 Wayne Gretzky Red Cask Whisky	750	LTO					Y	Y	Y	Y	Y	
R13	Canadian Whisky C	350207 Forty Creek Copper Bold Whisky	1140	LTO			Y	Y	Y	Y	Y	Y	Y	
R14	Canadian Whisky D	311928 Canadian Club Classic 12 Year Old	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R15	Canadian Whisky E	893 J.P. Wiser's Deluxe	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R16	Scotch A	19158 Laphroaig Quarter Cask Single Islay Malt	750	LTO, BAP				Y	Y	Y	Y	Y	Y	
R17	Scotch B	7880 Johnnie Walker Black 12 Yr	750	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R18	Gin A	316844 Bombay Sapphire London Dry	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R19	Liqueurs A	2253 Disaronno Amaretto	750	LTO						Y	Y	Y	Y	
R20	Liqueurs B	601484 Amaro Montenegro Liqueur	750	Value Add				Y	Y	Y	Y	Y	Y	
R21	Liqueurs C	17559 Disaronno Velvet	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R22	Liqueurs D	180695 St-Germain Elderflower Liqueur	750	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R23	Brandy A	16544 St Remy Signature	750	BAP									Y	
R24	Brandy B	1925 Courvoisier VS	750	LTO, Value Add			Y	Y	Y	Y	Y	Y	Y	
R25	Tequila A	398479 1800 Reposado	750	LTO						Y	Y	Y	Y	
R26	Ontario Blend A	558841 Black Cellar Shiraz Cabernet Bag In Box	3000	LTO				Y	Y	Y	Y	Y	Y	
R27	Ontario Blend B	25517 Peller Family Reserve Rosé Bubbles VQA	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R28	Ontario Blend C	581124 XOXO Light Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R29	Ontario Non-VQA A	457341 Muskoka Lakes Blueberry Wine	750	LTO					Y	Y	Y	Y	Y	
R30	Ontario Non-VQA B	25462 Mindful Rosé VQA	750	LTO				Y	Y	Y	Y	Y	Y	
R31	Ontario Non-VQA C	486001 XOXO Pinot Grigio Sangria	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R32	Ontario Non-VQA D	667089 Peller Family Vineyards Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R33	Ontario VQA A	261305 Peninsula Ridge Cabernet Merlot VQA	750	LTO							Y	Y	Y	
R34	Ontario VQA B	219279 Konzelmann Pinot Blanc VQA	750	LTO, Wine Fridge							Y	Y	Y	
R35	Australia/New Zealand A	170134 Banrock Station Pink Moscato Rosé	750	LTO, BAP							Y	Y	Y	
R36	Australia/New Zealand B	12618 Stoneleigh Lighter Sauvignon Blanc	750	LTO						Y	Y	Y	Y	
R37	Australia/New Zealand C	506691 Wolf Blass Yellow Label Shiraz	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R38	Australia/New Zealand D	20289 Yellow Tail Shiraz	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R39	USA A	19261 Bread & Butter Chardonnay	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R40	USA B	392597 Chloe Chardonnay	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41	Chile A	507442 La Linda Private Selection Old Vines Malbec	750	LTO						Y	Y	Y	Y	
R42	Chile B	429761 Santa Julia Reserva Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R43 France Blend A	25901	Taittinger Prestige Rosé Champagne	750	LTO												Y
R44 France Blend B	19922	Barone Montalto Pinot Grigio	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	LTO											Y	Y
R46 France South B	32017	Calmel & Joseph Villa Blanche Viognier	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO										Y	Y	Y
R48 Italy Central A	143164	Cusumano Nero D'Avola Sicilia Doc	750	LTO, FSN										Y	Y	
R49 Italy Central B	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	669200	Ciao Pinot Grigio Organic Carton	1000	LTO						Y	Y	Y	Y	Y	Y	Y
R51 Italy North B	31797	Molino A Vento Nero D'Avola Doc Siciliane	750	LTO, FSN		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	336735	Baden Gewurztraminer	750	LTO												Y
R53 Southern Europe B	340570	Val D'Oca Prosecco Docg	750	LTO										Y	Y	Y
R54 Germany A	533307	Silk & Spice Red	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	281311	The Pavillion Chenin Blanc	750	LTO										Y	Y	Y
R56 Sparkling B	535641	Vicente Faria Animus Douro, Do	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	16150	Niagara Cider Rosé Gold Berry Soaked Cider (798)	473	LTO											Y	Y
R58 Ontario Beer B	676841	Red Stripe Lager (LCBO Warehouse)	6 × 330	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	33238	Grand River Brewing Pale Ale (8469)	473													Y
R60 Beer 2	380584	Schofferhofer Grapefruit Radler (LCBO Warehouse)	500	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	19981	No Boats On Sunday Peach Cider (LCBO Warehouse)	473	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	19119	Bacardi Mojito	355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	667303	Blue Lobster Vodka Soda	473	BAP				Y	Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	36678	Aperol Spritz Ready To Serve	4 × 200	Value Add		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	400754	Iceberg Vodka	750	BAP	GLAZER'S OF CANADA
C2: Canadian Whisky	428409	Powers Gold Irish Whiskey	750	LTO	VON TERRA ENTERPRISES LTD.
C3: Ontario Non VQA Blend	617662	Diabolica Red VQA	750	LTO	MARK ANTHONY WINE & SPIRITS
C4: French Blend	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO	BARRIQUE WINE IMPORTS LTD.
C5: Fixed Store Location	311795	Wolf Blass Red Label Shiraz/ Cabernet Sauv	750	LTO	MARK ANTHONY WINE & SPIRITS
C6: Vodka	34063	Ciroc Passion	750	LTO	DIAGEO CANADA INC.
C7: Scotch	18575	Jim Beam Black Cherry	750	LTO	BEAM SUNTORY
C8: Liqueurs	547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	BAP, LTO	GLAZER'S OF CANADA
C9: Ontario Blends	228569	Cave Spring Gamay VQA	750	BAP	CAVE SPRING CELLARS LTD.,
C10: France Red	13186	Sebastiani Cabernet Sauvignon	750	LTO	CHARTON HOBBS INC

