

Overview

The Wine Fridge Sold Space program was initiated in 2012 to support the business plan for Wines and grow wine sales.

We are pleased to report that the program is delivering amazing results.

- Period start and end dates for each Turn have been revised:
Turn 1: PT3 to PT6 (May 21, 2023 - September 9, 2023)
Turn 2: PT7 to PT11 (September 10, 2023 - January 27, 2024)
Turn 3: PT12 to PT2 (January 28, 2024 - May 21, 2024)
- C stores have been added to the program
- The number of paid spots in the fridge has increased.
- A fourth flight of stores has been added to the program. This Flight D along with Flight C is a smaller distribution making it affordable to new and smaller brands

Program Highlights & Implementation:

Stores participating in this program have been divided into (4) groups based on sales and available wine fridge fixtures. The selection will change 3 times in the year. Participating products that have paid for the program must be showcased in the fridge with premium shelf positioning. Please refer to your appropriate planogram for product placement.

Participating products that are on the SAVE (formerly LTO) or Aeroplan programs must also have signage in the fridge and 'Available Chilled' signage on shelf in front of the featured brands.

Participating SKUs not currently listed in a store's assortment will be PROMO FORCED for the duration of the Turn. These SKUs will be automatically removed at the end of the turn. The One-in/One-out rule does not apply for these products.

If a store elects to place these SKUs into listed status before, during, or after a promotion, then the One-in/One-out rule will apply in order to maintain sku target.

Wine Fridge – Sold Space Implementation Guide (P3 - P6)

Group A: There are 34 paid spots for this group of stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 182, 195, 207, 212, 214, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 388, 390, 391, 393, 394, 397, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 771, 776

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	27001	Masi Modello Prosecco Doc Brut*	750	\$20.25	Sparkling
Paid #2	487694	La Marca Prosecco Doc	750	\$18.95	Sparkling
Paid #3	483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$17.95	Sparkling
Paid #4	216945	Freixenet Cordon Negro Brut Cava	750	\$16.95	Sparkling
Paid #5	897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$16.95	Sparkling
Paid #6	552562	>(V) Three Of Hearts Rose	750	\$19.95	Vintages Rosé
Paid #7	14882	Saintly Rose VQA	750	\$19.95	Rosé
Paid #8	367276	Jacob's Creek Moscato Rose	750	\$14.45	Rosé
Paid #9	529354	Pelee Island Pelee Pink VQA	750	\$12.95	Rosé
Paid #10	619791	Jackson-Triggs Rose	750	\$10.95	Rosé
Paid #11	459917	Peller Family Vineyards Rose	1500	\$17.95	Rosé
Paid #12	326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$17.95	Vintages Pinot Grigio
Paid #13	15754	Josh Cellars Pinot Grigio	750	\$20.00	Pinot Grigio
Paid #14	589101	Ruffino Lumina Pinot Grigio Igt	750	\$14.95	Pinot Grigio
Paid #15	523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$14.75	Pinot Grigio
Paid #16	621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$29.00	Pinot Grigio
Paid #17	30959	Cavit Collection Pinot Grigio Doc Venezie	1500	\$27.95	Pinot Grigio
Paid #18	276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$13.95	Pinot Grigio
Paid #19	974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	\$18.95	Vintages Sauvignon Blanc
Paid #20	28569	Selaks Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #21	293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #22	79129	Gato Negro Sauvignon Blanc	1500	\$18.45	Sauvignon Blanc
Paid #23	219543	Inniskillin Late Autumn Riesling VQA	750	\$15.95	Riesling
Paid #24	618231	Pelee Island Lola Gewurztraminer VQA	750	\$14.95	Gewurztraminer
Paid #25	55533	Latour Chardonnay Bourgogne	750	\$25.00	Chardonnay
Paid #26	175430	Wente Morning Fog Chardonnay	750	\$19.95	Chardonnay
Paid #27	458810	Tom Gore Chardonnay	750	\$19.95	Chardonnay
Paid #28	230565	Cono Sur Chardonnay Organic	750	\$16.50	Chardonnay
Paid #29	20321	Yellow Tail Chardonnay	1500	\$22.95	Chardonnay
Paid #30	30948	Latte Miele Pecorino Igt Terre Di Chieti Abruzz	750	\$13.95	Other Varietal
Paid #31	30947	Doppio Passo Grillo Sicilia	750	\$13.55	Other Varietal
Paid #32	109017	L'Eparyrie Blanc	1500	\$20.45	Blend
Paid #33	14847	Good Fortune Raspberry Hibiscus Sprkling Wine Bev	355	\$3.95	Wine Cooler
Paid #34	20857	Darling Mimosa Sparkling Orange	355	\$3.85	Wine Cooler

Group B: There are 34 paid spots for this group of stores

14, 23, 26, 27, 33, 34, 45, 50, 51, 52, 55, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 87, 90, 95, 97, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744, 759

