

Bringing our Brand Promise &
Personality to Life in our Stores

Perfect choices made easy
Moments made great

Retail Team



Rafik Louli
Vice President



Northern Region
Loreen Corras
Regional Director



Eastern Region
Mark Mason
Regional Director



Central Region
Chris Elliott
Regional Director



Western Region
Lori-Ann Romano
Regional Director



Store Operations & Support
Karen Rossetti
Director



Store Operations & Support
Kendra Greenwood
Director



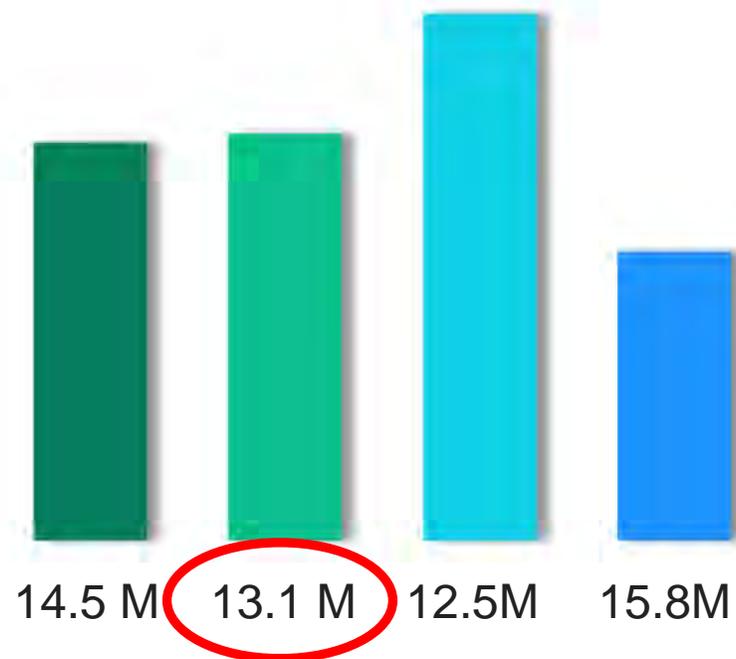
Retail Planning, Analysis &
Continuous Improvement
Nelson Tavares
Director

What was our Retail Store Net Sales for Fiscal Year 2020-2021?



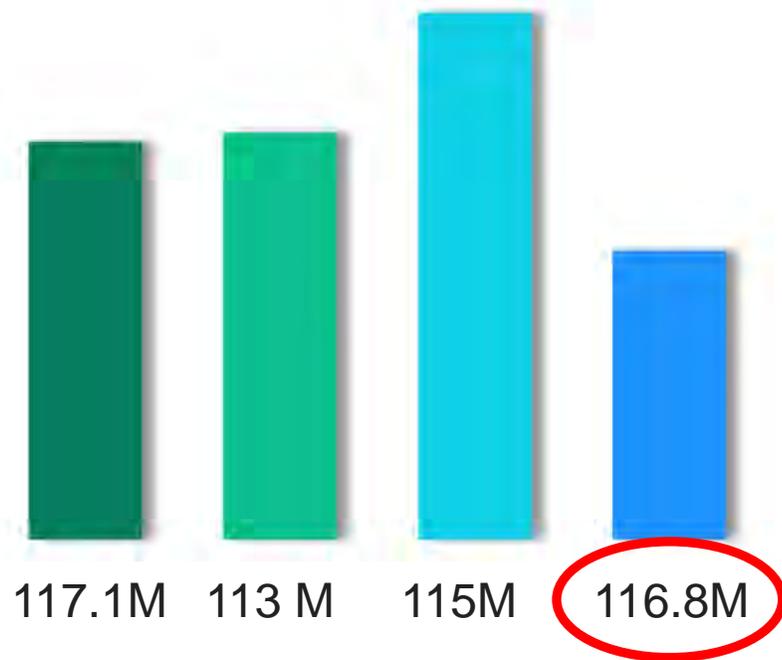
\$5.99B

Challenge and Refusal – What were the total challenges for fiscal Year 2020-2021?



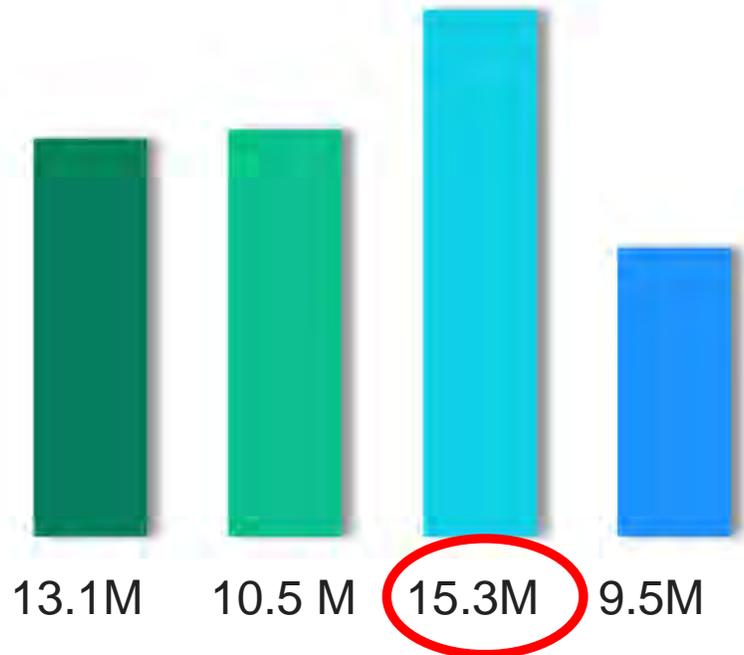
13.1 M

What are the total transactions for Fiscal Year 2020-2021?



