

**NEW
&
NOW**



PERIOD 1 MARKETING & PRODUCT GUIDE
MARCH 31 - APRIL 27, 2024

My Store #



Kudos to Store #434

Period 1

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 1



Promotional Programs

Period 1 Aeroplan Offers

P1 POP

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Mini Thematic A: Tequila and Whisky Gifts

Mini Thematic B: Premium White Wines

Mini Thematic C: Local Craft Beer for Spring

Front Nesting Table

Middle Nesting Table

Block Pile A: Game-Day Beer

Block Pile B: New Coolers Are Here

Block Pile C: Aeroplan

Block Pile D: House of Suntory

Enhanced Block Pile Display: Hennessy

Pop-Up Activation: California Wines

Flagship Spotlight: Hennessy - NBA

Front End Merchandiser

Special Promotions Fixture

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

On Shelf

Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VOA)

Our Wine Country Boutiques

Flex Space

Beer Programs

Seasonal Ready-To-Drink Program

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: March 31 - April 27, 2024

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

P1-P2 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.
- ENG (Re-order# 25P1-EB3) / BIL (Re-order# 25P1-EB4)



P1 Pre-printed and Blank Aeroplan Shelf Talkers

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

Pre-Printed Aeroplan Shelf Talkers BIL (Re-order# AIM-25P1-ANS)

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



P1-P2 Aeroplan Seasonal Banner Insert

- Install the Operational Aeroplan seasonal banner insert.

"Scan your Card to Earn"

ENG (Re-order# 25P1-SB1) / BIL (Re-order# 25P1-SB2)



P1 Aeroplan End Aisle Backer Card

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

ENG/BIL (Re-order# 25P1-BC-GEN2)



Signage Components & Merchandising Instructions Continued

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

P1 Aeroplan Combo Offers (LF)

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

Key Dates (April 1 - April 28, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
LF	284943	>Francis Coppola Sofia Rosé	750	100	\$2.00
	412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	50	\$3.00
	515205	St Germain Elderflower Liqueur	200	50	\$1.00

NEW! Aperol x Mionetto Cross-Merchandising Extenders

Merchandise both products on both extender locations. Please see example for how to merchandise.

R20	Liqueurs B	483339	Mionetto Prestige Prosecco Brut Doc Treviso + 176834 Aperol	750	BAP
R56	Sparkling B	176834	Aperol + 483339 Mionetto Prestige Prosecco Brut Doc Treviso	750	BAP

R20 Liqueurs B



R56 Sparkling B



Shelf Talker



* An additional shelf talker will be provided for in section.

Period 1: New & Now

SIGNAGE GALLERY

Spring ushers in a rejuvenated state of being, a chance to enliven our senses and live more fully in the moment. We're newly inspired to share things up and embrace fresh trends, flavours and ways to connect. This season, the LCBO will champion this palpable spring energy through a) generating excitement for new product release, b) make discovery easy for consumers and c) reinforce LCBO as a trend authority.



Signage Ship Date

The Period 1 signage components will be shipped to stores beginning **March 18, 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-25P1-MUSIC-CD | Music USB Reorder# AIM-25P1-MUSIC-USB

We would like to hear your comments about this Period's music. Please provide your feedback to Customer Care Retail Field Store Support.

Exterior Banners

Dimensions: 28" w x 45" h
Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

- 1 New & Now
 - 2 Aeroplan Rewards
 - 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- * Repeat 'Taste & Travel' Thematic Banner in the fourth banner spot



1 New & Now	2 Aeroplan Rewards	3 Same Day	Generic Ecomm
			
Re-order# 25P1-EB1 (English) Re-order# 25P1-EB2 (Bilingual)	Re-order# 25P1-EB3 (English) Re-order# 25P1-EB4 (Bilingual)	Re-order# 25P1-EB5 (English) Re-order# 25P1-EB6 (Bilingual)	Re-order# 25P1-EB7 (English) Re-order# 25P1-EB8 (Bilingual)

Exterior Banners are to remain in place until the end of P2.

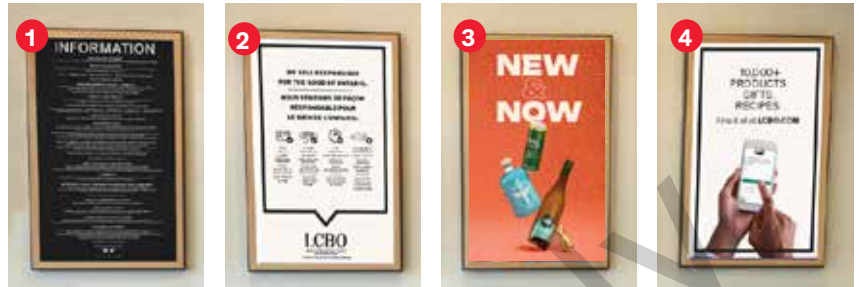
Signage is to remain in place for the duration of P1-2

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# 25P1-WS1
(Bilingual)

4 Same Day

Generic Ecomm



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

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

Signage is to remain in place for the duration of P1-2

Transparencies

Square Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Horizontal Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Small Transparencies ENG/BIL

Vendor installed



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Medium Transparencies ENG/BIL

Vendor installed



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Large Transparencies BIL

Vendor installed



Thematic POP
BIL

eComm
BIL

Signage is to remain in place for the duration of P1-2

P1-2 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# 25P1-TB1

BIL Re-order# 25P1-TB2



P1 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 P13 blade signs and replace with the new Period 1 versions below.



EA1AB Dill Pickle Martini
ENG (25P1-BS1)
BIL (25P1-BS6)



EA2AB Pink Lemonade Spritzer
ENG (25P1-BS2)
BIL (25P1-BS7)



EA3AB Santa Margherita's Carbon Zero Wine
ENG (25P1-BS3)
BIL (25P1-BS8)



EA4AB Lower-Alc Whisky Sour
ENG (25P1-BS4)
BIL (25P1-BS9)

P1 End Aisles Backer Cards

Remove the P13 EA 1-4 and 10 backer cards and replace with the new Period 1 versions below.

25P1-BC1



EA1AB

25P1-BC2



EA 2AB

25P1-BC3



EA 3AB

25P1-BC4



EA 4AB

25P1-BC10



EA 10

P1-2 Generic Backer Cards

Remove the P13 generic backer cards and replace with the new Period 1 versions below.

25P1-BC-GEN1



NOTE: Use this backer card with any product.

25P1-BC-GEN3



NOTE: Use this backer card with any product.

25P1-BC-GEN4



25P1-BC-GEN2



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

25P1-BC-GEN5



NOTE: Use this backer card with Wine products.

25P1-BC-GEN6



NOTE: Use this backer card with Spirit products.

25P1-BC-GEN7



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

These Generic Backer Cards are to remain in place until the end of P2.

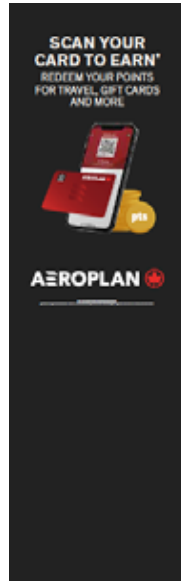
P1-2 Seasonal Banner Insert

Dimensions: 20"w x 70"h

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

"Scan your Card to Earn"

ENG (Re-order# 25P1-SB1) / BIL (Re-order# 25P1-SB2)

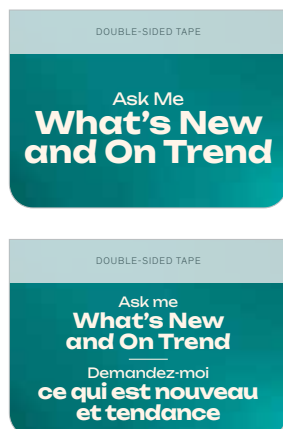


P1-2 Employee Engagement

Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 1 and 2.

- "Ask me What's New and On Trend."
- All stores will receive Employee Name Badge Stickers.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".
- Staff Picks Name Badge Stickers: ENG (Re-order # 25P1-NT1) / BIL (Re-order # 25P1-NT2)



NEW!

NEW PRODUCT BIN TAG UNDERLAYS

All Stores

Overview

This program highlights and promotes the new products at the LCBO.

Each new product will be highlighted with an Operational bin tag underlay that communicates its recent availability to our customers.

New products should feature the bin tag underlay for **TWO periods**. Each period, the Marketing & Product Guide will communicate products that are new to the program, those that are continuing and those that should have the “New” bin tag underlay removed. **Participation is mandatory.**

Key Dates (March 31 - April 27, 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 1 New Products

LCBO#	Description	Sub Set	Product Type
10122	Codigo 1530 Rosa	Tequila	Seasonal
11173	West Avenue Cider Cherriosity	Beer & Cider	Regular
11324	Hornitos Cristalino	Tequila	Seasonal
13497	Grand Sud Rosé	France Rosé	Seasonal
13681	Collective Arts Cherry Press Cider	Beer & Cider	Regular
13907	Jackson-Triggs Proprietors Selection Light Rosé	Ontario ICB - Rosé	Seasonal
14145	Toro Bravo Shiraz Garnacha Rosado	Spain Rosé	Seasonal
15439	Nemiroff DeLuxe Ukrainian Vodka	Vodka	Seasonal
15568	Listel Gris Rosé	France Rosé	Seasonal
17513	Paulaner Munchner Hell Lager	Premium Beer	Regular
17893	Porta 6 Rosé	Portugal Rosé	Seasonal
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	Italy Rosé	Seasonal
18950	Fresita Orange Sunset Sparkling Wine	New World Sparkling	Seasonal
19062	Sandbanks Sparkling Rosé VQA	Ontario Sparkling	Seasonal
19253	JP Chenet Fashiion Pineapple Sparkling	European - Cocktails/ Flavoured	Seasonal
19304	Cipriani Bellini	European - Cocktails/ Flavoured	Seasonal
21623	Freixenet Rosé Igt	Gift Packs (European)	Seasonal
23757	S De La Sablette - Coteaux Varois Rosé	Rosé European	Seasonal
23760	Doppio Passo Primitivo Rosato Igt Puglia	Italy Rosé	Seasonal
24080	Jacob's Creek Moscato Rosé Lower Sugar	Australia Rosé	Seasonal
24081	Stoneleigh Lighter Rosé	New Zealand Rosé	Seasonal
24084	Kim Crawford Illuminate Rosé	New Zealand Rosé	Seasonal
24086	Smoky Bay Rosé	Australia Rosé	Seasonal
24435	Bacardi Tropical	Rum - Flavoured	Seasonal
24542	Dillon's Strawberry Gin	Gin - Flavoured	Seasonal
24572	Funky Fresh Kiwi Lime Sour	Ontario Craft Beer	Seasonal
25226	Uptown Cocktails Margarita-Style Wine Beverage	NWW - Flavoured Wines/ Spritzers	Seasonal
26263	Sheringham Seaside Gin	Gin Deluxe	Seasonal
26813	El Dorado Cask Strength Single Still Port Mourant	Rum	One-Shot
27148	Thalia Rosé	European Rosé	Seasonal
27498	#Plantation 5 Year Old Barbados Rum(C Ferrand)	Rum	Seasonal
27692	Baileys S'mores	Liqueurs	Seasonal
27916	House of the Dragon Cabernet Sauvignon	California Red	Seasonal
27918	House of the Dragon Pinot Noir	California Red	Seasonal
30333	Angostura White Oak Rum	Rum	Regular
30719	Seventh Heaven Classic London Dry Gin	Gin Deluxe	Seasonal
30720	Beefeater Peach & Raspberry	Gin - Flavoured	Seasonal
30722	Gray Whale Gin	Gin Deluxe	Seasonal
31006	Rosie Sparkling Rosé	Australia Rosé	Regular

Period 1 New Products

LCBO#	Description	Sub Set	Product Type
31354	Twisted Tea Bag N'Box	Coolers	Regular
31471	Protea Rosé	New World Rosé	Seasonal
31710	The Beach By Whispering Angel Aoc Coteaux	France Rosé	Seasonal
31949	Elevacion1250 Tequila	Tequila	Seasonal
32025	Keep Calm And Love Pinot Grigio Blush	Ontario ICB - Rosé	Seasonal
32178	Saintly Sparkling Rosé VQA	Ontario Sparkling	Seasonal
32392	Hennessy Vsop NBA 2023-2024 Gift Box	Brandy/Cognac	One-Shot
32393	Hennessy Vs NBA 2023-2024 Gift Box	Brandy/Cognac	One-Shot
32733	Ardiel Cider House Pear Cider	Beer & Cider	Regular
33212	Big Rig Hola Cerveza	Ontario Craft Beer	Seasonal
34068	Fresh Rosé VQA	Ontario VQA - Rosé	Seasonal
34459	Duvel Cherry Chouffe	Craft Beer	One-Shot
35578	Babich Pinot Gris	New Zealand White	Regular
35624	Babich Pinot Noir	New Zealand Red	Regular
35981	Clynelish 10 Year Old	Whisky Shop	One-Shot
35983	Glenkinchie 27 Year Old	Whisky Shop	One-Shot
35984	Lagavulin Islay Scotch Whisky 12 Year Old	Whisky Shop	One-Shot
35986	Mortlach Single Malt Scotch Whisky	Whisky Shop	One-Shot
35987	Oban 11 Year Old	Whisky Shop	One-Shot
35988	Roseisle 12 Year Old	Whisky Shop	One-Shot
35990	The Singleton Of Glendullan 14 Year Old	Whisky Shop	One-Shot
35991	Talisker Single Malt Scotch Whisky	Whisky Shop	One-Shot
36041	Yvon Mau Saint Emilion	France Red	Regular
36042	Antano Crianza Rioja Doc	Spain Red	Regular
36044	Castillo De Logrono Crianza	Spain Red	Regular
36054	Louis Bernard Costieres De Nimes Red	France Red	Regular
36056	Chemin Des Papes Cotes Du Rhone	France Red	Regular
36217	Don Armando Ron Reserva	Rum	One-Shot
36218	The Salford Rum	Rum - Spiced	One-Shot
36220	Worthy Park Select Jamaican Rum	Rum	One-Shot
36221	Langs Banana Rum	Rum	One-Shot
36222	El Dorado Single Still Cask Strength Versailles	Rum	One-Shot
36225	Bacardi Caribbean Spiced	Rum	Seasonal
36234	Red Bank Whisky	Whisky Shop	Seasonal
36432	Arbikie Nadar Climate Positive Gin	Gin Deluxe	One-Shot
36435	Georgian Bay Eco Gin	Gin	One-Shot
36440	Empress Elderflower Rose Gin	Gin - Flavoured	Seasonal
36443	Hendrick's Grand Cabaret	Gin	Seasonal
36444	Tarsier Southeast Asian Dry Gin	Gin Deluxe	One-Shot
36451	Chum Churum Saero	Asian Spirits	Seasonal
36452	Ciroc Limonata	Vodka - Flavoured	Seasonal

Period 1 New Products

LCBO#	Description	Sub Set	Product Type
36453	El Mocambo Vodka	Vodka	Seasonal
36454	Polar Ice Orange Blizzard Flavoured Vodka	Vodka - Flavoured	Seasonal
36455	Cottage Springs The Dock Pack	Vodka - Flavoured	Seasonal
36462	Favignana Sicilian Gin	Gin	One-Shot
36480	Zubrowka Vodka Czarna Black	Vodka	Seasonal
36494	Ramsbury Gin	Gin Deluxe	Seasonal
36571	Good Day Lychee Soju	Asian Spirits	Seasonal
36572	Good Day Pineapple Soju	Asian Spirits	Seasonal
36762	Omnipollo Zodiak Extra Nelson IPA	Craft Beer	Seasonal
36795	Uptown Cocktails Pina Colada Wine Beverage	NWW - Flavoured Wines/ Spritzers	Seasonal
36801	Barefoot Fruitscato Blueberry	NWW - Flavoured Wines/ Spritzers	Seasonal
36802	Sutter Home Peach Tea	NWW - Flavoured Wines/ Spritzers	Seasonal
36803	Fresita Ligero Strawberry Sparkling Wine	New World Sparkling	Seasonal
36804	Hoxie Lemon Ginger Rose Can	NWW - Flavoured Wines/ Spritzers	Seasonal
36811	Adobe Reserva Cabernet Sauvignon	Chile Red	Regular
36812	Cono Sur Green Society Cabernet Sauvignon Reserva	Chile Red	Regular
36815	Leyda Reserva Sauvignon Blanc	Chile White	Regular
36816	Leyda Reserva Pinot Noir	Chile Red	Regular
36817	Don David Reserve Cabernet Sauvignon	Argetina Red	Regular
36819	Anakena Nuna Reserva Cabernet Suavignon	Chile Red	Regular
36824	Santa Julia Reserva Pinot Grigio	Argentina White	Regular
36825	Tall Horse Chenin Blanc	South Africa White	Regular
36827	Tavernello Pinot Bianco Famoso Gold Edition	Italy White	Seasonal
36835	Stealla Rosa Black	European - Cocktails/ Flavoured	Seasonal
36836	Stella Rosa Peach	European - Cocktails/ Flavoured	Seasonal
36838	Romeo Pink Paloma	European - Cocktails/ Flavoured	Seasonal
36840	Calvet Pouch Blanc Igp Cotes De Thau	France White	Seasonal
36841	Bottega Lemon Spritz Veneto	European - Cocktails/ Flavoured	Seasonal
36842	Bicycle Thief Pouch Portugal White	Portual White	Seasonal
36858	Postales Del Fin Del Mundo Patagonia Malbec	Argetina Red	Regular
36915	Sangre De Toro Rioja	Spain Red	Regular
36977	Castell Blanc Brut Cava	Spain - Sparkling	Regular
36978	Cape Pastoral Organic Cabernet Sauvignon Merlot	South Africa Red	Regular
36989	Mamamango Moscato	European - Cocktails/ Flavoured	Seasonal

Period 1 New Products

LCBO#	Description	Sub Set	Product Type
37104	Partake Hazy IPA	Non-Alcoholic Beer & Cider	Regular
37162	Las Ninas Ella Reserva Chardonnay Organic	Chile White	Regular
37190	Vignes De Nicole Paul Mas Rosé	France Rosé	Seasonal
37193	Cellier Des Dauphins Prestige Rosé Cdr	France Rosé	Seasonal
37201	Desir De Rosé Igp Cotes Thau Cap D'agde	Rosé European	Seasonal
37202	Feudo Arancio Rosato Terre Siciliane Igt	Italy Rosé	Seasonal
37207	Au Vodka Black Grape	Vodka - Flavoured	Seasonal
37208	Moillard Beaujolais	France Red	Regular
37211	Jacob's Creek Lively Bunch Rosé	Australia Rosé	Seasonal
37216	Bombay Sunset	Gin	Seasonal
37220	Santa Julia Malbec Rosé	New World Rosé	Seasonal
37221	Minimalista Rosé	New World Rosé	Seasonal
37224	Animus Vinho Verde	Portual White	Regular
37227	Monte Das Anforas	Portugal Red	Regular
37228	Aveleda Lisboa Red	Portugal Red	Regular
37229	Lab White Lisboa	Portual White	Regular
37252	Campo Viejo Ecologico	Spain Red	Regular
37300	Blue Moon Mango Wheat	Beer & Cider	Regular
37301	Madri Excepcional	Beer & Cider	Regular
37352	Honest Lot Rosé	Ontario ICB - Rosé	Seasonal
37356	Brunch Rosé VQA Pouch	Ontario VQA - Rosé	Regular
37371	Joseph Drouhin Chablis	France White	Regular
37502	On The Rocks Jalapeno Pineapple Margarita	Liqueurs	Seasonal
37574	Fraser & Thompson	Whisky Shop	One-Shot
37607	Familia Camarena Reposado Tequila	Tequila	Seasonal
37608	Del Maguey Puebla	Tequila	Seasonal
37609	Casamigos Blanco	Tequila	Seasonal
37611	Rooster Rojo Blanco	Tequila	Seasonal
37612	Cabo Wabo Blanco Tequila	Tequila	Seasonal
37617	Don Julio Rosado	Tequila	Seasonal
37620	Lake Of Bays Low 'N' Go Mixed Pack	Ontario Craft Beer	Seasonal
37625	Muskoka Brewery Survival Pack 2024	Ontario Craft Beer	Regular
37644	Rally Base Layer Lager	Ontario Craft Beer	Regular
37645	Muskoka Brewery Nitro Drifter Hazy Pale Ale	Ontario Craft Beer	Regular
37667	Dos Primos Tequila Blanco	Tequila	Seasonal
37668	Cada Dia Tequila Plata	Tequila	Seasonal
37669	Yokaichi Barley Mugi Honkaku Shochu	Asian Spirits	Regular
37711	Beau's Wonder Crush Hazy IPA	Ontario Craft Beer	Regular
37718	Main & Vine Lemonade Stand Lemonade Moscato	NWW - Flavoured Wines/ Spritzers	Seasonal

Period 1 New Products

LCBO#	Description	Sub Set	Product Type
37719	Tequila Revolucion Anejo	Tequila	Seasonal
37801	Side Launch Lite Lager 6 Pack	Ontario Craft Beer	Seasonal
37896	Niagara Cider Blackberry Honey Cider	Beer & Cider	Regular
37976	Bellwoods Greenbelly Triple IPA	Ontario Craft Beer	Seasonal
38022	Amsterdam Summer Entertainer	Beer & Cider	Regular
38043	Waterloo Mango Passionfruit Radler	Beer & Cider	Regular
38044	Malibu Strawberry Rum	Liqueurs	Seasonal
38047	Brickworks Raspberry Lemonade Cider	Beer & Cider	Regular
38071	Rumchata Coconut Cream 750 mL	Liqueurs	Seasonal
38072	Kamora Dulce de Leche	Liqueurs	Seasonal
38078	Warheads Black Cherry	Liqueurs	Seasonal
38079	Dead Mans Fingers Tequila Coffee Liqueur	Liqueurs	Seasonal
38080	Cointreau Noir	Liqueurs	Seasonal
38084	Pallini Limoncello	Liqueurs	Seasonal
38524	Block Party Mix Pack	Craft Beer	Regular
164343	The Beachhouse Rosé	New World Rosé	Seasonal
173294	The Stump Jump Grenache Shiraz Mourvedre	Australia Red	Regular
227694	Negra Modelo	Premium Beer	Regular
273771	20 Bees Rosé VQA	Ontario VQA - Rosé	Seasonal
285775	Grappa Camomilla Camomile Liqueur (Sibona)	Liqueurs	One-Shot
341164	El Dorado Enmore Single Still	Rum	One-Shot
402834	Smith And Cross Traditional Jamaican Rum	Rum	Seasonal
405118	Bavaria 8.6 Original+	Premium Beer	Regular
408310	Pinot Noir Ursulines Bourgogne (J.C. Boisset)	France Red	Regular
439620	Sourpuss Pineapple Coconut	Liqueurs	Seasonal
448761	Alamos Chardonnay	Argentina White	Regular
527705	BOLS Triple Sec	Liqueurs	Seasonal
547653	Starr Rum Africa	Rum - White Deluxe	One-Shot
603795	Rioja Rosé (Muga)	Spain Rosé	Seasonal
647149	Calvet Rosé, Igp Terres Du Midi (Pouch)	France Rosé	Seasonal
647313	Joiy Rosé Sparkling	Australia Rosé	Seasonal
950576	Rosé Cuvee Tradition (Mas Des Bressade)	France Rosé	Seasonal