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	621458	>Bottega Gold Sparkling (Bottega Spa)	750	\$28.95	Vintages Sparkling
Paid #2	687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$20.95	Vintages Sparkling
Paid #3	190025	Champagne Victoire Brut Prestige	750	\$44.95	Sparkling
Paid #4	216887	Freixenet Carta Nevada Brut Cava	750	\$15.95	Sparkling
Paid #5	588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	\$15.95	Sparkling
Paid #6	48793	>Perle D'Aurore Rose Cremant Bourg (L.Bouillot)	750	\$27.95	Vintages Sparkling Rosé
Paid #7	229047	Yellow Tail Bubbles Rose	750	\$15.45	Sparkling Rosé
Paid #8	277202	Bottega Rose Vino Dei Poeti Sparkling	750	\$14.95	Sparkling Rosé
Paid #9	19748	Grow Wild Ravishing Rose VQA	750	\$15.95	Rosé
Paid #10	32031	Fresh Rose VQA*	1500	\$27.95	Rosé
Paid #11	16778	Bask Crisp Rose	750	\$13.95	Rosé
Paid #12	529354	Pelee Island Pelee Pink VQA	750	\$12.95	Rosé
Paid #13	318014	Cono Sur Bicicleta Pinot Noir Rose	750	\$12.50	Rosé
Paid #14	951319	>(V) Pinot Grigio Bollini (Empson)	750	\$18.95	Vintages Pinot Grigio
Paid #15	620773	Masi Masianco Pinot Grigio	750	\$19.95	Pinot Grigio
Paid #16	302380	Mezzacorona Pinot Grigio Trentino	750	\$14.95	Pinot Grigio
Paid #17	16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$10.95	Pinot Grigio
Paid #18	487496	Leftfield Sauvignon Blanc	750	\$20.00	Sauvignon Blanc
Paid #19	426601	Villa Maria Private Bin Sauvignon Blanc	750	\$18.95	Sauvignon Blanc
Paid #20	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$16.95	Sauvignon Blanc
Paid #21	122390	The Beachhouse Sauvignon Blanc	750	\$12.45	Sauvignon Blanc
Paid #22	399410	Jackson-Triggs Sauvignon Blanc	750	\$11.95	Sauvignon Blanc
Paid #23	232033	Vineland Estates Semi Dry Riesling VQA	750	\$15.95	Riesling
Paid #24	369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	\$22.95	Vintages Chardonnay
Paid #25	594200	Peninsula Ridge Inox Chardonnay VQA	750	\$16.95	Chardonnay
Paid #26	633560	Three Thieves Chardonnay	750	\$16.95	Chardonnay
Paid #27	393751	Pelee Island Chardonnay VQA	1500	\$19.95	Chardonnay
Paid #28	341776	Fresh Beginnings Moscato VQA	750	\$14.95	Other Varietal
Paid #29	64287	Cono Sur Bicicleta Viognier	750	\$14.00	Other Varietal
Paid #30	234351	Barefoot Moscato	750	\$12.95	Other Varietal
Paid #31	245340	Chapoutier Belleruche Cdr White Aoc	750	\$14.95	Blend
Paid #32	298505	La Vieille Ferme Luberon Blanc Aoc	750	\$13.95	Blend
Paid #33	168419	Fuzion Alta Torrontes Pinot Grigio	750	\$12.95	Blend
Paid #34	19061	Good Fortune Spk Wine Spritz C. Orange Flower	355	\$3.95	Wine Cooler

Wine Fridge – Sold Space Implementation Guide (P3 - P6)

Group C: There are 8 paid spots for this group of stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 199, 217, 223, 224, 227, 230, 231, 233, 236, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 366, 370, 372, 374, 380, 386, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 696, 701, 703, 706, 746, 749, 754, 755, 756, 757, 758, 760, 761

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	53983	Barefoot Pinot Grigio	750	\$12.95	Pinot Grigio
Paid #2	277731	Yealands Sauvignon Blanc Marlborough	750	\$18.45	Sauvignon Blanc
Paid #3	10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	\$9.95	Sauvignon Blanc
Paid #4	306472	Cono Sur Tocornal Sauvignon Blanc	1500	\$18.05	Sauvignon Blanc
Paid #5	621888	Relax Riesling, Mosel	750	\$14.45	Riesling
Paid #6	393751	Pelee Island Chardonnay VQA	1500	\$19.95	Chardonnay
Paid #7	518753	D'Ont Poke The Bear White VQA	750	\$14.95	Blend
Paid #8	219022	White House Wine Co. Riesling P. Grigio VQA	750	\$14.45	Blend

Group D: There are 8 paid spots for this group of stores

1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 220, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 308, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 450, 455, 462, 464, 467, 468, 477, 482, 483, 484, 492, 500, 510, 516, 519, 522, 523, 527, 529, 530, 540, 549, 551, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 629, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762, 772

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	12023	Freixenet Prosecco Doc	750	\$20.95	Sparkling
Paid #2	27757	High Road Cellars Pinot Grigio	750	\$11.95	Pinot Grigio
Paid #3	406884	Barefoot Pinot Grigio	1500	\$22.95	Pinot Grigio
Paid #4	415745	Nobilo Sauvignon Blanc Marlborough	750	\$18.50	Sauvignon Blanc
Paid #5	524314	Yellow Tail Sauvignon Blanc	750	\$12.95	Sauvignon Blanc
Paid #6	393751	Pelee Island Chardonnay VQA	1500	\$19.95	Chardonnay
Paid #7	5322	Aveleda Vinho Verde	750	\$12.95	Other Varietal
Paid #8	11586	El Abuelo Organic Sauvignon-Verdejo	750	\$10.95	Blend

Wine Fridge Planoguide – Implementation

The assortment of paid products will change 3 times a year. The Wine Fridge planoguides (included in this communication) indicate the premium shelf positions that must be used for paid products only.

We recommend that products are positioned as they are listed; by varietal/wine category to make it easier for your customers to shop. Each paid product should accommodate a minimum of 1 case with 3 facings. Please ensure all products have good shelf clearance. Use next best shelf if required.

