

**SUMMER  
MODE**



**PERIOD 3 MARKETING & PRODUCT GUIDE**  
MAY 21 - JUNE 17, 2023

My Store #



Kudos to Store #394

# Period 3 Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 3	2	<input type="checkbox"/> <input type="checkbox"/>	Enhanced Display	44
<input type="checkbox"/> <input type="checkbox"/>	P3-4 Aeroplan Signage	3	<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	45
<input type="checkbox"/> <input type="checkbox"/>	Name Badge Stickers	12	<input type="checkbox"/> <input type="checkbox"/>	Period 3 End Aisles	47
<input type="checkbox"/> <input type="checkbox"/>	P3-6 Signage Gallery	13	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	56
<input type="checkbox"/> <input type="checkbox"/>	ICE Program New Signage	19	<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	58
<input type="checkbox"/> <input type="checkbox"/>	New Product Bin Tag Underlay	20	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	59
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	23	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported End Aisle	60
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture	24	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	61
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	26	<input type="checkbox"/> <input type="checkbox"/>	Vintages	63
<input type="checkbox"/> <input type="checkbox"/>	Entrance Table	28	<input type="checkbox"/> <input type="checkbox"/>	Summer Gift Bags	68
<input type="checkbox"/> <input type="checkbox"/>	Cocktail of the Month	30	<input type="checkbox"/> <input type="checkbox"/>	Year-Around Gifting	72
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	31	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	83
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	32	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	87
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	33	<input type="checkbox"/> <input type="checkbox"/>	Top Picks Impulse Displays	89
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table	34	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CM)	90
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile A	40	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	91
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile B	41	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	92
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile C	42	<input type="checkbox"/> <input type="checkbox"/>	Beer Direct Delivery Products	129
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile D	43			

# WHAT'S NEW FOR PERIOD 3



## Promotional Programs

**Feature Fixture A:** Crisp Whites

**New & Seasonal:** Seasonal Rosé 2023

**Entrance Table:** Customize this Gift - Crown Royal

**Cocktail of the Month (EA1):** Old Cuban

**Mini Thematic A:** Premium Spirits for Dad

**Mini Thematic B:** Gift Premium Wines for Dad

**Mini Thematic C:** Summer Mode Beers

**Front Nesting Table:** Premium & Standard Flights

**Middle Nesting Table:** French Rosés

**Block Pile A:** Love Pairs with Everything

**Block Pile B:** New Arrivals

**Block Pile C:** Aeroplan

**Block Pile D:** Memorable Gift Ideas

**Enhanced Block Pile:** On the Rocks Cooler

**Aeroplan Offers & Shelf Talkers**

**New Spring Products Name Badge Stickers**

**EA 1-4 & 10 End Aisle Backer Cards and Blade Signs**

**Front End Merchandisers**

**Top Picks Impulse Displays**

**The Cold Room Spirits Display**

**P3 - P6 Wine Fridge**

**New Product Underlay Program**

**New ICE Signage**

**On Shelf**



## Wine Programs

**ON1:** Go Local

**ON2:** Our Buyer's Pick (VQA)

**Flex Space**

## Beer Programs

**Beer Excitement Zone**

**Beer Branded Ends**

**Ontario Craft Beer End Aisle**

**Craft Beer Imported Shelf Talkers**

## Vintages Programs

**Essentials On Offer End**

**Wines of the Month End**

**LTO/Aeroplan Program**

**Our Buyer's Pick**



# P3-4 Aeroplan SIGNAGE


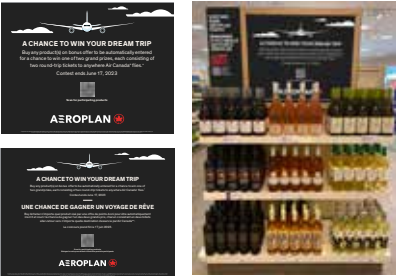

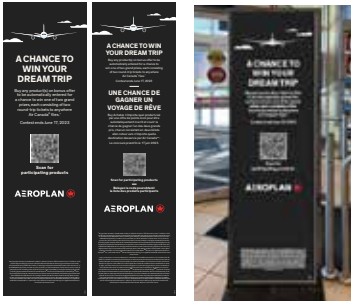
The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. The participating products and Aeroplan offers will change every period promotional Period.

## Key Dates: Period 3 (May 21 - June 17, 2023)



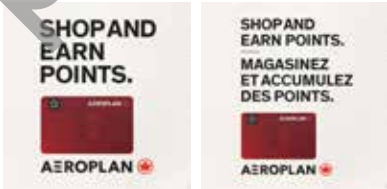



### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>Period 3-6 Aeroplan Exterior Banners</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan Exterior Banner in the placement outside the store.</li> </ul>	
<p>ENG (Re-order# 24P3-EB3) / BIL (Re-order# 24P3-EB4)</p>	
<p><b>NEW! Aeroplan End Aisle Backer Card</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan Contest backer card on end aisles with Aeroplan offers.</li> </ul>	
<p>ENG/BIL (Re-order# 24P3-BC-GEN4)</p>	
<p><b>NEW! Aeroplan Contest Shelf Talker</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan Contest shelf talkers throughout the store to raise awareness of the Aeroplan Offer.</li> </ul>	
<p>ENG Re-order# AIM-24P3-DE1 /FR Re-order# AIM-24P3-DE2</p>	
<p><b>NEW! Aeroplan Seasonal Banner Insert</b></p> <ul style="list-style-type: none"> <li>Install the Operational Aeroplan Contest seasonal banner insert.</li> </ul>	
<p>ENG (Re-order# 24P3-SB1) / BIL (Re-order# 24P3-SB2)</p>	

## Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>Operational Aeroplan Bin Tag Pop-Out</b></p> <ul style="list-style-type: none"> <li>Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.</li> <li>Ensure the old 2x2 Perpendicular Shelf Talkers are removed at the time of installation of the new signage solution.</li> </ul>	
<p>ENG (Re-order # 23OP-AP20) / BIL (Re-order # 23OP-AP21)</p>	
<p><b>Operational Aeroplan In-section Perpendicular Shelf Talker</b></p> <ul style="list-style-type: none"> <li>Perpendicular shelf talkers should be installed in-section - throughout the store, using a perpendicular shelf clip (PSTC201404). Shelf Talkers should be installed every 12' on each gondola run.</li> </ul>	
<p>ENG (Re-order# 23OP-AP14) / BIL (Re-order# 23OP-AP15)</p>	
<p><b>Operational Aeroplan Front Door Decal</b></p> <ul style="list-style-type: none"> <li>Continue to display the 8x8 decal on the left side of the second door.</li> </ul>	
<p>ENG (Re-order# 23OP-AP10) / BIL (Re-order# 23OP-AP11)</p>	
<p><b>Operational Aeroplan Cash Desk Decal</b></p> <ul style="list-style-type: none"> <li>Continue to display the Aeroplan decal on the Cash Counter.</li> </ul>	
<p>ENG (Re-order# 23OP-AP12) / BIL (Re-order# 23OP-AP13)</p>	
<p><b>Period 3 Aeroplan Shelf Talkers</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan shelf talkers in-section and on applicable displays.</li> </ul>	
<p>ENG/BIL (Re-order # AIM-24P3-ANS)</p>	
<p><b>Blank Aeroplan Shelf Talkers</b></p> <ul style="list-style-type: none"> <li>Use the blank Aeroplan Shelf Talker when in store reprint is required</li> </ul>	
<p>ENG/BIL (Re-order # 749359)</p>	