Continue to merchandise the New Product Underlays for the following P13 SKUs:

LCBO#	Description
13041	Highland Park 25 YO
17662	Glenfarclas 40 Year Old
20105	Equiano Rum, Mauritius And Barbados
24411	Infinite Minds Supersonic Puppy Dreams
25323	Woodford Reserve Kentucky Straight Wheat Whiskey
31248	Southside Gin Fizz By Aloette
31263	Black Fly Vodka Frozen Raspberry
31265	John Sleeman & Sons - Ginger & Lime Mule
31276	Bangarang Tropical Bellini Hard Seltzer
31303	Quik Shots Cinnamon Whisky
31305	Palm Bay Rainbow Twist Pouch
31306	Mike's Blue Freeze Pouch
31332	Black Fly Vodka Frozen Grape
31480	Coldstream Peach Iced Tea
31851	Pink Gin Fizz
31877	Nickel Brook Citrus Paloma
31990	Reid's Gin & Tonic
33954	Founder's Original Tequila Cocktail Box
33972	Cottage Springs Punched Up Vodka Soda Mixed 8
34720	Bartenura Moscato - Kpm Igt
35297	Glenfarclas 35 yr old Highland Malt Whisky
35656	Emmanuel De Landtsheer Malheur 12 Belgian Dark Ale
35896	CEDER'S Crisp
35941	Woodford Reserve Historic Barrel Entry 700 mL
35945	McConnells Irish Whisky Sherry Cask
35978	Clyde Mays's Straight Bourbon Whiskey
36043	Toro Bravo Oak Seleccion Red
36049	Marques De Toledo Tempranillo
36055	Saint Tourelle Aoc Bordeaux
36223	King Maui Sauvignon Blanc
36224	Clonakilty Single Batch Double Oak Irish Whiskey
36230	J.J Corry The Hanson
36397	The Glenlivet 12YO 200 Year Anniversary Edition
36403	Chivas Royal Salute 21YO Lunar New Year Edition
36575	Absolut Berry Vodkarita
36576	Jameson Whiskey & Lemonade

LCBO#	Description
36577	Malibu Pina Colada
36578	Polar Ice Berry Blizzard
36579	Casa Del Rey Tequila Cocktail Mixed 6 Pack
36583	Cottage Springs Vodka Soda Dock Day Mixed 8 P
36586	NUTRL Vodka Soda Lime
36587	Georgian Bay Tropical Smash Passionfruit
36588	Georgian Bay Cocktail Club Bees Knees
36589	Georgian Bay Vodka Iced Tea
36591	Georgian Bay Gin Smash Mixed Pack
36592	NUTRL 7 Mixed Pack
36594	Palm Bay Tiki Rum Punch Mango Guava
36595	Sandbagger Mixer Pack
36596	Cutwater Caesar
36597	Seagram 13 Long Island Iced Tea
36598	Cutwater Rum Mai Tai
36600	Seagram 13 Cosmopolitan
36601	Storyteller Singapore Sling
36602	High Noon Tequila Variety Pack
36603	White Claw Tequila Smash 8-Pack
36604	CRAZY UNCLE Strawberry Cream Soda
36605	White Claw Vodka Smash 8-Pack
36606	Keg Spicy Horseradish Caesar
36609	White Claw Strawberry
36610	Cottage Springs Lemon Vodka Soda Springers
36611	Cottage Springs Tequila Lemonade 2L BIB
36612	White Claw Surge Green Apple
36613	Dillon's Vodka Cocktails Variety Pack
36614	Coors Seltzer Island Breeze Variety Pack
36617	Vizzy Max Exotic Twist Variety Pack
36618	Simply Spiked Peach Variety Pack
36619	Captain Morgan Cocktail Collection Pack
36620	Twisted Tea Slightly Sweet Blueberry Tall Can
36621	Black Fly Vodka Lemonade Mixer Pack
36622	Mott's Clamato Light
36626	Blue Lobster Vodka Soda Blueberry Lemon
36628	Truly Berry Mixed Pack 12 × 355mL
36629	Pabst Strong Iced Tea
36634	Twisted Tea Party Pack 24 × 355mL
36635	SVNS Hard Seven Up Original + Vodka
36636	Social Lite Classics Tom Collins

Continue to merchandise the New Product Underlays for the following P13 SKUs:

LCBO#	Description
36637	Social Lite Italian Spritz Cocktail Seltzer
36638	SoCIAL LITE Happy Hour Mixer
36639	Social Lite Vodka Soda Mixer Pack
36641	Nude Vodka Soda Mini 12 Pack
36642	Matt & Steve's Caesar Sipper (4pk)
36646	Jaw Drop Black Cherry Bombade
36647	Black Fly Rum Mojito Raspberry
36648	Black Fly Vodka Crushed Black Cherry
36650	Black Fly Gin Lemon Drop
36651	Black Fly Rum Runner
36652	Smirnoff Ice Tea Lemon
36653	Turtle Bay Rum Swizzle
36654	Smirnoff Vodka & Soda Party Pack
36655	Arizona Hard Peach Iced Tea
36659	Twisted Tea Island Pack
36674	Absolut Cocktails Vodka Mojito
36675	Trader Vic's Mai Tai Cocktail
36678	APEROL Spritz Ready To Serve
36679	Twisted Shotz Buttery Swirl
36682	Malibu Pineapple Bay Breeze
36683	Jose Cuervo Authentic Tropical Paradise Marga
36684	Bloodshot Strawberry Muerta Rita 4L
36697	Mike's Harder Lemonade
36982	DISTL Vodka Seltzer Peach and Blueberry
37081	Gin and Soda with Cherry Juice
37082	NUTRL Vodka Soda Tropical Mixed Pack
37083	Beattie's Blueberry Splash Alliston Ontario
37106	Sandbagger Transfusion
37107	Hard Brio Italian Soda
37108	White Claw Lemonade Limon 473 mL
37109	Jack Daniel's and Coca Cola
37110	Jack Daniel's and Coca Cola Zero Sugar
37115	Sunday Funday Orange Mimosa
37116	Willibald Cherry Spritz Ontario
37117	SVNS Hard Seven up Original + Vodka +Lemonade
37120	Fling Cherry and Lime Vodka Soda
37157	Ole Margarita
37158	Ole Tequila Sunrise
37187	Coco Rum Original - 473 mL (Single Can)
37350	Happy Dad Hard Seltzer Fruit Punch

LCBO#	Description
37395	Triple Bogey Transfusion
37573	Hennessy Paradis
37651	White Claw Variety 24 pack
345199	Glenfarclas 15 YO Highland Malt Whisky (J&G Grant)
663427	Glenfarclas 30 Year OI Malt Whiskey (J&G Grant)

REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
13955	Bushmills 16 Year Old Whiskey
18486	Bread & Butter Rosé
21164	Bud Light Chelada 6×355
24073	The Macallan Double Cask 30 YO
31176	Elijah Craig Barrel Proof
34430	Toasted Head Cabernet Sauvignon
34482	Remy Martin VSOP 300 Year Anniversary Giftpack
34621	Remy Martin XO 300 Year Anniversary Pack
34622	Remy Martin 1738 300 Year Anniversary Pack
34778	Rig Hand Craft Distillery Rocking R Rye Whisky
35475	Bad Shepherd Double Choc Hazelnut Brown
35573	Shot in the Dark Shiraz Petite Sirah
35577	Smoky Bay Pinot Grigio
35623	Squealing Pig Sauvignon Blanc
35870	The Macallan Harmony Release No. 3
35929	Lower West Side West Coast IPA
36273	Blood Oath Pact 9
36278	The Macallan Classic Cut 2023
36291	Laphroaig Cairdeas 2023 Release
36406	Laphroaig 10 YO Cask Strength Batch 16
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka
36463	Hennessy XO LNY 2024
36464	Hennessy VSOP LNY 2024
36492	Jefferson's Ocean Aged at Sea Bourbon Whiskey
435883	Bib & Tucker 6yo Small Batch Bourbon
494765	Writers' Tears Red Head Single Malt
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA
620914	Canadian Club Chronicles 41 Year Old
906305	Glenfarclas 25 YO Highland Malt (J&G Grant)

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

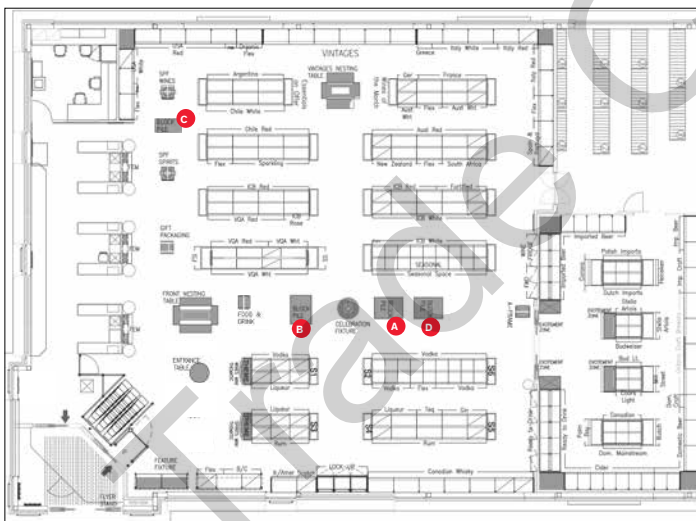
Middle Nesting Table/Celebration Fixture: DD

- A** Block Pile A (SBA): Game-Day Beer
- B** Block Pile B (SBB): New Coolers
- C** Block Pile C (SBC): Aeroplan
- D** Block Pile D: House of Suntory (XBP)

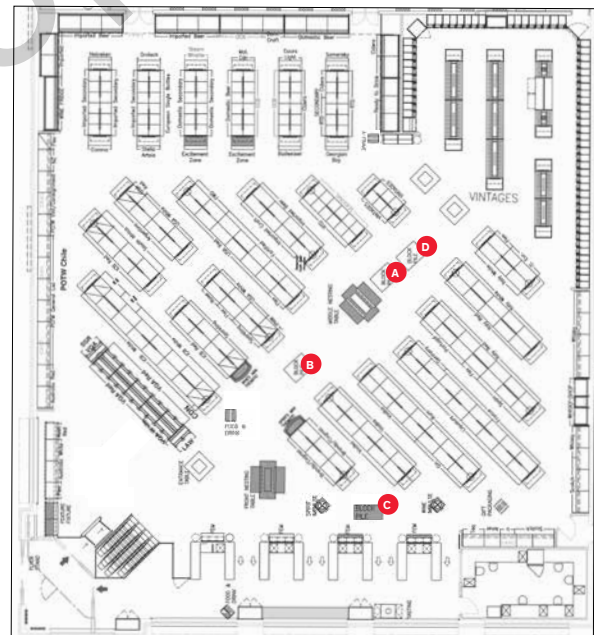
Hennessy (FSG-A)

Pop-up Activation (FSM-A): California Wines

Flagship Spotlight (FSN-A): Hennessy - NBA



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.

SEASONAL READY-TO-DRINK PROGRAM

2024 Program Details

Overview

The Ready-To-Drink business continues to experience impressive growth!

Building on this success, we will be growing cooler and planogram space in many locations as well as continuing to focus on promotional programs available for RTD from Period 1 through 6.

We will continue to merchandise our assortment by category (ie. Seltzers, Cocktails, Coolers, Teas) as we feel this is how our customers are shopping within the category.

We will also be increasing our large pack options and keeping them merchandised within their brand families to increase up-sell opportunities.

Our goal with the Ready-To-Drink merchandising strategy is:

- Improve Customer Experience
- Enhance the Shopper's Journey & Encourage Browsing
- Build Basket Size
- Enhance Customer Loyalty



TIP!

Bookmark the RTD Hub for quick links to Planograms, New Seasonal Products, Product Flow, Signage Components and more!

Key Dates

Force of new products begin: week of February 12, 2024

Signage Ship Date: February 20, 2024

RTD Sections set to segment flow: week of May 4, 2024

Participating Stores

All stores

Resources

2024 RTD Products

- Filter the list linked below by your store to view products being forced for the seasonal RTD program.
- The first force of RTD products to stores will beginning weeks 47/48 (February 12-18, 2024)
 - [Search "RTD 2024" on LCBO Central](#)

New 2024 RTD New Product Flash Sheet

- Refer to the Flash Sheet linked below for information on new RTD Products launching this season.
 - [Search "RTD 2024" on LCBO Central](#)



SEASONAL READY-TO-DRINK PROGRAM

Seasonal Gondola Merchandising

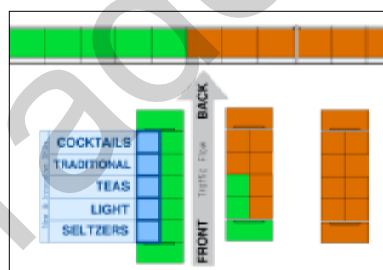
Seasonal Gondola Merchandising Instructions

- The Seasonal Gondola will be used to merchandise in-coming RTD SKUs. These areas are noted in blue on your store floorplan.
- Reminder that multi-packs are to be merchandised in-section, and large format ends can be used for excess top sellers.
- Keep any residual Holiday Gifting SKUs to one end of the gondola, to make condensing and filling in with arriving RTD SKUs easy.
- If needed, fill the space with best/fast selling RTD products that can be condensed back into the home section (i.e. White Claw 8-Pack)
- The new SKUs will remain in seasonal section until the week of **May 4th**. At that time stores will remerchandise RTD products by segment in-section (as shown on floorplan from Dashboard)
- The flow of product in the seasonal section will be from front of store:

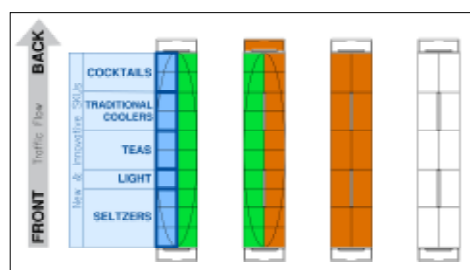
Seltzers → Light Coolers → Teas → Traditional Coolers → Cocktails

(see examples of Small, Medium and Large store floorplans below)

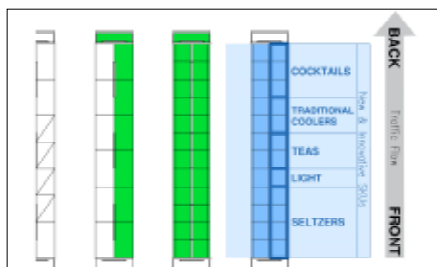
- The number of forced SKUs for each store were determined based on available capacity of seasonal space. If you choose to bring in SKUs that were not mandatory forced, please use 1 in 1 out. Your portfolio will always have 40% of your capacity as discretionary.
- This year there are 100 new SKUs coming for innovation
- Stores without a seasonal section, please merchandise the new SKUs within the correct segment, in the flow noted above
- Use the master planogram for the new SKUs to set the flow from front of the store to back of the store for the SKUs your store receives
- **Week of May 4th** all RTD products should be set to segment. Follow floorplan posted on the Dashboard for segment placement
- A forthcoming communication will be provided for the full BCRTD rollout plan in the next few weeks



Small Store Example



Medium Store Example

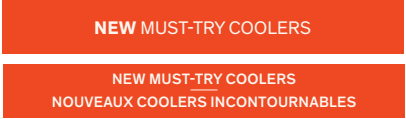


Large Store Example

SEASONAL READY-TO-DRINK PROGRAM

Signage Components

Signage Components & Merchandising Instructions

Components	Image
End Aisle Backer Card Install the backer card on end aisles with new Ready-To-Drink products. ENG Re-order# AIM-24P13-RTD2 BIL Re-order# AIM-24P13-RTD3	 The image shows two versions of the End Aisle Backer Card. The top card is orange with a tropical drink illustration and the text 'NEW MUST-TRY COOLERS'. The bottom card is similar but with French text 'NOUVEAUX COOLERS INCONTOURNABLES'. To the right, a photograph shows the card installed on an end aisle display of RTD products.
On-Shelf "New" Pop-out Install the RTD "NEW" Pop-out sign in the bin tag channel to highlight new products. ENG Re-order # AIM-24P13-RTD5 BIL Re-order# AIM-24P13-RTD5	 The image shows two versions of the On-Shelf Pop-out sign. The top sign is orange with 'NEW MUST-TRY COOLERS' in white. The bottom sign is orange with 'NOUVEAUX COOLERS INCONTOURNABLES' in white. To the right, a photograph shows the sign installed in the bin tag channel of a shelf displaying Vizzy RTD products.
Category Sign Install the category sign in the seasonal gondola, merchandising new RTD products. ENG/BIL Re-order# AIM-24P13-RTD1	 The image shows two versions of the Category Sign. The top sign is orange with 'NEW MUST-TRY COOLERS' in white. The bottom sign is orange with 'NOUVEAUX COOLERS INCONTOURNABLES' in white.
P13 Pre-printed Shelf Talkers - Install the pre-printed shelf talkers with products merchandised on End Aisles and in the Seasonal Space. - Store should print shelf talkers at store level using the AccessVia Web dSign Shop for products received in P12. ENG Re-order# AIM-24P13-RTD6 BIL Re-order# AIM-24P13-RTD7	 The image shows a pre-printed shelf talker for Captain Morgan Mango Mai Tai. It features the product name in English and French, a description, and a price tag of \$3.15. The text is in white on a black background.

SEASONAL READY-TO-DRINK PROGRAM

Seasonal Space Merchandising Example



SEASONAL READY-TO-DRINK PROGRAM

Local Ontario RTD Merchandising

Overview

Continuing our strategy from 2023, 100 select RTD stores will merchandise Ontario produced RTD products in a location designated on their floorplans.

Participating Stores

1, 23, 25, 27, 31, 33, 35, 40, 44, 57, 64, 68, 82, 83, 90, 93, 115, 130, 132, 139, 150, 154, 187, 196, 200, 217, 221, 227, 228, 229, 233, 237, 252, 263, 270, 278, 287, 288, 298, 300, 310, 325, 329, 334, 340, 344, 346, 351, 359, 360, 361, 367, 370, 373, 378, 387, 391, 393, 407, 412, 417, 431, 432, 438, 459, 465, 470, 481, 484, 489, 490, 494, 495, 522, 536, 539, 545, 556, 559, 575, 579, 586, 602, 605, 609, 617, 619, 624, 627, 630, 632, 634, 641, 652, 653, 667, 684, 741, 771, 776

Participating Products

LCBO#	Description	Size (mL)	Retail
31276	Bangarang Tropical Bellini Hard Seltzer	355	\$3.00
37083	Beattie's Blueberry Splash Alliston Ontario	355	\$3.15
24411	Infinite Minds Supersonic Puppy Dreams	473	\$3.25
36982	DISTL Vodka Seltzer Peach and Blueberry	355	\$2.95
37120	Fling Cherry and Lime Vodka Soda	355	\$2.95
37081	Gin and Soda with Cherry Juice	355	\$3.95
37107	Hard Brio Italian Soda	355	\$2.95
31265	John Sleeman & Sons - Ginger & Lime Mule	473	\$3.15
31877	Nickel Brook Citrus Paloma	355	\$3.25
31851	Pink Gin Fizz	355	\$3.10
31248	Southside Gin Fizz by Aloette	355	\$2.95
37115	Sunday Funday Orange Mimosa	355	\$3.45
37116	Willibald Cherry Spritz Ontario	355	\$3.50



Merchandising Instructions

- Maintain the "Ontario Coolers" section in the location noted on your store's updated floorplan, found on the Dashboard.
- Merchandise participating products in the section.

Signage Components

- 2ft ONTARIO COOLERS Category Sign ENG/BIL (Re-order # CATSIGN-S57)

ONTARIO COOLERS

ONTARIO COOLERS
COOLERS DE L'ONTARIO

P1 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 (March 31 - April 27, 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	7880	Johnnie Walker Black 12 Yr	750	1099	Johnnie Walker Red	750
Mini-Thematic A	25137	818 Tequila Reposado	750	557470	Empress 1908 Gin	750
EA 2AB	95935	Grey Goose Vodka	750	316844	Bombay Sapphire London Dry	750
	417196	Grey Goose Vodka	1140	319673	Bombay Sapphire East London Dry Gin	750
EA 12	34063	Ciroc Passion	750	173542	Don Julio Blanco	750
	446823	Ciroc Pineapple	750	30083	Don Julio 70th	750
	662379	Ciroc Watermelon	750	Increase facings of other participating products		
EA 14	227678	1800 Silver Tequila	750	10899	Jose Cuervo Tradicional Plata	750
	398479	1800 Reposado	750	450932	Jose Cuervo Tradicional Reposado	750
CE1 - Spirited Picks	604934	Grey Goose Vodka	375	637058	Bombay Sapphire London Dry Gin	375

Key Display (FFA-A)

FEATURE FIXTURE A

Sparkling Wine Gifts

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 2024)

Participating Stores

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

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

This display will feature a variety of sparkling wines perfect for gifting!

Participating Products

LCBO#	Description	Size (mL)	Offers
604	Chiarli Castelvetro Lambrusco	750	LTO
16191	Toro Bravo Sparkling Secco White	750	LTO
16767	Saintly Sparkling Rosé VQA	750	LTO
25068	Laurent Perrier La Cuvee Brut Champagne	750	LTO
30835	Yellow Tail Bubbles	750	BAP
30836	Yellow Tail Bubbles Rosé	750	BAP
32190	Mindful Sparkling VQA	750	LTO
32194	Peller Family Reserve Secco Bubbles VQA	750	BAP
32535	Veuve Du Vernay Brut Sparkling	750	LTO
34259	Bask Lightly Sparkling Rosé	750	LTO
122689	Henkell Trocken	750	LTO
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	BAP
216945	Freixenet Cordon Negro Brut Cava	750	LTO
253948	Martini Asti	750	LTO
277202	Bottega Rosé Vino Dei Poeti Sparkling	750	BAP
284539	Trius Brut VQA	750	LTO
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	LTO
518407	Blue Nun 24k Gold Edition Sparkling	750	LTO
537605	Nicolas Feuillatte Brut Champagne	750	LTO
577148	Villa Conchi Brut Seleccion	750	LTO
593855	Astoria Prosecco La Robinia	750	LTO
897702	Bottega Vino Dei Poeti Prosecco Doc	750	LTO

Signage Components

- Category Sign ENG/BIL (Re-order # 25P1-FF1)
- Solid Colour Category Sign (Re-order # 25P1-FF2)
- Bin Strips - Solid Colour (Re-order # 25P1-FF3)
- Shelf Talkers ENG (Re-order # 25P1-FF11) / BIL (Re-order # 25P1-FF12)

Merchandising Instructions

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

4ft. Feature Fixture



8ft. Feature Fixture



Rosé SKUs

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

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

12ft. Feature Fixture



Rosé SKUs

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

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

NEW & SEASONAL FIXTURE

Seasonal Rosés

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 2024)

Participating Stores

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

This fixture will feature a variety of Seasonal Rosé wines.

Participating Products

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

Signage Components

- Category Sign ENG/BIL (Re-order # 25P1-NS1)
- Blank Category Sign - Solid Colour (Re-order #25P1-NS2)
- Bin Strips - Solid Colour (Re-order # 25P1-NS3)
- Shelf Talkers ENG (Re-order # 25P1-NS4) / BIL (Re-order # 25P1-NS5)

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.