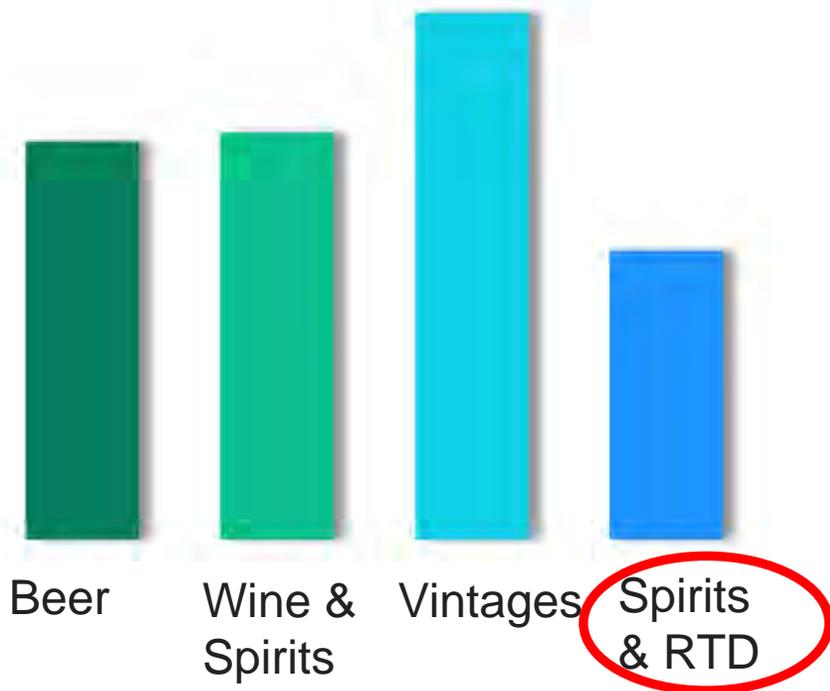
116.8 Million

How much did we raise for our charity partners for fiscal 2020-2021?



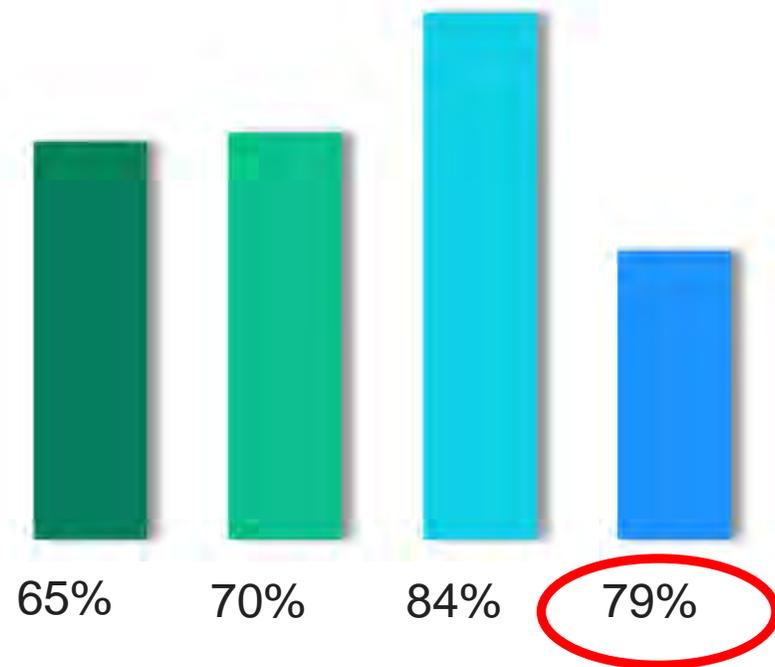
15.3 Million

What category has grown the most fiscal year 2020-2021?



Spirits & RTD
\$381M

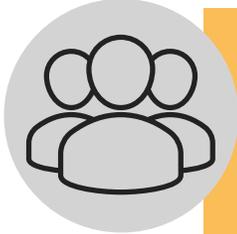
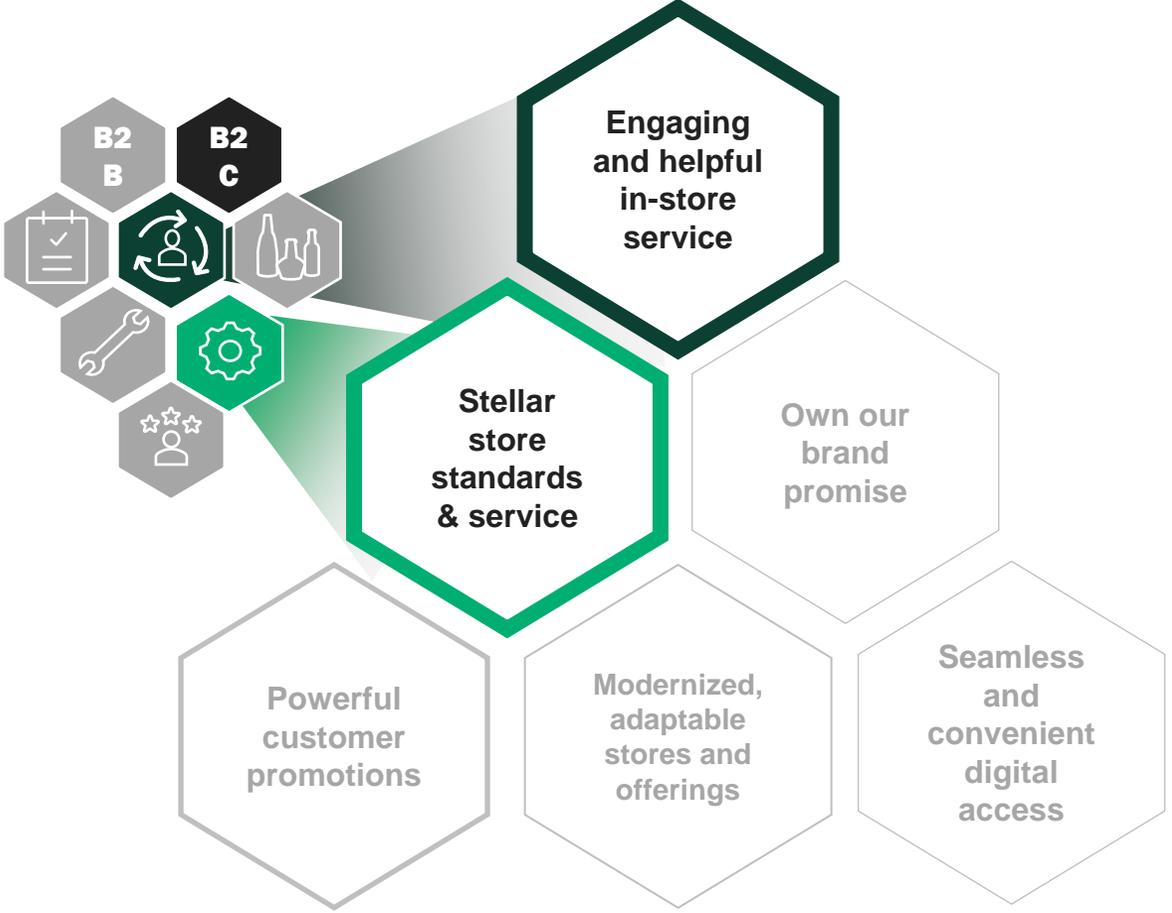
What is our Year-to-Date Average Net Promotor Score?