If your store is not participating in the program refer to the applicable 4 ft or 8 ft. wall fridge planoguide.

Discretionary Space

The balance of the wine fridge space can be used at the store's discretion. We recommend you merchandise wines from the following product categories in the discretionary space and group these products together based on product category.

- Champagne
- Sparkling Wines
- Ontario Wines
- Ontario Wines Superstars (White or Rosé)
- Vintages Superstar (White or Rosé)
- Vintages Release Ontario VQA Rosés Wines
- Rosé Wines
- Premium White Wines

D stores are not part of the paid program. However, it is recommended that they merchandise the paid products in the wine fridge as well, as space permits.

Stores that support the Ontario Wines and Vintages Wines Superstar programs are suggested to merchandise their white or rosé Superstar selections in their fridge space.

Vintages stores are suggested to dedicate one discretionary spot to showcase a Vintages release VQA rosé.

Wine Fridge – Sold Space Implementation Guide

Signage

- A new bin tag underlay has been created in the new black Operational Signage creative design to replace the "Available Chilled" hot buttons. Merchandise the "Available Chilled" bin tag underlay throughout the store in front of products available in the fridge.
- Full Service FLS and FLS Signage Stores must display the bilingual side of the sign
- Install the promotional offer shelf talkers (LTO, Aeroplan, New Product) in front of the participating products in the fridge as well as their home position if applicable by the start of each promotional turn.
- Your participation is mandatory.

Re-order the signs:

For additional signage, please call Retail Support Team @ 416-365-5932 to place an order.

- "Available Chilled" Bin Tag Underlay
Re-order# 220P-BTU3
- Promotional Offer Shelf Talkers: Please refer to the current Marketing & Product Guide for re-order numbers.



Promotional Offer Shelf Talkers
(SAVE, BAM, NEW, BBAM, In the Spotlight)