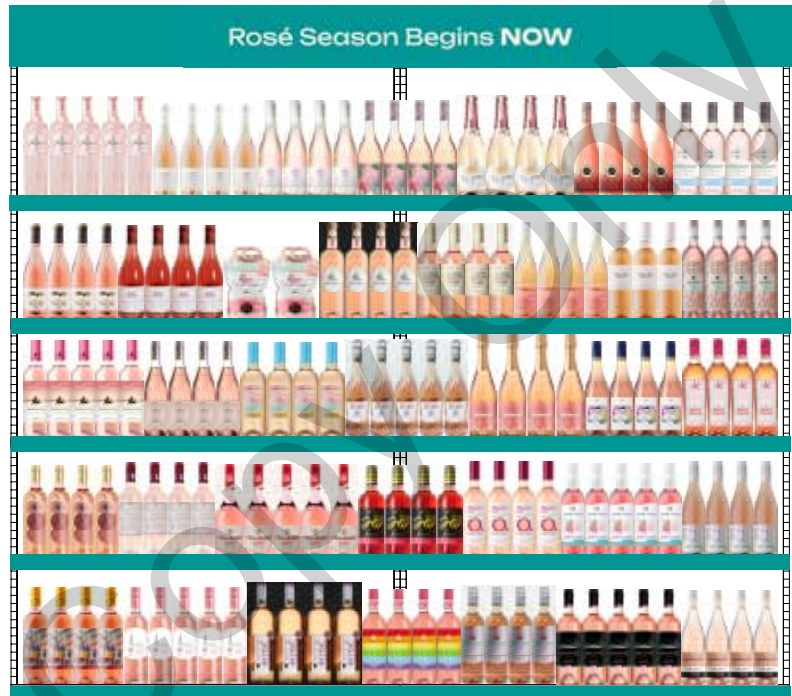


This planoguide is for example only.
Based on your store fixture size and
product assortment, please increase or
decrease product facings to create an
impactful display.

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



Key Display (EA-S1)

ENTRANCE TABLE

Earn & Save

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 2024)

Earn & save now on these
best-selling spirits.

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
1487	Crown Royal	750	BAP
7880	Johnnie Walker Black 12 Yr	750	BAP
54866	Bulleit Bourbon Frontier Whiskey	750	BAP
400259	Baileys Salted Caramel	750	LTO

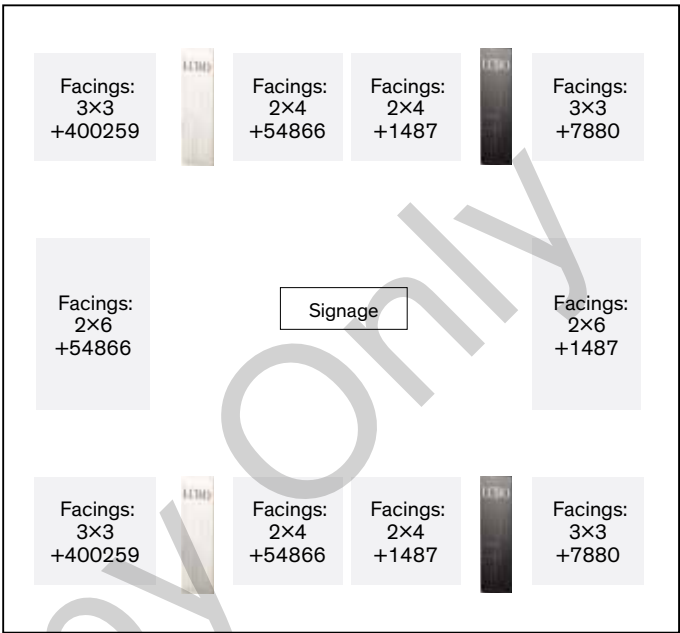
Merchandising Instructions

- 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.

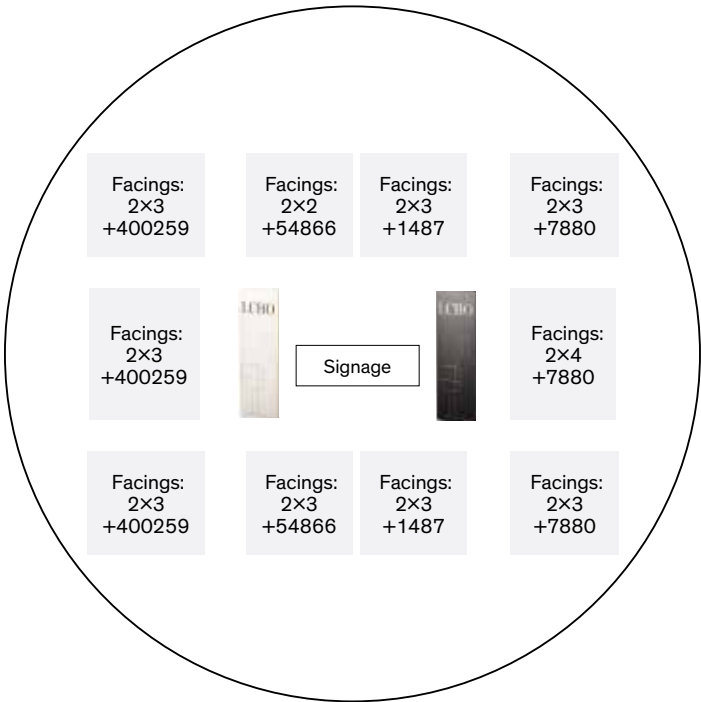
Signage Components

- Entrance Table Sign with Extension
ENG (Re-order # 25P1-ET1) / BIL (Re-order # 25P1-ET2)
- Shelf Talkers ENG (Re-order # 25P1-ET5) / BIL (Re-order # 25P1-ET6)

Planogram - Square Table



Planogram - Round Table



End Aisle #1 (BS-BSE)

COCKTAIL OF THE MONTH

Dill Pickle Martini



This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 2024)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
400754	Iceberg Vodka	750	VA
417295	Ciroc Original Unflavoured	750	LTO
456095	Ketel One Vodka	750	BAP
Value-Add (VA) - Rep Applied: Kamora 50 mL			

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# 25P1-BC1)
- Blade Sign ENG (Re-order# 25P1-BS1) / BIL (Re-order# 25P1-BS6)
- End Aisle Shelf Talker Bundle
ENG (Re-order# 25P1-ST1) / BIL (Re-order# 25P1-ST2)

The Dirty Martini reaches new heights with a splash of pickle brine instead of olive featuring the Dill Pickle Martini.



Spirits (MI-A)

GIFTING DISPLAY A

Tequila and Whisky Gifts

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 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
21465	Angel's Envy	750	LTO
25136	818 Tequila Blanco	750	BAP
25141	Lobos 1707 Tequila Reposado	750	LTO
25441	Teremana Tequila Anejo	750	LTO
54866	Bulleit Bourbon Frontier Whiskey	750	BAP
173559	Don Julio Reposado	750	LTO
326025	Basil Hayden Straight Bourbon	750	LTO
363986	Cazadores Blanco Tequila	750	LTO
479881	Lagavulin 8 YO	750	LTO
479980	Macallan 12 YO Double Cask	750	BAP
549113	1800 Anejo Tequila	750	LTO

Signage Components

- Category sign ENG/BIL (Re-order # 25P1-MTA1)
- Backer card ENG/BIL (Re-order # 25P1-MTA2)
- Shelf talkers ENG (Re-order # 25P1-MTA3) / BIL (Re-order # 25P1-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.

A variety of Spirit products
to gift the perfect host.



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

Wines (MI-B)

GIFTING DISPLAY B

Premium White Wines

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 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
32183	Saintly The Good Sauvignon Blanc VQA	750	LTO
53868	Jaffelin Bourgogne Aligote Aoc	750	LTO
84988	>Beringer Napa Valley Chardonnay	750	LTO
89037	>Tawse Chardonnay Sketches Of Niagara	750	LTO
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	LTO
286377	>(V)Riesling Res VQA Niagara (Cave Spring)	750	LTO
326728	>Oyster Bay Chardonnay Marlborough	750	LTO
375071	Carmel & Joseph Villa Blanche Chardonnay Pays	750	LTO
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	BAP

Signage Components

- Category sign ENG/BIL (Re-order # 25P1-MTB7)
- Backer card ENG/BIL (Re-order # 25P1-MTB8)
- Shelf talkers ENG (Re-order # 25P1-MTB9) / BIL (Re-order # 25P1-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.

A variety of premium white wine products for gifting.



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 for Spring

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 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	Distributor
11226	Whitewater Blood Moon Orange Sour	473	LTO	8454 - Whitewater Brewing Company
15116	Cowbell Brewing Co. Hazy Days IPA	473		458 - Cowbell Brewing Co.
16954	Bench Brewing Lincoln Lager	473	LTO	798 - Bench Brewing Company
31451	Ace Hill Ultra	6 × 355		LCBO Warehouse
37569	Todd Is An Absolute Beauty, Pale Ale	473		5732 - Refined Fool Brewing Company
190439	Wellington Special Pale Ale	473	LTO	4826 - Wellington County Brewery Inc.
404368	Muskoka Detour	473	LTO	LCBO Warehouse
456996	Lost Craft Revivale	473	BAP	179 - Lost Craft
688507	Flying Monkeys Sparklepuff Triple IPA	473	LTO	6309 - Flying Monkeys Craft Brewery

Signage Components

- Backer card ENG/BIL (Re-order# 25P1-BC10)
- Shelf Talkers ENG (Re-order # 25P1-ST1) / BIL (Re-order # 25P1-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 feature an assortment of local craft beers to celebrate Spring!



Key Display (BS - BSF)

FRONT NESTING TABLE

Upcycled Cocktails

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 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
15012	Northern Keep Vodka	750	BAP
16580	Maker's Mark	1140	LTO
27381	Talisker Skye	700	LTO
60608	El Dorado 12 Year Old Rum	750	LTO
158014	Flor De Cana Centenario 12 Rum	750	LTO
227413	Iceberg Vodka	1140	BAP
249680	Talisker 10 Yr Old	750	LTO
334151	Bacardi Superior White Rum (P.E.T)	1140	LTO
363770	Ketel One Vodka	1140	
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	BAP
520304	Bacardi Gold	1140	LTO
638130	Dillon's Vodka	750	LTO

Signage Components

- Table Sign ENG (Re-order # 25P1-FNT1) / BIL (Re-order # 25P1-FNT2)
- Shelf Talkers ENG (Re-order # 25P1-FNT5) / BIL (Re-order # 25P1-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.

The Front Nesting Table will feature sustainable spirits and sips for Earth Day and every day.

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

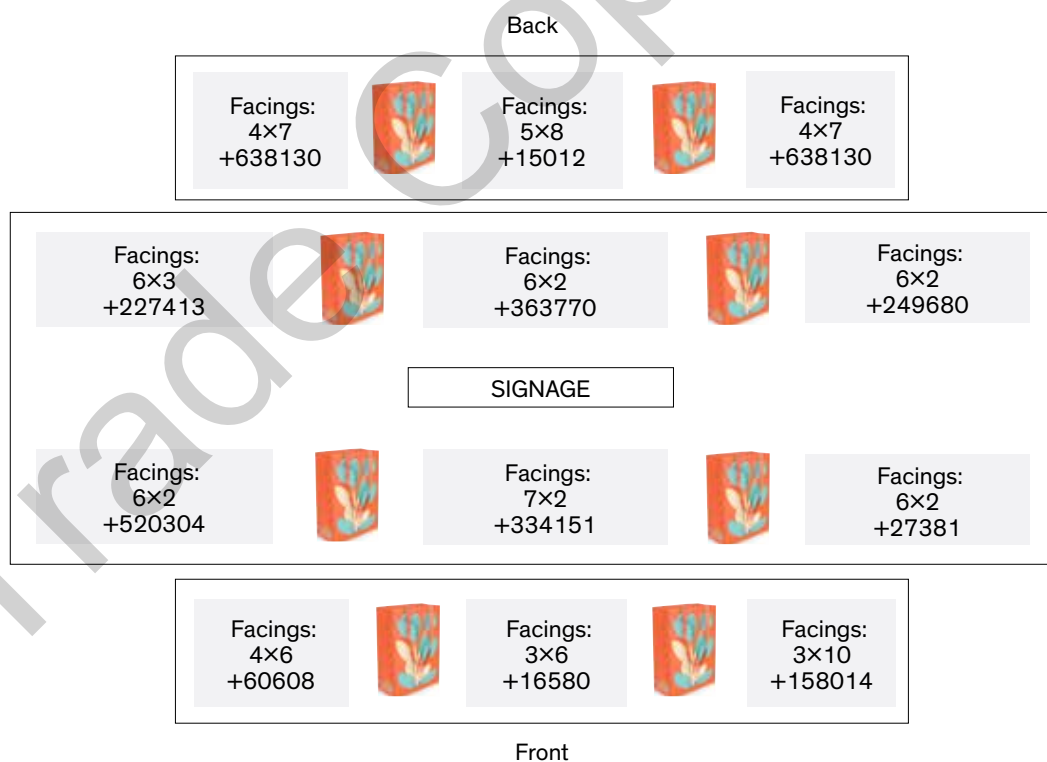
*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



Display Program (BP-SBA)

BLOCK PILE A

Game-Day Beer

This is a sold program. Participation is mandatory.

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

This display features an assortment of brews perfect for game-day.

Key Dates (March 31 - April 27, 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
1107	Bud Light (275/TBS)	473	
25078	Mill Street Blue Wave (275/TBS)	473	LTO
311779	Bud Light (275/TBS)	6 × 473	LTO
311787	Budweiser (275/TBS)	6 × 473	VA
904334	Budweiser (275/TBS)	6 × 355	
905976	Budweiser (275/TBS)	473	LTO

Value-Add (VA) - Merchandiser: Blue Jays Baseball Hat



Front View

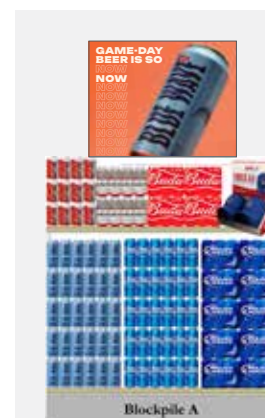
Back View

Signage Components

- Pole Topper Sign ENG (Re-order# 25P1-BPA1)
BIL (Re-order# 25P1-BPA2)
- Riser Wrap - solid colour (Re-order# 25P1-BPA3)
- Pricer Cards ENG (Re-order# 25P1-BPA4)
BIL (Re-order# 25P1-BPA5)
- Shelf Talkers ENG (Re-order# 25P1-BPA6)
BIL (Re-order# 25P1-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P1-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P1-BPA9)
BIL (Re-order# 25P1-BPA10)

Merchandising Instructions

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



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

Display Program (BP-SBB)

BLOCK PILE B

New Coolers Are Here

This is a sold program. Participation is mandatory.

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

Key Dates (March 31 - April 27, 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)
36575	Absolut Berry Vodkarita	355
36587	Georgian Bay Tropical Smash Passionfruit	473
36604	Crazy Uncle Strawberry Cream Soda	473
36622	Motts Clamato Light	458
36655	Arizona Hard Peach Iced Tea	473
37158	Ole Tequila Sunrise	355
37187	Coco Rum Original	473
37395	Triple Bogey Transfusion	355

Signage Components

- Pole Topper Sign ENG (Re-order # 25P1-BPB1)
BIL (Re-order # 25P1-BPB2)
- Riser Wrap - solid colour (Re-order # 25P1-BPB3)
- Pricer Cards ENG (Re-order # 25P1-BPB4)
BIL (Re-order # 25P1-BPB5)
- Shelf Talkers ENG (Re-order # 25P1-BPB6)
BIL (Re-order # 25P1-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P1-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P1-BPB9)
BIL (Re-order # 25P1-BPB10)

Merchandising Instructions

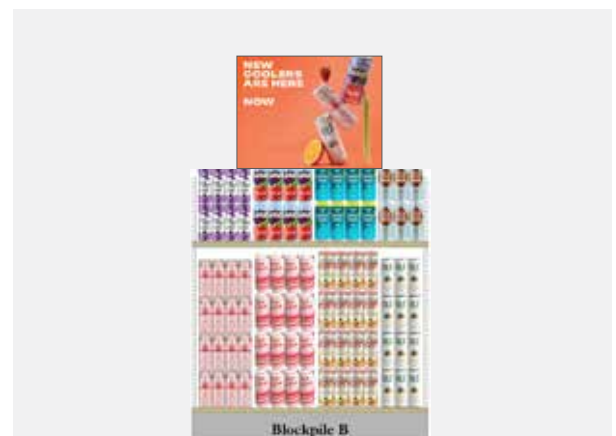
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

This display features a variety of new coolers.



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 April 27

AEROPLAN 

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

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

Key Dates (March 31 - April 27, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Wines Participating Products

LCBO#	Description	Size (mL)	Offer
21378	Jim Beam White Label Bourbon	750	BAP
31722	Carolans Peanut Butter	750	BAP
88799	Alberta Pure Vodka (P.E.T.)	750	BAP, VA
200741	Gibson's Finest Rare 12 Years Old	1750	BAP
292177	Phillips Butter Ripple Schnapps	750	BAP
557470	Empress 1908 Gin	750	BAP

Value-Add (VA) - Merchandiser: Northern Keep 50 mL

Spirits Participating Products

LCBO#	Description	Size (mL)	Offer
112995	Beringer Main & Vine Pinot Grigio	750	BAP
113001	Beringer Main & Vine Cabernet	750	BAP
490805	Beringer Main & Vine Chardonnay	750	BAP
239756	Beringer Main & Vine White Zinfandel	750	BAP
534230	Beringer Founders Estate Chardonnay	750	BAP
534263	Beringer Founders Estate Cabernet Sauvignon	750	BAP

Spirits and Wines with great Aeroplan offers.



Front View



Back View



Front View



Back View

Signage Components

- Pole Topper Sign ENG (Re-order # 25P1-BPC1) / BIL (Re-order # 25P1-BPC2)
- Riser Wrap (Re-order # 25P1-BPC3)
- Pricer Cards ENG (Re-order # 25P1-BPC4) / BIL (Re-order # 25P1-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P1-BPC8) / BIL (Re-order # 25P1-BPC9)

Merchandising Instructions

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

Display Program (XBP)

BLOCK PILE D

House of Suntory

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 (March 31 - April 27, 2024)

Participating Stores

115, 195, 346, 371, 385, 445, 590, 619, 630, 632

Participating Products

LCBO#	Description	Size (mL)	Offers
10393	Legent	750	LTO
28587	Suntory World Whisky Ao	700	BAP
465484	Toki	750	LTO
636209	Roku Gin	750	LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P1-BPD1)
BIL (Re-order # 25P1-BPD2)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSG-A)

ENHANCED BLOCK PILE DISPLAY

Hennessy

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 (March 31 - April 27, 2024)

Participating Stores

1, 21, 22, 31, 130, 148, 154, 156, 171, 187, 198, 226, 243, 253, 263, 288, 329, 334, 393, 394, 398, 404, 412, 437, 438, 443, 499, 500, 522, 523, 545, 573, 624, 631, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)
32392	Hennessy VSOP NBA 2023 Edition	750
32393	Hennessy VS NBA 2023 Edition	750

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P1-BPD3) / BIL (Re-order # 25P1-BPD4)

Merchandising Instructions

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



Supplied by Agent

POP-UP ACTIVATION (FSM-A)

California Wines

Overview

A pop-up shop featuring a variety of California Wines will be taking place at stores 164, 217, and 511 during P1.

Key Dates (March 31 - April 27, 2024)

Participating Store: 164, 217, 511

Participating Products

LCBO#	Description	Size (mL)	Offers
11194	Sand Point Chardonnay	750	
28556	Three Thieves Cabernet Sauvignon	1500	LTO
36754	22 Chard Organic High Elevation (Shannon Ridge)	750	
59311	>The Seven Deadly Zins Old Vine Zinfandel	750	
84988	>Beringer Napa Valley Chardonnay	750	LTO
175430	Wente Morning Fog Chardonnay	750	
265983	>McManis Chardonnay	750	
284943	>Francis Coppola Sofia Rosé	750	LTO
292128	Firestone Cabernet Sauvignon	750	LTO
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	
342436	>Bonterra Chardonnay Organic	750	LTO
656561	>J.Lohr Seven Oaks Cabernet Sauvignon	750	

Signage and Merchandising Instructions

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

Store 164 & 217



Store 511



FLAGSHIP SPOTLIGHT (FSN-A)

(Formerly Enhanced Occasions Package)

Hennessy - NBA

Overview

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

It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P1.

Key Dates (March 31 - April 27, 2024)

Participating Store: 164, 217, 511

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

Participating Products

LCBO#	Description	Size (mL)
32392	Hennessy VSOP NBA 2023-2024 Gift Box	750
32393	Hennessy VS NBA 2023-2024 Gift Box	750
217463	Hennessy XO Cognac	750
245688	Hennessy VS Cognac	375
425579	Hennessy VS Cognac	1750
492884	Hennessy VSOP	375
605576	Hennessy VS Cognac	200
629055	Hennessy XO	375

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 # 25P1-FSS1) / BIL (Re-order # 25P1-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P1-FSS5) / BIL (Re-order # 25P1-FSS6)

Store 164 & 217



Right View



Left View

Store 511



Nesting Table



Front



Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Sustainable California Sipping Begins

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 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
15761	Trinity Oaks Cabernet Sauvignon	750	LTO
18631	Sebastiani Chardonnay	750	LTO
22297	Ck Mondavi Chardonnay	750	LTO
25843	California Roots Cabernet Sauvignon	750	LTO
28556	Three Thieves Cabernet Sauvignon	1500	LTO
301507	Wente Southern Hills Cabernet Sauvignon	750	LTO
342428	>Bonterra Cabernet Sauvignon Organic	750	LTO
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	BAP
444059	>Joel Gott 815 Cabernet Sauvignon	750	BAP
449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	LTO
483321	Noble Vines 337 Cabernet Sauvignon	750	LTO
738823	>Liberty School Cabernet Sauvignon	750	LTO

The Middle Nesting Table will feature a variety of sustainable wines from California.



