

BEER EXCITEMENT ZONE

Opportunities (including Cider & RTD)

Since its launch in summer 2018, we have seen significant success with our Beer Excitement Program as it continues to grow. We are pleased to continue offering several dedicated display opportunities during our Fiscal 22 promotional year. This program provides an opportunity for many brands to engage with LCBO beer & RTD customers through a multi-faceted approach. Participation in the program will position your brand at the forefront of the customer's journey, and includes brand presence in key display space.

These are Phase 1 (Excel Applied) Promotional Programs. Please apply by completing the Excel Application Form before the Phase 1 deadline.

Why participate in the Beer Excitement Zone Program?

- Create direct touchpoint opportunities for your brand
- Dedicated brand exposure through display signage
- Drive significant sales volume in participating stores

BEER EXCITEMENT ZONE PLINTHS (+ OPTIONAL VA MERCHANDISER)



BEER EXCITEMENT ZONE END AISLE



Full details on these opportunities are available on the next page.

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	135 Stores total	2-3 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast. LCBO Marketing Signage Kit includes: • End Aisle Backer Card • Pricer Card for each product
Supplier-produced Value-Add Merchandiser (optional)			
Beer Excitement Zone Plinth Display (C) MPTS Code: EZH	218 Stores total	2-3 SKUs	
Supplier-produced Value-Add Merchandiser (optional)			
Beer Excitement Zone End Aisle Display (D) MPTS Code: EZD	218 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	April 1 - 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.