"Available Chilled" Bin Tag Underlay
Re-order# 220P-BTU3

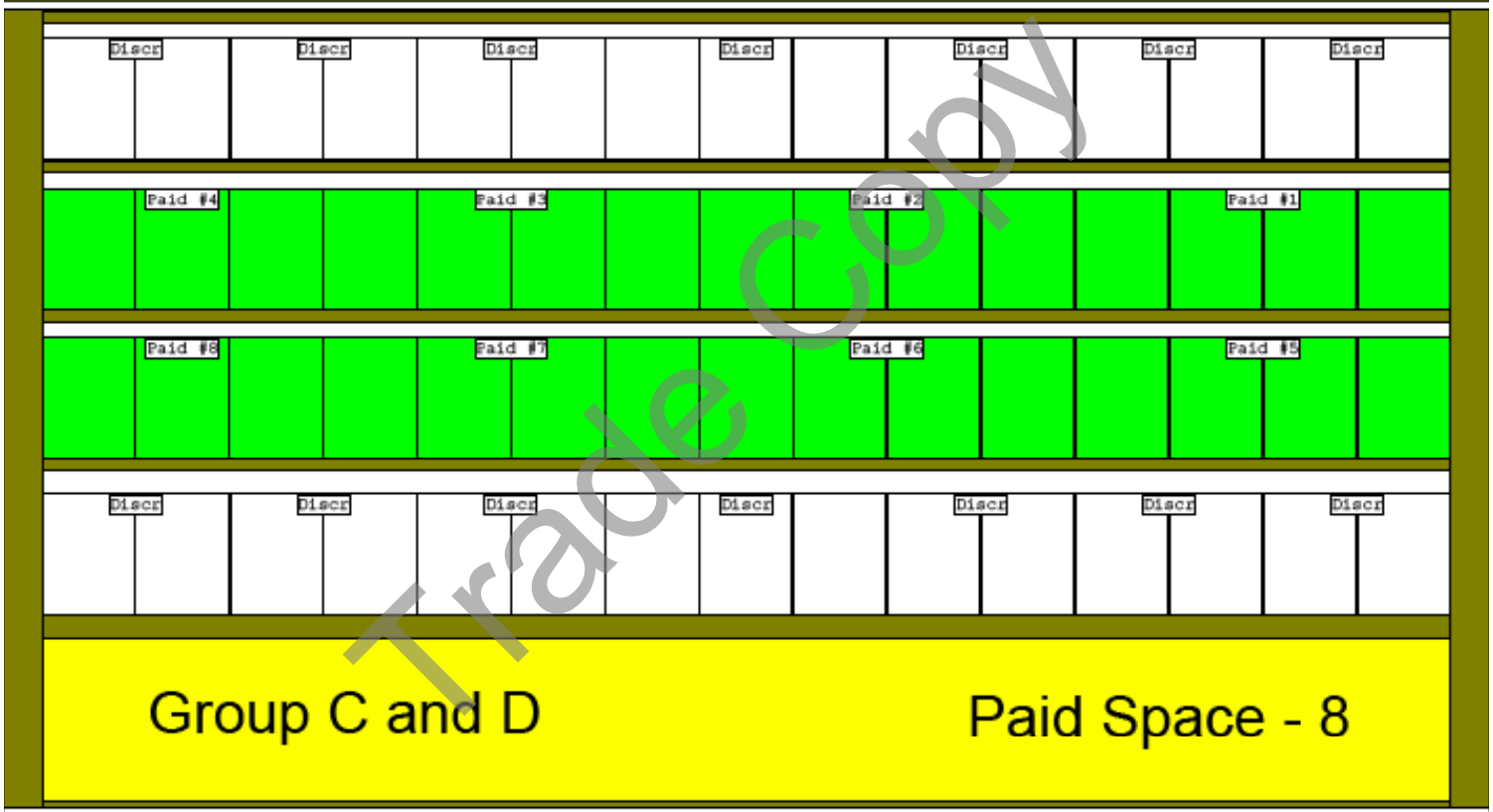
Planoguides

Trade Copy

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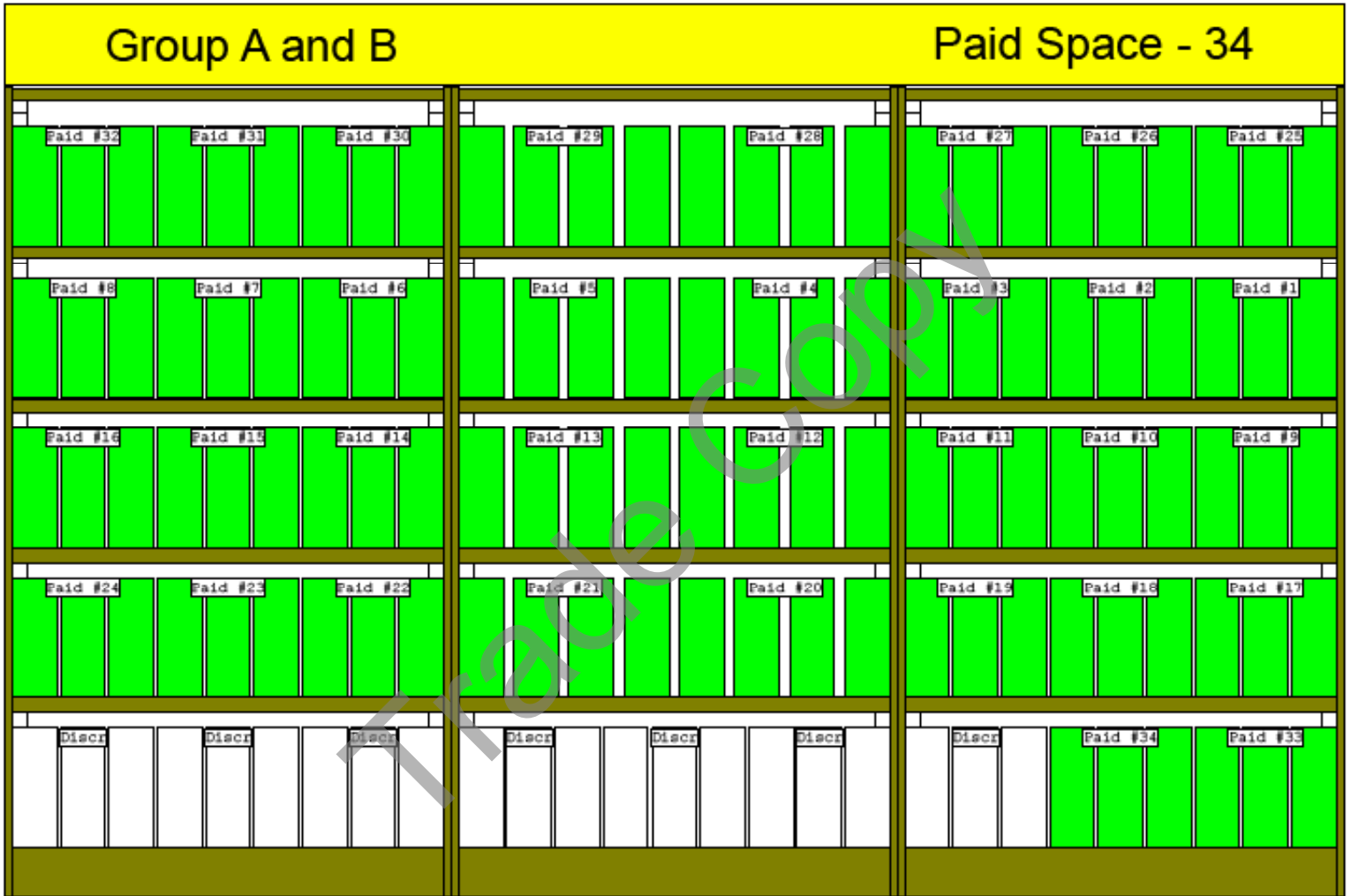
4 ft Wall

WHEN IMPLEMENTING YOUR 4FT WINE FRIDGE, YOU WILL NEED TO USE A COMBINATION OF 3 AND SOME 2 FACINGS. FOR ALL 3L AND 4L CASKS, USE 1 FACING.