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	70052	Peninsula Ridge Shiraz VQA	750	LTO	M.ANDREW FINE WINES, BEERS & SPIRITS
D2: Discovery Wines 2	30962	Il Piatto Mare Pecorino Terre Di Chieti	750	LTO	JOSEPH CIPELLI WINES & SPIRITS
D3: Discovery Wines 3	36824	Santa Julia Reserva Pinot Grigio	750	LTO	THE BACCHUS GROUP INC.
D4: Discovery BSM 1	37711	Beau's Wonder Crush Hazy IPA (LCBO Warehouse)	473		STEAM WHISTLE BREWING
D5: Discovery BSM 2	337881	Paulaner Hefe-Weissbier (LCBO Warehouse)	500	LTO	PREMIER BRAND, LTD.
D6: Discovery BSM 3	697797	Salvador's Original Margarita (P.E.T)	1750	LTO, Value Add	GLAZER'S OF CANADA
D7: Discovery Spirits 1	21876	Sheep Dog Peanut Butter Whiskey	750	BAP	PHILIPPE DANDURAND WINES LTD.
D8: Discovery Spirits 2	173617	El Jimador Tequila Blanco	750	LTO	PMA CANADA LTD.
D9: Discovery Spirits 3	275248	Citadelle Gin	750	LTO	IMPRESE INC.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	LTO	PHILIPPE DANDURAND WINES LTD.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
570	Beefeater Dry	750	\$2.00	
828	Folonari Valpolicella Doc	750	\$2.00	Seasonal Block Pile C
893	J.P. Wiser's Deluxe	750	\$1.30	Shelf Extender
1925	Courvoisier VS	750	\$7.00	Shelf Extender, Value Add
2253	Disaronno Amaretto	750	\$3.00	Shelf Extender
6395	20 Bees Cabernet Merlot VQA	750	\$2.00	
8888	St Remy Brandy	750	\$2.00	Mini Thematic
9118	Henkell Trocken Piccolo	3 × 200	\$1.50	Feature Fixture A
10212	Kahlua Coffee Liquor	375	\$1.50	
10216	Kahlua Coffee Liquor	1140	\$2.00	
10886	Bar Dog Chardonnay	750	\$3.00	Flex Space
10899	Jose Cuervo Tradicional Plata	750	\$2.50	
11248	Baileys Espresso	750	\$1.00	End Aisle
11850	Buffalo Trace Bourbon	375	\$1.00	CE1
11945	Proper No. Twelve	750	\$2.25	End Aisle
12618	Stoneleigh Lighter Sauvignon Blanc	750	\$2.00	Shelf Extender
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
13186	Sebastiani Cabernet Sauvignon	750	\$3.00	Comm. Extender
13488	Perrin Studio By Miraval	750	\$2.00	Flex Space
13686	Bread & Butter Pinot Noir	750	\$2.00	Middle Nesting Table
14354	Appleton Estate 8YO Reserve	750	\$3.00	End Aisle
14400	Coors Original	6 × 473	\$1.55	
14678	Barefoot Moscato	1500	\$2.00	Wine Fridge
14910	Bushmills Irish Whiskey	750	\$2.50	End Aisle
15012	Northern Keep Vodka	750	\$2.00	
15116	Cowbell Brewing Co. Hazy Days IPA	473	\$0.20	Shelf Extender
15501	Coors Light	30 × 355	\$3.00	
15506	Miller Lite	30 × 355	\$3.00	
15513	Marlborough Ridge Sauvignon Blanc	750	\$1.00	
15563	Somersby Apple Cider	473	\$0.40	
16150	Niagara Cider Rosé Gold Berry Soaked Cider	473	\$0.30	Shelf Extender
16580	Maker's Mark	1140	\$7.00	Seasonal Block Pile D
16741	JJ McWilliam Shiraz/Cabernet	750	\$1.00	
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	
16777	Bask Sauvignon Blanc	750	\$1.00	Feature Fixture A
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00	
16840	Bolla Valpolicella Classico	750	\$2.00	Seasonal Block Pile C
17150	Josh Cellars Pinot Noir	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17465	Mount Gay Black Barrel Double Cask Blend	750	\$7.00	Shelf Extender
17522	Megalomaniac Much Obligated White VQA	750	\$1.00	
17559	Disaronno Velvet	750	\$5.00	Shelf Extender
17753	Vida Organica Malbec	750	\$2.00	
17817	Corona Extra	6 × 473	\$1.00	Seasonal Block Pile A
17823	Stella Artois	6 × 330	\$1.00	EZH
17851	Stella Artois	6 × 355	\$1.00	EZH
18575	Jim Beam Black Cherry	750	\$1.75	Comm. Extender, LTO
18627	Callaway Cellar Selection Chardonnay	750	\$2.00	Feature Fixture A
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00	
19119	Bacardi Mojito	355	\$0.25	Shelf Extender
19146	Palm Bay Rainbow Twist	473	\$0.20	
19158	Laphroaig Quarter Cask Single Islay Malt	750	\$10.00	Shelf Extender
19261	Bread & Butter Chardonnay	750	\$2.00	Shelf Extender
19276	Jacob's Creek Moscato Lower Sugar	750	\$2.50	End Aisle
19515	Absolut Watermelon	750	\$1.50	Front Nesting Table
19922	Barone Montalto Pinot Grigio	1500	\$3.00	Shelf Extender
19981	No Boats On Sunday Peach Cider	473	\$0.50	Shelf Extender
20289	Yellow Tail Shiraz	1500	\$2.00	Shelf Extender
20807	Tribute Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
20857	Darling Mimosa Sparkling Orange	355	\$0.35	
21441	Honest Lot Sauvignon Blanc	750	\$1.00	
22013	Absolut Raspberri Vodka	750	\$1.50	Front Nesting Table
22296	Ck Mondavi Cabernet Sauvignon	750	\$1.00	Middle Nesting Table
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	OWS
24385	Bacardi Pina Colada	355	\$0.25	
24400	Palm Bay Island Mixer	12 × 355	\$2.00	
24493	Courvoisier Vsop Cognac	750	\$10.00	
24811	Miller High Life	30 × 355	\$3.00	
25136	818 Tequila Blanco	750	\$4.00	
25462	Mindful Rosé VQA	750	\$2.00	Shelf Extender
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	Shelf Extender
25554	Dirty Devil Vodka	750	\$2.00	
25636	Libra Non-Alcoholic Pale Ale	4 × 355	\$1.00	
25698	Jacob's Creek Grenache Shiraz	750	\$2.00	
25901	Taittinger Prestige Rosé Champagne	750	\$10.00	Shelf Extender
27235	Sauza Gold Tequila	750	\$1.00	
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00	Middle Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27727	Bask Cabernet Sauvignon	750	\$1.00	
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	\$1.50	goLOCAL, Wine Fridge
27757	High Road Cellars Pinot Grigio	750	\$1.00	Wine Fridge
27892	Cabot Trail Maple Whisky	750	\$2.00	
28559	Bar Dog Pinot Noir	750	\$2.00	Flex Space
28569	Selaks Sauvignon Blanc	750	\$2.00	
30281	Absolut Peach Vodka	750	\$1.50	Front Nesting Table
30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	\$1.00	
30645	The Busker Triple Cask Triple Smooth	750	\$3.00	
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
30962	Il Piatto Mare Pecorino Terre Di Chieti	750	\$1.00	Discovery Extender
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	\$2.00	
31062	Ruffino Orvieto Classico Doc	750	\$2.00	Feature Fixture A
31238	Bartenders Trading Pina Colada	750	\$3.00	
31247	Seth & Riley's Garage Hard Lemonade	275	\$0.25	Necktag
31267	Blackfly Gin Grapefruit Greyhound Cocktail	473	\$0.25	End Aisle
31276	Bangarang Tropical Bellini Hard Seltzer	355	\$0.20	
31480	Coldstream Peach Iced Tea	473	\$0.25	
31797	Molino A Vento Nero D'Avola Doc Siciliane	750	\$1.00	Shelf Extender, FSN
31801	Zensa Nero D'Avola Appassimento Doc Sicily	750	\$2.00	FSN
31804	Sistina Montepulciano D'Abruzzo Doc	750	\$3.00	End Aisle
32017	Carmel & Joseph Villa Blanche Viognier	750	\$1.50	Shelf Extender
32158	Cantine De Falco Primitivo Salento Igp	750	\$2.00	
32187	Hopetown Sauvignon Blanc VQA	750	\$2.00	Feature Fixture A
32274	The Kraken Gold Spiced Rum	750	\$2.00	End Aisle, LTO
32404	Empress Cocktail Gin	750	\$3.00	
32459	Naturalis Organic Shiraz	750	\$2.00	FSM
32463	Headline Acts Sauvignon Blanc	750	\$3.00	
32464	Barefoot Fruitscato Peach	1500	\$1.00	
32501	Dancing With The Stars Chardonnay	750	\$3.00	Wine Fridge
32539	Brilla! Prosecco Rosato Doc Spumante	3 × 200	\$2.00	Mini Thematic
33144	Whitewater Brewing Last Light Lager	473	\$0.25	Mini Thematic
33452	Our Story Charming White VQA	750	\$2.00	
33461	Wayne Gretzky Signature White VQA	750	\$2.00	goLOCAL
33578	Honest Lot Pinot Grigio	750	\$1.00	Wine Fridge
34063	Ciroc Passion	750	\$3.00	Comm. Extender
34064	Fresh Sauvignon Blanc VQA	750	\$2.00	Feature Fixture A
34260	Sync Cabernet Sauvignon	750	\$2.00	End Aisle, Necktag
34434	Miller High Life	6 × 355	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
34721	Carib Premium Lager	6 × 330	\$1.00	
34991	La Vieille Ferme Luberon Blanc Aoc	1500	\$2.00	Flex Space
36436	Swish Gin	750	\$5.00	
36634	Twisted Tea Party Pack	24 × 355	\$2.00	
36636	Social Lite Classics Tom Collins	355	\$0.25	
36637	Social Lite Italian Spritz Cocktail Seltzer	355	\$0.25	
36641	Nude Vodka Soda Mini 12 Pack	12 × 222	\$1.50	Seasonal Block Pile B, BAP
36674	Absolut Cocktail Vodka Mojito	750	\$1.50	Front Nesting Table
36812	Cono Sur Green Society Cabernet Sauvignon Reserva	750	\$2.00	Flex Space
36824	Santa Julia Reserva Pinot Grigio	750	\$2.00	Discovery Extender
37116	Willibald Cherry Spritz	355	\$0.20	