Front



Back

Signage Components

- Table Sign ENG (Re-order # 25P1-MNT1) / BIL (Re-order # 25P1-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P1-MNT5) / BIL (Re-order # 25P1-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P1-MNT7)
- Shelf Talkers ENG (Re-order # 25P1-MNT8) / BIL (Re-order # 25P1-MNT9)
- Food and Drink Merchandiser ENG (Re-order # 25P1-MNT12) / BIL (Re-order # 25P1-MNT13)

Merchandising Instructions

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

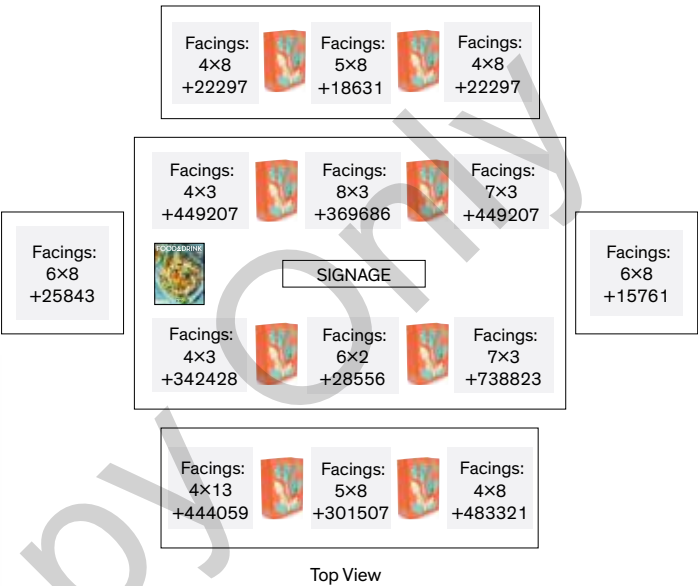
Middle Nesting Table Planograms



Front View



Back View



Celebration Fixture Planograms



Front View



Back View

Period 1

END AISLES

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #1 Cocktail of the Month (BS-BSE-A)	400754	Iceberg Vodka	750	VA
	417295	Ciroc Original Unflavoured	750	LTO
	456095	Ketel One Vodka	750	BAP

Value-Add (VA) - Rep Applied: Kamora 50 mL

Dill Pickle Martini Cocktail Blade Sign
ENG (Re-order# 25P1-BS1) / BIL (Re-order# 25P1-BS6)

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

Dill Pickle Martini Backer Card
ENG / BIL (Re-order# 25P1-BC1)



	LCBO#	Description	Size (mL)	Offers
End Aisle #2	95935	Grey Goose Vodka	750	VA
	417196	Grey Goose Vodka	1140	VA

Value-Add (VA) - Rep Applied: Bodacious Smooth Red 750 mL

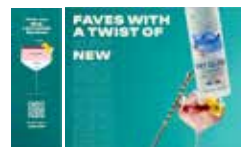
Value-Add Details:

- Free Bodacious Smooth Red 750 mL (+338855) with purchase of participating Grey Goose products.
- Value-add is to be waterfalled down the fixture. Replenished from the bottom up.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.

Pink Lemonade Spritzer Cocktail Blade Sign
ENG (Re-order# 25P1-BS2) / BIL (Re-order# 25P1-BS7)

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

Vodka Spritz Backer Card ENG / BIL (Re-order# 25P1-BC2)



	LCBO#	Description	Size (mL)	Offers
End Aisle #3	106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	
	302752	> (V) Santa Margherita Rosé Brut	750	LTO
	687558	>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	BAP
	687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	
 Santa Margarita's Carbon Zero Wine Blade Sign ENG (Re-order# 25P1-BS3) / BIL (Re-order# 25P1-BS8) - Install Blade Sign on End Aisle 3. - Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card. The Future of Wine is Now Backer Card ENG / BIL (Re-order# 25P1-BC3)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #4	27768	J.P. Wiser's 10YO Canadian Whisky	750	BAP, VA
	33928	J.P. Wiser's Deluxe	1750	LTO, VA
	216689	J.P. Wiser's Deluxe	1140	VA
 Value-Add (VA) - Rep Applied: Skrewball 50 mL Lower-Alc Whisky Sour Blade Sign ENG (Re-order# 25P1-BS4) / BIL (Re-order# 25P1-BS9) - Install Blade Sign on End Aisle 4. - Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card. Mix Up Something New Low-Alc Backer Card ENG / BIL (Re-order# 25P1-BC4)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	31587	Polar Ice Berry Blizzard	750	LTO
	36454	Polar Ice Orange Blizzard Flavoured Vodka	750	BAP
	477885	Polar Ice Vodka (P.E.T)	1750	VA
Value-Add (VA) - Rep Applied: Polar Ice Berry Blizzard RTD 473 mL				





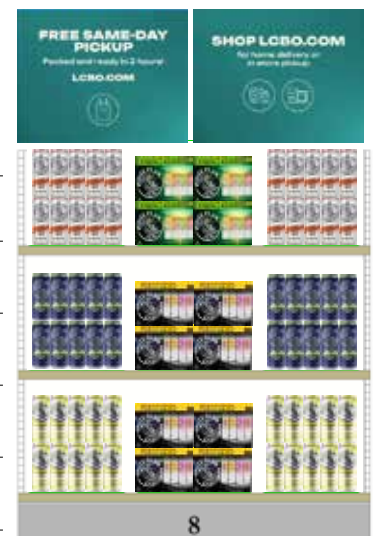
	LCBO#	Description	Size (mL)	Offers
End Aisle #6	30834	Canadian Club Classic 12 Year Old	1140	LTO
	34637	Canadian Club Premium	1750	VA
	390583	Canadian Club 100% Rye	750	LTO
	Value-Add (VA) - Rep Applied: Reifel Rye 2 × 50 mL			

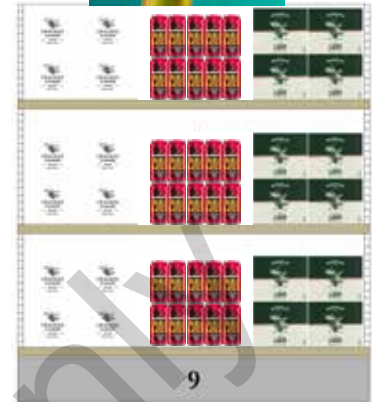


	LCBO#	Description	Size (mL)	Offers
End Aisle #7	11586	El Abuelo Organic Sauvignon-Verdejo	750	LTO
	33058	El Abuelo Org Tempranillo Monastrell Almansa	1500	LTO
	524520	El Abuelo Organic Tempranillo Monastrell Almansa	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	36603	White Claw Tequila Smash	8 × 355	
	36605	White Claw Vodka Smash	8 × 355	
	36609	White Claw Strawberry	473	
	36612	White Claw Surge Green Apple	473	
	37108	White Claw Lemonade Limon	473	





	LCBO#	Description	Size (mL)	Offers
End Aisle #9	19894	Cracked Canoe (275/TBS)	6 × 473	
	38023	Moosehead Small Batch East Coast IPA (275/TBS)	473	BAP
	422345	Moosehead Lager (275/TBS)	6 × 473	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #10	11226	Whitewater Blood Moon Orange Sour (8454)	473	LTO
	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
	16954	Bench Brewing Lincoln Lager (798)	473	LTO
	31451	Ace Hill Ultra (LCBO Warehouse)	6 × 355	
	37569	Todd Is An Absolute Beauty, Pale Ale (5732)	473	
	190439	Wellington Special Pale Ale (4826)	473	LTO
	404368	Muskoka Detour (LCBO Warehouse)	473	LTO
	456996	Lost Craft Revivale (179)	473	BAP
	688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO
	Savour Trendy Local Brews Backer Card ENG / BIL (Re-order # 25P1-BC10)			



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	16608	Aviation Gin	375	
	21996	Aviation Gin	1750	LTO
	129940	Aviation Gin	750	VA
Value-Add (VA) - Rep Applied: Negroni Glass				

	LCBO#	Description	Size (mL)	Offers
End Aisle #12	34063	Ciroc Passion	750	VA
	446823	Ciroc Pineapple	750	BAP
	662379	Ciroc Watermelon	750	LTO
	Value-Add (VA) - Rep Applied: Ciroc 50 mL			

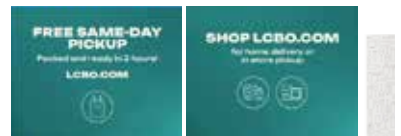
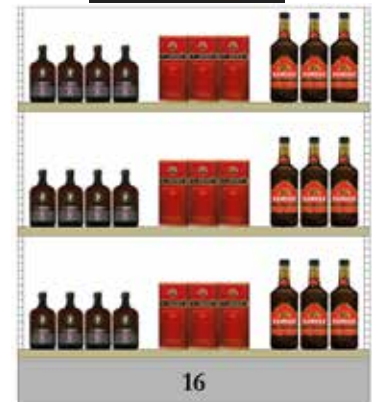
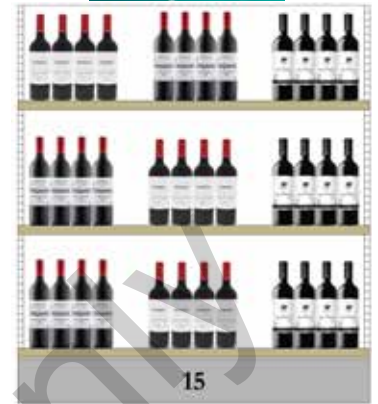


	LCBO#	Description	Size (mL)	Offers
End Aisle #13	11945	Proper No. Twelve	750	LTO
	14910	Bushmills Irish Whiskey	750	
	61374	Bushmills Black Bush	750	VA
	Value-Add (VA) - Rep Applied: Branded Glassware			



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	227678	1800 Silver Tequila	750	LTO
	398479	1800 Reposado	750	BAP
	492454	1800 Coconut Tequila	750	LTO





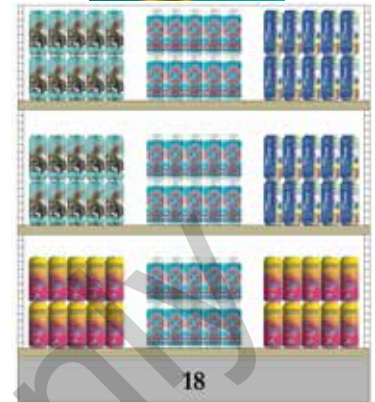
	LCBO#	Description	Size (mL)	Offers
End Aisle #15	160952	Domaine Bousquet Malbec Organic	750	LTO
	454868	Las Mulas Merlot Reserva Organic	750	LTO
	464743	Angove Organic Cabernet Sauvignon	750	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #16	19035	St Remy XO	375	BAP
	32936	Kamora Coffee Liqueur	1140	BAP, VA
	557108	St Remy XO Brandy	750	BAP, VA
Value-Add (VA) - Rep Applied: Coffee				

	LCBO#	Description	Size (mL)	Offers
End Aisle #17	17465	Mount Gay Black Barrel Double Cask Blend	750	VA
	369801	Mount Gay Eclipse Rum	1140	LTO, VA
	369819	Mount Gay Eclipse Rum	1750	LTO, VA
Value-Add (VA) - Rep Applied: Rope Keychain				



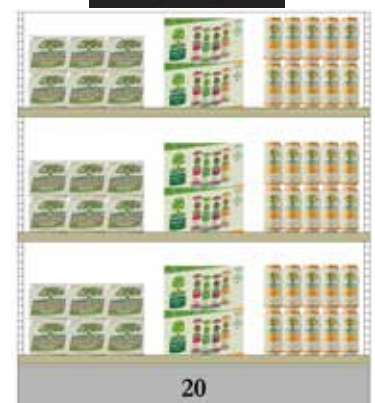
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	16787	Collingwood Happy Tails Session IPA	473	LTO
	23047	Figo Italian Pilsner	473	LTO
	30033	Beau's Juiced Af IPA	473	LTO
	556688	Collective Arts Life In The Clouds	473	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	32274	The Kraken Gold Spiced Rum	750	BAP
	318683	The Kraken Black Spiced Rum	1140	LTO
	454710	The Kraken Black Spiced Rum	1750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	16136	Somersby Mango & Lime Cider (LCBO Warehouse)	473	BAP
	26622	Somersby Cider Mixer 8-Pack (LCBO Warehouse)	8 x 473	LTO
	32735	Somersby Wild Garden Crushed Apple Cider (LCBO Warehouse)	4 x 355	LTO



Discovery End Aisles - Kosher (EA-W6)

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

Key Dates (March 31 - April 27, 2024)

Participating Stores

10, 15, 25, 38, 83, 243, 341, 355, 360, 383, 431, 452, 523, 618, 623, 635, 637, 642, 643, 657

Participating Products

LCBO#	Description	Size (mL)	Offers
13732	>(V)Rosé Casa Di Luigi K(Vina Luis Felipe Edwards)	750	LTO
16586	>(V)Pinot Noir Casa Di Luigi K(Luis Felipe Edwards)	750	LTO
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E)	750	LTO
354761	>(V)Carmenere Terra Vega Kpm (Luis Felipe Edwards)	750	LTO

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P1-DBC1)
- Shelf Talkers - print at store level

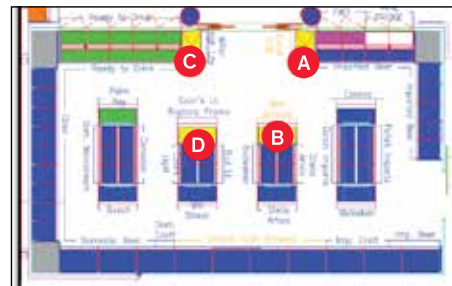
Merchandising Instructions

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



BEER EXCITEMENT ZONE

(A, B, C, D)



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

Key Dates (March 31 - April 27, 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)	19581	Mill Street Original Organic Lager	6 × 355	275 - The Beer Store	LTO
	247627	Mill Street Original Organic Lager	473	275 - The Beer Store	
	516880	Mill Street Original Organic	6 × 473	275 - The Beer Store	Contest
	Contest: Enter to Win Yeti Cooler Bag				
B Plinth (EA - EZB)	37619	Cameron's Smile Pack Vol 1	6 × 473	413 - Cameron's Brewing Co.	
	38062	Collective Arts Peak To Peak West Coast IPA	473	LCBO Warehouse	
	38432	Nickel Brook Party Dad IPA	473	6699 - Nickel Brook Brewing Company	
C Plinth (EA - EZH)	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355		BAP, VA
	31224	Coors Seltzer Slushie Flavour Pack	12 × 355		BAP, VA
	36614	Coors Seltzer Island Breeze Variety Pack	12 × 355		BAP, VA
	Value-Add/Merchandiser: Backpack				
D End Aisle (EA - EZD)	300681	Coors Light	6 × 473	275 - The Beer Store	LTO
	906560	Coors Light	6 × 341	275 - The Beer Store	
	906628	Coors Light	6 × 355	275 - The Beer Store	VA
	Value-Add/Merchandiser: Branded Sunglasses and pouch made from recycled materials .				

Beer Excitement Zone A: Mill Street Original Organic Lager is trending now and available in a variety of different formats.

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

Beer Excitement Zone C: Find a new favourite flavour with Coors Seltzer packs.

Beer Excitement Zone D: Celebrate Earth day and raise awareness to recycling with Coors Light. Receive a pair of branded Sunglasses and pouch made from recycled materials with purchase of Coors Light (906628 | 6 × 355 mL).

Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P1-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 25P1-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P1-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P1-BEZ5) / BIL (Re-order # 25P1-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P1-BEZ7) / BIL (Re-order # 25P1-BEZ8)

Merchandising Instructions

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



BEER BRANDED ENDS (P1-P2)

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 (P1-P2)

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 # 25P1-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 25P1-BBE2)
- Heineken Card ENG/BIL (Re-order # 25P1-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 (March 31 - April 27, 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	Supplying Source / Distributor
13814	Shawn & Ed Lagershed Original	4 × 473		902 - Shawn & Ed Brewing Co.
19266	Beau's Lug Tread	6 × 473		LCBO Warehouse
404368	Muskoka Detour	473	LTO	LCBO Warehouse
450312	Collective Arts Ransack The Universe IPA	473		LCBO Warehouse
573550	Nickel Brook Wicked Awesome New England IPA	473		6699 - Nickel Brook Brewing Company
576900	Cowbell Brewing Co. Shindig Huron County Craft Lager	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 # 230P-OCB1)
- Shelf talkers ENG (Re-order #AIM-25P1-OCB1)
BIL (Re-order #AIM-25P1-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (March 31 - April 27, 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)
13966	Sweetwater Brewing Company IPA	473
18474	Brasserie De Blaugies La Moneuse Saison	375
34427	Jolly Pumpkin Artisan Ales Oro	473
35925	Wildbrau Grandauer Weissbier	500
35928	Siren Craft Brew Pompelmocello Sour IPA	330
35939	Doppel Hirsch Doppel Bock	500
406439	Gregorius Trappist Beer	330
642835	Troubadour - Magma	330
35925	Grandauer Weissbier	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-25P1-ICB1 / BIL (Re-order #AIM-25P1-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 (March 31 - April 27, 2024)

Participating Products

LCBO#	Description	Size (mL)	Offers
31994	Brunch Red Field Blend VQA	750	\$0.75 LTO
250217	Henry of Pelham Pinot Grigio VQA	750	\$2.00 LTO
341586	Featherstone Four Feathers	750	\$1.00 LTO
609875	Eastdell Black Cab VQA	750	\$1.50 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-25P1-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-25P1-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P1-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-25P1-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 (March 31 - April 27, 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
6395	20 Bees Cabernet Merlot VQA	750	60 BAP
594200	Peninsula Ridge Inox Chardonnay VQA	750	80 BAP

Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P1-OWP1)
- Ontario Buyer's Pick Backer Card
ENG (Re-order # 25P1-OWP2) / BIL (Re-order # 25P1-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 - July 20, 2024)

Participating Stores

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

Participating Products

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



Standout Selections

Signage Components

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

Merchandising Instructions

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



Style Spotlight: Chardonnay

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (March 31 - April 27, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

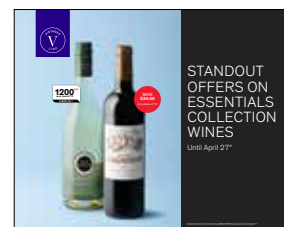
LCBO#	Description	Size (mL)	Offers
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	BAP
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P1-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P1-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P1-VINT3)

Merchandising Instructions

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



VINTAGES Wines of the Month

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

Key Dates (March 30 & April 13 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)
March 30 Release		
12281	Château de Ribebon 2019	750
36232	Lui Úmile Malbec 2021	750
April 13 Release		
24101	Bogle Pinot Noir 2021	750
550244	Château La Cardonne 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 (March 31 - April 27, 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-25P1-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
177824	13th Street Gamay	750	\$2.00
371658	Atlantis Dry White	750	\$2.00
84988	Beringer Napa Valley Chardonnay	750	\$3.00
660241	Bonanza California Cabernet Sauvignon	750	\$3.00
342428	Bonterra Organic Cabernet Sauvignon	750	\$3.00
342436	Bonterra Organic Chardonnay	750	\$2.00
16586	Casa di Luigi Pinot Noir KPM	750	\$1.00
286377	Cave Spring Estate Riesling	750	\$2.00
681643	Château Argadens Bordeaux Supérieur	750	\$2.00
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	\$3.00
284943	Francis Coppola Sofia Rosé	750	\$2.00
135376	Ghost Pines Winemaker'S Blend Cabernet Sauvignon	750	\$4.00
268342	Henry of Pelham Estate Chardonnay	750	\$2.00
68817	Hidden Bench Estate Organic Chardonnay	750	\$2.00
274753	Hidden Bench Estate Organic Pinot Noir	750	\$3.00
355776	Ironstone Chardonnay	750	\$3.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00
412320	Josh Cellars Reserve Paso Robles Cabernet Sauvignon	750	\$3.00
626390	Kim Crawford Pinot Noir	750	\$3.00
375022	Kremstal Dac Gruner Veltliner	750	\$2.00
738823	Liberty School Cabernet Sauvignon	750	\$2.00
13311	Lone Birch Chardonnay	750	\$3.00
142018	Majella The Musician Cabernet/Shiraz	750	\$2.00
256735	Mcmanis Zinfandel	750	\$2.00
130138	Meiomi Pinot Noir	750	\$2.00
326728	Oyster Bay Chardonnay	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
999946	Remo Farina Ripasso Valpolicella Classico Superiore	750	\$2.00
350900	Robert Oatley Signature Series Chardonnay	750	\$2.00
449207	Rodney Strong Charlotte'S Home Sauvignon Blanc	750	\$2.00
282996	San Felice Chianti Classico	750	\$2.00
302752	Santa Margherita Brut Rosé Sparkling	750	\$2.00
628230	Submission Cabernet Sauvignon	750	\$2.00
130989	Tawse Growers Blend Pinot Noir	750	\$2.00

LTO Offers:

LCBO#	Description	Size (mL)	LTO
89037	Tawse Sketches Of Niagara Chardonnay	750	\$2.00
727636	Tenuta Sette Ponti Crognolo	750	\$3.00
354761	Terra Vega Carmenère Kpm	750	\$1.00
156968	Terra Vega Sauvignon Blanc Kpm	750	\$1.00
13732	Vina Luis Felipe Edwards Casa Di Luigi Rosé Kp	750	\$1.00
34814	Viñalba Reserva Malbec/Syrah	750	\$2.00
311258	Wits End Luna Shiraz	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
948158	Anselmi San Vincenzo	750	150
985002	Catena Cabernet Sauvignon	750	100
269357	Chateau Ste. Michelle Cabernet Sauvignon	750	80
294298	Conundrum Red	750	150
708305	Francis Coppola Diamond Collection Chardonnay	750	100
444059	Joel Gott 815 Cabernet Sauvignon	750	100
369686	Kendall-Jackson Vintner'S Reserve Chardonnay	750	100
18947	Kim Crawford Illuminate Sauvignon Blanc	750	100
232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	200
212126	Mcmanis Cabernet Sauvignon	750	100
687558	Santa Margherita Pinot Grigio	375	40
425488	Sella & Mosca Riserva Cannonau Di Sardegna	750	125

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 (March 31 - April 27, 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
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-25P1-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)

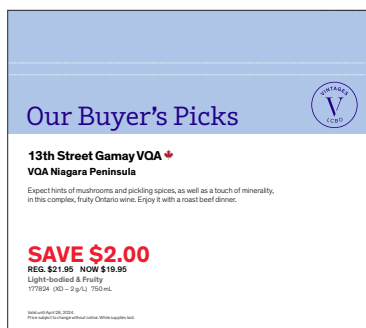
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

SPRING GIFTING

The Spring Gift Bags were shipped to participating stores during period 13.

Please refer to the P1 online worksheets posted on the portal for information on Spring 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
Gifting Items							
36503 Spring Enhanced 1 Bottle Bag - Teal	✓				✓		✓
36504 Spring Enhanced 1 Bottle Bag - Apricot	✓				✓		✓
36505 Spring Enhanced 2 Bottle Bag - Apricot			✓	✓			✓
38277 Spring Gift Card - Teal	✓						✓
38276 Spring Gift Card - Apricot	✓						✓
38278 Spring Gift Card Carrier	✓						✓



Spring Enhanced
2 Bottle Bag - Apricot • \$3.95
LCBO# 36505



Spring Enhanced
1 Bottle Bag - Apricot • \$2.95
LCBO# 36504



Spring Enhanced
1 Bottle Bag - Teal • \$2.95
LCBO# 36503



Spring Gift Card & Carrier
Apricot • LCBO# 38276
Teal • LCBO# 38277
Carrier • LCBO# 38278

HOW TO MERCHANDISE

Spring Enhanced 1 Bottle Bag

Spring Enhanced 1 Bottle Bag will be merchandised in three (3) areas:

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

All stores will receive the Spring 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.



Spring Enhanced 1 Bottle Bag • \$2.95
Apricot • LCBO# 36504
Teal • LCBO# 36503

Description	Reorder #
\$2.95 Bag Hot Button Signs	25P1-GFT21
Hot Button Sign Clip (bundles of 10)	NIHK102
Wooden Gift Packaging Sign Insert	ENG: 25P1-GFT27 BIL: 25P1-GFT28



Merchandising Options:

Gifting Display A



Gifting Display B



Cash Ends



Wooden Gift Packaging Fixture



HOW TO MERCHANDISE

Spring Enhanced 2 Bottle Bag

Spring Enhanced 2 Bottle Bag will be merchandised in three (3) areas:

- Nesting Tables
- Reusable Bag Stand
- Wooden Gift Packaging Fixture

All stores will receive the Holiday 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.