## Period 3 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
67	Smirnoff Vodka	750	100
935	Captain Morgan White Rum	750	60
984	Alberta Premium Whisky	750	75
1784	Grand Marnier Cordon Rouge	750	100
1925	Courvoisier Vs	750	275
4606	Vodka Mudshake Creamy Vanilla	1080	100
8219	Prince Igor Vodka (P.E.T)	750	50
8599	Bell's Original Scotch Whisky	750	60
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	180
10946	Fireball 50ml 6 Pack Carrier	300	60
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	10
13488	Perrin Studio By Miraval	750	100
13597	Bumbu Xo Rum	750	150
13602	Tavarnello, Sangiovese Cabernet	750	40
13967	Writers Tears Double Oak Whiskey	700	150
14569	Glenmorangie Quinta Ruban Whisky 14yr	750	180
15310	Matt & Steve's Caesar Original Lightly Spiced	473	15
15762	Trinity Oaks Chardonnay	750	80
15994	Muskoka Born This Way Ipa	473	10
16100	Isle Of Harris Gin	750	150
16180	Carlo Pellegrino, Marsala Superiore	750	100
16434	Brock Street Strawberry Blonde	473	10
16546	On The Rocks Hornitos Margarita	375	150
16553	Hornitos Reposado Tequila	375	100
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	30
16840	Bolla Valpolicella Classico	750	70
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	70
17747	Menage A Trois Cabernet Sauvignon	750	80
18919	D'Usse Vsop	375	90
19295	Pelee Island Lola Pinot Grigio VQA	250	25
19296	Pelee Island Lola Sparkling Blush VQA	250	25
19423	Madre Mezcal	750	180
19951	Ezra Brooks 99	750	120
21378	Jim Beam White Label Bourbon	750	125
21387	Peller Family Vineyards Pinot Noir	750	30
21465	Angel's Envy	750	160
21544	Smirnoff Pink Lemonade	750	60
22017	Smirnoff Vodka (P.E.T.)	750	100
22181	Glenfiddich Grand Cru	750	1000
22872	Radio Boka Verdejo	750	80
22951	Evan Williams 1783	750	100
23422	Founder's Original Old Fashioned	750	80
24086	Smoky Bay Rose*	750	50
24212	Wanderlust Adventurous White	750	100
24346	Jack Daniels Tennessee Honey Lemonade	473	24

## Period 3 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
25100	Dixon's Wicked Citrus Gin	750	100
25517	Peller Family Reserve Rosé Bubbles VQA	750	50
25229	Pontificis Gsm	750	50
26546	Finca Las Moras Pinot Grigio	750	75
26678	On The Rocks Effen Cosmopolitan	375	150
26679	On The Rocks Knob Creek Old Fashioned	375	150
27128	Flat Roof Manor Pinot Grigio	750	95
27386	Franzia Cabernet Sauvignon Bib	3000	150
27467	Glenfiddich Orchard Experiment	750	250
27605	Reifel Rye	750	200
27732	High Road Cellars Cabernet Merlot	750	50
28587	Suntory World Whisky Ao	700	250
30340	Guinness Nitro Cold Brew Coffee Beer 4x440ml	1760	40
30603	Larceny Kentucky Straight Bourbon	750	100
30719	Seventh Heaven Classic London Dry Gin	750	100
30720	Beefeater Raspberry Peach	750	100
30729	Bombay Citron Presse	750	60
30834	Canadian Club Classic 12 Year Old	1140	150
30947	Doppio Passo Grillo Sicilia	750	80
30948	Latte Miele Pecorino Igt Terre Di Chieti Abruzz	750	80
30950	Cecchi La Mora Vermentino Maremma	750	50
30954	Dievole Tenuta Le Colonne Vermentino Igt	750	120
30955	Villa Puccini Vermentino Toscana	750	80
30958	Villa Puccini Grillo Sicilia Doc	750	80
30960	Sistina Pecorino Terre Di Chieti Igt	750	75
30962	Il Piatto Mare Pecorino Terre Di Chieti	750	100
31003	Gloria Grillo Doc Organic	750	75
31173	Settesoli Vermentino Igt Terre Siciliane	750	50
31221	Twisted Tea Mango 473ml	473	15
31222	Twisted Tea Island Mixed Pack	4260	150
31223	Truly Punch Mixed Pack	4260	150
31233	Bff. Peach Vodka Soda	355	8
31234	Topo Chico Hard Seltzer Signature Margarita	473	10
31238	Bartenders Trading Pina Colada	750	100
31239	Salvadors Grapefruit Paloma	1750	75
31243	Twisted Shottz Rattlesnake	120	25
31272	Black Fly Vodka Cranberry Raspberry Pouch	3000	25
31275	Nude Orange Lemonade	355	10
31276	Bangarang Tropical Bellini Hard Seltzer	355	8
31281	Cazadores Paloma	355	7
31287	White Claw Iced Tea Strawberry	473	15
31288	White Claw Surge Blood Orange	473	15
31292	Weekender Peach Mango	500	25
31298	Cutwater Tequila Margarita	355	10



## Period 3 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
31308	Lone River Ranch Water Original	1420	50
31311	Captain Morgan Mango Mai Tai	355	10
31313	Cutwater Tequila Paloma	355	10
31317	Cutwater Rum Mint Mojito	355	10
31358	High Noon Pool Pack	2840	160
31454	Muskoka Tread Lightly	568	10
31480	Coldstream Peach Iced Tea	473	20
31481	The Keg Size' Caesar	458	20
31487	With Love Pecorino	750	60
31510	Lakefront New Grist Gluten Free - 1892 ML	1892	15
31824	Codigo 1530 Blanco	750	250
31857	Fl!Ng Mango & Strawberry Vodka Soda	355	8
32056	Mill St. Tropical Sour	473	5
32975	Lost Craft Rocket Pop Sour	473	10
32977	High Park Ghost Hazy Ipa	473	10
33237	Magnotta True North Light Ipa	473	10
38505	Smirnoff Vodka (P.E.T.)	1750	240
38901	Dalmore 12 Yr Old	750	180
40626	Charm Soju Liquor	360	15
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	50
53082	Alberta Pure Vodka (P.E.T)	1750	200
54213	Alberta Premium Whisky (P.E.T)	1750	120
57133	Santa Carolina Carmenere Reserva	750	80
58628	Peller Est. Family Series Cabernet Merlot VQA	750	50
73809	Carlsberg Beer +	500	20
88799	Alberta Pure Vodka (P.E.T.)	750	300
90860	Kittling Ridge Kingsgate Reserve Apera	750	20
105429	Frescobaldi Remole Toscana Igt	750	80
111021	Gordons Gin (P.E.T.)	1750	120
111526	Nederburg Cabernet Sauvignon	750	100
133439	Captain Morgan White Rum (P.E.T)	1750	120
144493	Montecillo Crianza Rioja	750	75
144865	Wayne Gretzky Riesling VQA	750	80
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	100
159772	Muskoka Hazed And Confused 473ml Can	473	10
164087	Sandbanks Sleeping Giant VQA	750	50
172387	Boutari Moschofilero White	750	30
191866	Pknt Cabernet Sauvignon Reserve	750	75
192922	Seagram's 83	1140	300
195966	Farina Valpolicella Rip Superiore Doc	750	40
207514	Remy Martin 375	375	110
207639	J.P. Wiser's 18yo Canadian Whisky.	750	150
211326	Dujardin Vsop Brandy	1140	200
215558	Cattos Rare Blended Scotch	1140	200

