

Online Exclusive

CURATED BOXES

HOW IT WORKS

The Curated Box program is designed to provide brands with exposure through an online-only, discovery-oriented mix of products that represent a strong theme or story or solution. These boxes can be multi-brand and all categories are able to participate.

While partners have the option to include value-adds in the curated box, value-adds are not the offer 'story' – the solution/theme of the box is the story.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT'S INCLUDED

- Featured Placement on the day the offer launches on lcbo.com's Category Landing page
- Your product will be on lcbo.com's Collections Page until the offer is sold through (maximum 4 weeks). The expectation is that the offer will sell through within ONE WEEK

FINE PRINT

- Value-Adds must adhere to the AGCO rule that the value-add cannot exceed 20% of the value of the product(s) to which it is applied.
- Participation is open to LCBO and Vintages products
- LCBO will assemble the curated box at the eCommerce Warehouse
- Viability of online exclusive curated box programs will be determined by the Category Team
- Minimum 15K sales target
- **There is no cost to participate in this program at this time**

WHAT WE ARE LOOKING FOR

- **Up to 4 curated wine boxes per period, with up to 12 SKUs per offering**
- **Up to 4 spirits and beer boxes per period, with up to 12 SKUs per offering**

WINE:

Themes may include:

- Value for the Season – total box under \$100 retail price
- Vintages Favourites (featuring Essentials)
- Discovery Boxes: Lesser-known styles and varietals featuring great value
- Occasion-based boxes
- Curated boxes that are supported by a virtual tasting event
- Regionally themed boxes that supports an in-store promotion"

SPIRITS:

- Expanding the COTM offer online with an online exclusive offer
- Other cocktail kits (outside of the COTM)
- Discovery boxes or Sampler Packs
- Occasion-based curated offers

BEER/CIDER/RTD:

- Occasion-based curated offers with great value-add items, focused around key beer and RTD occasions