YTD NPS
79%

Retail Operations Strategy

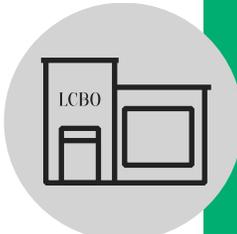
Retail Operations Strategy



Customer Experience



Product Knowledge



In Store Experience

Customer Voice



Net Promotor Score (NPS)



Over 80,000 respondents!

What are our customer's saying?



Positive Experiences

1. In Store Experience
2. Staff Knowledge
3. Customer Service



Customer Feedback

1. Store Size/location
2. Challenge & Refusal
3. Operating Hours

"LCBO has done an amazing job during the pandemic"



Product Knowledge Evolution

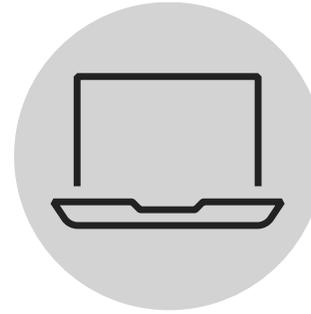


Product Knowledge Programming

Perfect Choices Made Easy.
Moments Made Great.



PK Education
Modules



eLearning
Modules



LCBOConnect



Leader Led
Huddles



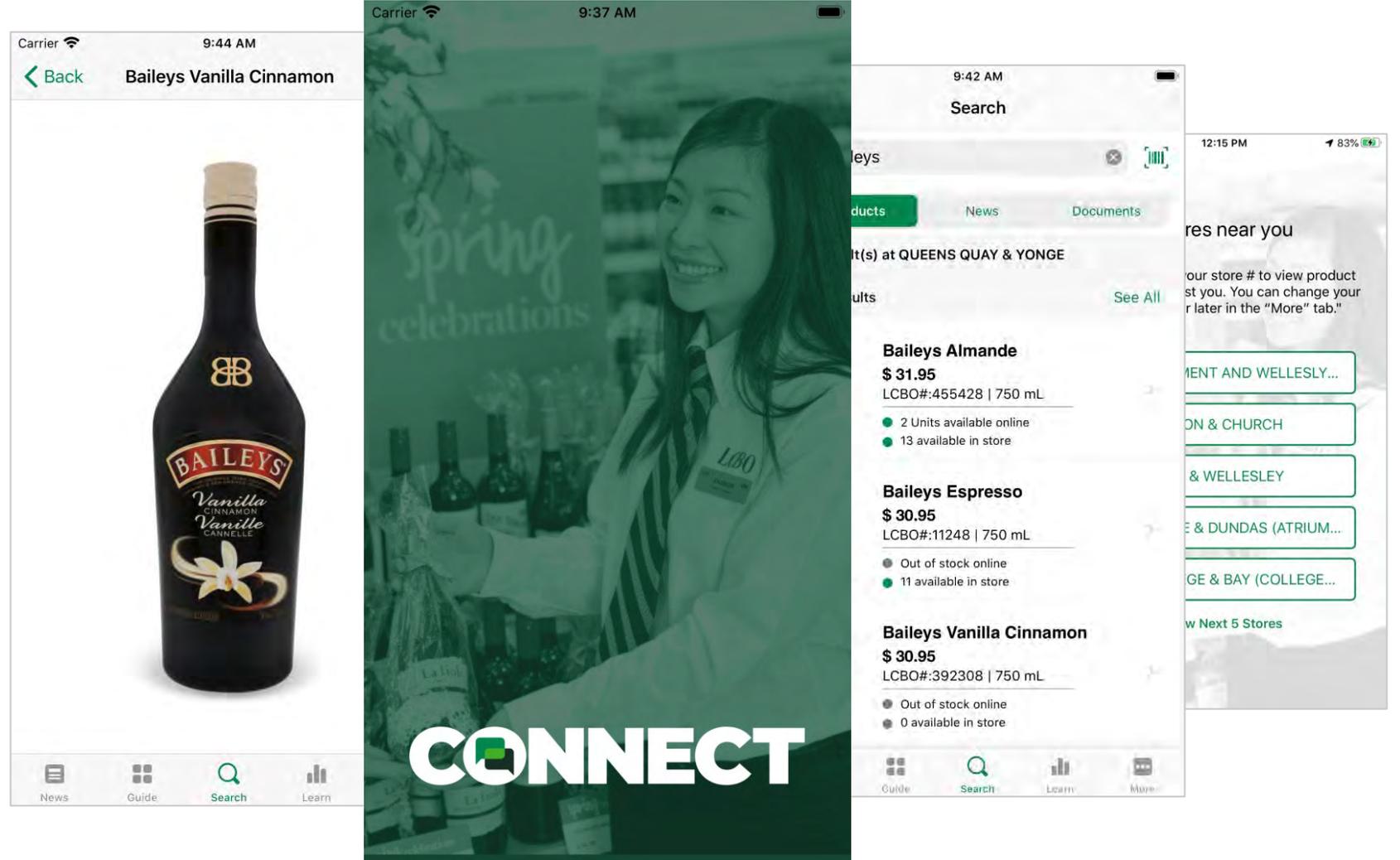
Virtual
Masterclass



Food
Matching Tips

LCBOConnect

Share the knowledge with our front-line employees



LCBOConnect

- New Product Innovations
 - Tasting Videos
 - P1 Ready to Drink
 - P2 Beer
 - P3 Rose
 - P4 Vodka
 - 30sec – 1 min Video
 - Invitations



LCBOConnect

PK Toolkit Library



NOW A FULL-TIME LISTING

GEORGIAN BAY Spirit Co.™

CRAFTED IN ONTARIO

AWARD-WINNING TASTE

FEWER CALORIES

Georgian Bay Smashed Soda Smash Pack™

- Returning as a full time listing following the success of being a holiday item
- The first multi-pack available from Georgian Bay Spirit Co.™
- A low calorie, low sugar, low carb alternative to Georgian Bay Spirit Co.™ canned-cocktails
- Featuring two flavours exclusive to the Smash Pack™ in Ontario

GEORGIAN BAY SMASHED SODA SMASH PACK™
12x355mL | LCBO# 17068 | \$28.95

A grab-and-go 12 pack of low-calorie sodas made with a refreshing blend of Georgian Bay craft spirits, natural flavours, botanicals and only 2 grams of sugar.