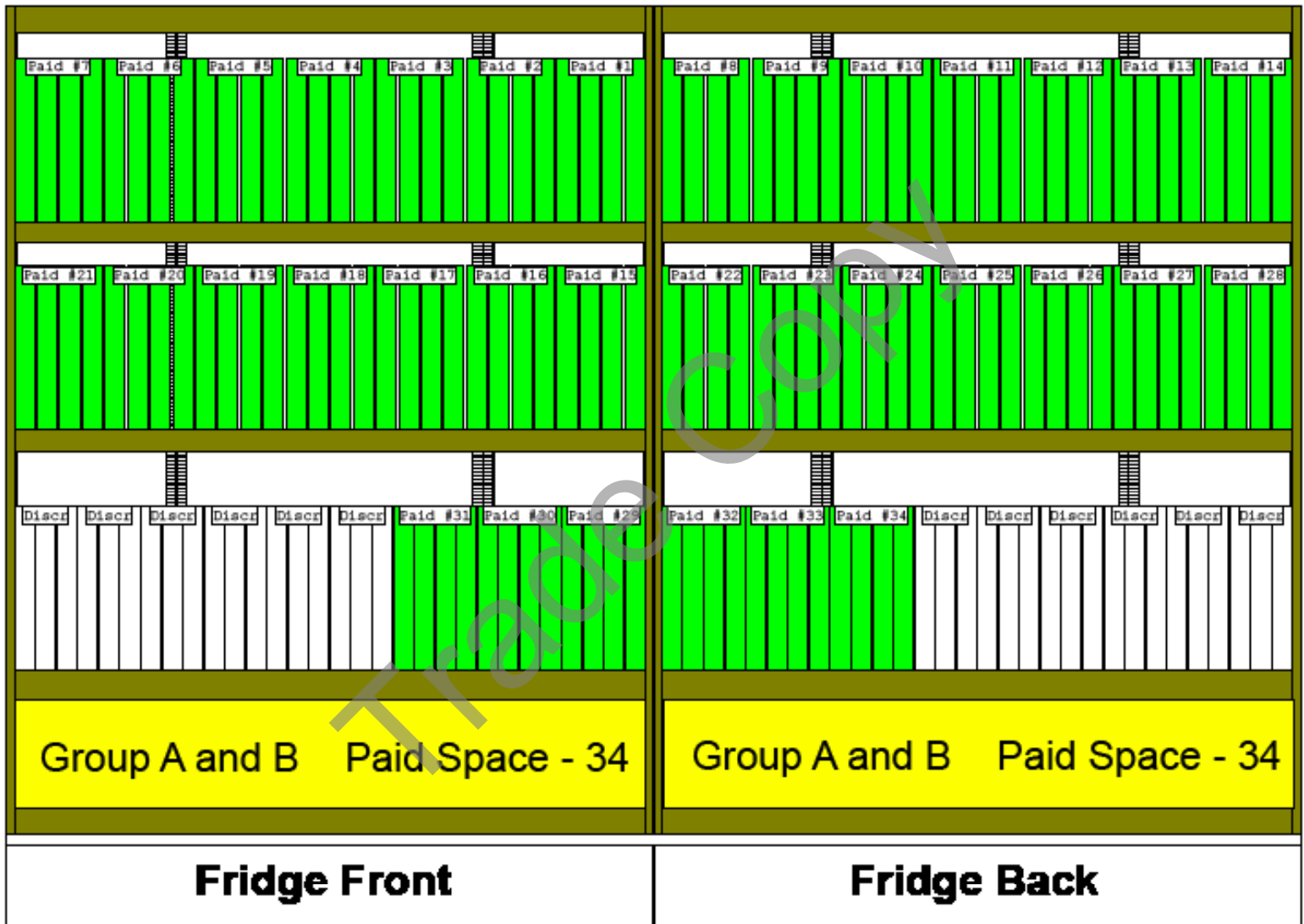


Wine Fridge – Sold Space Implementation Guide (P3 - P6)