Spring Enhanced
2 Bottle Bag - Apricot
\$3.95

Description	Reorder #	
\$3.95 Bag Hot Button Signs	25P1-GFT22	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Wooden Gift Packaging Sign Insert	ENG: 25P1-GFT27 BIL: 25P1-GFT28	
Reuseable Bag Sign	ENG: 25P1-GFT25 BIL: 25P1-GFT26	

Merchandising Options:

Reusable Bag Stand



Wooden Gift Packaging Fixture



Nesting Table



Front View

Back View



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	\$4.95
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

Gift Packaging Floor Merchandiser (Wood)

Stores not receiving the new Seasonal gift bags, please merchandise the following Year-Round gift packaging items:

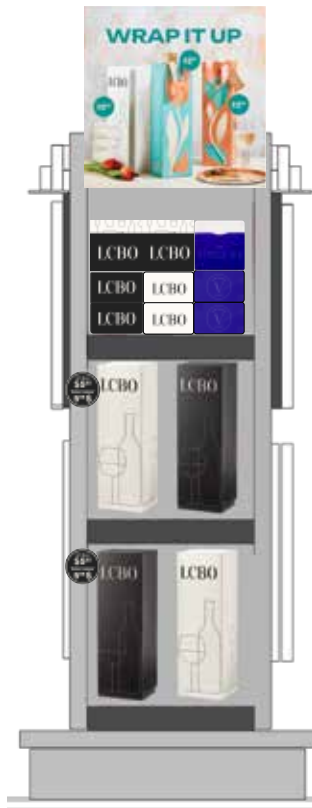
LCBO#	Component	Retail
37539	Year Round Gift Bag White V1 2024 – SM bottles	\$1.50
37540	Year Round Gift Bag Black V1 2024 – SM Bottles	\$1.50
37541	Year Round Gift Bag White V2 2024 – LG Bottles	\$1.50
37542	Year Round Gift Bag Black V2 2024 – LG bottles	\$1.50
27353	LCBO “Our Favourite” Bag	\$1.50
27354	Enhanced 2 Bottle Paper Gift Bag	\$4.95
27355	Year Round 1 Bottle Rigid Box	\$5.95
35049	Year Round 1 Bottle Gift Box Black 2023	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	\$5.95
16679	Vintages Single Bottle Rigid Gift Box	\$5.95
34381	Vintages Enhanced Gift Bag	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95
36505	Spring Enhanced 2 Bottle Bag 2024	\$3.95
36503	Spring Enhanced 1 Bottle Bag Blue 2024	\$2.95
36504	Spring Enhanced 1 Bottle Bag Peach 2024	\$2.95

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Signage	Description	Reorder #
	Wooden Gift Packaging Sign Insert	ENG: 25P1-GFT27 BIL: 25P1-GFT28
	\$1.50 Bag Hot Button Signs	24P11-GFT1
	\$5.95 Bag Hot Button Signs	24P11-GFT15
	\$2.95 Vintages Gift Bags Hot Button Signs	24P11-GFT19
	\$2.95 Bag Hot Button Signs	25P1-GFT21
	\$3.95 Bag Hot Button Signs	25P1-GFT22
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag Holder	749390

SIDE A:



Residual LCBO Gift Cards
& Presenters

Year Round 1 Bottle Gift
Box Black 2023
Case packed 24
LCBO# 35049 • \$5.95

Year Round 1 Bottle Gift
Box Warm White 2023
Case packed 24
LCBO# 35050 • \$5.95

SIDE B:



Spring Gift Cards &
Presenters

Spring Enhanced 1 Bottle
Bag Blue 2024
LCBO# 36503 • \$2.95

Spring Enhanced 1 Bottle
Bag Peach 2024
LCBO# 36504 • \$2.95

Spring Enhanced 2 Bottle
Bag 2024
LCBO# 36505 • \$3.95

SIDE C:



Vintages 1 Bottle Folding
Gift Box
Case Packed 24
LCBO# 35051 • \$5.95

Vintages Enhanced Gift Bag
(1 Bottle Box)
Case Packed 50
LCBO# 34381 • \$2.95

Vintages Wooden Box
(1 Bottle)
Case Packed 12
LCBO# 17373 • \$12.95

Vintages Year-Round
Wooden Box (2 Bottles)
Case Packed 6
LCBO# 17377 • \$17.95

Vintages Year-Round
Wooden Box (3 Bottles)
Case Packed 4
LCBO# 17374 • \$22.95

SIDE D:



LCBO Gift Cards &
Presenters

LCBO Year Round Gift Bag
Case packed 100 • \$1.50
(4 versions)

Black Small Bottles
LCBO# 37540

Black Large Bottles
LCBO# 37542

White Small Bottles
LCBO# 37539

White Large Bottles
LCBO# 37541

Reusable 2 Bottle Bag
Case Packed 50
LCBO# 35421 • \$1.25

HOW TO MERCHANDISE

Reusable/Hanging Bag Stand

Merchandise Year-Round bags on the fixture. Please note that this fixture has metal arms, allowing 4 merchandising opportunities. Please follow instructions below to merchandise the fixture. Stores in FLS designated areas MUST display the bilingual side of the sign.

Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the Year-Round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Boxes WILL NOT be allocated to you. Please order from your supplying warehouse.

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Description	Reorder #
 Reuseable Bag Sign	ENG 25P1-GFT25 BIL 25P1-GFT26



**Organic Cotton
Canvas 4 Pocket Bag**
LCBO# 16877 • \$14.95



**Enhanced Double Bottle
Paper Gift Bag (2 Versions)**
White: LCBO# 37524 • \$3.95
Black: LCBO# 37525 • \$3.95



**Reusable 6 Bottle Bag
(2 Versions)**
LCBO# 27396 • \$2.95



**Reusable Large Bottle
Bag (2 Versions)**
LCBO# 27397 • \$2.95



Reusable 2 Bottle Bag
LCBO# 35421 • \$1.25



**Spring Enhanced
2 Bottle Bag - Apricot**
LCBO# 36505 • \$3.95

HOW TO MERCHANDISE

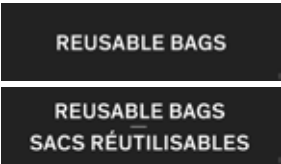
Gift Packaging Floor Merchandiser (Metal)

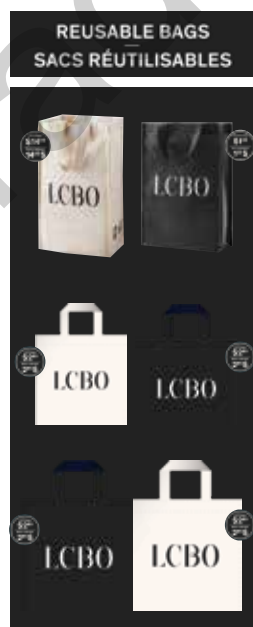
Continue to merchandise the operational signage for this fixture.

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish the fixture throughout the promotion.

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Description	Reorder #
 Reusable Bags Insert Sign	ENG/ENG: 23OP-GFT13 BIL/BIL: 23OP-GFT15
 Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14
 \$1.25 Reusable Bag Hot Button Signs	24P11-GFT16
 \$14.95 Reusable Bag Hot Button Signs	24P11-GFT18
 \$2.95 Reusable Bag Hot Button Signs	24P11-GFT17
Hot Button Sign Clip (bundles of 10)	NIHK102



 Organic Cotton Canvas 4 Pocket Bag LCBO# 16877 • \$14.95	 Reusable 2 Bottle Bag LCBO# 35421 • \$1.25
 Reusable 6 Bottle Bag (2 Versions) LCBO# 27396 • \$2.95	 Reusable Large Bottle Bag (2 Versions) LCBO# 27397 • \$2.95

HOW TO MERCHANDISE

LCBO Gift Cards

Gift Cards & Carriers

LCBO#	Description	Image
27053	Soft Black	
27054	Warm White	
33823	Vintages Gift Card	
38277	Spring Gift Card Teal	
38276	Spring Gift Card Apricot	

LCBO#	Description	Image
27055	LCBO Year-Round Carrier	
33824	Vintages Carrier	
38278	Spring Gift Card Carrier	

Receiving Instructions

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

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 # 25P1-GFT24

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 (March 31 - April 27, 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 # 25P1-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 25P1-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P1-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P1-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P1-FS5)
- **NOTE:** Print FSA Shelf Talkers at store level.
- Shelf Talkers ENG (Re-order # 25P1-FS6) / BIL (Re-order # 25P1-FS7)
- Bin Strip ENG/BIL (Re-order # 25P1-FS8)

Participating Products

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

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



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

(FSB) USA - California Flex Space "BAREFOOT WINES FOR CASUAL GET-TOGETHERS"

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



14678	Barefoot Moscato	1500	VA
53983	Barefoot Pinot Grigio	750	VA
97121	Barefoot Chardonnay	750	
234351	Barefoot Moscato	750	LTO
406884	Barefoot Pinot Grigio	1500	

Value-Add/Rep Applied: Eatable Chile & Lime Custom Popcorn 10 g

(FSC) Europe - Italy/SE Flex Space "EARN AND SAVE WITH FANTINI WINES"

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



31971	Fantini Sangiovese Igt	1500	BAP
143735	Fantini Negroamaro Puglia Igp	750	BAP
391631	Fantini Pinot Grigio	750	LTO
442491	Fantini Numero Uno Primitivo Igp	750	BAP
512335	Fantini Montepulciano Dabruzzo	1500	BAP
569087	Fantini Chardonnay	750	BAP
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	

(FSD) Australia/New Zealand Flex Space "SAVE ON SUSTAINABLE LINDEMAN'S WINE"***Mandatory Participation: This is a SOLD promotion.**

119628	Lindemans Bin 45 Cabernet Sauvignon	750	LTO
142117	Lindemans Bin 65 Chardonnay	750	BAP
145367	Lindemans Bin 50 Shiraz	750	BAP
181388	Lindemans Bin 95 Sauvignon Blanc	750	BAP
407866	Lindemans Bin 85 Pinot Grigio	1500	
458679	Lindemans Bin 40 Merlot	750	BAP
610758	Lindemans Bin 65 Chardonnay	1500	
668947	Lindemans Bin 85 Pinot Grigio	750	LTO

(FSE) Chile/Argentina Flex Space "EARTH-FRIENDLY ARGENTO"***Mandatory Participation: This is a SOLD promotion.**

363192	Argento Estate Reserva Organic Malbec	750	BAP
406850	Argento Estate Bottled Pinot Grigio	1500	LTO
589523	Argento Estate Cabernet Sauvignon	750	LTO
591693	Argento Estate Organic Malbec	750	LTO
591701	Argento Estate Bottled Chardonnay	750	BAP
620492	Argento Estate Bottled Pinot Grigio	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 (March 31 - April 27, 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
515205	St Germain Elderflower Liqueur	200	LTO
604934	Grey Goose Vodka	375	LTO

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P1-SP2) / BIL (Re-order #AIM-25P1-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P1-SP4) / BIL (Re-order #AIM-25P1-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 (March 31 - April 27, 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)	22010	Absolut Raspberri Vodka	375	LTO
	637058	Bombay Sapphire London Dry Gin	375	LTO
Wines/Wine in Cans (FEM2)	20054	Mare Di Sirena Pinot Grigio	750	
	250480	Zonin Prosecco Brut 1821 Doc	3 × 200	LTO
Brown Spirits/Liqueurs (FEM3)	596	Bacardi Superior White Rum (P.E.T)	375	LTO
	207514	Remy Martin	375	LTO

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P1-FEM1) / BIL (Re-order #AIM-25P1-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P1-FEM3) / BIL (Re-order #AIM-25P1-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P1-FEM5) / BIL (Re-order #AIM-25P1-FEM6)

Merchandising Instructions

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



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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

Key Dates (ongoing)

Participating Stores

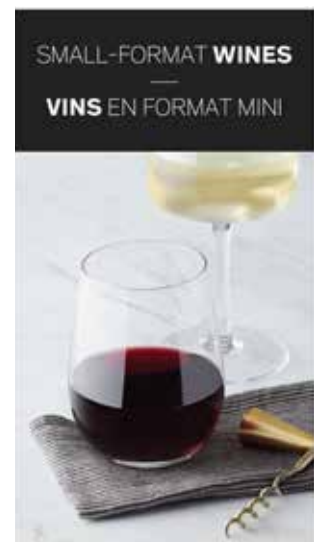
Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

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.)	360
	596	Bacardi Superior White Rum (P.E.T.)	375
	10036	Chum Churum - Strawberry	375
	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)
6254	Folonari Valpolicella Classico	375
24490	Champagne Victoire Brut Prestige	375
25267	Josh Cellars Cabernet Sauvignon	375
25960	Trapiche Reserve Malbec	375
36423	Cave Spring Riesling Dry VQA	375
38810	Chateau Des Charmes Cabernet Merlot	375
160085	Kim Crawford Marlborough Sauvignon Blanc	375
194191	Villa Sandi PRosécco Il Fresco, Doc Treviso	375
253930	Martini & Rossi Asti	375
297648	Voga Pinot Grigio Igt	375
297655	Masi Campofiorin Igt	375
297663	Masi Costasera Amarone Classico	375
313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375
389056	Veuve Clicquot Brut Champagne	375
453076	Moët & Chandon Imperial Champagne	375
687558	(V) P.Grigio Valdadige Doc (Sta Margherita)	375



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 (March 31 - April 27, 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-25P1-FEM7) / BIL (Re-order #AIM-25P1-FEM8)

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

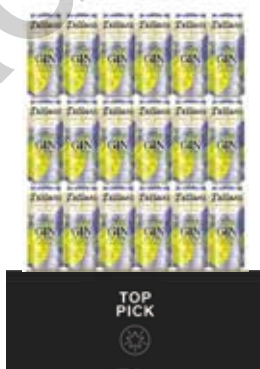
CE3



LCBO# 31246

Jack Daniel's & Ginger
473 mL | 20 BAP

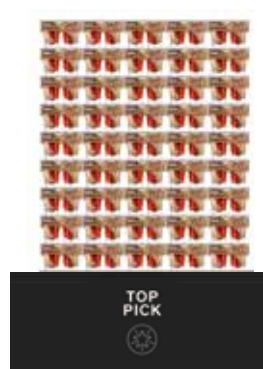
CE4



LCBO# 24321

Dillon's Blackberry, Lemon &
A Dash Of Elderflower
473 mL | 15 BAP

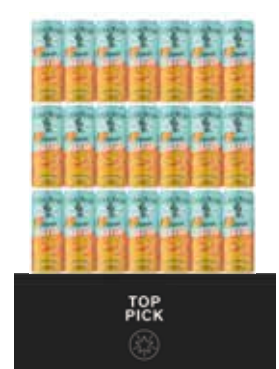
CE5



LCBO# 558098

Twisted Shotz Sex On The
Beach
120 mL | 25 BAP

CE6



LCBO# 31311

Captain Morgan Mango
Mai Tai
355 mL | 10 BAP

THE COLD ROOM SPIRITS DISPLAY (CM)

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

This is a sold program. Participation is mandatory.

Key Dates (March 31 - April 27, 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
366534	The Kraken Black Spiced Rum	375	LTO

Signage Components

- A-Frame Sign ENG (Re-order# 25P1-AF1) / BIL (Re-order# 25P1-AF2)
- Shelf Talkers English Bundle (Re-order# 25P1-AF3)
Shelf Talkers Bilingual Bundle (Re-order# 25P1-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.



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: 25P1-ST1 BIL: 25P1-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P1-ST12 BIL: 25P1-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P1-ST14 BIL: 25P1-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P1-ST3 BIL: 25P1-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P1-ST5 BIL: 25P1-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P1-ST7 BIL: 25P1-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P1-ST9 BIL: 25P1-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-25P1-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P1-AS1 BIL: AIM-25P1-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P1-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=32QInI&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/B (Promo code is BSE not EA 1)	400754	Iceberg Vodka	750	Value Add, Necktag
			417295	Ciroc Original Unflavoured	750	LTO
			456095	Ketel One Vodka	750	BAP
☐	☐	2 A/B	95935	Grey Goose Vodka	750	Value Add
			417196	Grey Goose Vodka	1140	Value Add
☐	☐	3 A/B	106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	
			302752	>(V) Santa Margherita Rosé Brut	750	LTO
			687558	>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	BAP
			687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	
☐	☐	4 A/B	27768	J.P. Wiser's 10YO Canadian Whisky	750	BAP, Value Add
			33928	J.P. Wiser's Deluxe	1750	LTO, Value Add
			216689	J.P. Wiser's Deluxe	1140	Value Add
☐	☐	5 A/B	31587	Polar Ice Berry Blizzard	750	LTO
			36454	Polar Ice Orange Blizzard Flavoured Vodka	750	BAP
			477885	Polar Ice Vodka (P.E.T)	1750	Value Add
☐	☐	6 A/B	30834	Canadian Club Classic 12 Year Old	1140	LTO
			34637	Canadian Club Premium	1750	Value Add
			390583	Canadian Club 100% Rye	750	LTO
☐	☐	7 A/B	11586	El Abuelo Organic Sauvignon-Verdejo	750	LTO, Wine Fridge
			33058	El Abuelo Org Tempranillo Monastrell Almansa	1500	LTO
			524520	El Abuelo Organic Tempranillo Monastrell Almansa	750	LTO
☐	☐	8 A/B	36603	White Claw Tequila Smash 8 Pack	8 × 355	
			36605	White Claw Vodka Smash 8 Pack	8 × 355	
			36609	White Claw Strawberry	473	
			36612	White Claw Surge Green Apple	473	
			37108	White Claw Lemonade Limon	473	
☐	☐	9 A/B	19894	Cracked Canoe (275/TBS)	6 × 473	
			38023	Moosehead Small Batch East Coast IPA (275/TBS)	473	
			422345	Moosehead Lager (275/TBS)	6 × 473	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	10	11226	Whitewater Blood Moon Orange Sour (8454)	473	LTO
		15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
		16954	Bench Brewing Lincoln Lager (798)	473	LTO
		31451	Ace Hill Ultra (LCBO Warehouse)	6 × 355	
		37569	Todd Is An Absolute Beauty, Pale Ale (5732)	473	
		190439	Wellington Special Pale Ale (4826)	473	LTO
		404368	Muskoka Detour (LCBO Warehouse)	473	OCB, LTO
		456996	Lost Craft Revivale (179)	473	BAP
		688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO
☐ ☐	11	16608	Aviation Gin	375	
		21996	Aviation Gin	1750	LTO
		129940	Aviation Gin	750	Value Add
☐ ☐	12	34063	Ciroc Passion	750	Value Add
		446823	Ciroc Pineapple	750	BAP
		662379	Ciroc Watermelon	750	LTO
☐ ☐	13	11945	Proper No. Twelve	750	LTO
		14910	Bushmills Irish Whiskey	750	
		61374	Bushmills Black Bush	750	Value Add
☐ ☐	14	227678	1800 Silver Tequila	750	LTO
		398479	1800 Reposado	750	BAP
		492454	1800 Coconut Tequila	750	LTO
☐ ☐	15	160952	Domaine Bousquet Malbec Organic	750	LTO
		454868	Las Mulas Merlot Reserva Organic	750	LTO
		464743	Angove Organic Cabernet Sauvignon	750	LTO
☐ ☐	16	19035	St Remy XO	375	BAP
		32936	Kamora Coffee Liqueur	1140	BAP, Value Add
		557108	St Remy XO Brandy	750	BAP, Value Add
☐ ☐	17	17465	Mount Gay Black Barrel Double Cask Blend	750	Value Add
		369801	Mount Gay Eclipse Rum	1140	LTO, Value Add
		369819	Mount Gay Eclipse Rum	1750	LTO, Value Add
☐ ☐	18	16787	Collingwood Happy Tails Session IPA (4205)	473	LTO
		23047	Figo Italian Pilsner (798)	473	LTO
		30033	Beau's Juiced Af IPA (LCBO Warehouse)	473	LTO
		556688	Collective Arts Life In The Clouds (LCBO Warehouse)	473	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	19	32274	The Kraken Gold Spiced Rum	750	BAP
		318683	The Kraken Black Spiced Rum	1140	LTO
		454710	The Kraken Black Spiced Rum	1750	LTO
☐ ☐	20	16136	Somersby Mango & Lime Cider (LCBO Warehouse)	473	BAP
		26622	Somersby Cider Mixer 8-Pack (LCBO Warehouse)	8 × 473	LTO
		32735	Somersby Wild Garden Crushed Apple Cider (LCBO Warehouse)	4 × 355	LTO
☐ ☐	Discovery End (W6) Kosher	13732	>(V)Rosé Casa Di Luigi K(Vina Luis Felipe Ed-wards)	750	W6, LTO
		16586	>(V)Pinot Noir Casa Di Luigi K(Luis Felipe Ed-wards)	750	W6, LTO
		156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E)	750	W6, LTO
		354761	>(V)Carmenere Terra Vega Kpm (Luis Felipe Edwards)	750	W6, LTO
☐ ☐	Entrance Table (EA-S1)	1487	Crown Royal	750	S1, BAP
		7880	Johnnie Walker Black 12 Yr	750	S1, BAP
		54866	Bulleit Bourbon Frontier Whiskey	750	S1, Mini Thematic, BAP
		400259	Baileys Salted Caramel	750	S1, LTO
☐ ☐	Gifting Display A (Mini Thematic A)	21465	Angel's Envy	750	LTO
		25136	818 Tequila Blanco	750	BAP, Necktag
		25141	Lobos 1707 Tequila Reposado	750	LTO
		25441	Teremana Tequila Anejo	750	LTO
		54866	Bulleit Bourbon Frontier Whiskey	750	S1, BAP
		173559	Don Julio Reposado	750	LTO
		326025	Basil Hayden Straight Bourbon	750	LTO
		363986	Cazadores Blanco Tequila	750	LTO
		479881	Lagavulin 8 YO	750	LTO
		479980	Macallan 12 YO Double Cask	750	BAP
		549113	1800 Anejo Tequila	750	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Gifting Display B (Mini Thematic B)	32183	Saintly The Good Sauvignon Blanc VQA	LTO
			53868	Jaffelin Bourgogne Aligote Aoc	LTO
			84988	>Beringer Napa Valley Chardonnay	FSM, LTO, Wine Fridge
			89037	>Tawse Chardonnay Sketches Of Niagara	LTO
			268342	>V)Chardonnay Estate (Henry Of Pelham)	LTO
			286377	> (V)Riesling Res VQA Niagara (Cave Spring)	LTO
			326728	>Oyster Bay Chardonnay Marlborough	LTO
			375071	Calmel & Joseph Villa Blanche Chardonnay Pays	LTO
			948158	> (V)San Vincenzo Vento Igt (Roberto Anselmi)	BAP
☐	☐	Local Beer & Cider Display (Mini Thematic C)	11226	Whitewater Blood Moon Orange Sour (8454)	LTO
			15116	Cowbell Brewing Co. Hazy Days IPA (458)	
			16954	Bench Brewing Lincoln Lager (798)	LTO
			31451	Ace Hill Ultra (LCBO Warehouse)	6 x 355
			37569	Todd Is An Absolute Beauty, Pale Ale (5732)	
			190439	Wellington Special Pale Ale (4826)	LTO
			404368	Muskoka Detour (LCBO Warehouse)	OCB, LTO
			456996	Lost Craft Revivale (179)	BAP
			688507	Flying Monkeys Sparklepuff Triple IPA (6309)	LTO
☐	☐	Front Nesting Table	15012	Northern Keep Vodka	FNT, Necktag, BAP
			16580	Maker's Mark	FNT, LTO
			27381	Talisker Skye	FNT, LTO
			60608	El Dorado 12 Year Old Rum	FNT, LTO
			158014	Flor De Cana Centenario 12 Rum	FNT, LTO
			227413	Iceberg Vodka	FNT, BAP
			249680	Talisker 10 Yr Old	FNT, LTO
			334151	Bacardi Superior White Rum (P.E.T)	FNT, LTO
			363770	Ketel One Vodka	FNT
			382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	FNT, BAP
			520304	Bacardi Gold	FNT, LTO
			638130	Dillon's Vodka	FNT, LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐ Feature Fixture A (FFA)		604	Chiarli Castelvetro Lambrusco	750	Feature Fixture A, LTO
		16191	Toro Bravo Sparkling Secco White	750	Feature Fixture A, LTO
		16767	Saintly Sparkling Rosé VQA	750	Feature Fixture A, LTO
		25068	Laurent Perrier La Cuvee Brut Champagne	750	Feature Fixture A, LTO
		30835	Yellow Tail Bubbles	750	Feature Fixture A, Wine Fridge, BAP
		30836	Yellow Tail Bubbles Rosé	750	Feature Fixture A, BAP
		32190	Mindful Sparkling VQA	750	Feature Fixture A, LTO
		32194	Peller Family Reserve Secco Bubbles VQA	750	Feature Fixture A, Wine Fridge, BAP
		32535	Veuve Du Vernay Brut Sparkling	750	Feature Fixture A, LTO
		34259	Bask Lightly Sparkling Rosé	750	Feature Fixture A, LTO
		122689	Henkell Trocken	750	Feature Fixture A, LTO, Wine Fridge
		210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	Feature Fixture A, BAP
		216945	Freixenet Cordon Negro Brut Cava	750	Feature Fixture A, LTO
		253948	Martini Asti	750	Feature Fixture A, LTO
		277202	Bottega Rosé Vino Dei Poeti Sparkling	750	Feature Fixture A, BAP
		284539	Trius Brut VQA	750	Feature Fixture A, LTO
		428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	Feature Fixture A, LTO
		518407	Blue Nun 24k Gold Edition Sparkling	750	Feature Fixture A, LTO
		537605	Nicolas Feuillatte Brut Champagne	750	Feature Fixture A, LTO
		577148	Villa Conchi Brut Selecccion	750	Feature Fixture A, LTO
		593855	Astoria Prosecco La Robinia	750	Feature Fixture A, LTO, Wine Fridge
		897702	Bottega Vino Dei Poeti Prosecco Doc	750	Feature Fixture A, LTO, Wine Fridge