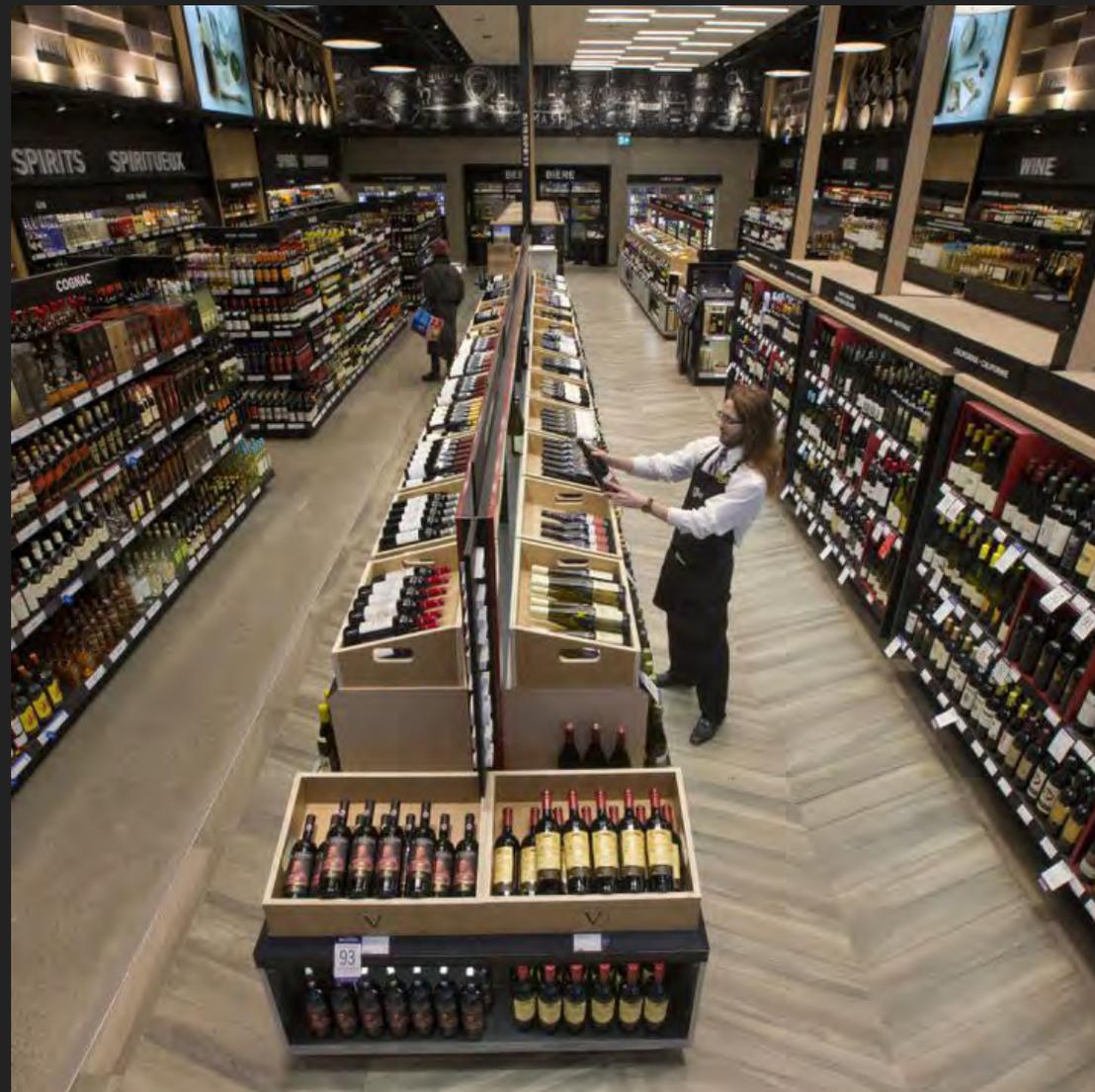


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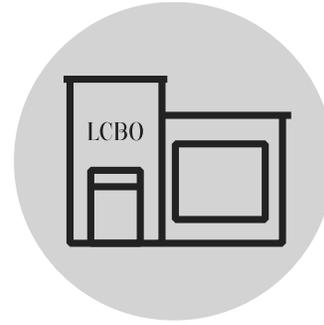


