

BEER EXCITEMENT ZONE A, C & D

This display occupies the plinth at the very front of the Beer Cold Room. In Beer Alcoves, it is a regular End Aisle at the front of the section. A supplier-produced merchandiser (approved by LCBO) may accompany the display to house Value-Adds. The Excitement Zone will turn every 4 weeks and feature seasonally relevant product stories.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Beer Excitement Zone Plinth Display (A) MPTS Code: EZA Supplier-produced Value-Add Merchandiser (optional)	137 Stores total	2-3 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Beer Excitement Zone Plinth Display (C) MPTS Code: EZH Supplier-produced Value-Add Merchandiser (optional)* *Value-add Merchandisers to be made sized for both Plinth and End Aisle participating stores.	223 Stores total (135 Plinth / 87 End Aisle, 1 Shelf Talkers)	2-3 SKUs	LCBO Marketing Signage Kit includes: • End Aisle Backer Card • Pricer Card for each product
Beer Excitement Zone End Aisle Display (D) MPTS Code: EZD	223 Stores total	2-3 SKUs	

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$219 per store
PT 10	\$316 per store
PT 11	\$173 per store

PRODUCT FOCUS*				
Period	Period Dates	Zone A (Plinth)	Zone C (End)	Zone D (Plinth)
1	March 27 - April 23	Beer/Cider	Beer/Cider	Beer/Cider
2	April 24 - May 21	Beer/Cider	RTD	RTD
3	May 22 - June 18	Beer/Cider	Beer/Cider	Beer/Cider
4	June 19 - July 16	Beer/Cider	RTD	RTD
5	July 17 - August 13	Beer/Cider	Beer/Cider	Beer/Cider
6	August 14 - September 10	Beer/Cider	RTD	Beer/Cider
7	September 11 - October 8	Beer/Cider	Beer/Cider	Beer/Cider
8	October 9 - November 5	Beer/Cider	RTD	Beer/Cider
9	November 6 - November 26	Beer/Cider	Beer/Cider	RTD
10	November 27 - December 31	Beer/Cider	RTD	Beer/Cider
11	January 1 - January 28	Beer/Cider	Beer/Cider	Beer/Cider
12	January 29 - February 25	Beer/Cider	RTD	RTD
13	February 26 - March 31	Beer/Cider	Beer/Cider	Beer/Cider

*Priority will be given to Beer products.

Supplier-Produced Merchandiser Guidelines: **BEZ & BLOCK PILES**

CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the Block Pile & Beer Excitement Zone Programs:

Maximum Dimensions:

- Block Piles: 42"- 58" h (including signage) x 36" w x 30" d
- Occasion Plinth VA Merchandiser: 52" h (including signage) x 18" w x 18" d"
- Occasion End Aisle VA Merchandiser: 18" w x 13" h (including signage) x 10" d"



Examples of incorrect merchandiser size and placement

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements:

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value-Add Message:

- Preferred message to communicate a VA is “FREE WITH PURCHASE.”
- Value-Add messaging should always be accompanied with a “While Supplies Last” statement.
- “GIFT WITH PURCHASE” is also permitted.

Imagery:

All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)