## Period 3 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
216903	Banff Ice Vodka.	1140	100
217166	Gordons Gin	1140	75
217257	Sailor Jerry Spiced Rum.	1140	200
217646	J & B Rare Scotch Whisky	1140	75
217786	Jim Beam White Label Bourbon	1140	150
217794	Johnnie Walker Red Label.	1140	90
223529	Appleton Estate V/X Signature Blend	1140	100
224352	Crown Royal Black	750	75
231571	Seagrams 83 (P.E.T)	1750	400
240416	Montesor Amarone Della Valpolicella Doc	750	100
241943	Glenmorangie Lasanta Extra Matured Scotch Whi	750	180
244186	Collingwood Whisky	750	160
249680	Talisker 10yr Old	750	250
250480	Zonin Prosecco Brut 1821 Doc (3x200ml)	600	120
261305	Peninsula Ridge Cabernet Merlot VQA	750	80
263574	Errazuriz Estate Series Sauvignon Blanc	750	80
267773	Hop City Barking Squirrel Lager	473	10
273490	Thalia White Assyrtiko Sauvignon Blanc	750	25
285585	Masi Bonacosta Valpolicella Classico Doc	750	150
291674	Fetzer Chardonnay	750	80
292615	Jameson Black Barrel	750	100
303040	Fielding Fireside White VQA	750	40
305607	Seagrams 83	750	200
309773	St Remy Vsop (Pet)	1750	200
311910	Canadian Club Classic 12 Year Old	375	75
311936	Canadian Club Classic 12 Year Old	1140	150
314856	Fireball Whisky Shooter 1140ml	1140	240
317057	Masi Costasera Amarone Classico Doc	750	100
325076	>(V) Whispering Angel Rose (Caves D'Esclans)	750	100
326025	Basil Hayden Straight Bourbon	750	300
333591	Innis & Gunn The Original 6b	1980	120
335422	Dunavar Pinot Grigio	750	10
336503	Black Tower Rivaner	750	80
340380	Two Oceans Sauvignon Blanc	750	100
341602	Cono Sur Bicicleta Pinot Noir	750	100
342584	>(V)Cotes De Provence Rose Miraval (Perrin)	750	120
350397	Banff Ice Vodka	750	300
363457	> (V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	120
363812	Tito's Handmade Vodka	375	50
365601	Samuel Adams Boston Lager+	473	26
369793	Mount Gay Eclipse Rum	750	200
369967	Inception Deep Layered Red	750	100
377994	Gentleman Jack Tennessee Whiskey	750	150
382002	Smirnoff Raspberry Flavoured Vodka	750	60

## Period 3 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
382747	Tequila Rose Strawberry Cream Liqueur	750	100
383885	The Show Cabernet Sauvignon	750	80
384511	Dragani Montepulciano D'Abruzzo	2000	80
384651	Martini Prosecco Sparkling	750	30
387423	Bruichladdich The Classic Laddie Scottish Barley	750	150
398016	Dr. Mcgillicuddy Intense Peach	750	120
398032	Dr. Mcgillicuddy Intense Butterscotch	750	120
405845	Evan Williams Black Label Bourbon Whiskey	750	50
408286	Lolea No 1 Red Sangria Spain	750	40
410852	Woodford Reserve Double Oaked	750	250
437772	Belvedere Pure Vodka	750	100
438960	Canadian Club 100% Rye	1140	200
447896	La Vieille Ferme Cotes Du Ventoux	1500	120
450239	Whitewater Brewing Farmer's Daughter 473ml	473	5
450452	Smirnoff Ice Light Black Cherry & Soda 4 Pk-C	1420	40
454132	Black Bottle Blended Scotch.	750	120
454686	Captain Morgan Bold Spiced Rum	750	60
456095	Ketel One Vodka	750	75
462853	Menage A Trois Silk Red Wine	750	80
479923	Stalk & Barrel Blue Blend	750	200
479980	Macallan 12 Yo Double Cask	750	200
480616	Jack Daniel's Single Barrel Whiskey	750	250
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	95
491803	Southern Comfort (P.E.T.)	375	60
492454	1800 Coconut Tequila	750	100
492520	Bacardi 8 Year Old Reserva Gold Rum	750	75
513077	Glenfiddich Project Xx Experimental Series	750	250
530352	Glenfiddich Single Malt 18 Year Old	750	500
536946	J.P. Wiser's 15 Yo Canadian Whisky	750	120
541243	Creemore Springs Premium Lager 6pk C	2838	30
544031	Chateau D'Aigueville Cdr Villages Red Aoc	750	50
544155	Iceberg Vodka (P.E.T.)	1750	150
544833	Miller Genuine Draught 6pk-B	2130	30
545160	Tito's Handmade Vodka	1750	175
545392	Smirnoff Berry Blast	750	60
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	90
550715	Forty Creek Barrel Select	750	50
556746	Lurton Piedra Negra Pinot Grigio Organic	750	100
558098	Twisted Shottz Sex On The Beach	120	25
558940	Miller Lite 6x473	2838	30
560912	Miller High Life 6x355	2130	30
574533	Magnotta Pinot Grigio Venture Series VQA	750	50
577023	Girls' Night Out Rosé VQA	250	20

## Period 3 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
585760	>Quails' Gate Pinot Noir Okanagan Valley VQA	750	100
609248	Moosehead Radler	473	10
609875	Eastdell Black Cab VQA	750	40
619791	Jackson-Triggs Rose	750	40
620666	Casillero Del Diablo Reserva Carmenere	750	80
620773	Masi Masianco Pinot Grigio	750	50
621003	Montecillo Rioja Reserva	750	100
628990	Tito's Handmade Vodka	1140	125
638734	Deep Eddy Lemon	750	100
644237	Teeling Small Batch Irish Whiskey	750	90
645697	Levenswater Spring 34 Gin Ddp	750	120
646729	Bumbu Craft Rum	750	130
669002	Casamigos Reposado Tequila	375	100
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	20
981381	Glenfiddich 21yo Gran Res (William Grant)	750	500
995910	>(V)Amarone (Farina)	750	75

## Period 3 Aeroplan + LTO Offers

Promo Code	LCBO#	Description	Size (mL)	LTO	APP	Other Promo
LX	597559	Tito's Handmade Vodka	750	\$2.00	100	EA13
	12385	Glenfiddich 12 Year Old Single Malt Scotch Whisky	750	\$5.00	120	BPD FSN-A MI-A
	605972	Glenfiddich 15 Year Old Single Malt Scotch Whisky	750	\$5.00	150	BPD FSN-A
	629352	Glenfiddich Experimental Series #4 Fire & Cane	750	\$5.00	250	BPD
	600981	Hpnotiq Liquor	750	\$2.00	60	
	298638	Glenmorangie Original Highland Single Malt Scotch Whisky	750	\$5.00	180	
	303776	Rosehall Run Unoaked Chardonnay VQA	750	\$1.00	50	
	307769	Rosehall Run Pinot Noir VQA	750	\$2.00	50	
	447953	Fireball Cinnamon Whisky	750	\$3.00	60	SBC
	508150	Sortilege Blueberry	750	\$3.00	100	
	491811	Southern Comfort	750	\$3.00	120	SBC
	441543	Wakefield Promised Land Shiraz	750	\$2.00	119	SBC

## Period 3 Bundled Aeroplan Offers

**NOTE: Stores must either reorder signage or use blank side for any price or offer discrepancies.**

Promo code	LCBO#	Description	Size (mL)
<b>Buy 384651 and any of 492520 or 548420 receive 160 Aeroplan Bonus Points.</b>			
	384651	Martini Prosecco Sparkling	750
	492520	Bacardi 8 Year Old Reserva Gold Rum	750
	548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750
<b>Buy any 2 of the following products and receive 100 Aeroplan Bonus Points.</b>			
LB	22492	Warheads Blue Raspberry	375
	24145	Warheads Watermelon	375
	27365	Warheads Green Apple	375
<b>Buy any 6 of the following products and receive 50 Aeroplan bonus points. (No limit on multiple purchases of 6 units for this offer)</b>			
	31298	Cutwater Tequila Margarita 355 mL	355
	31313	Cutwater Tequila Paloma 355 mL	355
	31317	Cutwater Rum Mint Mojito 355 mL	355

LB Offers:

No additional points are awarded on the LB offers, if a customer purchases multiples of the same item in the basket.

For example, points will be calculated based on unique products in the basket with no additional points for multiples of the same product.

## Period 3 Aeroplan Bundling Pair Offer

Promo code	LCBO#	Description	Size (mL)	Offer
<b>Buy both products and receive 300 bonus Aeroplan points.</b>				
LD	25141	Lobos 1707 Tequila Reposado	750	300
	25140	Lobos 1707 Tequila Joven Lic	750	

## Period 3 Aeroplan Coupon Offer (May 21 - June 17)

Coupon SKU	UPC#	LCBO#	Description	REG Bonus	Coupon Offer
<b>NOTE: If the barcode is damaged, store staff can manually enter the coupon using the coupon UPCs listed below.</b>					
34152	400000341521	25517	Peller Family Reserve Rosé Bubbles VQA 750 mL	50	50
34153	400000341538	58628	Peller Estates Family Series Cabernet Merlot VQA 750 mL	50	50

# NAME BADGE STICKERS

## Overview

Display New Staff Picks name badge stickers for the duration of Period 3.