8 ft Dairy Door



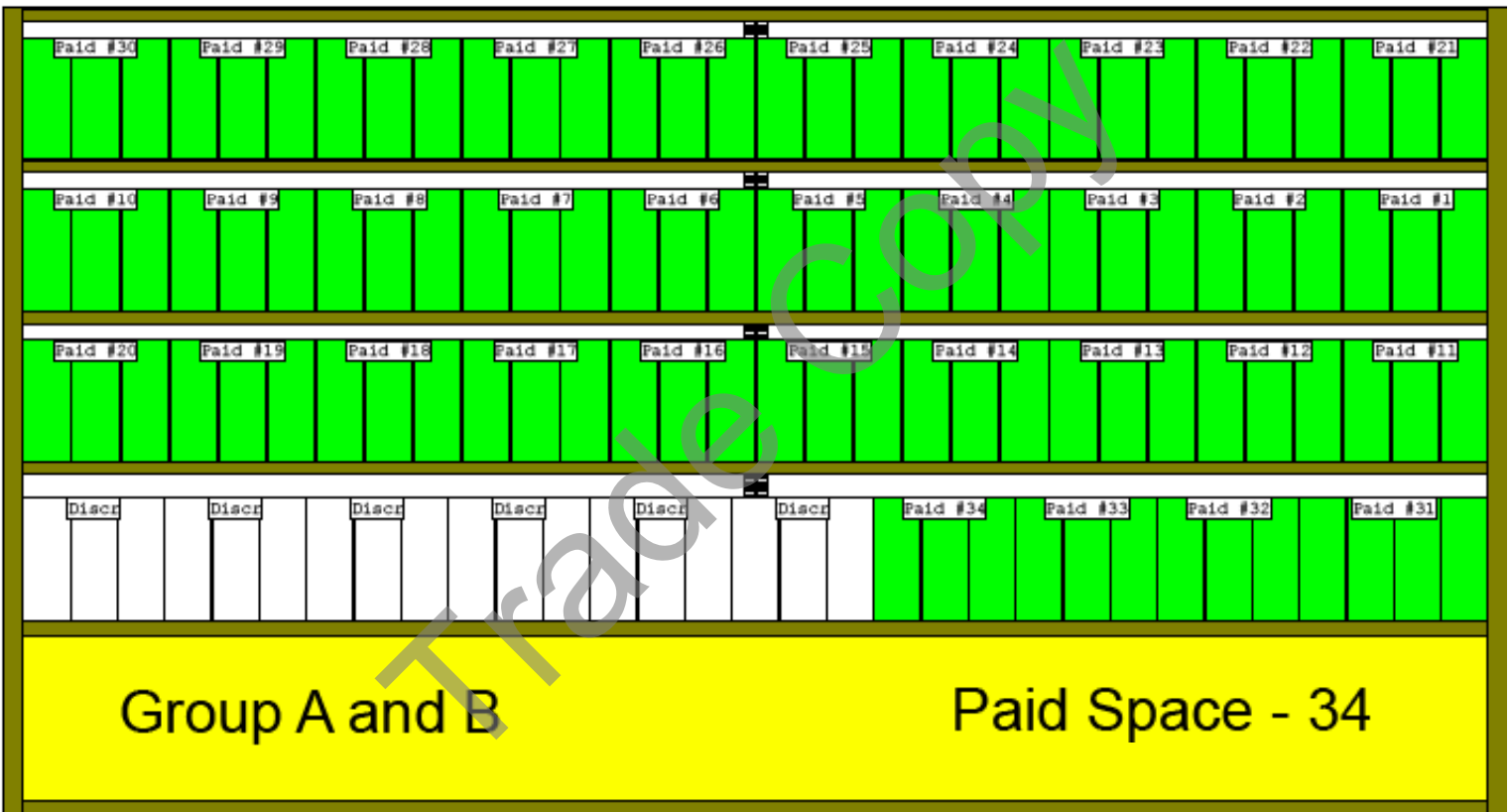
8 ft with 2 Gondola



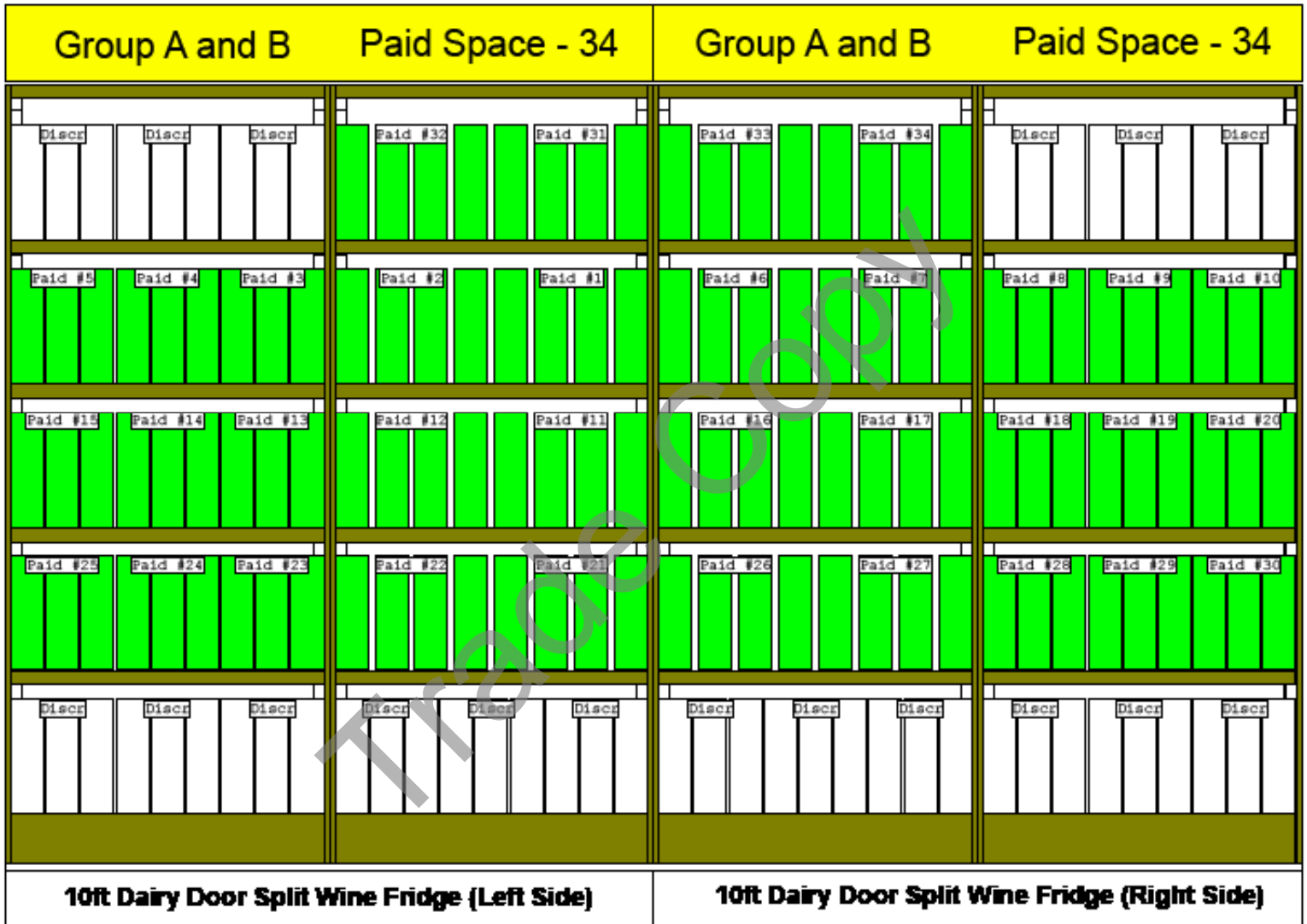
Wine Fridge – Sold Space Implementation Guide (P3 - P6)

8 ft Wall

WHEN IMPLEMENTING YOUR 8FT WINE FRIDGE, YOU WILL NEED TO USE A COMBINATION OF 3 AND SOME 2 FACINGS. FOR ALL 3L AND 4L CASKS, USE 1 FACING.