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
☐ ☐	Feature Fixture B (FFB)	13907	Jackson-Triggs Proprietors Selection Light Rosé	750			
		14867	Sandbanks Summer Rosé	750			
		15568	Listel Gris Rosé	750			
		17893	Porta 6 Rosé	750			
		17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750			
		19062	Sandbanks Sparkling Rosé	750			
		23757	S de la Sablette Coteaux Varois Rosé	750			
		23760	Doppio Passo Primitivo Rosato Puglia IGT	750			
		24080	Jacob's Creek Moscato Rosé Lower Sugar	750			
		24084	Kim Crawford Illuminate Rosé	750			
		24972	Family Tree Speck Brothers	750			
		27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750			
		31710	The Beach by Whispering Angel	750			
		32025	Keep Calm & Love	750			
		32178	32178 Saintly Sparkling Rosé VQA	200			
		34068	Fresh Rosé	750			
		35041	Tiny Bubbles Sparkling Rosé VQA	750			
		37190	Vignes de Nicole Paul Mas Rosé	750			
		37193	Cellier Des Dauphis 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 Rrosé	750			
		603795	Bodegas Muga, Rioja Rosé	750			
		647149	Calvet Pouch IGP Terres de Midi Rosé	1500			
		☐ ☐	Block Pile A	1107	Bud Light (275/TBS)	473	Seasonal Block Pile A
				25078	Mill Street Blue Wave (275/TBS)	473	Seasonal Block Pile A, LTO
				311779	Bud Light (275/TBS)	6 × 473	Seasonal Block Pile A, LTO
				311787	Budweiser (275/TBS)	6 × 473	Seasonal Block Pile A, Value Add
904334	Budweiser (275/TBS)			6 × 355	Seasonal Block Pile A		
905976	Budweiser (275/TBS)			473	Seasonal Block Pile A, LTO		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Block Pile B	36575	Absolut Berry Vodkarita	355	Seasonal Blocok Pile B
			36587	Georgian Bay Tropical Smash Passionfruit	473	Seasonal Blocok Pile B
			36604	Crazy Uncle Strawberry Cream Soda	473	Seasonal Blocok Pile B
			36622	Motts Clamato Light	458	Seasonal Blocok Pile B
			36655	Arizona Hard Peach Iced Tea	473	Seasonal Blocok Pile B
			37158	Ole Tequila Sunrise	355	Seasonal Blocok Pile B
			37187	Coco Rum Original	473	Seasonal Blocok Pile B
			37395	Triple Bogey Transfusion	355	Seasonal Blocok Pile B
☐	☐	Block Pile C	21378	Jim Beam White Label Bourbon	750	Seasonal Block Pile C, BAP
			31722	Carolans Peanut Butter	750	Seasonal Block Pile C, BAP
			88799	Alberta Pure Vodka (P.E.T)	750	Seasonal Block Pile C, BAP, Value Add
			112995	Beringer Main & Vine Pinot Grigio	750	Seasonal Block Pile C, BAP
			113001	Beringer Main & Vine Cabernet	750	Seasonal Block Pile C, BAP
			200741	Gibson's Finest Rare 12 Years Old	1750	Seasonal Block Pile C, BAP
			239756	Beringer Main & Vine White Zinfandel	750	Seasonal Block Pile C, BAP
			292177	Phillips Butter Ripple Schnapps	750	Seasonal Block Pile C, BAP
			490805	Beringer Main & Vine Chardonnay	750	Seasonal Block Pile C, BAP
			534230	Beringer Founders Estate Chardonnay	750	Seasonal Block Pile C, BAP
			534263	Beringer Founders Estate Cabernet Sauvignon	750	Seasonal Block Pile C, BAP
			557470	Empress 1908 Gin	750	Seasonal Block Pile C, BAP
☐	☐	Block Pile D (XBP)	10393	Legent	750	Seasonal Block Pile D, LTO
			28587	Suntory World Whisky Ao	700	Seasonal Block Pile D, BAP
			465484	Toki	750	Seasonal Block Pile D, LTO
			636209	Roku Gin	750	Seasonal Block Pile D, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Enhanced Block Pile Display Hennessy (FSG-A)	32392	Hennessy VSOP NBA 2023-2024 Gift Box	750	FSN, FSG
			32393	Hennessy VS NBA 2023-2024 Gift Box	750	FSN, FSG
			32392	Hennessy VSOP NBA 2023-2024 Gift Box	750	FSN, FSG
			32393	Hennessy VS NBA 2023-2024 Gift Box	750	FSN, FSG
☐	☐	Flagship Spotlight (Enhanced Occasions) (FSN-A)	217463	Hennessy XO Cognac	750	FSN
			245688	Hennessy VS Cognac	375	FSN
			425579	Hennessy VS Cognac	1750	FSN
			492884	Hennessy VSOP	375	FSN
			605576	Hennessy VS Cognac	200	FSN
			629055	Hennessy XO	375	FSN
			11194	Sand Point Chardonnay	750	FSM
			28556	Three Thieves Cabernet Sauvignon	1500	Middle Nesting Table, FSM, LTO
		Pop-up Activation (FSM-A)	36754	22 Chard Organic High Elevation (Shannon Ridge)	750	FSM
			59311	>The Seven Deadly Zins Old Vine Zinfandel	750	FSM
			84988	>Beringer Napa Valley Chardonnay	750	Mini Thematic, FSM, LTO, Wine Fridge
			175430	Wente Morning Fog Chardonnay	750	FSM
			265983	>McManis Chardonnay	750	FSM
			284943	>Francis Coppola Sofia Rosé	750	FSM, LTO
			292128	Firestone Cabernet Sauvignon	750	Shelf Extender, LTO, FSM
			292151	>Louis M. Martini Cabernet Sauvignon Sonoma	750	FSM
			342436	>Bonterra Chardonnay Organic	750	Green Extender, LTO, FSM
			656561	>J. Lohr Seven Oaks Cabernet Sauvignon	750	FSM

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	Middle Nesting Table/Celebration Fixture	15761	Trinity Oaks Cabernet Sauvignon	750	Middle Nesting Table, LTO
		18631	Sebastiani Chardonnay	750	Middle Nesting Table, LTO
		22297	Ck Mondavi Chardonnay	750	Middle Nesting Table, LTO
		25843	California Roots Cabernet Sauvignon	750	Middle Nesting Table, LTO
		28556	Three Thieves Cabernet Sauvignon	1500	Middle Nesting Table, FSM, LTO
		301507	Wente Southern Hills Cabernet Sauvignon	750	Middle Nesting Table, LTO
		342428	>Bonterra Cabernet Sauvignon Organic	750	Middle Nesting Table, LTO
		369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	Middle Nesting Table, BAP
		444059	>Joel Gott 815 Cabernet Sauvignon	750	Middle Nesting Table, BAP
		449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	Middle Nesting Table, LTO
		483321	Noble Vines 337 Cabernet Sauvignon	750	Middle Nesting Table, LTO
		738823	>Liberty School Cabernet Sauvignon	750	Middle Nesting Table, LTO
☐ ☐	Beer Excitement Zone A	19581	Mill Street Original Organic Lager (275/TBS)	6 × 355	EZA, LTO
		247627	Mill Street Original Organic Lager (275/TBS)	473	EZA
		516880	Mill Street Original Organic (275/TBS)	6 × 473	EZA, Contest Value Add/on-Pack
☐ ☐	Beer Excitement Zone B	37619	Cameron's Smile Pack Vol 1 (413)	6 × 473	
		38062	Collective Arts Peak To Peak West Coast IPA (LCBO Warehouse)	473	
		38432	Nickel Brook Party Dad IPA (6699)	473	
☐ ☐	Beer Excitement Zone C	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	EZH, BAP, Value Add
		31224	Coors Seltzer Slushie Flavour Pack	12 × 355	EZH, BAP, Value Add
		36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	EZH, BAP, Value Add
☐ ☐	Beer Excitement Zone D	300681	Coors Light (275/TBS)	6 × 473	EZD, LTO
		906560	Coors Light (275/TBS)	6 × 341	EZD
		906628	Coors Light (275/TBS)	6 × 355	EZD, Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Ontario Craft Beer End Aisle	13814	Shawn & Ed Lagershed Original (902)	4 × 473	Shelf Extender, OCB
			19266	Beau's Lug Tread (LCBO Warehouse)	6 × 473	OCB
			404368	Muskoka Detour (LCBO Warehouse)	473	Mini Thematic, OCB, LTO
			450312	Collective Arts Ransack The Universe IPA (LCBO Warehouse)	473	OCB
			573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	OCB
			576900	Cowbell Brewing Co. Shindig Huron County Craft Lager (458)	473	OCB
☐	☐	Ontario Go-Local	31994	Brunch Red Field Blend VQA	750	goLOCAL, LTO
			250217	Henry Of Pelham Pinot Grigio VQA	750	goLOCAL, LTO
			341586	Featherstone Four Feathers	750	goLOCAL, LTO
			609875	Eastdell Black Cab VQA	750	goLOCAL, LTO
☐	☐	Ontario VQA Our Buyer's Pick	6395	20 Bees Cabernet Merlot VQA	750	BAP
			594200	Peninsula Ridge Inox Chardonnay VQA	750	BAP
☐	☐	Vintages Essentials on Offer	18947	>Kim Crawford Illuminate Sauvignon Blanc	750	VL1, BAP
			681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	VL1, LTO
☐	☐	Vintages WOM: March 30	12281	Château de Ribebon 2019	750	
			36232	Lui Úmile Malbec 2021	750	
☐	☐	Vintages WOM: April 13	24101	Bogle Pinot Noir 2021	750	
			550244	Château La Cardonne 2015	750	
☐	☐	Vintages Our Buyer's Picks	177824	>(V)Gamay Noir (Thirteenth Street)	750	LTO
☐	☐	Spirited Picks Display (CE1)	515205	St Germain Elderflower Liqueur	200	CE1, LTO
			604934	Grey Goose Vodka	375	CE1, LTO
☐	☐	RTD Impulse 1 (CE3)	31246	Jack Daniel's & Ginger	473	CE3, BAP
☐	☐	RTD Impulse 2 (CE4)	24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	CE4, BAP
☐	☐	RTD Impulse 3 (CE5)	558098	Twisted Shotz Sex On The Beach	4 × 30	CE5, BAP
☐	☐	RTD Impulse 4 (CE6)	31311	Captain Morgan Mango Mai Tai	355	CE6, BAP
☐	☐	The Cold Room Spirits	366534	The Kraken Black Spiced Rum	375	Cold Room Spirits, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐	☐	Special Promotions Fixture (CE2) Spirit Impulse Skus	240	Smirnoff Vodka (P.E.T)	375	
			463	Canadian Club Premium	375	
			596	Bacardi Superior White Rum (P.E.T)	375	
			3517	Wiser's Special Blend (P.E.T)	375	
			3871	Alberta Premium Whisky (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	
			119743	Jack Daniel's Tennessee Whiskey	375	
			230987	Jameson Irish Whiskey	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	
			6254	Folonari Valpolicella Classico	375	
			24490	Champagne Victoire Brut Prestige	375	
☐	☐	Special Promotions Fixture (CE2) Wine Impulse Half Bottles/Can Skus	25267	Josh Cellars Cabernet Sauvignon	375	
			25960	Trapiche Reserve Malbec	375	
			36423	Cave Spring Riesling Dry VQA	375	
			38810	Chateau Des Charmes Cabernet Merlot	375	
			160085	Kim Crawford Marlborough Sauvignon Blanc	375	
			194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375	
			253930	Martini & Rossi Asti	375	
			297648	Voga Pinot Grigio Igt	375	
			297655	Masi Campofiorin Igt	375	
			297663	Masi Costasera Amarone Classico	375	
			313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375	
			389056	Veuve Clicquot Brut Champagne	375	
			453076	Moet & Chandon Imperial Champagne	375	
			687558	(V) P.Grigio Valdadige Doc (Sta Margherita)	375	
			22010	Absolut Raspberri Vodka	375	FEM1, LTO
			637058	Bombay Sapphire London Dry Gin	375	FEM1, LTO
☐	☐	FEM 2: Wines	20054	Mare Di Sirena Pinot Grigio	750	FEM2, Wine Fridge
			250480	Zonin Prosecco Brut 1821 Doc	3 × 200	FEM2, LTO
☐	☐	FEM 3: Spirits	596	Bacardi Superior White Rum (P.E.T)	375	FEM3, LTO
			207514	Remy Martin	375	FEM3, 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	541755	Spirit Of York Vodka	750	LTO								Y	Y	
R2	Vodka B	19480	Zirkova One Ultra Premium Vodka	1140	LTO					Y	Y	Y	Y	Y	
R3	Vodka C	212282	Luksusowa Vodka	1140	LTO				Y	Y	Y	Y	Y	Y	
R4	Vodka D	135566	Polar Ice Vodka	750	BAP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R5	Vodka E	628990	Tito's Handmade Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R6	Rum A	24437	Sailor Jerry Spiced Rum	1750	BAP									Y	
R7	Rum B	318618	Plantation Grande Reserve.	750	LTO					Y	Y	Y	Y	Y	
R8	Rum C	14354	Appleton Estate 8YO Reserve	750	LTO				Y	Y	Y	Y	Y	Y	
R9	Rum D	53140	Havana Club 7 Years Old	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R10	Rum E	117	Bacardi Superior White Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R11	Canadian Whisky A	36885	Bearface Triple Oak Canadian Whisky	750									Y	Y	
R12	Canadian Whisky B	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO					Y	Y	Y	Y	Y	
R13	Canadian Whisky C	10357	Crown Royal Peach	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R14	Canadian Whisky D	893	J.P. Wiser's Deluxe	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R15	Canadian Whisky E	42	Canadian Club Premium	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R16	Scotch A	11130	Dewar's White Label Whisky	750	BAP				Y	Y	Y	Y	Y	Y	
R17	Scotch B	605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R18	Gin A	397539	Boodles Gin	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R19	Liqueurs A	193490	Baileys Irish Cream	1750	LTO						Y	Y	Y	Y	
R20	Liqueurs B	483339	Mionetto Prestige Prosecco Brut Doc Treviso + 176834 Aperol 750 mL	750	BAP				Y	Y	Y	Y	Y	Y	
R21	Liqueurs C	180695	St-Germain Elderflower Liqueur	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	
R22	Liqueurs D	217448	Malibu Coconut Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R23	Brandy A	21574	Hine H By Hine VSOP Fine Champagne Cognac	750	LTO									Y	
R24	Brandy B	1925	Courvoisier VS	750	BAP			Y	Y	Y	Y	Y	Y	Y	
R25	Tequila A	174466	Jose Cuervo Especial Silver	750	LTO						Y	Y	Y	Y	
R26	Ontario Blend A	346445	Sandbanks Dunes Red VQA	750	LTO				Y	Y	Y	Y	Y	Y	
R27	Ontario Blend B	17472	Trius Baco Noir VQA	750	LTO			Y	Y	Y	Y	Y	Y	Y	
R28	Ontario Blend C	526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R29	Ontario Non-VQA A	391300	Ch Des Charmes Sauvignon Blanc VQA	750	LTO					Y	Y	Y	Y	Y	
R30	Ontario Non-VQA B	19338	Good Natured Crisp Chardonnay VQA	750	LTO, Necktag				Y	Y	Y	Y	Y	Y	
R31	Ontario Non-VQA C	450981	Pelee Island Lola Blush Sparkling VQA	750	BAP, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R32	Ontario Non-VQA D	667097	Peller Family Vineyards Sauvignon Blanc	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	57349	Chateau Des Charmes Gamay Noir VQA	750	LTO							Y	Y	Y	
R35	Australia/New Zealand A	21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	LTO								Y	Y	
R36	Australia/New Zealand B	325787	McGuigan Black Label Shiraz	750	LTO							Y	Y	Y	
R37	Australia/New Zealand C	619452	Matua Sauvignon Blanc Hawke's Bay	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	
R38	Australia/New Zealand D	293043	Stoneleigh Marlborough Sauvignon Blanc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R39	USAA	292128	Firestone Cabernet Sauvignon	750	LTO, FSM		Y	Y	Y	Y	Y	Y	Y	Y	
R40	USA B	308007	Menage A Trois Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Shelf Extenders

Shelf Extenders				Size (mL)	Support Programs	#of Extenders										
Extender Location	LCBO#	Description				15	20	30	40	45	50	55	60	65		
R41 Chile A	295139	Alamos Malbec	750	LTO						Y	Y	Y	Y			
R42 Chile B	639732	Gato Negro Cabernet Merlot	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R43 France Blend A	30251	William Fevre Petit Chablis	750	BAP									Y			
R44 France Blend B	30961	Lavis Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R45 France South A	31753	Cantina Di Illasi Amarone Della Valpolicella Docg	750	LTO								Y	Y			
R46 France South B	285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y			
R47 France Bordeaux/ Burgundy A	26906	Danzante Pinot Grigio Delle Venezie Igt	750	LTO							Y	Y	Y			
R48 Italy Central A	2881	Pisse-Dru Beaujolais	750	LTO								Y	Y			
R49 Italy Central B	30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R50 Italy North A	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO					Y	Y	Y	Y	Y			
R51 Italy North B	30554	Mucho Mas White	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y			
R52 Southern Europe A	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	LTO									Y			
R53 Southern Europe B	5322	Aveleda Vinho Verde	750	LTO							Y	Y	Y			
R54 Germany A	384651	Martini Prosecco Sparkling	750	BAP			Y	Y	Y	Y	Y	Y	Y			
R55 Sparkling A	68254	Yellow Tail Pinot Grigio	750	LTO							Y	Y	Y			
R56 Sparkling B	176834	Aperol + 483339 Mionetto Prestige Prosecco Brut Doc Treviso	750	BAP				Y	Y	Y	Y	Y	Y			
R57 Ontario Beer A	614909	Kozel Beer (LCBO Warehouse)	500	LTO								Y	Y			
R58 Ontario Beer B	676775	Lech Beer (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y			
R59 Beer 1	13814	Shawn & Ed Lagershed Original (902)	4 × 473	OCB									Y			
R60 Beer 2	37099	Faxe Premium Lager (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y			
R61 Beer 3	24890	Cowbell Brewing Co. Original Cider (458)	473					Y	Y	Y	Y	Y	Y			
R62 Beer 4	32265	Muskoka Major Tom Hazy Dipa (LCBO Warehouse)	568	LTO			Y	Y	Y	Y	Y	Y	Y			
R63 Party Zone 1	36630	Social Lite Field Strawberry Vodka Soda	355	LTO			Y	Y	Y	Y	Y	Y	Y			
R64 Party Zone 2	24404	Smirnoff Vodka Soda Berry Blast	355	BAP				Y	Y	Y	Y	Y	Y			
R65 Party Zone 3	5280	Vodka Mudshake Chocolate	4 × 270	LTO		Y	Y	Y	Y	Y	Y	Y	Y			

NEW! Aperol x Mionetto Cross-Merchandising Extenders

Merchandise both products on both extender locations. Please see example for how to merchandise.

R20 Liqueurs



R56 Sparkling



Shelf Talker



* An additional shelf talker will be provided for in section.

