

OmniCommerce Opportunity

MIDDLE NESTING TABLE & FEATURE PAGE

This display is a large rectangular table with two small adjacent square tables (or baskets in place of side tables), typically located towards the middle of the power aisle. It will be a tiered cake-style display in a handful of stores.

This display is meant to showcase a seasonal or regional WINES story (with the exception of P8) . As much as possible, stories will hold for 8 weeks (the season). When *Food & Drink* releases are scheduled, this display will also feature the *Food & Drink* magazine and the product will be featured within a *Food & Drink* advertorial. This table may also be flighted between premium and standard stores.

This is a Phase 1 (Excel Applied) Promotional Program. Please apply by completing the Excel Application Form before the Phase 1 deadline. After the MPTS deadline passes, you will be contacted if your product is selected to participate in this display. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Middle Nesting Table MPTS Code: MD	146 Stores NOTE: If this display is flighted; Premium Stores: 87 Standard Stores: 59	8-12 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Advertising			Potential feature in LCBO promotional channels and advertising
Staff-Led Tastings	12K Engagements	36-48 units per tasting	60 employee-led tastings at 20 store locations
LCBO.com Home Page Feature			New OmniCommerce Component (see OmniCommerce section for details). Note in all instances of flighting and multiple participating brands, the Feature Page will be shared between participating brands

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

PERIOD	RATE PER PERIOD*
PT 1, 3, 5, 6, 8, 12, 13	\$120,000
PT 2, 4, 7, 9 (Food & Drink Displays)	\$140,000
PT 10	\$145,000
PT 11	\$102,000



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

*Prices subject to change

MIDDLE NESTING TABLE

Feature Page Details

How it Works

We are pleased to extend our online programming opportunities by amplifying in-store programming with prominent placement on lcbo.com.

This is an automatic, non-optional addition to programming targeted to Trade Associations or Brands who are approved to participate on the Front or Middle Nesting Tables.

This opportunity will allow Trade Partners to showcase their product and brand in an LCBO-endorsed collection that will:

- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through brand-specific content on lcbo.com.

NOTE: If you choose to apply for the Front or Middle Nesting Table Display Programs, you AUTOMATICALLY apply for this promotional program component.

What's Included

- A templated Feature Page for your Products/Brand featured on the Nesting Table
- This page will live for a minimum of one promotional period, and up to two promotional periods, based on the approved display in-store
- These Feature Pages will have an Image Box on the lcbo.com Homepage, Feature Placement on Category Landing Page
- Promotion in Social Media is contingent on participation in a Virtual Experience
- LCBO will consider several factors when reviewing online feature page proposals:

Notes

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.
- Note that if Feature Page holds for 2 Periods, the creative will be refreshed after 4 weeks.



What's Included: Multi-Brand NESTING TABLES FEATURE PAGE



1. Feature Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Collection

- Up to 12 SKUs from trade association/brand family (must be unique SKUs rather than different formats of the same product)
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (Product Information Page)

3. Optional: Curated Box

- eCommerce exclusive SKU featuring an assortment of SKUs from the trade group/brand. Value-adds may be included.

4. Optional: Virtual Event

- Featuring a tasting of discovery box SKUs.
 - Event will be developed by LCBO in collaboration with trade partner
- NOTE: Virtual Event costs are additional and not included in Feature Page costs.