37120	FIiNg Cherry And Lime Vodka Soda	355	\$0.20	
37157	Ole Margarita	355	\$0.20	
37158	Ole Tequila Sunrise	355	\$0.20	
37216	Bombay Sunset	750	\$1.50	
37224	Animus Vinho Verde	750	\$2.00	End Aisle
37227	Monte Das Anforas	750	\$1.00	End Aisle
37228	Aveleda Lisboa Red	750	\$1.00	End Aisle
37425	Lotw Lago Cerveza Mexican Style Lager	473	\$0.50	Mini Thematic
37500	Olmecca Altos Strawberry Margarita	750	\$2.00	
37644	Rally Base Layer Lager	4 × 355	\$1.00	End Aisle
37834	Bench Brewing Ripple Effect Pale Ale	473	\$0.40	Mini Thematic
37861	Pabst Blue Ribbon	473	\$0.25	
37885	Open Smooth White VQA Bag In Box	3000	\$3.00	
37953	Bella Terra Pinot Grigio VQA	750	\$2.00	Feature Fixture A
37961	Ramblers Chiller Unoaked Chardonnay VQA	750	\$2.00	Feature Fixture A
37966	Magnotta Equus Series Double Cab VQA	750	\$1.50	
37967	Magnotta Equus Series Home Stretch White Blend VQA	750	\$1.50	Feature Fixture A
38519	Refined Fool, Summer Beer League	6 × 473	\$2.00	Mini Thematic
38524	Mill Street Block Party Mix Pack	6 × 473	\$1.00	
38560	La Cerveceria Astilleros Salted Lime Lager	473	\$0.15	
43281	>V) Flat Rock Cellars Estate Riesling	750	\$2.00	
50088	Patron Reposado Tequila	750	\$5.00	
53983	Barefoot Pinot Grigio	750	\$1.00	
60608	El Dorado 12 Year Old Rum	750	\$4.00	Mini Thematic
61374	Bushmills Black Bush	750	\$3.00	End Aisle
70052	Peninsula Ridge Shiraz VQA	750	\$2.00	Discovery Extender
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
114967	Finlandia Vodka	1750	\$2.00	
125187	Cazadores Reposado Tequila	750	\$2.00	End Aisle, LTO
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	
143164	Cusumano Nero D'Avola Sicilia Doc	750	\$2.00	Shelf Extender, FSN
155804	21 La Grange Des Combes Red St.Chinian (Roquebrun	750	\$1.00	
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	End Aisle
158683	>La Crema Monterey Chardonnay	750	\$2.00	Middle Nesting Table
163949	Misterio Cabernet Sauvignon	750	\$1.00	
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$1.50	
170134	Banrock Station Pink Moscato Rosé	750	\$2.00	Shelf Extender, LTO
173617	El Jimador Tequila Blanco	750	\$2.00	Discovery Extender
184796	Strongbow Cider 8 Pk-C	8 × 440	\$1.55	
198853	>(V) Riesling Quarry Road Organic (Tawse)	750	\$3.00	
207613	Jameson Irish Whiskey	1140	\$2.00	End Aisle
209221	Absolut Vodka	1140	\$1.00	Front Nesting Table
211110	Wyborowa Vodka	1140	\$1.00	Shelf Extender
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00	End Aisle
216721	Tanqueray London Dry Gin	1140	\$1.00	End Aisle
217273	Mumm Cuvee Napa Brut Prestige	750	\$2.50	Mini Thematic
217653	Captain Morgan Original Spiced Rum	1140	\$1.00	End Aisle
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00	
217950	Crown Royal	1140	\$1.00	
219279	Konzelmann Pinot Blanc VQA	750	\$2.00	Shelf Extender, Wine Fridge
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Shelf Extender
225250	Stoli Vodka	1140	\$2.50	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$2.00	
226944	>Rodney Strong Cab Sauv Sonoma County	750	\$3.00	Middle Nesting Table
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Seasonal Block Pile C, Wine Fridge
232033	Vineland Estates Semi Dry Riesling VQA	750	\$2.00	
247627	Mill Street Original Organic Lager	473	\$0.25	
248997	Laphroaig 10 Year Old	750	\$8.00	
250266	Girls' Night Out Very Berry Bomba	1500	\$1.00	End Aisle
253948	Martini Asti	750	\$1.50	Mini Thematic
256289	>Nova 7 By Benjamin Bridge Sparkling	750	\$2.00	Mini Thematic
257238	Absolut Citron Vodka	750	\$1.50	Front Nesting Table
261305	Peninsula Ridge Cabernet Merlot VQA	750	\$2.00	Shelf Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
269563	Maker's Mark Kentucky Straight Bourbon	375	\$2.00	CE1
270447	Guinness Draught Beer	500	\$0.25	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	FSG
273490	Thalia White Assyrtiko Sauvignon Blanc	750	\$1.00	Wine Fridge
275248	Citadelle Gin	750	\$3.00	Discovery Extender
275909	Caliterra Sauvignon Blanc Reserva	750	\$1.00	
277186	Zonin Prosecco Brut 1821 Doc	750	\$3.00	Feature Fixture A
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	\$1.50	
281311	The Pavillion Chenin Blanc	750	\$1.00	Shelf Extender
284539	Trius Brut VQA	750	\$3.00	Mini Thematic
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00	
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	goLOCAL
291278	Johnnie Walker Gold Reserve	750	\$5.00	Mini Thematic
292615	Jameson Black Barrel	750	\$5.00	
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	Green Extender
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
296848	Chateau Des Charmes Aligote Estate Grown VQA	750	\$1.00	
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	
300681	Coors Light	6 × 473	\$2.00	EZA
302810	Heineken	6 × 500	\$1.05	
303040	Fielding Fireside White VQA	750	\$1.00	Feature Fixture A
305144	Jackson-Triggs Chardonnay Bag In Box	4000	\$3.00	
306001	Colio Dry White Bag In Box	4000	\$2.00	FSG
311779	Bud Light	6 × 473	\$1.00	
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Comm. Extender
311928	Canadian Club Classic 12 Year Old	750	\$4.00	Shelf Extender
312959	Ketel One	1750	\$2.00	
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00	Feature Fixture A, Flex Space
316844	Bombay Sapphire London Dry	750	\$1.50	Shelf Extender
326256	Wayne Gretzky Pinot Grigio VQA	750	\$2.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$7.00	Mini Thematic
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
334052	Stiegl Grapefruit Radler	500	\$0.20	
336735	Baden Gewurztraminer	750	\$2.00	Shelf Extender
337881	Paulaner Hefe-Weissbier	500	\$0.35	Discovery Extender
339895	Waterloo IPA	473	\$0.30	
340570	Val D'Oca Prosecco Docg	750	\$2.00	Shelf Extender
342436	>Bonterra Chardonnay Organic	750	\$2.00	
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.00	Comm. Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	Feature Fixture A
350207	Forty Creek Copper Bold Whisky	1140	\$2.00	Shelf Extender
350546	Root 1 Carmenere Colchagua	750	\$2.00	
358556	Dillon's Gin 22 Unfiltered	750	\$2.00	
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	Seasonal Block Pile C
363812	Tito's Handmade Vodka	375	\$1.00	Shelf Extender
367276	Jacob's Creek Moscato Rosé	750	\$2.00	End Aisle, Wine Fridge
367896	>La Crema Monterey Pinot Noir	750	\$3.00	Middle Nesting Table
369777	19 Crimes Shiraz Durif	750	\$2.00	
369793	Mount Gay Eclipse Rum	750	\$3.00	End Aisle, Value Add
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	Wine Fridge
374231	Ungava Gin	750	\$3.00	
376756	Peninsula Ridge Pinot Grigio VQA	750	\$2.00	
377101	JP Azeitao White	750	\$1.00	
379958	Kronenbourg 1664 Blanc	500	\$0.35	
380584	Schofferhofer Grapefruit Radler	500	\$0.35	Shelf Extender
382713	Nederburg Sauvignon Blanc	750	\$2.00	Feature Fixture A
383059	Sleeman Original Lager	6 × 473	\$2.00	
386789	Casamigos Tequila Blanco	750	\$4.00	S1
387423	Bruichladdich The Classic Laddie Scottish Barley	750	\$10.00	
388694	Casamigos Tequila Reposado	750	\$4.00	S1
392597	Chloe Chardonnay	750	\$3.00	Shelf Extender
394015	Brickworks Batch:1904 Cider	473	\$0.30	
395582	Auchentoshan American Oak, Lowland	750	\$7.00	
398479	1800 Reposado	750	\$3.00	Shelf Extender
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	End Aisle
418590	Modelo Especial	6 × 355	\$1.00	End Aisle
419770	>Wines Of Substance Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
426577	Sprucewood Shores Pinot Grigio VQA	750	\$2.00	Feature Fixture A
427088	Casillero Del Diablo Rsv Merlot	750	\$2.00	
427328	Long Weekend Cabernet VQA	750	\$1.00	
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00	Shelf Extender
428409	Powers Gold Irish Whiskey	750	\$5.00	Comm. Extender
429761	Santa Julia Reserva Malbec	750	\$2.00	Shelf Extender
435784	Vieni Estates Momenti Sparkling VQA	750	\$1.00	Mini Thematic
439661	Fireball (P.E.T)	200	\$1.00	FEM3
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$3.00	VL1
446468	Ketel One	375	\$1.00	
447896	La Vieille Ferme Cotes Du Ventoux	1500	\$2.00	Flex Space