VODKA SODA
WILD CHERRY

In-Store Experience



Stellar Store Standards



Business focused
Store visits



Improve operational
efficiencies & **execution**



Develop current & future
leaders



Consistent approach
across the Province

Trade Meaningful Store Visits



LCBO/Trade
Playbook

District
Collaboration

Trade Visit
Strategy

The In-store Customer Experience



New Customer Behaviours



Highlighting Local and New Services



Neat, Clean, Easy to Shop

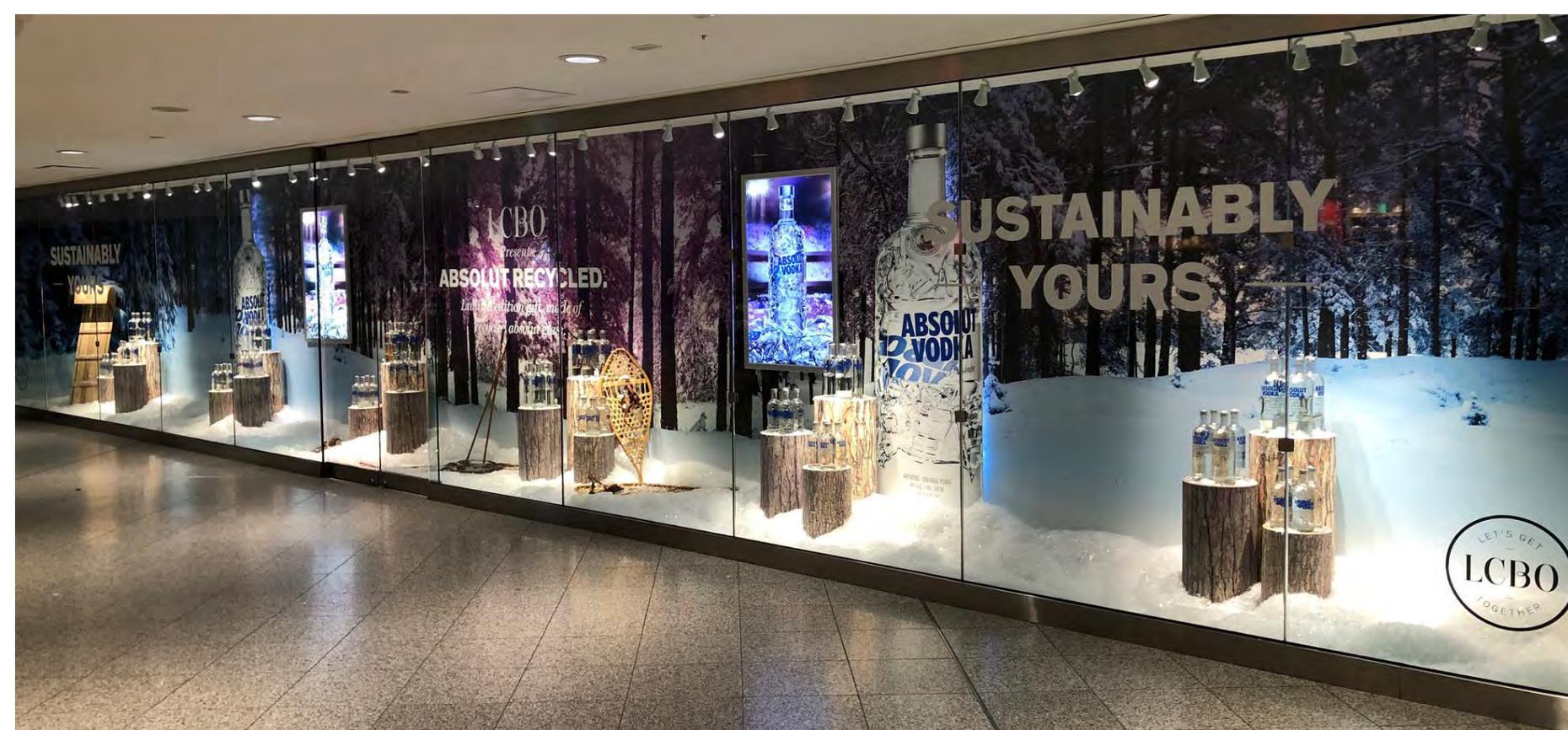


New Customer Behaviours





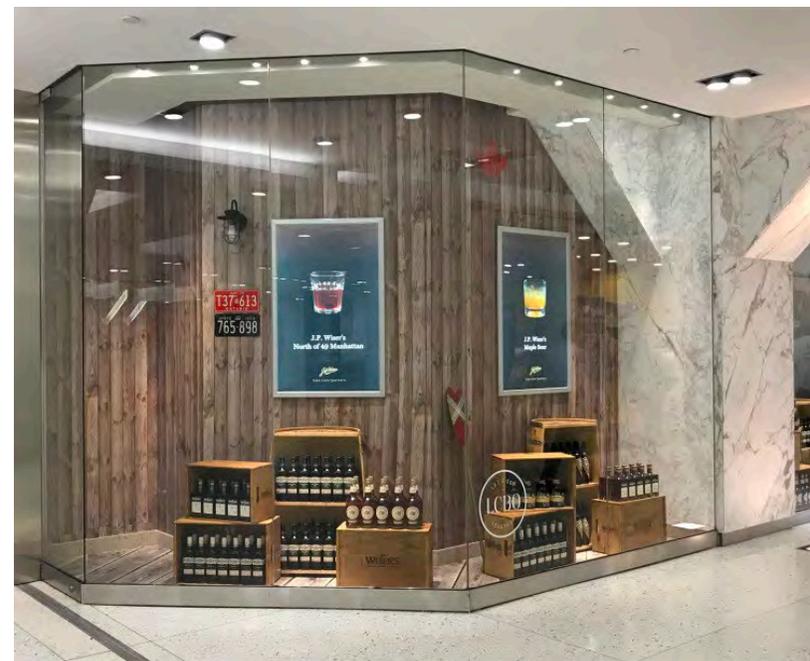
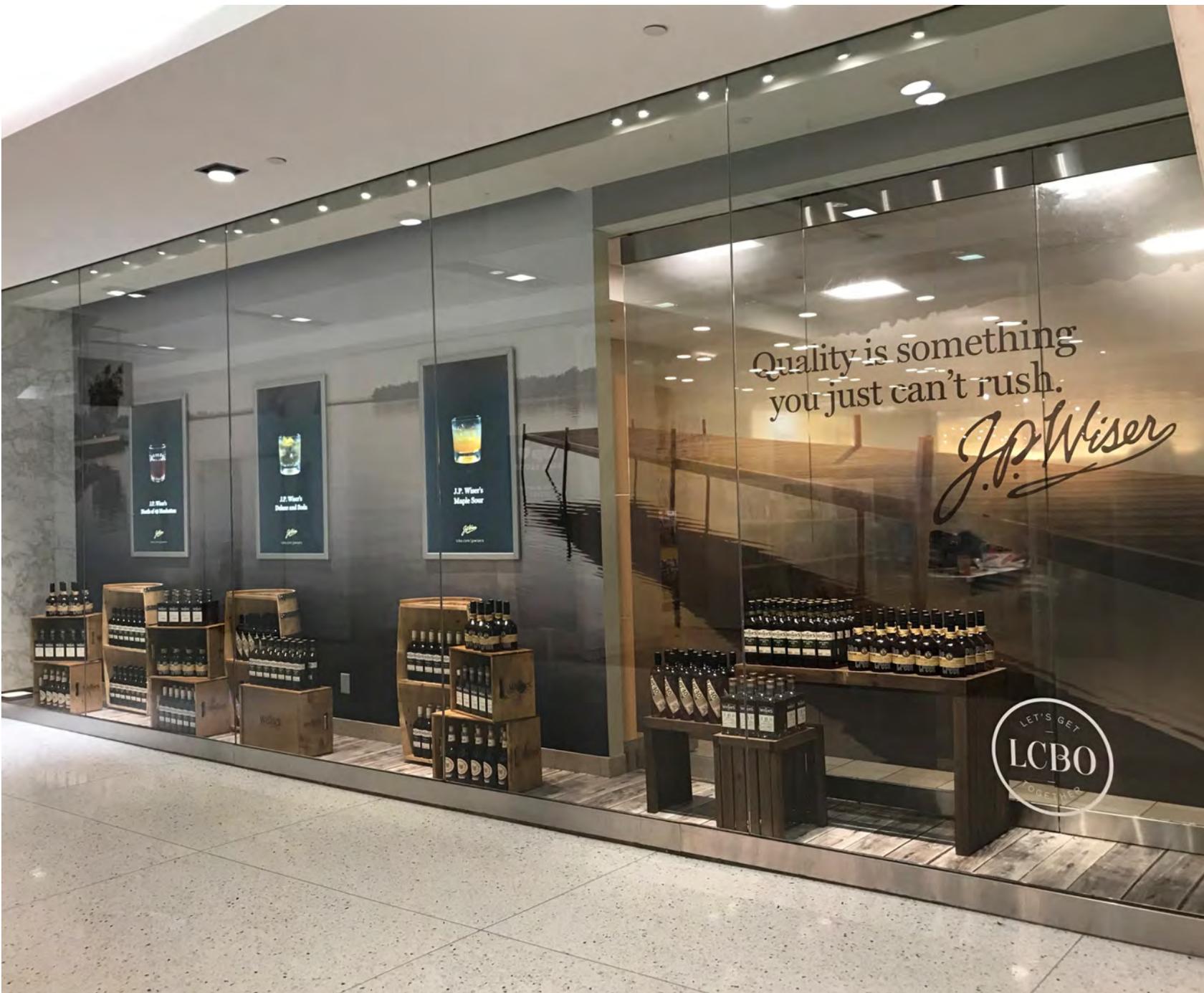