## Key Dates

Staff Picks: P3 (May 21 - June 17, 2023)

## Participating Stores

All Stores

## Signage Components

- Staff Picks Name Badge Stickers  
ENG (Re-order # 24P3-NT1) / BIL (Re-order # 24P3-NT2)

## Merchandising Instructions

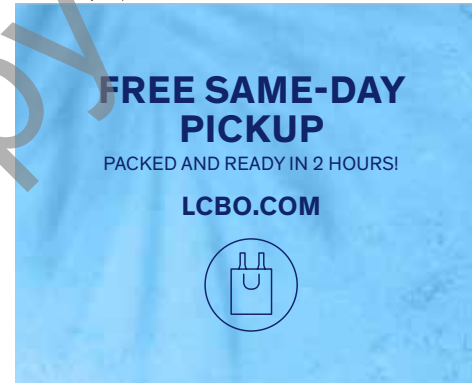
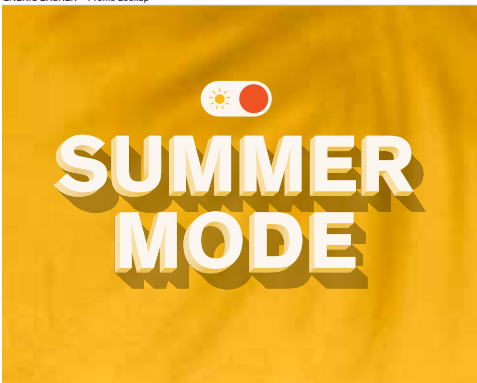
- Encourage all team members to engage customers with our Staff Pick by wearing the sticker on their name badge. An easy way to ask customers “would you like to add a bottle of our staff pick to your transaction”
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5”.



# SUMMER MODE (P3 - P6)

## Signage Gallery

After a long winter of staying huddled up inside, Ontarians are ready to be re-inspired. They want to feel connected to fresh trends, flavours and products. This is a perfect opportunity for the LCBO to inspire Ontarians to level up any drink, gift or event this spring with expert tips and tricks. From fresh cocktail recipes to inventive pairings to brand new products, the LCBO can inspire anyone, at any skill level, to master the season. So, let's dust off the winter blues and help Ontarians jump into the season with a spring in their step.



### Signage Ship Date

The Period 3 signage components will be shipped to stores beginning **May 9, 2023**.

Period 2 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@lcbo.com) and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

### Music CD Reorder# AIM-24P3-MUSIC-CD | Music USB Reorder# AIM-24P3-MUSIC-USB

We would like to hear your comments about this Period's music. Please provide your feedback to Customer Care Retail Field Store Support.

# Signage is to remain in place for the duration of P3-6

## Exterior Banners

Dimensions: 28" w x 45" h  
 Install: Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

- 1 SUMMER MODE
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Repeat Thematic Banner: SUMMER MODE



#### 1 SUMMER MODE



Re-order#  
24P3-EB1  
(English)

Re-order#  
24P3-EB2  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
24P3-EB3  
(English)

Re-order#  
24P3-EB4  
(Bilingual)

#### 3 Same Day



Re-order#  
24P3-EB5  
(English)



Re-order#  
24P3-EB6  
(Bilingual)

#### Generic Ecomm



Re-order#  
24P3-EB7  
(English)



Re-order#  
24P3-EB8  
(Bilingual)



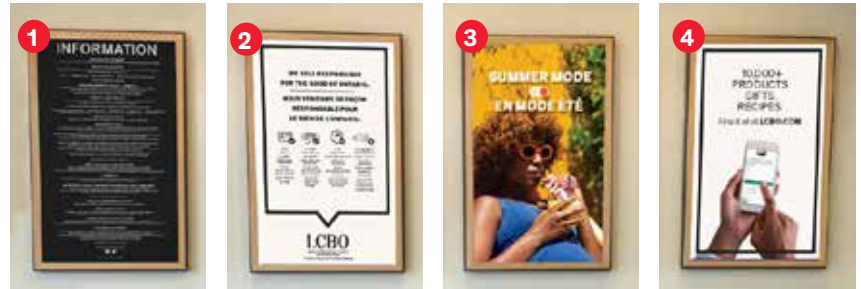
## Signage is to remain in place for the duration of P3-6

### Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.

#### PRIORITY OF WINDOW SHOW CARDS (based on the number of frames available)



- 1 Information Board (Operational) Install in the show card frame closest to the office.
- 2 Responsible Service (Operational) Install in the vestibule if there are 2 show card frames in that location.
- 3 SUMMER MODE (Seasonal Thematic) Install in the vestibule.
- 4 Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

Note: Any additional frames should display Seasonal Thematic show cards.

#### 1 Information Board



Re-order# 22OP-INFOB  
(English + Bilingual)

#### 2 Responsible Service



Re-order# 22OP-RSP1  
(Bilingual)

#### 3 Seasonal Thematic



Re-order# 24P3-WS1  
(English + Bilingual)

#### 4 Same Day



Re-order# 22OP-SD16  
(English + Bilingual)

#### Generic Ecomm



Re-order# 22OP-SC2  
(English + Bilingual)

# Signage is to remain in place for the duration of P3-6

## Transparencies

### Perimeter Transparency Horizontal

Vendor installed



Thematic POP ENG/BIL



Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Perimeter Transparency Square

Vendor installed



Thematic POP ENG/BIL



Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Perimeter Transparency Vertical

Vendor installed

#### Small Vertical Transparencies



Thematic POP  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

#### Medium Vertical Transparencies



Thematic POP  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

#### Large Vertical Transparencies



Thematic  
POP  
BIL

eComm  
BIL

## Backlit Tasting Bar Insert

Dimensions: 21 15/16 "w x 32 9/16 "h

Install: In the frame on the portable Tasting Bar.



ENG Re-order #24P3-TB1  
BIL Re-order #24P3-TB2



# P3 Seasonal Banner Insert

Dimensions: 20" w x 70" h

Install: In the Metal Hero Banner Stand (store entrance).

ENG Re-order #24P3-SB1

BIL Re-order #24P3-SB2



# P3 EA1, EA2, EA3B, EA4A, EA4B Blade Signs

Install: Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Note: Remove the Period 2 blade signs and replace with the new Period 3 versions.



EA1 Old Cuban

ENG (Re-order # 23P3-BS1)  
BIL (Re-order # 23P3-BS6)



EA2 DIY Gin & Tonic

ENG (Re-order # 23P3-BS2)  
BIL (Re-order # 23P3-BS7)



EA3B New Italian Whites

ENG (Re-order # 23P3-BS3)  
BIL (Re-order # 23P3-BS8)



EA4A Scotch Shandy

ENG (Re-order # 23P3-BS4)  
BIL (Re-order # 23P3-BS9)



EA4B Spicy Paloma

ENG (Re-order # 23P3-BS5)  
BIL (Re-order # 23P3-BS10)

# P3 End Aisles 1-4 & 10 Backer Cards

**Note:** Remove the Period 2 backer cards and replace with the new Period 3 versions.

24P3-BC1



EA1A/B

24P3-BC2



EA2A/B

24P3-BC3A



EA3A

24P3-BC3B



EA3B

24P3-BC4A



EA4A

24P3-BC4B



EA4B

24P3-BC10



EA10

## Generic Backer Cards (P3 - 6) End Aisles 5-9 & 11-20

**Note:** Generic backer cards will remain in place for P3 - 6.

24P3-BC-GEN1



Thematic (P3-6)

24P3-BC-GEN2



Image (P3-6)

24P3-BC-GEN6



Thematic Gifting (P3-6)

24P3-BC-GEN7



Thematic Cocktails (P3-6)

24P3-BC-GEN8



Thematic Beer (P3-6)

24P3-BC-GEN3



Same Day (P3-4)

24P3-BC-GEN5



Generic Ecomm (P3-4)

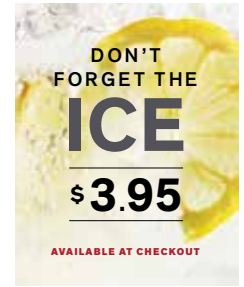
24P3-BC-GEN4



Aeroplan Contest (P3)

# Ice Program

## “DON'T FORGET THE ICE” SIGNAGE



### Overview

Two new signage components have been produced to highlight the availability of Ice over the summer season. Use these components in-section with products that are best served chilled.