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	\$1.00	
454074	Olmecca Altos Plata	750	\$3.00	
457341	Muskoka Lakes Blueberry Wine	750	\$1.00	Shelf Extender
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	
465484	Toki	750	\$5.00	
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Shelf Extender
474585	J.P. Wiser's Apple Whisky	750	\$2.00	
476911	Crown Royal Vanilla	750	\$2.00	Shelf Extender
477836	Malibu Coconut Rum	750	\$1.00	
479899	Crown Royal Apple	375	\$1.00	
481515	Bench Brewing Balls Falls Session IPA	473	\$0.30	End Aisle
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Seasonal Block Pile C
484204	Malfy Gin Con Limone	750	\$3.00	
486001	XOXO Pinot Grigio Sangria	750	\$2.00	Shelf Extender
487496	Leftfield Sauvignon Blanc	750	\$2.00	Feature Fixture A
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	Seasonal Block Pile C
491480	Twisted Shotz B52	4 × 30	\$1.00	
492017	Steam Whistle	6 × 473	\$1.30	End Aisle
492223	Pelee Island Rouge Bag In Box	3000	\$3.50	FSG
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	
492314	Vieni Bruce Trail White VQA	750	\$2.00	Feature Fixture A
493999	Absolut Lime Vodka	750	\$1.50	Front Nesting Table
503649	Bowmore 15 YO Islay	750	\$15.00	
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	Shelf Extender
507442	La Linda Private Selection Old Vines Malbec	750	\$2.00	Shelf Extender
515205	St Germain Elderflower Liqueur	200	\$1.00	FEM3
518753	D'Ont Poke The Bear White VQA	750	\$1.00	goLOCAL, Wine Fridge
520320	Bacardi Superior	1140	\$1.00	Shelf Extender
523688	Bodacious Smooth White Bag In Box	4000	\$3.00	FSG
533307	Silk & Spice Red	750	\$2.00	Shelf Extender
534867	Anderson Craft Cream Ale	6 × 355	\$1.00	End Aisle
535641	Vicente Faria Animus Douro, Do	750	\$2.00	Shelf Extender
536946	J.P. Wiser's 15 Yo Canadian Whisky	750	\$4.00	
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	Mini Thematic
541375	Erdinger Weissebier Can	500	\$0.20	End Aisle
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	Middle Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	Comm. Extender
550749	Absolut Mandrin	750	\$1.50	Front Nesting Table
558098	Twisted Shotz Sex On The Beach	4 × 30	\$1.00	
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	Shelf Extender
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	\$2.00	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	OCB
581124	XOXO Light Pinot Grigio	750	\$1.00	Shelf Extender
589010	Mezzacorona Pinot Grigio Trentino	1500	\$2.00	Feature Fixture A
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	FSG
589051	Peller Family Vineyards Dry White	4000	\$2.00	
594127	Vineland Cabernet Franc VQA	750	\$2.00	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	End Aisle
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$10.00	
604868	Grey Goose Vodka	1750	\$7.00	
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.00	
604934	Grey Goose Vodka	375	\$1.00	Shelf Extender
605162	Broker's Premium London Dry Gin	750	\$3.00	
617647	Amsterdam Blonde	568	\$0.25	
617662	Diabolica Red VQA	750	\$1.00	Comm. Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.00	Shelf Extender
619791	Jackson-Triggs Rosé	750	\$1.00	
620583	Dragani Pinot Grigio Trebbiano	2000	\$2.00	
620880	Masi Tupungato Passo Doble Organic	750	\$2.00	
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender
635227	Liberty Village Dry Cider	473	\$0.20	
636209	Roku Gin	750	\$5.00	
636845	Redbreast 12 Year Old Irish Whiskey	750	\$8.00	
637728	Jackson-Triggs Shiraz	1500	\$2.00	
638734	Deep Eddy Lemon	750	\$1.00	
643114	Josh Cellars Sauvignon Blanc	750	\$2.00	Feature Fixture A
646729	Bumbu Original Rum	750	\$3.00	
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	
666875	Dab Original	6 × 500	\$1.00	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.00	Shelf Extender
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	FSG
676106	Stiegl Bier	500	\$0.20	End Aisle
676841	Red Stripe Lager	6 × 330	\$1.00	Shelf Extender
697797	Salvador's Original Margarita (P.E.T)	1750	\$4.00	Discovery Extender, Value Add