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	32006	Smirnoff Creamsicle Blast	750	BAP	DIAGEO CANADA INC.
C2: Canadian Whisky	114694	Crown Royal	1750	LTO	DIAGEO CANADA INC.
C3: Ontario Non VQA Blend	135939	Pelee Island Pinot Noir VQA	750	BAP	PELEE ISLAND WINERY
C4: French Blend	336503	Black Tower Rivaner	750	LTO	PMA CANADA LTD.
C5: Fixed Store Location	340380	Two Oceans Sauvignon Blanc	750	LTO	PMA CANADA LTD.
C6: Vodka	25137	818 Tequila Reposado	750	LTO, Necktag	GLAZER'S OF CANADA
C7: Scotch	447953	Fireball Whisky Shooter	750	Value Add	PHILIPPE DANDURAND WINES LTD.
C8: Liqueurs	103747	Maker's Mark Kentucky Bourbon	750	LTO	BEAM SUNTORY
C9: Ontario Blends	136044	Pelee Island Chardonnay VQA	750	BAP	PELEE ISLAND WINERY
C10: France Red	122390	The Beachhouse Sauvignon Blanc	750	LTO, Wine Fridge	DIONYSUS WINES & SPIRITS LTD.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	427328	Long Weekend Cabernet VQA	750	LTO	FIELDING ESTATE WINERY
D2: Discovery Wines 2	36461	Nozeco Rosé- De-Alcoholized	750	LTO	HEKTARS AGENCE INC.
D3: Discovery Wines 3	594341	RH Phillip Toasted Head Chardonnay	750	LTO, Wine Fridge	E&J GALLO WINERY CANADA LTD.
D4: Discovery BSM 1	22238	Side Launch 5th Coast IPA (3827)	473	LTO	VON TERRA ENTERPRISES LTD.
D5: Discovery BSM 2	334052	Stiegl Grapefruit Radler (LCBO Warehouse)	500	LTO	MCCLELLAND PREMIUM IMPORTS
D6: Discovery BSM 3	450130	Smirnoff Ice Light Raspberry & Soda	4 x 355	LTO	DIAGEO CANADA INC.
D7: Discovery Spirits 1	601484	Amaro Montenegro Liqueur	750	LTO	MARK ANTHONY WINE & SPIRITS
D8: Discovery Spirits 2	545210	Plantation 3 Star White Rum	750	LTO	IMPRESE INC.
D9: Discovery Spirits 3	436279	Hornitos Plata	750	LTO	BEAM SUNTORY

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	342436	>Bonterra Chardonnay Organic	750	LTO	ESCALADE WINES & SPIRITS

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.00	Shelf Extender
117	Bacardi Superior White Rum	750	\$1.00	Shelf Extender
596	Bacardi Superior White Rum (P.E.T)	375	\$1.00	FEM3
604	Chiarli Castelvetro Lambrusco	750	\$1.00	Feature Fixture A
893	J.P. Wiser's Deluxe	750	\$2.20	Shelf Extender
1784	Grand Marnier Cordon Rouge	750	\$5.00	
2881	Pisse-Dru Beaujolais	750	\$2.00	Shelf Extender
5280	Vodka Mudshake Chocolate	4 × 270	\$1.00	Shelf Extender
5322	Aveleda Vinho Verde	750	\$1.00	Shelf Extender
9043	Crown Royal	375	\$1.00	
10357	Crown Royal Peach	750	\$1.50	Shelf Extender
10393	Legent	750	\$6.00	Seasonal Block Pile D
10937	Forty Creek Double Barrel Reserve Whisky	750	\$3.00	Shelf Extender
11226	Whitewater Blood Moon Orange Sour	473	\$0.25	Mini Thematic
11423	Dillon's The Professors Negroni	4 × 125	\$1.00	
11586	El Abuelo Organic Sauvignon-Verdejo	750	\$2.00	End Aisle, Wine Fridge
11850	Buffalo Trace Bourbon	375	\$2.00	
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	
11945	Proper No. Twelve	750	\$1.50	End Aisle
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	\$2.00	
13311	22 Chardonnay Lone Birch (Airport Ranch Estates)	750	\$3.00	
13654	Partake Brewing Non-Alcoholic IPA	355	\$0.15	
13732	>(V)Rosé Casa Di Luigi K(Vina Luis Felipe Edwards)	750	\$1.00	W6
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00	
14354	Appleton Estate 8YO Reserve	750	\$3.00	Shelf Extender
14483	Ace Hill Raspberry Vodka Soda	355	\$0.20	
14494	Jose Cuervo Authentic Margarita	1750	\$1.50	
14534	Twisted Tea Peach	473	\$0.20	
14996	Hollandia Lager 4 Pack	4 × 500	\$1.00	
15506	Miller Lite	30 × 355	\$3.00	
15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
15806	Skyy Vodka	750	\$1.20	
16191	Toro Bravo Sparkling Secco White	750	\$1.50	Feature Fixture A
16580	Maker's Mark	1140	\$7.00	Front Nesting Table
16586	>(V)Pinot Noir Casa Di Luigi K(Luis Felipe Edwards)	750	\$1.00	W6
16767	Saintly Sparkling Rosé VQA	750	\$2.00	Feature Fixture A
16787	Collingwood Happy Tails Session IPA	473	\$0.20	End Aisle
16954	Bench Brewing Lincoln Lager	473	\$0.30	Mini Thematic
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17522	Megalomaniac Much Obligated White VQA	750	\$2.00	
17523	Megalomaniac Much Obligated Red VQA	750	\$2.00	
17650	Smoky Bay Shiraz	750	\$1.00	
17823	Stella Artois	6 × 330	\$1.00	
17846	Corona Extra	6 × 355	\$1.00	
18631	Sebastiani Chardonnay	750	\$2.00	Middle Nesting Table
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Shelf Extender, Necktag
19480	Zirkova One Ultra Premium Vodka	1140	\$3.00	Shelf Extender
19581	Mill Street Original Organic Lager	6 × 355	\$1.00	EZA
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00	
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	\$2.00	Shelf Extender
21465	Angel's Envy	750	\$5.00	Mini Thematic
21544	Smirnoff Pink Lemonade	750	\$1.00	
21574	Hine H By Hine VSOP Fine Champagne Cognac	750	\$5.00	Shelf Extender
21996	Aviation Gin	1750	\$4.00	End Aisle
22010	Absolut Raspberri Vodka	375	\$1.00	FEM1
22238	Side Launch 5th Coast IPA	473	\$0.25	Discovery Extender
22297	Ck Mondavi Chardonnay	750	\$1.00	Middle Nesting Table
23047	Figo Italian Pilsner	473	\$0.30	End Aisle
24325	Canadian Club & Ginger Ale	473	\$0.25	
24332	Mikes Hard Red Freeze	473	\$0.20	
24385	Bacardi Pina Colada	355	\$0.25	
24407	Nutrl The Mixed	12 × 355	\$2.00	
25068	Laurent Perrier La Cuvee Brut Champagne	750	\$6.00	Feature Fixture A
25078	Mill Street Blue Wave	473	\$0.25	Seasonal Block Pile A
25137	818 Tequila Reposado	750	\$5.00	Comm. Extender, Necktag
25141	Lobos 1707 Tequila Reposado	750	\$5.00	Mini Thematic
25441	Teremana Tequila Anejo	750	\$5.00	Mini Thematic
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	
25839	Barramundi Cabernet Sauvignon	750	\$1.50	
25843	California Roots Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
26622	Somersby Cider Mixer 8-Pack	8 × 473	\$4.00	End Aisle
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$2.00	Shelf Extender
27381	Talisker Skye	700	\$3.00	Front Nesting Table
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00	
27389	Apothic Red Blend Bib	3000	\$5.00	
27522	Elijah Craig Small Batch Bourbon	375	\$2.00	
27729	Pelee Island Best In Show Pinot Grigio	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27731	Pelee Island Best In Show Cabernet Sauvignon	750	\$2.00	
28556	Three Thieves Cabernet Sauvignon	1500	\$3.00	Middle Nesting Table, FSM
30033	Beau's Juiced Af IPA	473	\$0.25	End Aisle
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	\$3.00	Shelf Extender
30554	Mucho Mas White	750	\$2.00	Shelf Extender
30834	Canadian Club Classic 12 Year Old	1140	\$1.95	End Aisle
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
30961	Lavis Pinot Grigio	750	\$2.00	Shelf Extender
31587	Polar Ice Berry Blizzard	750	\$1.00	End Aisle
31753	Cantina Di Illasi Amarone Della Valpolicella Docg	750	\$3.00	Shelf Extender
31982	Junction 56 Black Raspberry Gin Ddp	750	\$2.00	
31994	Brunch Red Field Blend VQA	750	\$0.75	goLOCAL
31995	Brunch White Blend VQA	750	\$0.75	
32183	Saintly The Good Sauvignon Blanc VQA	750	\$2.00	Mini Thematic
32190	Mindful Sparkling VQA	750	\$2.00	Feature Fixture A
32265	Muskoka Major Tom Hazy Dipa	568	\$0.25	Shelf Extender
32463	Headline Acts Sauvignon Blanc	750	\$2.00	Wine Fridge
32535	Veuve Du Vernay Brut Sparkling	750	\$2.00	Feature Fixture A
32735	Somersby Wild Garden Crushed Apple Cider	4 × 355	\$1.50	End Aisle
33058	El Abuelo Org Tempranillo Monastrell Almansa	1500	\$3.00	End Aisle
33107	Tuborg Gold	473	\$0.30	
33200	Smirnoff Spicy Tamarind	750	\$1.00	
33523	Wayne Gretzky Signature White VQA	3000	\$3.00	
33928	J.P. Wiser's Deluxe	1750	\$1.00	End Aisle, Value Add
34259	Bask Lightly Sparkling Rosé	750	\$1.00	Feature Fixture A
34579	Prince Igor Extreme Vodka (P.E.T)	1140	\$1.00	
34814	21 Vinalba Reserva Malbec Syrah	750	\$2.00	
35473	Honest Lot Sauvignon Blanc	4000	\$3.00	
35840	Zubrowka Bison Vodka	750	\$1.00	
36461	Nozeco Rosé- De-Alcoholized	750	\$2.00	Discovery Extender
36630	Social Lite Field Strawberry Vodka Soda	355	\$0.25	Shelf Extender
36633	Social Lite Triple Berry Vodka Soda	355	\$0.25	
36719	Paper Boy Organic Vodka Ddp	750	\$1.75	
37099	Faxe Premium Lager	473	\$0.20	Shelf Extender
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
53140	Havana Club 7 Years Old	750	\$2.50	Shelf Extender
53868	Jaffelin Bourgogne Aligote Aoc	750	\$2.50	Mini Thematic
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.00	Shelf Extender
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
60608	El Dorado 12 Year Old Rum	750	\$4.00	Front Nesting Table
68254	Yellow Tail Pinot Grigio	750	\$2.00	Shelf Extender
68817	>V Chardonnay Estate (Hidden Bench)	750	\$2.00	
84988	>Beringer Napa Valley Chardonnay	750	\$3.00	Mini Thematic, FSM, Wine Fridge
89037	>Tawse Chardonnay Sketches Of Niagara	750	\$2.00	Mini Thematic
92791	La Trappe Quadrupel Ale	750	\$1.00	
103747	Maker's Mark Kentucky Bourbon	750	\$5.00	Comm. Extender
114694	Crown Royal	1750	\$2.00	Comm. Extender
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	Flex Space
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	Comm. Extender, Wine Fridge
122689	Henkell Trocken	750	\$2.00	Feature Fixture A, Wine Fridge
126151	Sibling Rivalry Red VQA	750	\$2.00	
127456	Fuzion Organic Malbec Cabernet	750	\$2.00	
130138	>Meiomi Pinot Noir	750	\$2.00	Necktag Contest
130989	>Tawse Pinot Noir Growers Blend Pinot Noir	750	\$2.00	
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	
135376	20 Cab Sauv Ghost Pines Winemakers Blend (Gallo)	750	\$4.00	
142018	>The Musician By Majella Cabernet Shiraz	750	\$2.00	
144857	Konzelmann Shiraz Barrel Aged VQA	750	\$2.00	
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E)	750	\$1.00	W6
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Front Nesting Table
160952	Domaine Bousquet Malbec Organic	750	\$2.00	End Aisle
165308	Colio Extra Dry White	1500	\$1.00	
173559	Don Julio Reposado	750	\$5.00	Mini Thematic
174466	Jose Cuervo Especial Silver	750	\$2.50	Shelf Extender
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	OWS
178541	Batasiolo Barolo Docg	750	\$3.00	
180695	St-Germain Elderflower Liqueur	750	\$5.00	Shelf Extender
184796	Strongbow Cider	8 × 440	\$1.45	
190439	Wellington Special Pale Ale	473	\$0.25	Mini Thematic
193490	Baileys Irish Cream	1750	\$3.00	Shelf Extender
201293	Sapporo	500	\$0.45	
201715	Erdinger Weissbier Bottle	500	\$0.20	
207514	Remy Martin	375	\$6.00	FEM3
209213	Beefeater London Dry Gin	1140	\$1.00	
209221	Absolut Vodka	1140	\$1.00	
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
212282	Luksusowa Vodka	1140	\$2.00	Shelf Extender
216721	Tanqueray London Dry Gin	1140	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Feature Fixture A
217448	Malibu Coconut Rum	1140	\$2.00	Shelf Extender
217794	Johnnie Walker Red Label	1140	\$2.00	
219543	Inniskillin Late Autumn Riesling VQA	750	\$2.00	Wine Fridge
223529	Appleton Estate V/X Signature Blend	1140	\$2.00	
223610	Fielding Pinot Grigio VQA	750	\$1.00	
227678	1800 Silver Tequila	750	\$3.00	End Aisle
234351	Barefoot Moscato	750	\$2.00	Flex Space, Wine Fridge
243055	Beronia Tempranillo Rioja	750	\$2.00	
249680	Talisker 10Yr Old	750	\$5.00	Front Nesting Table
250217	Henry Of Pelham Pinot Grigio VQA	750	\$2.00	goLOCAL
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	\$1.00	FEM2
253948	Martini Asti	750	\$2.00	Feature Fixture A
256735	>McManis Zinfandel	750	\$2.00	
261305	Peninsula Ridge Cabernet Merlot VQA	750	\$2.00	Shelf Extender
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	\$2.00	Mini Thematic
270447	Guinness Draught Beer	500	\$0.25	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$2.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$2.00	
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	
282996	>(V) Chianti Classico (San Felice)	750	\$2.00	
284539	Trius Brut VQA	750	\$3.00	Feature Fixture A
284943	>Francis Coppola Sofia Rosé	750	\$2.00	FSM, Wine Fridge
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$3.00	Shelf Extender
286377	> (V)Riesling Res VQA Niagara (Cave Spring)	750	\$2.00	Mini Thematic
289835	Peller Family Vineyards Dry White	1500	\$1.50	
292128	Firestone Cabernet Sauvignon	750	\$3.00	Shelf Extender, FSM
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender, Wine Fridge
295139	Alamos Malbec	750	\$2.00	Shelf Extender
296244	Guinness Draught	4 × 440	\$1.00	
300681	Coors Light	6 × 473	\$2.00	EZD
301507	Wente Southern Hills Cabernet Sauvignon	750	\$3.00	Middle Nesting Table
302349	Rosemount Diamond Shiraz	750	\$2.00	
302752	> (V) Santa Margherita Rosé Brut	750	\$2.00	End Aisle
302810	Heineken	6 × 500	\$1.05	
308007	Menage A Trois Red	750	\$3.00	Shelf Extender
311258	>Wits End Luna Shiraz	750	\$2.00	
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	
311928	Canadian Club Classic 12 Year Old	750	\$4.00	
316844	Bombay Sapphire London Dry	750	\$2.00	
318618	Plantation Grande Reserve.	750	\$2.50	Shelf Extender
318683	The Kraken Black Spiced Rum	1140	\$3.00	End Aisle
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
326025	Basil Hayden Straight Bourbon	750	\$7.00	Mini Thematic
326728	>Oyster Bay Chardonnay Marlborough	750	\$2.00	Mini Thematic
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
334052	Stiegl Grapefruit Radler	500	\$0.20	Discovery Extender
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	Front Nesting Table
336503	Black Tower Rivaner	750	\$2.00	Comm. Extender
339168	Bodacious Smooth White	750	\$1.00	
340380	Two Oceans Sauvignon Blanc	750	\$1.00	Comm. Extender
341586	Featherstone Four Feathers	750	\$1.00	goLOCAL
341743	Trius Rosé VQA	750	\$3.00	
342428	>Bonterra Cabernet Sauvignon Organic	750	\$3.00	Middle Nesting Table
342436	>Bonterra Chardonnay Organic	750	\$2.00	Green Extender, FSM
346445	Sandbanks Dunes Red VQA	750	\$2.00	Shelf Extender
350900	>Robert Oatley Signature Series Chardonnay	750	\$2.00	
351429	Amsterdam Boneshaker	473	\$0.30	
354761	>(V)Carmenere Terra Vega Kpm (Luis Felipe Edwards)	750	\$1.00	W6
355776	21 Chardonnay Ironstone Lodi (Bear Creek)	750	\$3.00	
357145	Open Smooth Red VQA	750	\$2.00	
363986	Cazadores Blanco Tequila	750	\$3.00	Mini Thematic
366534	The Kraken Black Spiced Rum	375	\$1.00	Cold Room Spirits
369801	Mount Gay Eclipse Rum	1140	\$5.00	End Aisle, Value Add
369819	Mount Gay Eclipse Rum	1750	\$7.00	End Aisle, Value Add
371658	22 Atlantis White (Estate Argyros)	750	\$2.00	
374546	Growers Honeycrisp Apple Cider	473	\$0.20	
375022	>(V) Kremstal Dac Gruner Veltliner	750	\$2.00	
375071	Calmel & Joseph Villa Blanche Chardonnay Pays	750	\$2.00	Mini Thematic
377820	Jackson-Triggs Merlot	1500	\$2.00	
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	
383059	Sleeman Original Lager	6 × 473	\$2.00	
387050	Open Smooth White VQA	750	\$1.00	
387159	Bodacious Smooth Red	1500	\$1.50	
389411	> (V)Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$2.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
391300	Ch Des Charmes Sauvignon Blanc VQA	750	\$1.00	Shelf Extender
391631	Fantini Pinot Grigio	750	\$1.75	Flex Space
394015	Brickworks Batch:1904 Cider	473	\$0.30	
397539	Boodles Gin	750	\$1.00	Shelf Extender
400259	Baileys Salted Caramel	750	\$1.50	S1
404368	Muskoka Detour	473	\$0.20	Mini Thematic, OCB
405241	Ironwood Hard Cider	473	\$0.25	
406850	Argento Estate Bottled Pinot Grigio	1500	\$3.00	Flex Space, Wine Fridge
409581	Tyskie Beer	500	\$0.20	
410803	D'Usse VSOP	750	\$5.00	
411751	Peller Family Reserve Chardonnay VQA	1500	\$2.00	
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	\$3.00	
417295	Ciroc Original Unflavoured	750	\$4.00	BSE End Aisle 1
418590	Modelo Especial	6 × 355	\$1.00	
422345	Moosehead Lager	6 × 473	\$1.00	End Aisle
426577	Sprucewood Shores Pinot Grigio VQA	750	\$1.00	
427328	Long Weekend Cabernet VQA	750	\$1.00	Discovery Extender
428086	Grande Cuvee 1531 De Aimer, Cremant De Limoux	750	\$2.00	Feature Fixture A
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	
436279	Hornitos Plata	750	\$4.00	Discovery Extender
449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	\$2.00	Middle Nesting Table
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	Discovery Extender
454710	The Kraken Black Spiced Rum	1750	\$2.00	End Aisle
454868	Las Mulas Merlot Reserva Organic	750	\$2.00	End Aisle
456350	Fireball Cinnamon Whisky	1750	\$1.55	
464743	Angove Organic Cabernet Sauvignon	750	\$3.00	End Aisle
465484	Toki	750	\$5.00	Seasonal Block Pile D
478909	Blue Moon	473	\$0.20	
479881	Lagavulin 8 YO	750	\$5.00	Mini Thematic
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Shelf Extender
483321	Noble Vines 337 Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
485169	Colio Blush Rosé	1500	\$1.00	
492454	1800 Coconut Tequila	750	\$3.00	End Aisle
496968	Michelob Ultra	6 × 473	\$1.00	Contest
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.50	
515205	St Germain Elderflower Liqueur	200	\$1.00	CE1
518407	Blue Nun 24k Gold Edition Sparkling	750	\$2.00	Feature Fixture A
520304	Bacardi Gold	1140	\$1.00	Front Nesting Table
522979	Cave Spring Pinot Gris VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
524520	El Abuelo Organic Tempranillo Monastrell Almansa	750	\$2.00	End Aisle
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$2.00	Shelf Extender
533307	Silk & Spice Red	750	\$2.00	
536789	Golden Pheasant Beer	500	\$0.30	
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	Feature Fixture A
541755	Spirit Of York Vodka	750	\$3.00	Shelf Extender
545210	Plantation 3 Star White Rum	750	\$2.50	Discovery Extender
545392	Smirnoff Berry Blast	750	\$1.00	
545871	Ruffino Lumina Pinot Grigio Igt	1500	\$2.00	
549113	1800 Anejo Tequila	750	\$4.50	Mini Thematic
553578	Black Fly Vodka Crushed Orange	473	\$0.25	
556688	Collective Arts Life In The Clouds	473	\$0.25	End Aisle
558940	Miller Lite	6 × 473	\$1.45	
561100	Josh Cellars Chardonnay	750	\$2.00	
577148	Villa Conchi Brut Seleccion	750	\$2.00	Feature Fixture A
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
589523	Argento Estate Cabernet Sauvignon	750	\$2.00	Flex Space
591693	Argento Estate Organic Malbec	750	\$2.00	Flex Space
593855	Astoria Prosecco La Robinia	750	\$2.00	Feature Fixture A, Wine Fridge
594127	Vineland Cabernet Franc VQA	750	\$2.00	
594341	RH Phillip Toasted Head Chardonnay	750	\$2.00	Discovery Extender, Wine Fridge
601484	Amaro Montenegro Liqueur	750	\$2.00	Discovery Extender
604934	Grey Goose Vodka	375	\$1.00	CE1
605162	Broker's Premium London Dry Gin	750	\$2.00	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$2.00	Shelf Extender
609875	Eastdell Black Cab VQA	750	\$1.50	goLOCAL
614651	Trapiche Reserve Malbec	750	\$2.00	
614909	Kozel Beer	500	\$0.20	Shelf Extender
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Shelf Extender, Wine Fridge
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	
626390	>Kim Crawford Pinot Noir	750	\$3.00	
628230	>Submission Cabernet Sauvignon	750	\$2.00	
628990	Tito's Handmade Vodka	1140	\$2.00	Shelf Extender
636209	Roku Gin	750	\$5.00	Seasonal Block Pile D
637058	Bombay Sapphire London Dry Gin	375	\$1.00	FEM1
638130	Dillon's Vodka	750	\$2.00	Front Nesting Table
638221	Josh Cellars Merlot	750	\$2.00	
639732	Gato Negro Cabernet Merlot	1500	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
645929	Wolfhead Banana Caramel Vodka Ddp	375	\$1.00	
660241	>Bonanza California Cabernet Sauvignon	750	\$3.00	
662379	Ciroc Watermelon	750	\$3.00	End Aisle
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Flex Space
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	
676775	Lech Beer	500	\$0.20	Shelf Extender
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$2.00	VL1
688507	Flying Monkeys Sparklepuff Triple IPA	473	\$0.25	Mini Thematic
697698	Blanche De Chambly	473	\$0.25	
727636	20 Crognolo Igt Toscana (Tenuta Sette Ponti)	750	\$3.00	
738823	>Liberty School Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50	Feature Fixture A, Wine Fridge
904144	Molson Canadian	6 × 355	\$1.00	
905976	Budweiser	473	\$0.20	Seasonal Block Pile A
921478	Pabst Blue Ribbon	6 × 355	\$1.00	
999946	>(V) Valpolicella CI Sup Ripasso (Farina)	750	\$2.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
67	Smirnoff Vodka	750	50
570	Beefeater Dry	750	100
729	Blue Nun Rivaner	750	60
1487	Crown Royal	750	60
1925	Courvoisier VS	750	200
4788	Captain Morgan Gold Rum	750	50
6395	20 Bees Cabernet Merlot VQA	750	60
7880	Johnnie Walker Black 12 Yr	750	140
10322	Cointreau	375	50
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	400
10946	Fireball 6 Pack Carrier	6 × 50	60
11130	Dewar's White Label Whisky	750	60
11845	Jose Cuervo Reserva De La Familia Platino	750	300
14953	Amsterdam Fria Cerveza	473	15
15012	Northern Keep Vodka	750	240
15563	Somersby Apple Cider	473	10
15564	Somersby Blackberry Cider	473	10
16136	Somersby Mango & Lime Cider	473	10
16546	On The Rocks Hornitos Margarita	375	100
16741	JJ McWilliam Shiraz/Cabernet	750	100
16833	Goldschlager	750	120
18919	D'Usse VSOP	375	100
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	100
19013	Casamigos Blanco Tequila	375	200
19035	St Remy XO	375	50
19098	Founder's Original Gin Bramble	355	7
20191	Flor De Cana Eco-15	750	250
21378	Jim Beam White Label Bourbon	750	200
21387	Peller Family Vineyards Pinot Noir	750	50
21441	Honest Lot Sauvignon Blanc	750	50
21876	Sheep Dog Peanut Butter Whiskey	750	120
22017	Smirnoff Vodka (P.E.T)	750	50
22139	River's End Gin Ddp	750	150
22192	Grant's Triplewood 12YO	750	250
22492	Warheads Blue Raspberry	375	50
22931	Jagermeister	750	100
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	15
24378	Mikes Hard Tea	473	10
24404	Smirnoff Vodka Soda Berry Blast	355	15