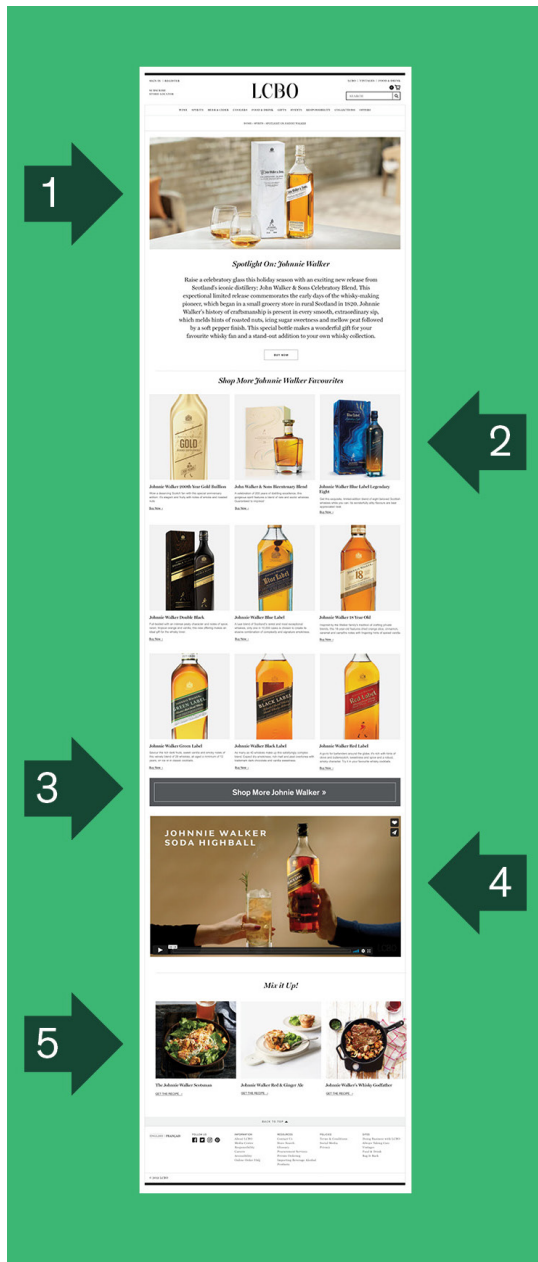
5. Related Content

- Up to three related gift suggestions, cocktail recipes OR food pairing suggestions (recipes/food pairings information and image assets will be provided by LCBO; alternate option is that assets are supplied by participating sponsor brand and must be tested/approved by LCBO at LCBO direction.

6. Link to a list of selected products (product results page)

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

What's Included: Single Brand NESTING TABLES FEATURE PAGE



1. Product Introduction

- Written by LCBO.
- Hero image (may be supplied by the participating sponsor brand).

2. Collection

- Up to 12 SKUs from trade association/brand family (must be unique SKUs rather than different formats of the same product)
- Collection grid will feature product image, brief description and BUY NOW button linking to PIP (Product Information Page)

3. Product Results Page

- Link to a list of selected products

4. Optional: Brand Video

- To be supplied by participating sponsor brand where available.
- Must be AODA compliant and available in English and French
- Maximum length: 30 sec.

5. Related Content

- Three product recipes or food pairing suggestions

NOTE: Recipes/food pairings information, in English and French, and image assets will be provided by LCBO from existing LCBO assets. Alternate option is that assets are supplied by participating sponsor brand and must be tested/ approved by LCBO at LCBO direction.

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Feature page will be at the discretion of LCBO Marketing.

Where it's Located Online

NESTING TABLES FEATURE PAGE

Image Box on Icbo.com Home Page

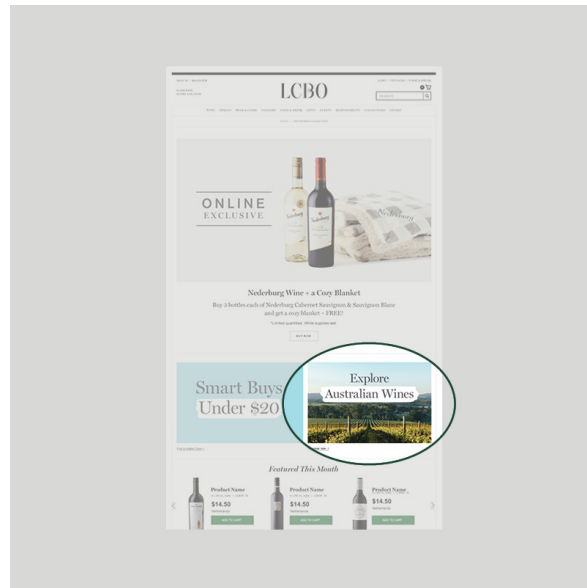
Weekly Traffic: 846,546



Feature Placement on Icbo.com

Category Landing Page

(Clicks through to Feature Page)



Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

OmniCommerce Opportunity

ENHANCED OCCASION FEATURE PAGE

How it Works

We are pleased to amplify in-store programming with prominent placement on lcbo.com.

This offer is an additional component to brands and suppliers approved to participate in the Enhanced Occasion Activation Package (see page 72 for details).

This opportunity will allow Trade Partners to showcase their product and brand in an LCBO-endorsed collection that will:

- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through educational cocktailing content on lcbo.com.

This is a Phase 1 (Excel Applied) Promotional Program. Please apply by completing the Excel Application Form before the Phase 1 deadline.

What's Included

- A templated feature page on lcbo.com; this can include existing or new line extensions to the feature brand (see Page 38 for details)
- Feature Image Placement on Category Landing Page.
- Promotion in Social Media is contingent on participation in a Virtual Tasting
- LCBO will consider several factors when reviewing online feature page proposals:

Notes

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.
- This opportunity is available to one brand/supplier per Period.
- This page will live for one promotional period.

Pricing Information

\$30,000 per period.

Note: This is a standalone opportunity available to one brand/supplier per Period.