

Entrance Display Opportunity

MINI THEMATICS A & B

This display has the potential to be sold for 8-week turns. Mini-Thematic A and B will both focus on **seasonally relevant GIFTS**. **This display story will hold for 8 weeks (the season) when possible.** This display may also feature LCBO gift packaging as a part of the merchandising strategy.

This is a Phase 2 (MPTS Applied) Promotional Program. Please apply through MPTS directly before the Phase 2 deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Mini Thematic Fixture (Rounded End Aisle) MPTS Code: MT	270 stores NOTE: If this display is flighted; Premium Stores: 137/Standard Stores: 33	3-9 SKUs (including VAs) Target: 9 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.

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

PERIOD	RATE PER PERIOD
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13	\$219 per store (divisible by a target of 9 SKUs)



PRODUCT FOCUS			
Period	Period Dates	MT A Gifting Focus	MT B Gifting Focus
1	April 1 - April 23	White Spirits	Wines
2	April 24 - May 21	White Spirits	Wines
3	May 22 - June 18	White Spirits	Wines
4	June 19 - July 16	White Spirits	Wines
5	July 17 - August 13	White Spirits	Wines
6	August 14 - September 10	White Spirits	Wines
7	September 11 - October 8	Brown Spirits	Wines
8	October 9 - November 5	Brown Spirits	Wines
9	November 6 - November 26	Brown Spirits	Wines
10	November 27 - December 31	Brown Spirits	Wines
11	January 1 - January 28	Brown Spirits	Wines
12	January 29 - February 25	Brown Spirits	Wines
13	February 26 - March 31	Brown Spirits	Wines