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
708305	>Francis Coppola Diamond Collection Chardonnay	750	\$2.00	Middle Nesting Table
735597	(V) Oreno Igt Toscana (Tenuta Sette Ponti)	750	\$5.00	
904144	Molson Canadian	6 × 355	\$1.00	
905976	Budweiser	473	\$0.20	EZD
943787	>Wakefield Estate Label Shiraz Clare Valley	750	\$2.00	FSM
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	VL1

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Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
42	Canadian Club Whisky	750	60
67	Smirnoff Vodka	750	60
943	Mouton Cadet Bordeaux Red AOC	750	80
1099	Johnnie Walker Red Label Scotch Whisky	750	75
1222	Wiser's Special Blend Whisky	750	80
1610	Ballantine's Blended Scotch Whisky	750	80
1867	Drambuie	750	100
2527	Mouton Cadet Bordeaux White AOC	750	80
4101	Remy Martin VSOP Cognac	750	300
4788	Captain Morgan Gold Rum	750	60
6502	Cointreau	750	100
7880	Johnnie Walker Black Label Scotch Whisky	750	140
10882	Bar Dog Cabernet Sauvignon	750	100
10946	Fireball 6 Pack Carrier	6 × 50	100
12171	Nude Vodka Soda 12 Can Mixer pack	12 × 355	75
12197	Five Farms Single Batch Irish Cream Liqueur	750	250
13597	Bumbu XO Rum	750	120
14355	Appleton Estate 12 Year Old Rare	750	300
14483	Ace Hill Raspberry Vodka Soda	355	5
14485	Ace Hill Lemon Vodka Soda	355	5
14487	White Claw Hard Seltzer Mango	473	10
14494	Jose Cuervo Authentic Margarita	1750	50
14847	Good Fortune Raspberry Hibiscus Sparkling Wine Beverage	355	10
14867	Sandbanks Summer Rosé VQA	750	50
15310	Matt & Steve's Caesar Original Lightly Spiced	473	27
15537	Woodford Reserve Distiller's Select Bourbon	375	100
15628	Bols Apricot Brandy	750	100
15754	Josh Cellars Pinot Grigio	750	100
15760	Slow Press Cabernet Sauvignon	750	150
16136	Somersby Mango & Lime Cider	473	20
16430	Hobgoblin Ipa	500	15
16544	St Remy Signature	750	200
16546	On The Rocks Hornitos Margarita	375	180
16767	Saintly The Good Sparkling Rosé VQA	750	50
17933	Top Shelf Vodka	1140	150
19113	Twisted Shot PussyCat	4 × 30	25
19121	White Claw Hard Seltzer Watermelon	473	10
19338	Good Natured Crisp Chardonnay VQA	750	50
19563	Lot No.40 Dark Oak Canadian Whisky	750	240

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
19748	Grow Wild Ravishing Rosé VQA	750	50
19749	Teremana Blanco Tequila	750	125
19951	Ezra Brooks 99	750	365
20191	Flor De Cana Eco-15	750	250
20321	Yellow Tail Chardonnay	1500	80
21378	Jim Beam White Label Bourbon	750	200
21465	Angel's Envy Bourbon Finished in Port Barrels	750	200
21474	Bread & Butter Cabernet Sauvignon	1500	100
21624	Josh Cellars Prosecco Rose	750	100
21825	Wayne Gretzky Estates Canadian Maple Cream	750	99
21876	Sheep Dog Peanut Butter Whiskey	750	120
22017	Smirnoff Vodka PET	750	60
22089	Hop Valley Bubble Stash	473	20
22192	Grant's Triple Wood 12 Year Old	750	200
24316	White Claw Hard Seltzer Pineapple	473	10
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	15
24334	Sandbagger Boysenberry Hard Seltzer	355	10
24358	Cottage Springs Blueberry Vodka Water	355	5
24390	Smirnoff Ice Peach Lemonade	473	10
24392	Smirnoff Ice Pink Lemonade	473	10
24404	Smirnoff Vodka Soda Berry Blast	355	10
24492	Lolea No2 White Sangria	750	75
24528	Hounds Black Vodka	750	100
24899	Corona Sunbrew	6 × 330	25
24998	Bask Rosé Wine Spritz	355	10
24999	Bask Green Tea Peach Hard Sparkling Water	355	10
25034	Reinhart's Blackberry Cider	473	25
25037	No Boats On Sunday Cider	6 × 473	50
25065	Shiny Apple Pineapple Mango Cider	473	15
25141	Lobos 1707 Tequila Reposado	750	300
25266	Josh Cellars Chardonnay	375	40
25388	Del Maguey Vida Mezcal	750	120
25441	Teremana Anejo Tequila	750	150
25621	The Glenlivet 14 Year Old Single Malt Scotch Whisky	750	320
26263	Sheringham Seaside Gin	750	120
26979	Don Julio Anejo	750	180
27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	50
27498	Plantation Artisanal 5-Year-Old Barbados Rum	750	150
27646	Alida Tequila	750	200

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
30104	Malibu Coconut Rum	1750	160
30331	Myers's Original Dark Rum	750	200
30333	Angostura White Oak Rum	750	60
30554	Mucho Mas White	750	100
30575	Guinness Extra Stout	6 × 330	30
30720	Beefeater Peach & Raspberry	750	120
31206	French 75 Gin Cocktail	355	10
31290	Mott's Clamato Caesar Variety Pack	12 × 341	60
31291	Tahiti Treat Fruit Punch Soda & Vodka	473	15
31297	Jose Cuervo Sparkling Paloma	4 × 355	50
31303	Quik Shots Cinnamon Whisky	4 × 42.5	25
31340	Muskoka Spirits Hard Sparkling Water Mix Pack	12 × 355	60
31795	Feudo Arancio Cabernet Sauvignon	750	85
31810	Michele Chiarlo Palas Barolo	750	150
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	60
32070	Olmecca Altos Margarita Classic Lime	750	100
32178	Saintly The Good Sparkling Rosé VQA	200	10
33201	Tommy Bahama Mango Vodka	750	200
33445	Fresh Moscato Vidal VQA	750	40
33544	Seagram's VO Select	750	200
33581	Nickel Brook Chilly Tins New Zealand IPA	473	10
33605	Chateau Puyfromage Francs Cotes De Bordeaux AOC	750	80
33666	Cave De Lugny Macon-Lugny St. Pierre	750	100
33667	Cave De Lugny Bourgogne Pinot Noir AOC	750	100
34432	Bread & Butter Chardonnay	1500	100
34433	Josh Cellars Pinot Noir	375	40
34822	Mott's Clamato Caesar Original	6 × 341	30
34823	Mott's Clamato Caesar Extra Spicy	6 × 341	30
35579	The Gardener French Riviera Gin	700	200
36297	Kilchoman Machir Bay Islay Single Malt	750	300
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	60
36452	Ciroc Limonata	750	100
36454	Polar Ice Orange Blizzard Flavoured Vodka	750	200
36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	75
36571	Good Day Lychee Soju	360	50
36576	Jameson Whiskey & Lemonade	473	5
36588	Georgian Bay Cocktail Club Bees Knees	355	10
36596	Cutwater Caesar	355	10
36598	Cutwater Rum Mai Tai	355	10