### Key Dates (P3-P6)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

Use these components to highlight products that are enjoyed chilled, specifically RTDs.

## Signage Components & Merchandising Instructions

### Perpendicular Shelf Talker

- Perpendicular shelf talkers should be installed in-section with appropriate products (i.e. RTDs), using a perpendicular shelf clip (PSTC201404).
- Shelf Talkers should be installed every 12' on each gondola run.



English Re-Order #24P3-IP1 / Bilingual Re-Order #24P3-IP2

### Bin Tag Underlay

- Merchandise the “DON'T FORGET THE ICE” bin tag underlays in front of appropriate products in the dairy doors on in the RTD section.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip.
- Ensure the underlays message is still visible.



English/ Bilingual Re-Order #24P3-IP3

# NEW!

## NEW PRODUCT BIN TAG UNDERLAYS

All Stores

### Overview

This program highlights and promotes the new products at the LCBO.

Each new product will be highlighted with an Operational bin tag underlay that communicates its recent availability to our customers.

New products should feature the bin tag underlay for TWO periods. Each period, the Marketing & Product Guide will communicate products that are new to the program, those that are continuing and those that should have the “New” bin tag underlay removed. **Participation is mandatory.**

### Key Dates (P3 - ongoing)

### Participating Stores

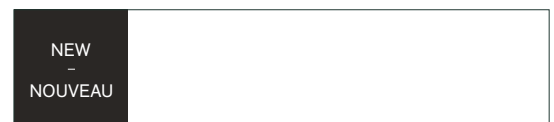
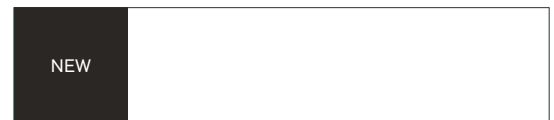
All Stores

### Signage Components

- Bin Tag Underlays will be sent to all stores prior to launch.
- Operational Bin Tag Underlay English/Bilingual (Re-order# 22OP-BTU2)
- Bilingual designated stores must display the bilingual bin tag underlays

### Merchandising Instructions

- Install “NEW” underlays to highlight products that are in-stock and new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel.
- Ensure the underlay message is still visible.
- NOTE: “NEW” bin tag underlays should not be displayed for longer than 60 days.



Example Only

LCBO#	Description	Sub Set	Product Type	Promotion
19040	Growers Light Extra Dry Cider	Cider	Seasonal	P3: LTO
25065	Shiny Apple Cider Pineapple Mango	Cider	Regular	
31272	Black Fly Vodka Cranberry Raspberry Pouch	Coolers	Regular	P3: FSI, APP
31281	Cazadores Paloma	Coolers	Regular	P3: FSI, APP
31295	Bacardi Rum Punch	Coolers	Regular	
31481	The 'Keg Size' Caesar	Coolers	Regular	P3: FSI, PF-Feature G, APP
31851	Pink Gin Fizz	Coolers	Regular	
31990	Reid's Gin & Tonic	Coolers	Regular	
31826	Cottage Springs Ontario Peach Flavoured Vodka	Flavoured Vodka	Seasonal	
31585	White Claw Black Cherry Flavoured Vodka	Flavoured Vodka	Seasonal	
32006	Smirnoff Creamsicle Blast	Flavoured Vodka	Seasonal	
31684	Cîroc Honey Melon	Flavoured Vodka	Seasonal	
282178	Absolut Vanilia Vodka	Flavoured Vodka	Seasonal	
21623	Freixenet Rosé LGT	Gift Packs (European)	Seasonal	
19409	Citadelle Gin Jardin D'Ete	Gin	One Shot	
30730	Luxardo Sour Cherry Gin	Gin	One Shot	
30716	Hendrick's Flora Adora	Gin	Seasonal	
30713	Gordons Sunset Orange	Gin	Seasonal	
635482	Glendalough Wild Botanical Gin	Gin	Regular	
30723	Fords Gin	Gin	One Shot	
30946	Rocca Delle Macie Moonlite Toscana LGT	Italy White	Regular	
30947	Doppio Passo Grillo Sicilia DOC	Italy White	Incubator Program	
30948	Latte&Mielle Pecorino LGT Terre Di Chieti Abruzzo	Italy White	Incubator Program	
30950	Cecchi La Mora Vermentino Maremma	Italy White	Incubator Program	P3: Flex Space, PF-Feature A, APP
30953	Famoso Rubicone IGP	Italy White	Incubator Program	
30954	Dievole Tenuta Le Colonne Vermentino IGT	Italy White	Incubator Program	
30955	Villa Puccini Vermentino Toscana	Italy White	Incubator Program	
30958	Villa Puccini Grillo Sicilia DOC	Italy White	Incubator Program	
30959	Cavit Collection Pinot Grigio 1.5L DOC Venezie	Italy White	Regular	
30960	Sistina Pecorino Terre Di Chieti IGT	Italy White	Incubator Program	
30961	Lavis Pinot Grigio	Italy White	Regular	
30962	Il Piatto Mare Pecorino Terre Di Chieti	Italy White	Incubator Program	
31003	Gloria Grillo DOC Organic	Italy White	Incubator Program	
31173	Settesoli Vermentino IGT Terre Siciliane	Italy White	Incubator Program	

LCBO#	Description	Sub Set	Product Type	Promotion
31487	With Love Pecorino	Italy White	Incubator Program	P3: PF-Feature A, Flex Space, APP
31238	Bartenders Trading Pina Colada	Premixed Cocktails	Regular	P3: PF-Feature H, APP
31469	Dillon's Strawberry Negroni	Premixed Cocktails	Seasonal	
13497	Grand Sud Rosé	Rosé Wines (European)	Seasonal	
14145	Toro Bravo Shiraz Garnacha Rosado*	Rosé Wines (European)	Seasonal	
31709	Spinelli Rosato Terre Di Chieti IGT	Rosé Wines (European)	Seasonal	
24080	Jacob's Creek Moscato Rosé Lower Sugar*	Rosé Wines (New World)	Seasonal	
24084	Kim Crawford Illuminate Rosé	Rosé Wines (New World)	Seasonal	
24086	Smoky Bay Rosé	Rosé Wines (New World)	Seasonal	
647313	Joiy Rosé Sparkling	Rosé Wines (New World)	Seasonal	
11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	Rosé Wines (Ontario VQA)	Seasonal	
14867	Sandbanks Summer Rosé VQA	Rosé Wines (Ontario VQA)	Seasonal	
32157	On Point. Rosé	Rosé Wines (Ontario VQA)	Seasonal	
642884	D'ont Poke The Bear Rosé VQA	Rosé Wines (Ontario VQA)	Seasonal	
30333	Angostura White Oak Rum	Rum	Seasonal	
30587	Sugarbird Jamaican Rum	Rum	One Shot	
402834	Smith & Cross Traditional Jamaican Rum	Rum	Seasonal	
282228	Ron Matusalem Gran Reserva 15	Rum	One Shot	
25272	Kastra Elion Vodka	Vodka	Seasonal	
32117	White Claw Premium Vodka	Vodka	Seasonal	
581256	Absolut Rainbow Edition	Vodka	Seasonal	