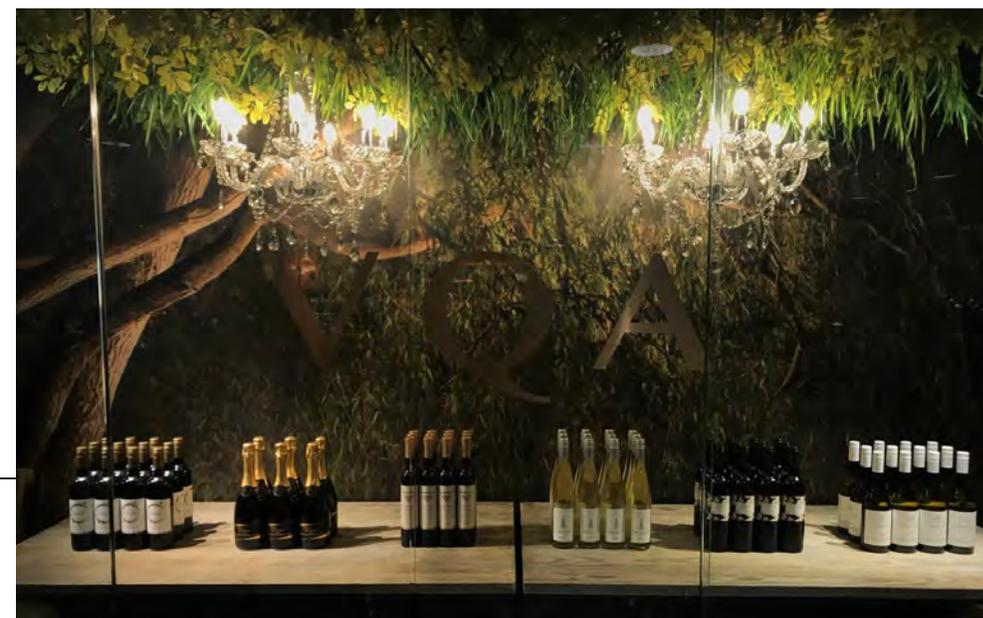














VINTAGES

VINTAGES

BEER BIÈRES

DESTINATION SPAIN

DESTINATION ESPAGNE

SPRING GIFTS
CADEAUX PRINTANIER

INDULGE YOUR
WANDERLUST
California Wines

ALWAYS SAFELY
DRINK AND DRIVE
SOURCES: SAUNDERS

A FRESH
TWIST ON
CITRUS
IS IN

TREND ALERT!

LCBO

INTERNATIONAL DOMESTIC
ASSEMBLAGES DE VINS IMPORTÉS



Evergreen Displays



LCBO

Beer →

Coolers →

Spirits →

Premium
Spirits →

NOUVEAU VIN Mousseux

NEW WINE - VIN MOUSSEUX

NEW WINES
ARE IN
NOUVEAUX
ARRIVAGES

NEW WINES
ARE IN
NOUVEAUX
ARRIVAGES

57¢
17.95

57¢
17.95

57¢
17.95

57¢
17.95

LCBO

Spirits →

Coolers →

Vintages →

CHAM

2014
2013
2012
2011

2014
2013
2012
2011

2014
2013
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2014
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2011