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
36604	Crazy Uncle Strawberry Cream Soda	473	10
36605	White Claw Vodka Smash 8 Pack	8 × 355	40
36609	White Claw Strawberry	473	5
36622	Motts Clamato Light	458	15
36626	Blue Lobster Vodka Soda Blueberry Lemon	473	10
36629	Pabst Strong Iced Tea	473	5
36635	SVNS Hard 7UP Original	355	10
36638	SoCIAL LITE Happy Hour Mixer	12 × 355	60
36642	Matt & Steve's Caesar Sippers	4 × 213	50
36647	Black Fly Rum Mojito Raspberry	4 × 400	30
36648	Black Fly Vodka Crushed Black Cherry	473	15
36650	Black Fly Gin Lemon Drop	4 × 400	30
36651	Black Fly Rum Runner	4 × 400	30
36652	Smirnoff Ice Tea Lemon	473	10
36679	Twisted Shotz Buttery Swirl	4 × 30	25
36683	Jose Cuervo Authentic Tropical Paradise Margarita	1750	50
36697	Mikes Harder Lemonade	473	10
36978	Cape Pastoral Organic Cabernet Sauvignon Merlot	750	40
37083	Beattie's Blueberry Splash	355	10
37106	Sandbagger Transfusion	355	10
37108	White Claw Lemonade Limon	473	15
37117	SVNS Hard 7UP Lemonade	355	10
37207	Au Vodka Black Grape	750	150
37300	Blue Moon Mango Wheat	473	20
37350	Happy Dad Hard Seltzer Fruit Punch	473	10
37667	Dos Primos Tequila Blanco	750	200
37876	Smirnoff Peach Lemonade	750	60
38044	Malibu Strawberry Rum	750	120
38070	N/A	6 × 473	60
38078	Warheads Black Cherry	375	50
38407	Paddleboard Pinot Grigio	750	100
38416	The Dreaming Tree Sauvignon Blanc	750	40
38543	Cutwater Tequila Margarita	355	10
38544	Cutwater Tequila Paloma	355	10
38545	Cutwater Rum Mint Mojito	355	10
40626	Charm Soju Liquor	360	15
49726	Yukon Jack	750	100
53082	Alberta Pure Vodka (PET)	1750	300

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
53140	Havana Club 7 Year Old Rum	750	75
57893	Lamb's Palm Breeze Rum (PET)	1750	150
58339	Kaiken Estate Malbec	750	100
64287	Cono Sur Bicicleta Viognier	750	100
71647	Polar Ice Vodka (PET)	750	80
85316	Blu Giovello Prosecco DOC	750	125
99218	Cavit Collection Pinot Grigio DOC	750	60
103747	Maker's Mark Kentucky Bourbon	750	275
112672	Wiser's Special Blend Whisky (PET)	1750	120
131870	Bushmills Malt 10 Year Old Irish Whiskey	750	250
135566	Polar Ice Vodka	750	80
155051	Masi Campofiorin IGT	750	150
155341	Perrier-Jouët Grand Brut Champagne	750	200
180695	St-Germain Elderflower Liqueur	750	200
191866	PKNT Cabernet Sauvignon Reserve	750	75
192922	Seagrams 83 Whisky	1140	200
214726	Marquis De Villard Brandy	1140	200
215988	Luxardo Amaretto Di Saschira	750	150
216903	Banff Ice Vodka	1140	75
217067	Galliano	375	100
217125	Sauza Silver Tequila	1140	300
217133	Sauza Gold Tequila	1140	300
217257	Sailor Jerry Spiced Rum	1140	100
217786	Jim Beam White Label Bourbon	1140	300
220749	Glengoyne 10 Year Old Single Highland Malt Scotch Whisky	750	200
221200	The Balvenie Caribbean Cask 14 Year Old Scotch Whisky	750	750
225565	Maker's Mark 46	750	400
225771	Black Fly Tequila Margarita (PET)	4 × 400	30
228569	Cave Spring Gamay VQA	750	100
231571	Seagrams 83 Whisky (PET)	1750	300
237792	Icebox Long Island Iced Tea (PET)	1140	150
240101	Lamb's Palm Breeze Rum (PET)	1140	120
240135	Lamb's Navy Rum (PET)	1140	120
254631	Stoli Elit Vodka	750	500
269357	Chateau Ste. Michelle Cabernet Sauvignon	750	100
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	60
273516	Ron Zacapa 23 Centenario Rum	750	150
294298	Conundrum Red	750	200

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
298505	La Vieille Ferme Luberon Blanc AOC	750	60
305607	Seagrams 83 Whisky	750	150
311258	Wits End Luna Shiraz	750	80
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	100
318683	The Kraken Black Spiced Rum	1140	180
321448	Cono Sur Bicicleta Chardonnay	750	100
324228	Stoneleigh Latitude Sauvignon Blanc	750	120
326025	Basil Hayden Kentucky Straight Bourbon	750	300
326090	Oyster Bay Pinot Grigio	750	100
333070	Islay Mist Scotch 8 Year Old Scotch Whisky	750	150
338079	Alize Gold Passion Liquor	750	150
338343	St-Ambroise Apricot Wheat Ale	473	24
340380	Two Oceans Sauvignon Blanc	750	25
341602	Cono Sur Bicicleta Pinot Noir	750	100
342006	Campo Viejo Rioja Tempranillo	750	100
363457	Famille Perrin Réserve Côtes du Rhône	750	100
369819	Mount Gay Eclipse Rum	1750	200
377622	Laroche Viognier De La Chevaliere	750	100
378711	Daura Damm	6 × 330	142
382747	Tequila Rose Strawberry Cream Liqueur	750	150
394577	Fiol Prosecco DOC	750	75
396671	360 Double Chocolate Vodka	375	100
397539	Boodles Gin	750	160
400754	Iceberg Vodka	750	100
401307	Maestro Dobel Tequila	750	270
407437	Black Fly Vodka Grapefruit (PET)	4 × 400	30
407668	Shiny Apple Cider	473	15
408286	Lolea No 1 Red Sangria Spain	750	75
410803	D'Ussé VSOP Cognac	750	200
426148	Old Forester	750	150
426601	Villa Maria Private Bin Sauvignon Blanc Marlborough	750	80
428417	Gooderham & Worts Canadian Whisky	750	120
437772	Belvedere Pure Vodka	750	200
439281	Konzelmann Merlot VQA	750	100
446567	Iceberg Vodka (PET)	750	100
446575	Stoli Vodka	375	50
449157	Smirnoff Ice	473	10
450932	Jose Cuervo Tradicional Reposado	750	170