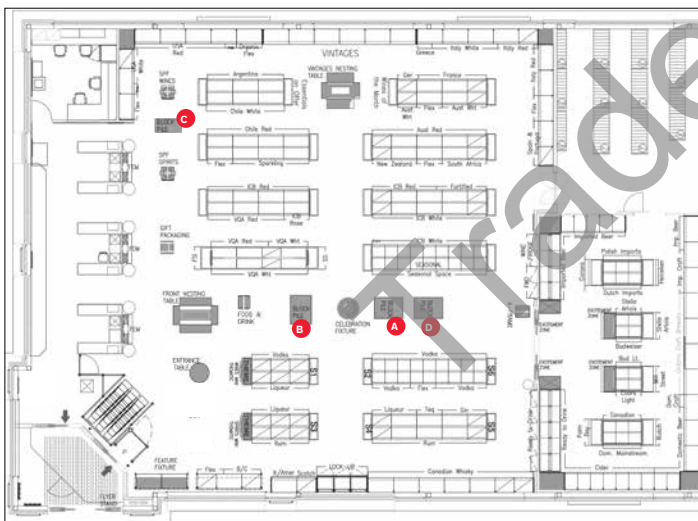
# STORE LAYOUT

## Overview

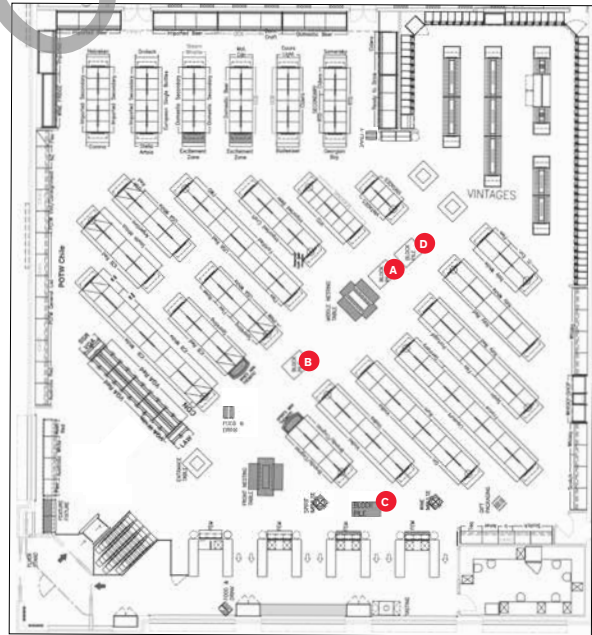
There are three table display points and the Feature Fixture display; most stores will have one or two display points, and some larger stores may have all displays.

**ACTION: These displays will be referred to by their respective fixture names and acronyms on the Promo Tree:**

- |  |  |
|--|--|
| Entrance Table/Cocktail of the Month: EA-S1/S2 | <b>A</b> Block Pile A (SBA): Love Pairs with Everything  |
| Feature Fixture A: FF - FFA                    | <b>B</b> Block Pile B (SBB): New Arrivals                |
| Feature Fixture B: FF - FFB                    | <b>C</b> Block Pile C (SBC): Aeroplane                   |
| Front Nesting Table: BS - BSF                  | <b>D</b> Block Pile D (XBP): Memorable Father's Day Gift |
| Middle Nesting Table/Celebration Fixture : DD  | On The Rocks Hornitos Margarita Display (FSL-A)          |



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

Therefore, it is imperative you review your Min. settings on these programs to ensure a "Ready-for-Business" level of inventory. Please review the new Default Management screen and its' Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.

# Key Display (FFA-A) FEATURE FIXTURE A

Crisp Whites



**This is a sold program. Participation is mandatory.**

## Participating Stores

**Key Dates (May 21 - June 17, 2023)**

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

The Feature Fixture A will feature refreshing white wines from around the world, perfect for summer sipping, enjoying outdoors or for gifting.

## Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
20259	Grow Wild Enchanting White VQA	750	LTO	340380	Two Oceans Sauvignon Blanc	750	APP, Necktag
27729	Pelee Island Best In Show Pinot Grigio	750	LTO	414748	Sandbanks Summer White VQA	750	LTO
28062	Keep Calm & Laugh Pinot Grigio	750	LTO	441576	McGuigan Black Label Pinot Grigio	750	LTO
31523	Mezzacorona Naturally Light Pinot Grigio	750		458810	Tom Gore Chardonnay	750	LTO, Wine Fridge
31524	Freixenet Pinot Grigio Doc	750		471318	Remy Pannier Sauvignon Blanc Igp Val De Loire	750	LTO
31528	Grand Sud Sauvignon Blanc	1000		495507	Robertson Winery Chenin Blanc	750	LTO
53868	Jaffelin Bourgogne Aligote Aoc	750	LTO	530261	Casal Garcia Vinho Verde, Do	750	LTO
89995	Quinta Da Aveleda Vinho Verde	750	LTO	563130	Le Fat Bastard Chardonnay Pays D'Oc	750	LTO
146761	Fielding Riesling VQA	750	LTO	580183	Blu Giovello Pinot Grigio	750	LTO
165308	Colio Extra Dry White	1500	LTO	580183	Blu Giovello Pinot Grigio	750	LTO
245340	Chapoutier Belleruche Cdr White Aoc	750	LTO, Wine Fridge				
269753	Raymond Classic Chardonnay	750	LTO				
303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO, APP				

## Signage Components

**Note: Signage is to remain in place for P3 & P4. Only replace the shelf talkers**

- Category Sign ENG/BIL (Re-order # 24P3-FF1)
- Solid Colour Category Sign (Re-order # 24P3-FF2)
- Bin Strips - Solid Colour (Re-order # 24P3-FF3)
- Box Sign ENG/BIL (Re-order # 24P3-FF4)
- Shelf Talkers ENG (Re-order # 24P3-FF11)  
BIL (Re-order # 24P3-FF12)

## Merchandising Instructions

- Merchandise shelf talkers in front of the correct product on the feature fixture display and in-section.  
**Note: Signage is to remain in place for P3 & P4. ONLY replace the shelf talkers.**
- For 8 and 12ft fixtures, the remaining 4ft of this fixture, stores are to merchandise Rosé products (Refer to the New & Seasonal section for a list of Rosé products to merchandise).
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.

**4ft. Feature Fixture**



**8ft. Feature Fixture**



**Rosé SKUs**

For the remaining 4ft of this fixture, please merchandise Rosé SKUS.

Refer to the New & Seasonal section of this guide for a list of Rosé products.

**12ft. Feature Fixture**



**Rosé SKUs**

For the remaining 4ft of this fixture, please merchandise Rosé SKUS.

Refer to the New & Seasonal section of this guide for a list of Rosé products.

# NEW & SEASONAL FIXTURE

## Seasonal Rosé 2023

**This is a sold program. Participation is mandatory.**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Key Dates (P1 - P6)

Seasonal Rosé wines from around the world will be featured for the spring and summer season P1-6.

### Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
11234	Gérard Bertrand Côte des Roses Rosé	375	24080	Jacob's Creek Moscato Rosé Lower Sugar* (Value Add: Hair Clip)	750
13245	Argento Rosé	750	24084	Kim Crawford Illuminate Rosé	750
13522	Gran Passione Rosato Igt Veneto	750	27148	Thalia Rosé	750
13907	Jackson-Triggs Proprietors Selection Light Rosé	750	31654	Tom Gore Rosé	750
14867	Sandbanks Summer Rosé VQA	750	31659	Beringer Main & Vine Dry Rosé	750
15568	Listel Gris Rosé	750	31709	Spinelli Rosato Terre Di Chieti Igt	750
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	31710	The Beach By Whispering Angel Aoc Coteaux	750
19062	Sandbanks Sparkling Rosé VQA	750	32025	Keep Calm And Love Pinot Grigio Rosé	750
20188	Maison No 9	750	319392	Provence Rose (Ch La Tour De L'Eveque)	750
21623	Freixenet Rosé Ig	750	452573	Cotes De Prov Gr. Rsv. Rosé (Breban Mim)	750
23757	S De La Sablette - Coteaux Varois Rosé	750	603795	Rioja Rosé (Muga)	750
23760	Doppio Passo Primitivo Rosato Igt Puglia	750			

### Signage Components

- Category Sign ENG/BIL (Re-order # 24P3-NS1)
- Blank Category Sign - Solid Colour (Re-order #24P3-NS2)
- Bin Strips - Solid Colour (Re-order # 24P3-NS3)
- Shelf Talkers ENG (Re-order # 24P3-NS4) / BIL (Re-order # 24P3-NS5)

### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Stores can merchandise their seasonal Rosé assortment on the fixture.
- Install the category sign , box sign and shelf talkers to promote Rosé SKUs.