2014
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2012
2011

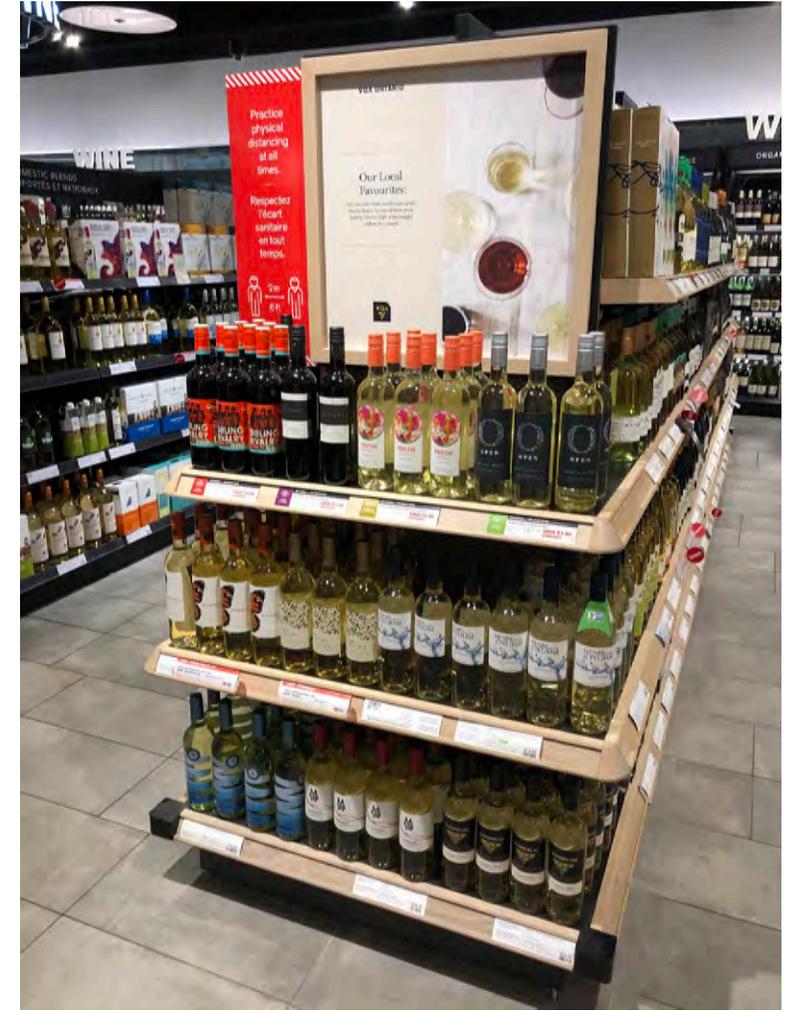
VODKA SMASH

VODKA SMASH

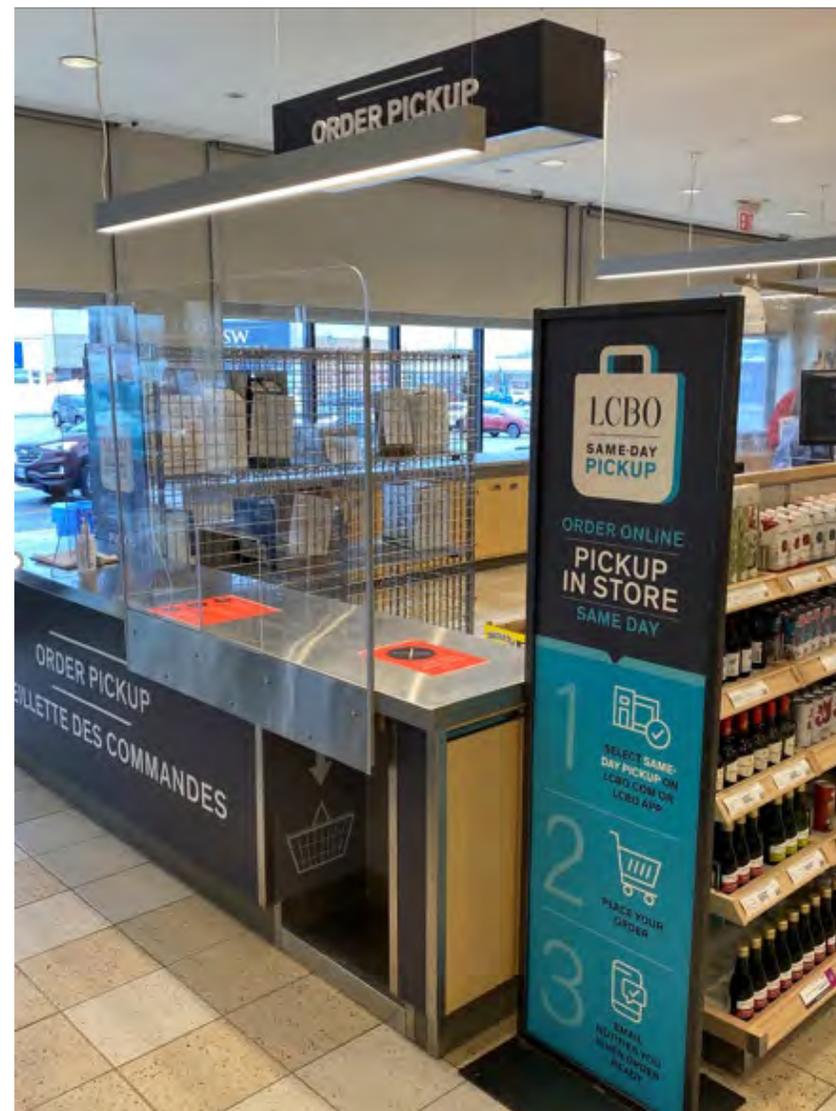
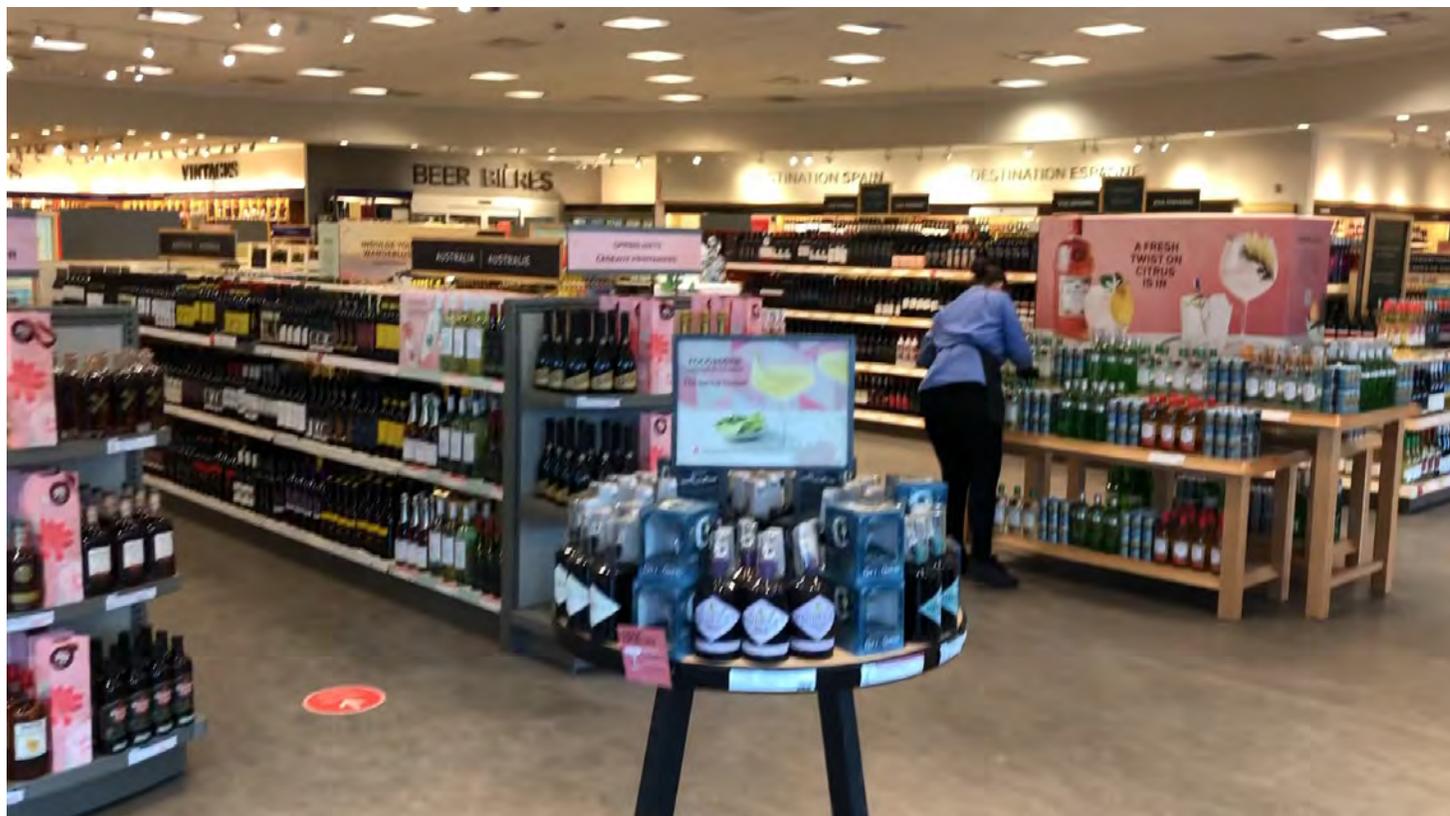
VODKA SMASH