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
452615	Herradura Reposado Tequila	750	500
458810	Tom Gore Chardonnay	750	100
459818	Sapporo Premium Beer	6 × 500	40
467811	Ruffino Prosecco	750	50
472555	Francois Lurton Fumees Blanches Sauvignon Blanc VdFrance	750	50
477893	Polar Ice Vodka (PET)	375	80
486217	Prince Igor Extreme Vodka (PET)	375	40
488205	Jose Cuervo Reserva De La Familia Extra Anejo	750	450
494369	Southern Comfort (PET)	200	50
508150	Sortilege Blueberry	750	100
513077	Glenfiddich Project XX Experimental Series	750	400
517185	Burnt Ship Bay Sauvignon Blanc VQA	750	100
517904	Wiser's Special Blend Whisky (PET)	750	80
522730	Strewn Chardonnay Barrel Aged VQA	750	30
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	75
527705	Bols Triple Sec	750	100
531400	Estrella Damm Lager	500	28
532341	Julia Florista White	750	30
537258	Tiger Beer	500	20
541094	Wayne Gretzky Ice Cask Whisky	750	99
541979	Three Thieves Pinot Grigio	750	80
542910	Top Shelf Gin	750	120
545194	Top Shelf Vodka	750	100
553339	Smirnoff Ice Berry Blast	473	10
556720	Warsteiner Premium Pilsener	500	11
557470	Empress 1908 Gin	750	100
557827	Stoli Gold Vodka	750	200
558940	Miller Lite	6 × 473	40
569095	Ogier Cotes Du Ventoux AOC	750	100
569418	Mott's Clamato Caesar Original	4 × 355	25
589416	Heineken 0.0	6 × 330	40
603456	Becherovka Original Liqueur	750	100
609362	Casamigos Mezcal	750	200
611566	Coronita Extra	6 × 207	30
618108	Inniskillin Late Autumn Riesling VQA	1500	75
621227	Straccali Chianti DOCG	750	50
621458	Bottega Gold Prosecco	750	100
627802	Yellow Tail Chardonnay	750	80

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
630913	Tia Maria	750	100
633560	Three Thieves Chardonnay	750	80
666917	Creemore Springs Premium Lager	473	20
667303	Blue Lobster Vodka Soda Lemon Lime	473	10
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	80
718940	Goats do Roam Red	750	50
911396	Moosehead Lager	6 × 341	40
926626	Famille Perrin Les Sinards Châteauneuf-du-Pape	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)
Branded Beach Bag	Front Nesting Table	19515	Absolut Watermelon	750
		22013	Absolut Raspberri Vodka	750
		30281	Absolut Peach Vodka	750
		36674	Absolut Cocktail Vodka Mojito	750
		110056	Absolut Vodka	750
		209221	Absolut Vodka	1140
		216655	Absolut Vodka	1750
		257238	Absolut Citron Vodka	750
		493999	Absolut Lime Vodka	750
		550749	Absolut Mandrin	750
Coconut Water 500 mL	Cocktail of the Month (BSE) /End Aisle 1	216655	Absolut Vodka	1750
		117	Bacardi Superior White Rum	750
		24435	Bacardi Tropical	750
		36225	Bacardi Caribbean Spiced	700
Branded Picnic Blanket	EA 2B	446021	Bacardi Coconut Rum	750
		10157	Jameson Irish Whiskey	750
Hammock	Seasonal Block Pile A	275933	Jameson Irish Whiskey	1750
2024 Olympics & Molson Co-Branded 3x5 ft Flag in gift box	EZA	17818	Corona Extra	6 x 330
Stella Picnic Basket	EZH	300699	Molson Canadian	6 x 473
		17819	Stella Artois	6 x 473

Value-Added Program - Plant Applied/Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
16859	Dixon's Wicked Blueberry Gin	750	Dixon's Flaming Ceasar Vodka 50 mL	
217257	Sailor Jerry Spiced Rum	1140	Jerry Cola	End Aisle, BAP

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
1925	Courvoisier VS	750	Luggage Tags	Shelf Extender, LTO
2691	Tanqueray London Dry Gin	750	Tanqueray Cocktail Picks	End Aisle
15963	Luxardo Limoncello	750	Luxardo Limoncello 50 mL	
16778	Bask Crisp Rosé	750	Running Belt	
16859	Dixon's Wicked Blueberry Gin	750	Dixon's Flaming Ceasar Vodka 50 mL	
18116	19 Crimes Snoop Dogg Cali Red	750	Snoop Martha Tote	
18574	Jim Beam Honey	750	Jim Beam Black 50 mL	
19749	Teremana Blanco Tequila	750	Cointreau 50 mL	BAP
21159	New Amsterdam Pink Whitney Vodka	375	Pink Whitney Golf Tees	
25067	19 Crimes Martha's Chard	750	Snoop Martha Tote	Feature Fixture A
27728	Bask Pinot Grigio	750	Running Belt	
31979	Calirosa Rosa Blanco	750	Calirosa Anejo 50 mL	
33579	XOXO Light Pinot Grigio	1500	Hair Clip	Wine Fridge
34259	Bask Lightly Sparkling Rosé	750	Running Belt	Wine Fridge
36678	Aperol Spritz Ready To Serve	4 × 200	Aperol Spritz Bottle Opener	Shelf Extender
37612	Cabo Wabo Blanco Tequila	750	Nascar Shot Glass	
38505	Smirnoff Vodka (P.E.T)	1750	Smirnoff Iced Tea Lemon 355 mL	End Aisle
114934	Golden Wedding (P.E.T)	1750	Golden Wedding 200 mL	
131391	Smirnoff Vodka (P.E.T)	1140	RTD Value Add	End Aisle
143040	Hornitos Reposado Tequila	750	Ice Molds	
160994	Trivento Malbec Reserve	750	Wine Glass Cover/Coaster	
176834	Aperol	750	Aperol/Scaddabush	
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	
207514	Remy Martin	375	Cointreau Noir 50 mL	
217257	Sailor Jerry Spiced Rum	1140	Jerry Cola	End Aisle, BAP
240150	Polar Ice Vodka	1140	Branded Fanny Pack	
242339	Alberta Pure Vodka (P.E.T)	1140	Frisbee	
267187	Jose Cuervo Especial Gold	750	Habanero Chili Lime Tajin	
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	Howler Head 50 mL	
369793	Mount Gay Eclipse Rum	750	Tiki Mug	End Aisle

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
369801	Mount Gay Eclipse Rum	1140	Tiki Mug	End Aisle
369819	Mount Gay Eclipse Rum	1750	Tiki Mug	End Aisle
384651	Martini Prosecco Sparkling	750	St Germain 50 mL	
402818	Flor De Cana Grand Reserva 7 Rum	750	FdC 50 mL	End Aisle
405845	Evan Williams Black Label Bourbon Whiskey	750	Evan Williams Glasses	
406843	Jacob's Creek Moscato	1500	Absolut Vodkarita 355 mL	End Aisle
407866	Lindemans Bin 85 Pinot Grigio	1500	Cirtonella Candle	
410803	D'Usse VSOP	750	375mL D'Usse Bottle Replica Acrylic	Mini Thematic, BAP
432732	Bodacious Smooth Red Bag In Box	4000	BASK Sangria Wine Spritz Can 355 mL	
469643	Rossi D'Asiago Limoncello Snaps	750	Rossi Limoncello 50 mL	
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	Pick 1 of 2 Golf Items (Golf Balls/ Crew Socks)	
487694	La Marca Prosecco Doc	750	Rossi D'Asiago Limoncello 50 mL with a Spritz recipe	Mini Thematic
517136	Alberta Premium Whisky (P.E.T)	750	Reifel Rye 50 mL	
601484	Amaro Montenegro Liqueur	750	Green Mug	Shelf Extender
605956	Baileys Irish Cream Liquor	1140	Baileys 50 mL	End Aisle
638130	Dillon's Vodka	750	Minis	
669226	Voga Pinot Grigio	750	Bottle Cooler Sleeve	Feature Fixture A
697797	Salvador's Original Margarita (P.E.T)	1750	Travel Cups	Discovery Extender, LTO