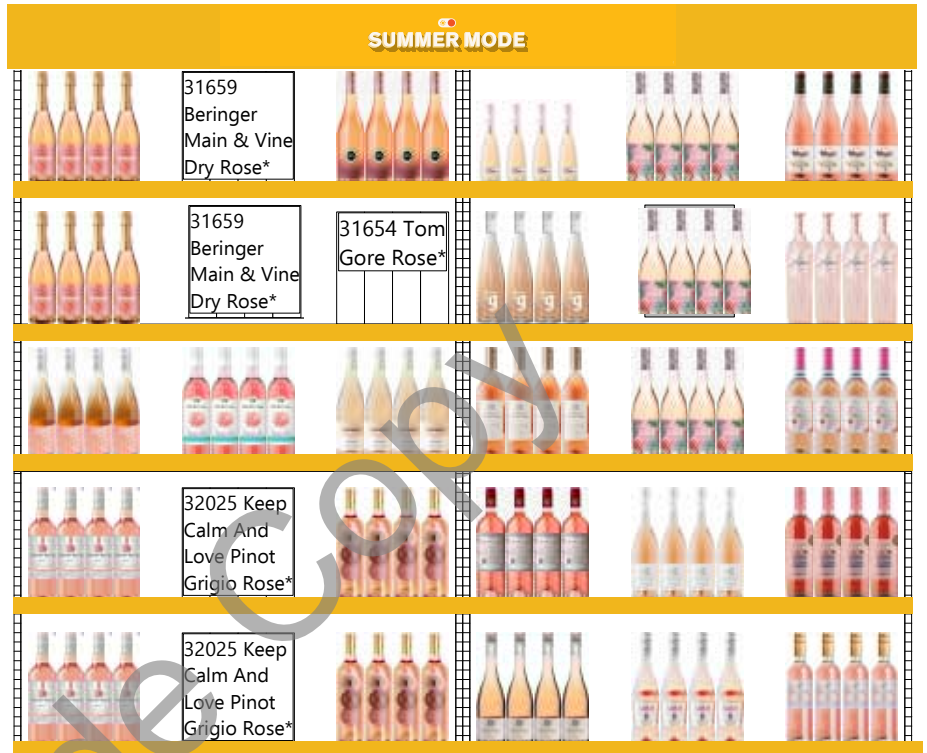


This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# Key Display (EA-S1/S2) ENTRANCE TABLE

Customize This Gift - Crown Royal



**This is a sold program. Participation is mandatory.**

**Key Dates (May 21 - June 17, 2023)**

Effective Period 1, the Entrance Table Promo Codes are:

- EA-S1 (Premium Flight Stores)**

1, 4, 5, 10, 15, 17, 19, 21, 26, 31, 35, 36, 38, 83, 102, 115, 148, 149, 154, 168, 179, 187, 191, 211, 212, 214, 217, 226, 252, 265, 288, 298, 311, 326, 344, 346, 355, 360, 367, 371, 386, 390, 391, 393, 394, 398, 404, 407, 412, 415, 417, 431, 437, 438, 443, 445, 452, 481, 486, 495, 497, 499, 500, 511, 523, 528, 532, 534, 536, 547, 551, 554, 556, 569, 573, 580, 590, 609, 619, 624, 629, 630, 632, 641, 643, 658, 670, 675, 686, 694, 699, 702, 741, 743, 751, 776

- EA-S2 (Standard Flight Stores)**

8, 22, 34, 44, 45, 55, 58, 62, 64, 65, 85, 90, 95, 97, 106, 145, 150, 171, 195, 208, 228, 233, 244, 250, 279, 300, 312, 325, 329, 334, 358, 359, 361, 370, 378, 382, 385, 400, 428, 459, 470, 489, 491, 501, 505, 542, 544, 549, 555, 575, 584, 587, 601, 602, 605, 614, 617, 627, 639, 640, 645, 652, 653, 661, 672, 691, 698, 706, 748, 759, 760, 761, 771

Celebrating Father's Day this year with the perfect gift - Crown Royal.

## Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-S1 and EA-S2 (Same participating SKUs)	1487	Crown Royal Whisky	750	LTO, VA
	224352	Crown Royal Black	750	APP, VA
	403519	Crown Royal Apple	750	LTO, VA
	476911	Crown Royal Vanilla	750	VA

**Value Add (VA):** Crown Royal Custom Label Necktag with the purchase of one of the displayed products. The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact the Agent representative for additional stock.

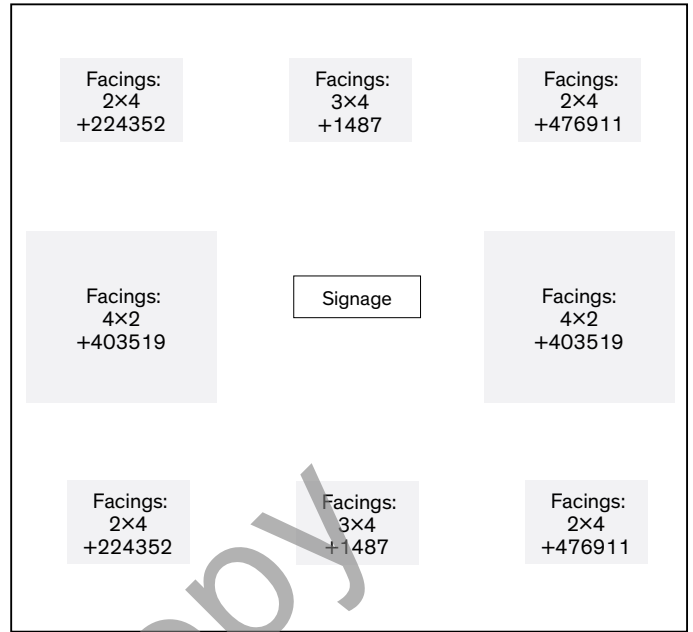
## Merchandising Instructions

- Refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

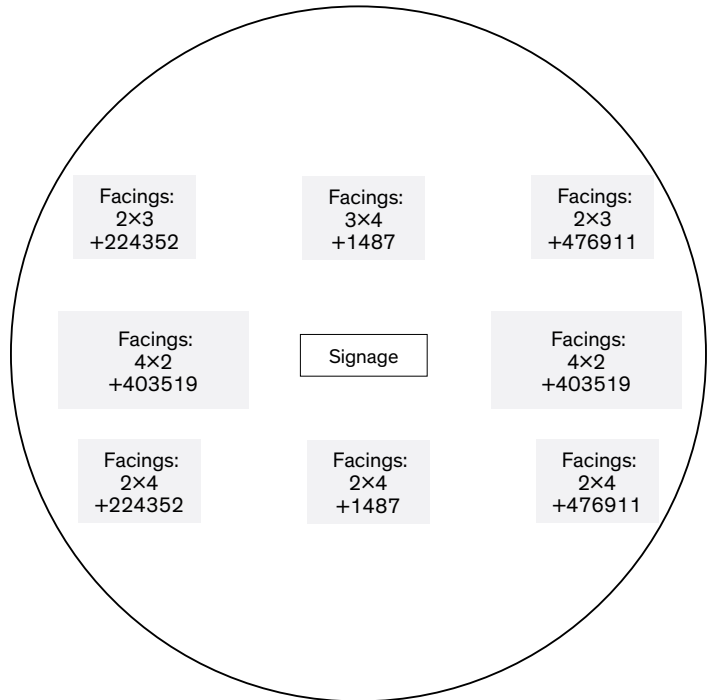
## Signage Components

- Entrance Table Sign ENG (Re-order # 24P3-ET3) / BIL (Re-order # 24P3-ET4)
- Shelf Talkers ENG (Re-order # 24P3-ET5) / BIL (Re-order # 24P3-ET6)

## Planogram - Square Table



## Planogram - Round Table



# End Aisle #1 (BS-BSE) COCKTAIL OF THE MONTH

Old Cuban



**This is a sold program. Participation is mandatory.**

**Key Dates (May 21 - June 17, 2023)**

Effective Period 1, the Cocktail of the Month program is merchandised on End Aisle #1. You will find the participating SKUs under **Promo Code BS-BSE**. There will NOT be any products listed under EA1 in your store promo tree.