LUZ
201

Local



SDP Growth and Store Expansion



CUEILLETTE DES COMMANDES

ORDER PICKUP



SAME-DAY PICKUP

ORDER ONLINE
PICK UP
IN STORE
SAME DAY

1



SELECT SAME-DAY PICKUP ON LCBO.COM OR LCBO APP

2



PLACE YOUR ORDER

3



Return basket here
Rapportez votre panier ici.

INFORMATION

ORDER PICKUP
CUEILLETTE DES COMMANDES

LCBO
SAME DAY PICKUP
CUEILLETTE LE JOUR MEME

1
PICK UP
CUEILLETTE

2
PLACE YOUR ORDER
PLACER VOTRE COMMANDE

3
CHECK OUT
CASHIER

DON'T FORGET

ICE
AT
LCBO

\$3.79
BAG

PREMIUM ICE

Pharmacia
SUNSHINE CARE
1546
"Support Your Outlook"
416-223-0789 (8587)

Store Openings



2610

WINE SPIRITS BEER

NOW OPEN

NOW OPEN

LCBO

LCBO

OPEN
OUVERT

LCBO
NOW
OPEN

LCBO
NOW
OPEN

TUEUX

25

Category Sign Refresh



NEW ZEALAND | NOUVELLE-ZÉLANDE

CHILE
CHILI

ARGENTINA
ARGENTINE



NEW WORLD WINE
VIN DU NOUVEAU MONDE



CALIFORNIA
CALIFORNIE



LCBO

LCBO

WINE SPIRITS BEER

VINS SPIRITUEUX BIERES

WINE SPIRITS BEER

VINS SPIRITUEUX BIERES

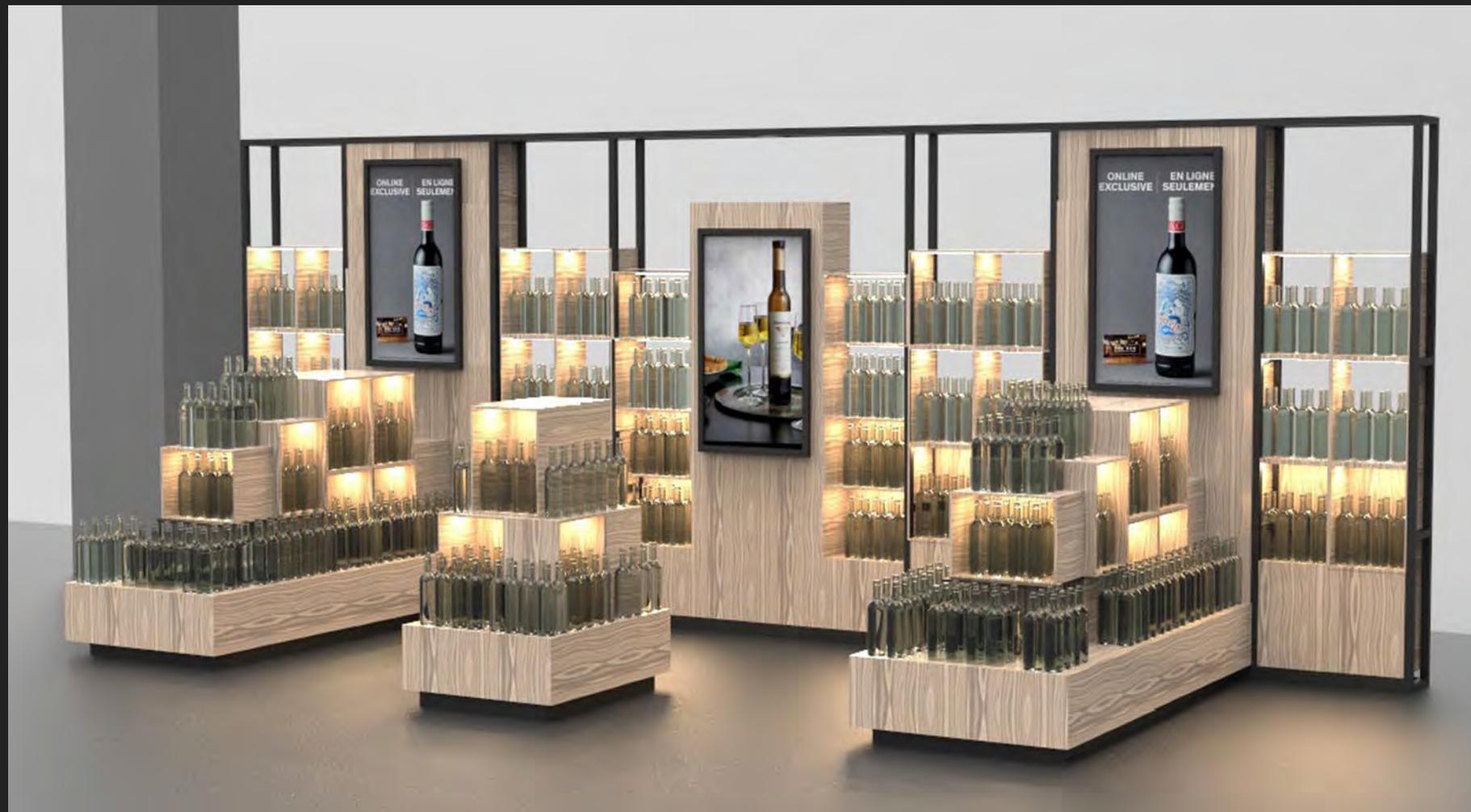
LCBO

LCBO

Queens Quay Digital Pilot Tasting Bar



Vintages Release Interactive Display



Kiosk Concierge



Cash Displays





Thank You