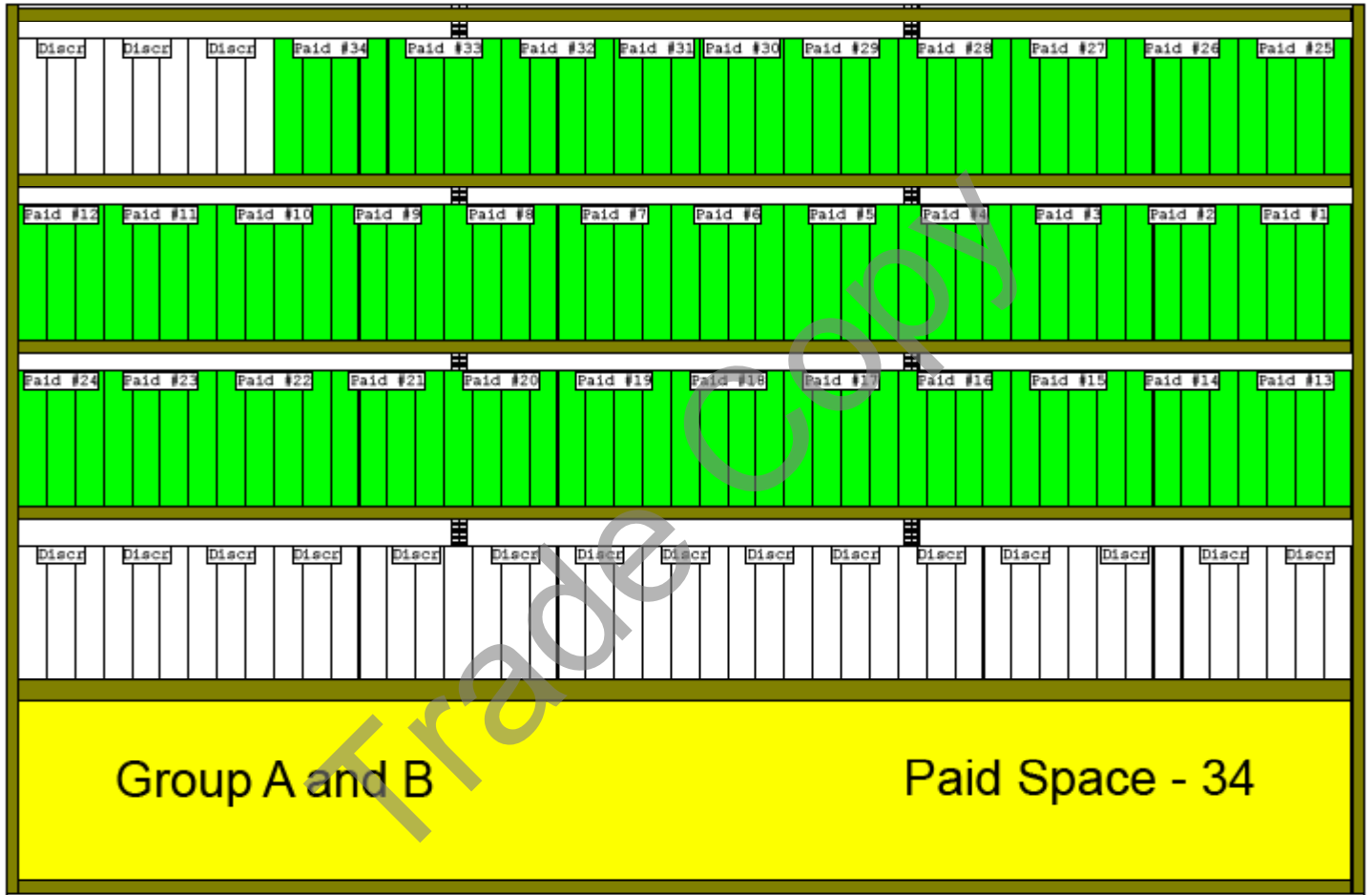


10 ft Dairy Door Split



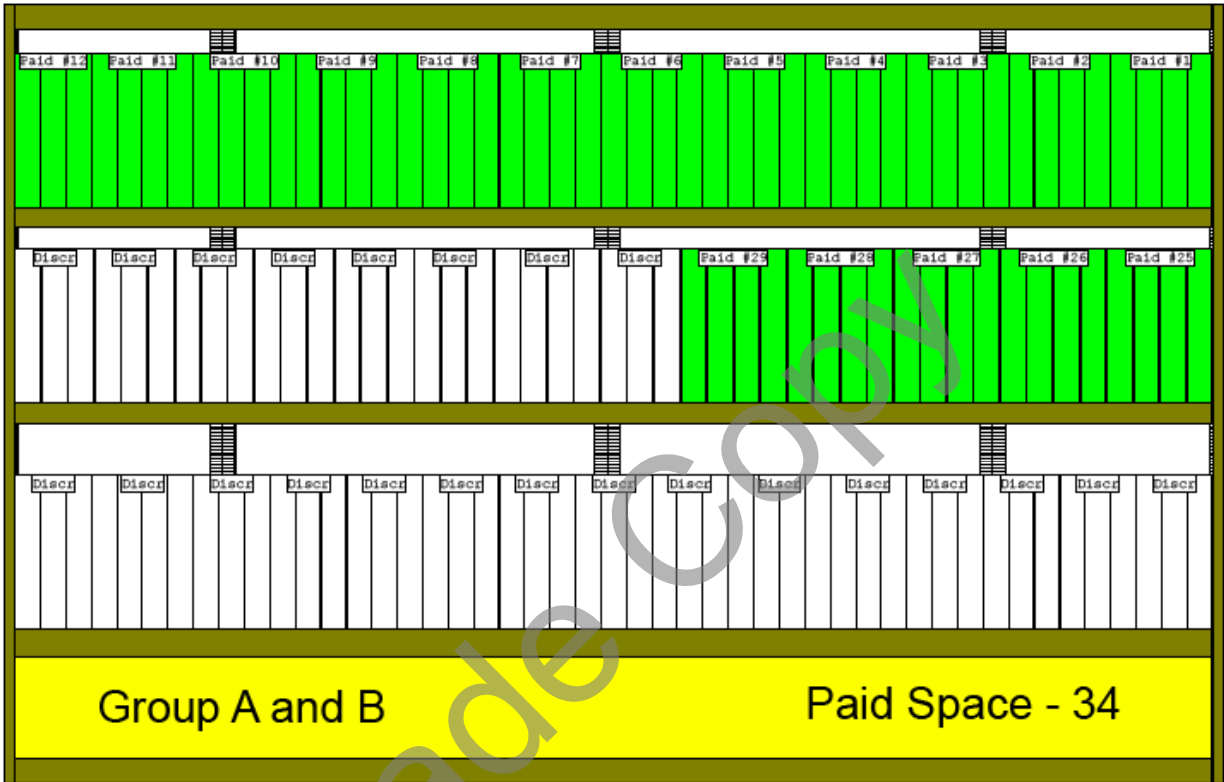
Wine Fridge – Sold Space Implementation Guide (P3 - P6)