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	60
24437	Sailor Jerry Spiced Rum	1750	150
24493	Courvoisier VSOP Cognac	750	500
25011	Cigar Box Old Vine Cabernet Sauvignon	750	100
25043	Lost Craft Coastal Wave IPA	473	10
25136	818 Tequila Blanco	750	150
25554	Dirty Devil Vodka	750	150
26678	On The Rocks Effen Cosmopolitan	375	100
26679	On The Rocks Knob Creek Old Fashioned	375	100
27467	Glenfiddich Orchard Experiment	750	400
27561	Laneway No. 11 Gin	750	110
27562	Laneway No. 12 Vodka	750	100
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	50
27768	J.P. Wiser's 10YO Canadian Whisky	750	120
28587	Suntory World Whisky Ao	700	300
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100
30251	William Fevre Petit Chablis	750	120
30575	Guinness Extra Stout	6 × 330	50
30835	Yellow Tail Bubbles	750	80
30836	Yellow Tail Bubbles Rosé	750	80
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	60
31238	Bartenders Trading Pina Colada	750	100
31246	Jack Daniel's & Ginger	473	20
31247	Seth & Riley's Garage Hard Lemonade	275	10
31300	Smirnoff Ice Orange Blast	473	10
31311	Captain Morgan Mango Mai Tai	355	10
31721	Brock St Mango Tango Milkshake IPA	473	20
31722	Carolans Peanut Butter	750	100
31971	Fantini Sangiovese Igt	1500	30
32006	Smirnoff Creamsicle Blast	750	60
32126	Flecha Azul Reposado	750	400
32194	Peller Family Reserve Secco Bubbles VQA	750	50
32274	The Kraken Gold Spiced Rum	750	160
32462	Headline Acts Shiraz	750	135
32936	Kamora Coffee Liqueur	1140	100
34260	Sync Cabernet Sauvignon	750	50
34261	Sync Sauvignon Blanc	750	50
34595	Patron Silver Tequila	750	200
34603	Patron Anejo Tequila	750	200

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
35170	Pascual Toso Malbec	750	100
36443	Hendrick's Grand Cabaret	750	200
36454	Polar Ice Orange Blizzard Flavoured Vodka	750	100
36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	60
37284	Miller Lite	6 × 355	25
37300	Blue Moon Mango Wheat	473	20
37801	Side Launch Light Lager	6×355	75
38023	Moosehead Small Batch East Coast IPA	473	10
38505	Smirnoff Vodka (P.E.T)	1750	120
40626	Charm Soju Liquor	360	15
42911	Patron Silver Tequila	375	100
45898	Bacardi Superior White Rum (P.E.T)	1750	200
45955	Tecate	473	20
50088	Patron Reposado Tequila	750	200
54866	Bulleit Bourbon Frontier Whiskey	750	90
56622	Beefeater Dry	1750	120
71647	Polar Ice Vodka (P.E.T)	750	80
86439	Waterloo Dark	473	10
88799	Alberta Pure Vodka (P.E.T)	750	200
112995	Beringer Main & Vine Pinot Grigio	750	100
113001	Beringer Main & Vine Cabernet	750	100
113241	Cazadores Anejo Tequila	750	100
122952	Hpnotiq Liquor	375	50
126144	Sibling Rivalry White VQA	750	50
135566	Polar Ice Vodka	750	80
135939	Pelee Island Pinot Noir VQA	750	100
136044	Pelee Island Chardonnay VQA	750	100
140129	Open Merlot VQA	750	50
142117	Lindemans Bin 65 Chardonnay	750	50
143735	Fantini Negroamaro Puglia Igp	750	30
145367	Lindemans Bin 50 Shiraz	750	50
148007	Czechvar Premium Lager	500	18
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	80
157917	Domaine De Canton Ginger Liqueur	750	200
164756	Graffigna Pinot Grigio	750	100
173617	El Jimador Tequila Blanco	750	100
181388	Lindemans Bin 95 Sauvignon Blanc	750	50
200741	Gibson's Finest Rare 12 Years Old	1750	150
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
212126	>McManis Cabernet Sauvignon	750	100
215020	El Dorado 5 Year Old Rum	1140	250
216903	Banff Ice Vodka	1140	300
217133	Sauza Gold Tequila	1140	300
217554	Captain Morgan Dark Rum	1140	75
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	100
222299	The Pavillion Shiraz Cabernet Sauvignon	750	100
225243	Stoli Vodka	750	100
227413	Iceberg Vodka	1140	150
232371	>Louis M.Martini Cabernet Sauvignon Napa Vly	750	200
233635	Cave Spring Riesling Dry VQA	750	100
237792	Icebox Long Island Iced Tea	1140	180
239756	Beringer Main & Vine White Zinfandel	750	100
247056	Grant's Triple Wood Blended Scotch Whisky	1750	200
250498	Castello Del Poggio Moscato Frizzante	750	100
253856	Luccarelli Primitivo Puglia Igt	750	50
260844	Bombay Sapphire London Dry Gin	200	50
263327	Waterloo Premium Amber	473	10
269357	>Chateau Ste Michelle Cabernet Sauvignon	750	80
270439	Smithwick's Ale	500	10
272708	Grey Goose Vodka	200	50
277202	Bottega Rosé Vino Dei Poeti Sparkling	750	60
280719	Gato Negro Cabernet Sauvignon	1500	100
286195	JP Azeitao Red	750	40
289124	Laroche Saint Martin Chablis	750	200
292177	Phillips Butter Ripple Schnapps	750	100
294298	>Conundrum California Red	750	150
296228	Calvados Boulard Pays D'Auge	750	120
297648	Voga Pinot Grigio Igt	375	35
342246	Amarula Cream	750	150
314856	Fireball Whisky Shooter	1140	295
339895	Waterloo IPA	473	10
342246	Amarula Cream	750	150
350397	Banff Ice Vodka	750	235
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
358309	Carmen Gran Reserva Cabernet	750	100
361501	Carpineto Dogajolo Rosso Toscano Igt	750	75
363192	Argento Estate Reserva Organic Malbec	750	50
364174	Drambuie	375	60

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	100
378711	Daura Damm	6 × 330	146
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	160
384651	Martini Prosecco Sparkling	750	100
387316	The Balvenie 12 Yr. Doublewood	750	500
398032	Dr. McGillicuddy Intense Butterscotch	750	120
398479	1800 Reposado	750	120
402818	Flor De Cana Grand Reserva 7 Rum	750	100
407437	Black Fly Vodka Grapefruit	4 × 400	25
407544	Philippe De Rothschild Merlot Vdp	750	80
417576	Stock 84 Spirit	1140	200
422725	Malamatina Retsina	500	25
425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca)	750	125
427377	Porta 6, Vr Lisboa	750	100
442491	Fantini Numero Uno Primitivo Igp	750	70
444059	>Joel Gott 815 Cabernet Sauvignon	750	100
446559	Georgian Bay Vodka	750	80
446823	Ciroc Pineapple	750	100
447466	Santa Carolina Cabernet Sauvignon/Merlot	1500	140
448597	Georgian Bay Gin	750	80
450981	Pelee Island Lola Blush Sparkling VQA	750	100
454462	Banff Ice Vodka (P.E.T)	1750	300
456095	Ketel One Vodka	750	200
456996	Lost Craft Revivale	473	10
458679	Lindemans Bin 40 Merlot	750	50
475145	Zonin Valpolicella Classico Doc	750	100
479980	Macallan 12 YO Double Cask	750	250
483263	Don David Reserve Malbec	750	80
485995	XOXO Red Sangria	750	40
486217	Prince Igor Extreme Vodka (P.E.T)	375	40
488205	Jose Cuervo Reserva De La Familia	750	500
490805	Beringer Main & Vine Chardonnay	750	100
491811	Southern Comfort	750	120
492207	Rodenbach Grand Cru	330	25
512335	Fantini Montepulciano Dabruzzo	1500	30
522946	Bodacious Dark	750	50
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	100
532341	Julia Florista White	750	50

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
534230	Beringer Founders Estate Chardonnay	750	100
534263	Beringer Founders Estate Cabernet Sauvignon	750	100
536805	Spirit Of York Gin	750	150
541243	Creemore Springs Premium Lager	6 × 473	40
541979	Three Thieves Pinot Grigio	750	80
542340	Philippe De Rothschild Cab Sauv Pays D'Oc	1500	100
544155	Iceberg Vodka (P.E.T)	1750	150
544833	Miller Genuine Draught	6 × 355	40
553917	Frontera After Midnight Dark Red Blend	750	70
556720	Warsteiner Premium Pilsener	500	11
557108	St Remy XO Brandy	750	50
557470	Empress 1908 Gin	750	100
558098	Twisted Shottz Sex On The Beach	4 × 30	25
569087	Fantini Chardonnay	750	30
570705	Georgian Bay Cranberry Gin Smash	473	8
573931	Hendrick's Orbium Gin	750	200
574970	McGuinness Triple Sec	375	80
582775	Baf Heritage Du Conseiller Pinot Noir	750	75
591701	Argento Estate Bottled Chardonnay	750	50
594200	Peninsula Ridge Inox Chardonnay VQA	750	80
604868	Grey Goose Vodka	1750	300
605881	Disaronno Originale Amaretto	1140	200
617878	Partake Brewing Non-Alcoholic Pale Ale	355	10
620492	Argento Estate Bottled Pinot Grigio	750	50
620880	Masi Tupungato Passo Doble Organic	750	75
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	80
638239	Alario Sauvignon Blanc	750	85
638247	Alario Cabernet Sauvignon	750	85
639047	Wolfhead Grapefruit Vodka	750	150
649194	Twisted Tea Half & Half	473	15
665471	Jacob's Creek Reserve Shiraz	750	100
669226	Voga Pinot Grigio	750	55
687558	>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	40
708305	>Francis Coppola Diamond Collection Chardonnay	750	100
718940	Goats Do Roam Red	750	50
948158	> (V)San Vincenzo Vento Igt (Roberto Anselmi)	750	150
985002	>Catena Cabernet Sauvignon Mendoza	750	100

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)
Blue Jays Baseball Hat	Seasonal Block Pile A	311787	Budweiser	6 × 473
Backpack	EZH, BAP	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355
	EZH, BAP	31224	Coors Seltzer Slushie Flavour Pack	12 × 355
	EZH, BAP	36614	Coors Seltzer Island Breeze Variety Pack	12 × 355
Pair of branded Sunglasses and pouch made from recycled materials	EZD	906628	Coors Light	6 × 355

Value-Added Program - Plant Applied /Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
984	Alberta Premium Whisky	750	Reifel Rye 50 mL	
1867	Drambuie	750	Gift Box	
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Bold 2 × 50 mL	
22931	Jagermeister	750	Shot Glass	BAP
34637	Canadian Club Premium	1750	Reifel Rye 2 × 50 mL	End Aisle
53082	Alberta Pure Vodka (P.E.T)	1750	Northern Keep 2 × 50 mL	
54213	Alberta Premium Whisky (P.E.T)	1750	Reifel Rye 2 × 50 mL	
88799	Alberta Pure Vodka (P.E.T)	750	Northern Keep 50 mL	Seasonal Block Pile C, BAP
211110	Wyborowa Vodka	1140	Shot Glass	
216226	Alberta Premium Whisky	1140	Reifel Rye 50 mL	
242339	Alberta Pure Vodka (P.E.T)	1140	Northern Keep 50 mL	
311944	Canadian Club Classic 12 Year Old	1750	Reifel Rye 2 × 50 mL	
342246	Amarula Cream	750	FDC 12YO 50 mL	BAP
397976	Dr. McGillicuddy Intense Peach	375	Dr. McGillicuddy's Coffee 50 mL	
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	
402818	Flor De Cana Grand Reserva 7 Rum	750	FDC 12YO 50 mL	BAP
438960	Canadian Club 100% Rye	1140	Canadian Club 100% Rye 50 mL	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Amarula 50 mL	
605857	Amarula Cream	1140	FDC 12YO 50 mL	

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
2253	Disaronno Amaretto	750	Disaronno 50 mL	
5959	Baileys Irish Cream	750	Sustainability Necktag	
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	
14678	Barefoot Moscato	1500	Eatable Chile & Lime Custom Popcorn	Flex Space
17465	Mount Gay Black Barrel Double Cask Blend	750	Rope Keychain	End Aisle
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL	
21437	Wayne Gretzky Red Cask Whisky	1140	Ice Storm Vodka 50 mL	
27768	J.P. Wiser's 10YO Canadian Whisky	750	Skrewball 50 mL	End Aisle, BAP
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	Liquid 50 mL	
31930	Seagrams V.O.	1750	Fireball 200 mL	

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
31979	Calirosa Rosa Blanco	750	Calirosa Anejo 50 mL	
32497	Diablo Dark Red	750	Pop Socket	
32936	Kamora Coffee Liqueur	1140	Coffee	End Aisle, BAP
33928	J.P. Wiser's Deluxe	1750	Skrewball 50 mL	End Aisle, LTO
34063	Ciroc Passion	750	Ciroc 50 mL	End Aisle
34425	Tom Gore Farmer's Red Blend	750	Reuseable Produce Bag with messaging to support local farmers and markets	
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	Liquid 50 mL	
36455	Cottage Springs The Dock Pack	800	Liquid 50 mL	
49726	Yukon Jack	750	Fireball 50 mL	
53983	Barefoot Pinot Grigio	750	Eatable Chile & Lime Custom Popcorn	Flex Space
61374	Bushmills Black Bush	750	Branded Glassware	End Aisle
71647	Polar Ice Vodka (P.E.T)	750	Polar Ice Orange Blizzard 50 mL	BAP
95935	Grey Goose Vodka	750	Bodacious 750 mL	End Aisle
129940	Aviation Gin	750	Negroni Glass	End Aisle
135566	Polar Ice Vodka	750	Polar Ice Orange Blizzard 50 mL	Shelf Extender, BAP
160994	Trivento Malbec Reserve	750	Key Chain	
216689	J.P. Wiser's Deluxe	1140	Skrewball 50 mL	End Aisle
216978	Seagrams V.O.	1140	Seagram's 2 × 50 mL	
217679	Jackson-Triggs Sparkling Reserve VQA	750	Wine Glass	
217687	Canadian Club Premium	1140	Canadian Club & Ginger Ale 473 mL	
230987	Jameson Irish Whiskey	375	Skrewball Peanut Butter Whiskey 50 mL	
309773	St Remy VSOP (P.E.T)	1750	St Remy XO 50 mL	
324848	Espolon Tequila Blanco	750	Grand Marnier Cordon Rouge 50 mL	
324855	Espolon Tequila Reposado	750	Grand Marnier Cordon Rouge 50 mL	
369801	Mount Gay Eclipse Rum	1140	Nautical Rope Keychain	End Aisle, LTO
369819	Mount Gay Eclipse Rum	1750	Nautical Rope Keychain	End Aisle, LTO
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 2 × 50 mL	
400754	Iceberg Vodka	750	Kamora 50 mL	BSE End Aisle 1, Necktag
405845	Evan Williams Black Label Bourbon Whiskey	750	Elijah Craig 50 mL	
417196	Grey Goose Vodka	1140	Bodacious 750 mL	End Aisle
439950	Asahi Super Dry	6 × 330	MLS Bucket Hat	
447953	Fireball Whisky Shooter	750	Twisted Tea 355 mL	Comm. Extender
451336	Tom Gore Cabernet Sauvignon	750	Reuseable Produce Bag with messaging to support local farmers and markets	

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
458810	Tom Gore Chardonnay	750	Reuseable Produce Bag with messaging to support local farmers and markets	
477885	Polar Ice Vodka (P.E.T)	1750	Polar Ice Berry Blizzard RTD 473 mL	End Aisle
479923	Stalk & Barrel Blue Blend	750	Iceberg 50 mL	
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	Beer on Beer - Clear 2.0 Lime 1 × 355 mL	
494369	Southern Comfort (P.E.T)	200	Myers's Original Dark Rum 50 mL	
519298	Wayne Gretzky Cream Whisky	750	Ice Storm Vodka 50 mL	
526228	Jackson-Triggs Reserve Meritage VQA	750	Wine Glass	
557108	St Remy XO Brandy	750	Coffee	End Aisle, BAP
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	Wine Glass	

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
10512	Dujardin VSOP Brandy	750	Cocktail Recipes	Necktag
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Brand Info	Necktag
14409	Catrina Reposado Tequila	750	Cinco de Mayo	Necktag
15012	Northern Keep Vodka	750	Sustainability Necktag	Front Nesting Table, BAP, Necktag
19338	Good Natured Crisp Chardonnay VQA	750	Pollinator Necktag	Shelf Extender, LTO, Necktag
19339	Good Natured Merlot Gamay Noir VQA	750	Pollinator Necktag	Necktag
25136	818 Tequila Blanco	750	B Corp	Mini Thematic, BAP, Necktag
25137	818 Tequila Reposado	750	B Corp	Comm. Extender, LTO, Necktag
25554	Dirty Devil Vodka	750	Dirty Devil Vodka	BAP, Necktag
113001	Beringer Main & Vine Cabernet	750	Blue Jays Official Wine	Seasonal Block Pile C, BAP
116426	Frontera Cabernet Sauvignon	750	Product Info	Necktag
130138	>Meiomi Pinot Noir	750	PGA Tour Tickets Contest	LTO, Necktag
277731	Yealands Sauvignon Blanc Marlborough	750	Earth Month	Necktag
379180	Vint Chardonnay By Robert Mondavi	750	Vint New Look	
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	Vint New Look	
400754	Iceberg Vodka	750	NeckTag - Tiramisu Vodka Cocktail	BSE End Aisle 1, Value Add, Necktag
427088	Casillero Del Diablo Rsv Merlot	750	Product Info	Necktag
464149	Vint Bourbon Barrels Cab Sauv By Robert Mondavi	750	Vint New Look	
610758	Lindemans Bin 65 Chardonnay	1500	Tree Canada	Necktag, Flex Space

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	19581	Mill Street Original Organic Lager	6 × 355	275 - The Beer Store	Store Order
	247627	Mill Street Original Organic Lager	473	275 - The Beer Store	Store Order
	516880	Mill Street Original Organic	6 × 473	275 - The Beer Store	Store Order
	37619	Cameron's Smile Pack Vol 1	6 × 473	413 - Cameron's Brewing Co.	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	38062	Collective Arts Peak To Peak West Coast IPA	473	LCBO Warehouse	Store Order
	38432	Nickel Brook Party Dad IPA	473	6699 - Nickel Brook Brewing Company	Store Order
Beer Excitement Zone - 21C (End EZH)	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355		Store Order
	31224	Coors Seltzer Slushie Flavour Pack	12 × 355		Store Order
	36614	Coors Seltzer Island Breeze Variety Pack	12 × 355		Store Order
Beer Excitement Zone - 21D (End EZD)	300681	Coors Light	6 × 473	275 - The Beer Store	Store Order
	906560	Coors Light	6 × 341	275 - The Beer Store	Store Order
	906628	Coors Light	6 × 355	275 - The Beer Store	Store Order
Ontario Craft Beer End Aisle	13814	Shawn & Ed Lagershed Original	4 × 473	902 - Shawn & Ed Brewing Co.	Store Order
	19266	Beau's Lug Tread	6 × 473	LCBO Warehouse	Store Order
	404368	Muskoka Detour	473	LCBO Warehouse	Store Order
	450312	Collective Arts Ransack The Universe IPA	473	LCBO Warehouse	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
	11226	Whitewater Blood Moon Orange Sour	473	8454 - Whitewater Brewing Company	Store Order
End Aisle #10/Mini Thematic C	15116	Cowbell Brewing Co. Hazy Days IPA	473	458 - Cowbell Brewing Co.	Store Order
	16954	Bench Brewing Lincoln Lager	473	798 - Bench Brewing Company	Store Order
	31451	Ace Hill Ultra	6 × 355	LCBO Warehouse	Store Order
	37569	Todd Is An Absolute Beauty, Pale Ale	473	5732 - Refined Fool Brewing Company	Store Order
	190439	Wellington Special Pale Ale	473	4826 - Wellington County Brewery Inc.	Store Order
	404368	Muskoka Detour	473	LCBO Warehouse	Store Order
	456996	Lost Craft Revivale	473	179 - Lost Craft	Store Order
	688507	Flying Monkeys Sparklepuff Triple IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	1107	Bud Light	473	275 - The Beer Store	Forced
	25078	Mill Street Blue Wave	473	275 - The Beer Store	Forced
	311779	Bud Light	6 × 473	275 - The Beer Store	Forced
	311787	Budweiser	6 × 473	275 - The Beer Store	Forced
	904334	Budweiser	6 × 355	275 - The Beer Store	Forced
	905976	Budweiser	473	275 - The Beer Store	Forced
R57: Ontario Beer A	614909	Kozel Beer	500	LCBO Warehouse	Forced
R58: Ontario Beer B	676775	Lech Beer	500	LCBO Warehouse	Forced
R59: Beer 1	13814	Shawn & Ed Lagershed Original	4 × 473	902 - Shawn & Ed Brewing Co.	Forced
R60: Beer 2	37099	Faxe Premium Lager	473	LCBO Warehouse	Forced
R61: Beer 3	24890	Cowbell Brewing Co. Original Cider	473	458 - Cowbell Brewing Co.	Forced
R62: Beer 4	32265	Muskoka Major Tom Hazy Dipa	568	LCBO Warehouse	Forced
D4: Discovery BSM 1	22238	Side Launch 5th Coast IPA	473	3827 - Side Launch Brewing	Forced
D5: Discovery BSM 2	334052	Stiegl Grapefruit Radler	500	LCBO Warehouse	Forced

Questions?

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

Trade Copy Only

PERIOD 1						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						MARCH 30 Vintages Release
31 EASTER SUNDAY (Stores are closed) Start of Period 1	APRIL 1 EASTER MONDAY (Selected stores are open)	2	3	4	5	6
7	8	9	10	11	12	13 Vintages Release
14	15	16	17	18	19	20
21	22  EARTH DAY	23	24	25	26	27 Vintages Release End of Period 1