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
1867	Drambuie	750	Iced Espresso Recipe	BAP
13305	Solid Ground Cabernet Sauvignon	750	New Label	
24084	Kim Crawford Illuminate Rosé	750	Kim Crawford Summer Contest	
24437	Sailor Jerry Spiced Rum	1750	Jerry Cola Cocktail	
31247	Seth & Riley's Garage Hard Lemonade	275	Garage Undercap Pincode Contest	Necktag, LTO
34260	Sync Cabernet Sauvignon	750	BBQ (heartbeat hot sauce recipe)	End Aisle, LTO, Necktag
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Kim Crawford Summer Contest	
38408	Here & Now Pinot Noir	750	New, Low in Sugar	
38409	Solid Ground Chardonnay	750	New Product	
80127	Sailor Jerry Spiced Rum	750	Jerry Cola Cocktail	
467811	Ruffino Prosecco	750	New Packaging	
589101	Ruffino Lumina Pinot Grigio IGT	750	New Packaging	
626390	>Kim Crawford Pinot Noir	750	Kim Crawford Summer Contest	
991950	>Kim Crawford Marlborough Chardonnay	750	Kim Crawford Summer Contest	

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	17488	Molson Cold Shots	4 × 222	275 - The Beer Store	Store Order
	300681	Coors Light	6 × 473	275 - The Beer Store	Store Order
	300699	Molson Canadian	6 × 473	275 - The Beer Store	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	33581	Nickel Brook Chilly Tins New Zealand IPA	473	6699 - Nickel Brook Brewing Company	Store Order
	38610	Wellington Brewery Lazy Tiger Little IPA	473	4826 - Wellington County Brewery Inc	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	17819	Stella Artois	6 × 473	275 - The Beer Store	Store Order
	17823	Stella Artois	6 × 330	275 - The Beer Store	Store Order
	17851	Stella Artois	6 × 355	275 - The Beer Store	Store Order
Beer Excitement Zone - 21D (End EZD)	311787	Budweiser	6 × 473	275 - The Beer Store	Store Order
	904334	Budweiser	6 × 355	275 - The Beer Store	Store Order
	905976	Budweiser	473	275 - The Beer Store	Store Order
Ontario Craft Beer End Aisle	10815	Collective Arts Hazy State	473	LCBO Warehouse	Store Order
	28735	Beau's Lug Lite	473	LCBO Warehouse	Store Order
	404368	Muskoka Detour	473	LCBO Warehouse	Store Order
	450239	Whitewater Brewing Farmer's Daughter	473	8454 - Whitewater Brewing Company	Store Order
	573550	Nickel Brook Wicked Awesome New England IPA	473	6699 - Nickel Brook Brewing Company	Store Order
	576900	Cowbell Brewing Co. Shindig Huron County Craft Lager	473	458 - Cowbell Brewing Co.	Store Order
End Aisle #10/Mini Thematic C	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order
	31456	Muskoka Pineapple Ninja Wheat Ale	473	LCBO Warehouse	Store Order
	33144	Whitewater Brewing Last Light Lager	473	8454 - Whitewater Brewing Company	Store Order
	35929	Lower West Side West Coast IPA	473	LCBO Warehouse	Store Order
	37425	Lotw Lago Cerveza Mexican Style Lager	473	4277 - Lake Of The Woods Brewing Comp	Store Order
	37834	Bench Brewing Ripple Effect Pale Ale	473	798 - Bench Brewing Company	Store Order
	38519	Refined Fool, Summer Beer League	6 × 473	5732 - Refined Fool Brewing Company	Store Order
	243741	Cameron's Captain's Log Lager	473	413 - Cameron's Brewing Co.	Store Order
	645416	Left Field Brewery Greenwood IPA	355	4846 - Left Field Brewery Inc.	Store Order

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	17817	Corona Extra	6 × 473	275 - The Beer Store	Forced
	17818	Corona Extra	6 × 473	275 - The Beer Store	Forced
	17846	Corona Extra	6 × 355	275 - The Beer Store	Forced
	17853	Corona Extra	473	275 - The Beer Store	Forced
	22683	Corona Extra	710	275 - The Beer Store	Forced
	24899	Corona Sunbrew	6 × 330	275 - The Beer Store	Forced
	611566	Coronita Extra	6 × 207	LCBO Warehouse	Forced
R57: Ontario Beer A	16150	Niagara Cider Rosé Gold Berry Soaked Cider	473	798 - BENCH BREWING COMPANY	Forced
R58: Ontario Beer B	676841	Red Stripe Lager	6 × 330	LCBO Warehouse	Forced
R59: Beer 1	33238	Grand River Brewing Pale Ale	473	8469 - Grand River Brewing	Forced
R60: Beer 2	380584	Schofferhofer Grapefruit Radler	500	LCBO Warehouse	Forced
R61: Beer 3	19981	No Boats On Sunday Peach Cider	473	LCBO Warehouse	Forced
R62: Beer 4	15116	Cowbell Brewing Co. Hazy Days IPA	473	458 - Cowbell Brewing Co.	Forced
D4: Discovery BSM 1	37711	Beau's Wonder Crush Hazy IPA	473	LCBO Warehouse	Forced
D4: Discovery BSM 2	337881	Paulaner Hefe-Weissbier	500	LCBO Warehouse	Forced
EA 6A/B	611566	Coronita Extra	6 × 207	LCBO Warehouse	Forced
EA 7A/B	15895	Miller High Life	6 × 473	275 - The Beer Store	Forced
	418590	Modelo Especial	6 × 355	LCBO Warehouse	Forced
	465385	Landshark Lager	6 × 473	275 - The Beer Store	Forced
EA 17	31512	Collective Arts Lager	473	LCBO Warehouse	Forced
	481515	Bench Brewing Balls Falls Session IPA	473	798 - Bench Brewing Company	Forced
	492017	Steam Whistle	6 × 473	LCBO Warehouse	Forced
EA 19	380923	Fruli Strawberry Beer	4 × 330	LCBO Warehouse	Forced
	541375	Erdinger Weissebier Can	500	LCBO Warehouse	Forced
	676106	Stiegl Bier	500	LCBO Warehouse	Forced
EA 20	26073	Indie Ale House Marco Polo Italian Style Pilsner	473	789 - Indie Ale House	Forced
	37644	Rally Base Layer Lager	4 × 355	LCBO Warehouse	Forced
	534867	Anderson Craft Cream Ale	6 × 355	791 - Anderson Craft Ales	Forced

Questions?

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

Trade Copy Only

PERIOD 5						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JULY 21 Start of Period 5	22	23	24	25	26	27
28	29	30	31	AUGUST 1	2	3
4	5 Civic Holiday Offices are closed. Selected stores are open.	6	7	8	9	10 Vintages Release
11	12	13	14	15	16	17 End of Period 5
18 Start of Period 6	19	20	21	22	23	24