12 ft Wall

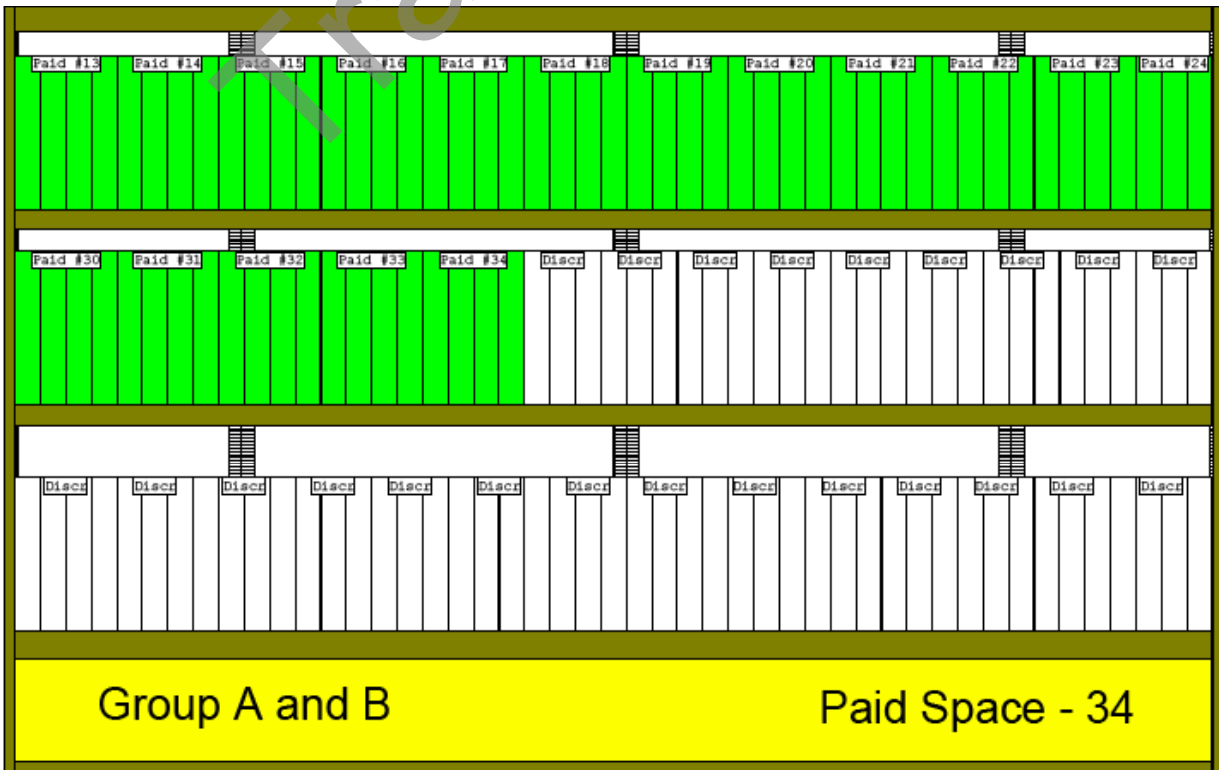


12 ft Gondola

Fridge Front



Fridge Back



Wine Fridge – Sold Space Implementation Guide (P3 - P6)

16 ft Wall

