

Power Aisle Display Opportunity

MINI THEMATIC C

Mini-Thematic C will showcase seasonally relevant LOCAL products that have a strong link to the promotional theme. Mini Thematic allocation for this display will vary between Beer, Cider, and Ready-to-Drink based on season. This display will turn every 4 weeks, with an opportunity to hold stories and product for longer when possible.

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

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
End Aisle 10 MPTS Code: MT	232 stores NOTE: If this display is flighted; Premium Stores: 119 Standard Stores: 113	3-9 SKUs (Including VAs)	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast. The Beer Mini-Thematic will now be housed on End Aisle 10 in participating stores.
This Package, inclusive of all opportunities and non-negotiable, is available for a rate of:			
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	Focus
1	April 1 - April 23	Beer
2	April 24 - May 21	Beer
3	May 22 - June 18	Beer
4	June 19 - July 16	Cider
5	July 17 - August 13	Beer
6	August 14 - September 10	Beer
7	September 11 - October 8	Beer
8	October 9 - November 5	Beer
9	November 6 - November 26	RTD
10	November 27 - December 31	Beer
11	January 1 - January 28	Beer
12	January 29 - February 25	Beer
13	February 26 - March 31	Cider