Aged rum with refreshing Prosecco, a perfect cocktail for the hot summer nights.

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

Promo Code	Merchandising Location	LCBO#	Description	Size (mL)	LTO/APP	VA Offers
<b>BS-BSE Flight A</b>	End Aisle #1 Premium	384651	Martini Prosecco Sparkling	750	APP	VA: Rep-Applied Branded Coupe Glass
		492520	Bacardi 8 Year Old Reserva Gold Rum	750	APP	
		548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	APP	
<b>BS-BSE Flight B</b>	End Aisle #1 Standard	<b>384651</b>	<b>Martini Prosecco Sparkling</b>	<b>750</b>	<b>APP</b>	
		366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	LTO	
		602920	Flor De Cana 5 Year Rum Anejo Clasico	750	LTO	

**IMPORTANT NOTE:** Due to system limitations, LCBO# 384651 for Flight B will not be included in participating store's Promo Tree. Please order the product manually at store level to ensure a full display for the duration of the promotion.

**Value Add:** The supplier will be providing the value-add and the merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact the Agent representative for additional stock.

## Merchandising Instructions

- Please review your floor plan and ensure the participating SKUs are merchandised on End Aisle #1.
- Merchandise the participating products according to the planogram.
- Install the end aisle backer card and blade sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

## Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 24P3-BC1)
- Blade Sign ENG (Re-order # 24P3-BS1) / BIL (Re-order # 24P3-BS6)
- Premium End Aisle Shelf Talker Bundle ENG (Re-order # 24P3-ST12) / BIL (Re-order # 24P3-ST13)
- Standard End Aisle Shelf Talker Bundle (Re-order # 24P3-ST14) / BIL (Re-order # 24P3-ST15)





# Spirits (MI-A) MINI THEMATIC A

Premium Spirits for Dad



**This is a sold program. Participation is mandatory.**

**Key Dates (May 21 - June 17, 2023)**

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Celebrate Father's Day with  
assortment of premium  
spirited gifts.

## Participating Products

LCBO#	Description	Size (mL)	Offers
12385	Glenfiddich Single Malt 12 Year Old	750	LTO+APP
13967	Writers Tears Double Oak Whiskey	700	APP
21082	Nikka Whisky Yoichi Single Malt	700	LTO
21465	Angel's Envy Whisky	750	APP
38901	Dalmore 12 Yr Old	750	APP
38927	Jura 12 Year Old Single Malt	750	LTO
60608	El Dorado 12 Year Old Rum	750	LTO
131870	Bushmills Malt 10 Year Old	750	LTO
318618	Plantation Grande Reserve.	750	LTO
409490	Singleton Of Dufftown 12 Year Old	750	LTO
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	LTO
536946	J.P. Wiser's 15 Yo Canadian Whisky	750	APP



## Signage Components

- Category sign ENG/BIL (Re-order # 24P3-MTA1)
- Backer card ENG/BIL (Re-order # 24P3-MTA2)
- Shelf talkers ENG (Re-order # 24P3-MTA3) / BIL (Re-order # 24P3-MTA4)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.
- Install the perpendicular shelf talker on the mini thematic display and in section.



**ACTION:** Stores with regular end aisle will need to install the backer card in the backer card frame.

# Wines (MI-B) MINI THEMATIC B

Gift Premium Wines For Dad



**This is a sold program. Participation is mandatory.**

**Key Dates (May 21 - June 17, 2023)**

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Mini Thematic B will feature a selection of premium Vintages essentials for Father's Day celebrations.

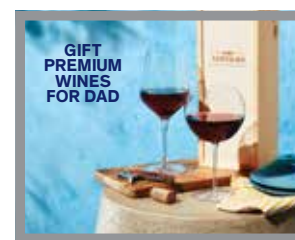
## Participating Products

LCBO#	Description	Size (mL)	Offers
66738	>The Black Chook Shiraz Viognier	750	LTO
104299	>The Prisoner Red Blend	750	
177295	>(V)Riserva Il Falcone Castel Del Monte Docg (River)	750	LTO
356220	>(V) Amarone Classico Docg (Tommasi)	750	LTO
452672	>Luigi Bosca Malbec	750	LTO
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO
708982	>Stag's Leap Artemis Cabernet Sauvignon	750	
738823	>Liberty School Cabernet Sauvignon	750	LTO
943613	>(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	LTO



## Signage Components

- Category sign ENG/BIL (Re-order # 24P3-MTB7)
- Backer card ENG/BIL (Re-order # 24P3-MTB8)
- Shelf talkers ENG (Re-order # 24P3-MTB9) / BIL (Re-order # 24P3-MTB10)



## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.

**ACTION:** Stores with regular end aisle will need to install the backer card in the backer card frame.

# Beer (MI-C) MINI THEMATIC C

Summer Mode Beers



**This is a sold program. Participation is mandatory.**

**Key Dates (May 21 - June 17, 2023)**

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Mini Thematic C will feature an assortment of local beers for summer entertaining.

## Participating Products

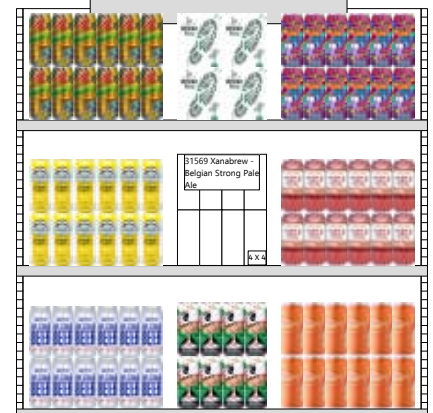
LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
10833	Railway City Brewing - Juice Caboose IPA	473	LTO	8447 - Railway City Brewing Company
17910	Left Field Brewery Ice Cold Beer	355		4846 - Left Field Brewery Inc.
19677	Bench Brewing Berry Fields Sour Ale	473	LTO	798 - Bench Brewing Company
19994	Muskoka Tread Lightly	6 X 473	LTO	LCBO Warehouse
25664	Flying Monkeys Blueberry Sour	473	LTO	6309 - Flying Monkeys Craft Brewery
31569	Xanabrew - Belgian Strong Pale Ale	500		798 - Bench Brewing Company
450239	Whitewater Brewing Farmer's Daughter	473	APP	8454 - Whitewater Brewing Company
450312	Collective Arts Ransack The Universe IPA	473	LTO	LCBO Warehouse
508580	Wellington Upside IPA	473	LTO	4826 - Wellington County Brewery Inc.

## Signage Components

- Backer card ENG/BIL (Re-order# 24P3-BC10)
- Shelf Talkers ENG (Re-order # 24P3-ST1) / BIL (Re-order # 24P3-ST2)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



# Key Display (BS - BSF)

## FRONT NESTING TABLE

Premium + Standard Flight: Pride and New & Seasonal Spirits

**This is a sold program. Participation is mandatory.**

**Key Dates (May 21 - June 17, 2023)**

### Participating Stores

#### Flight A

1, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 156, 187, 217, 226, 243, 253, 288, 298, 310, 326, 346, 367, 371, 390, 391, 393, 394, 398, 401, 404, 407, 412, 417, 437, 438, 443, 445, 453, 485, 486, 495, 497, 499, 500, 511, 522, 523, 554, 556, 573, 579, 580, 585, 590, 609, 619, 623, 624, 630, 631, 632, 633, 641, 643, 649, 658, 667, 670, 699, 702, 741, 776

#### Flight B

22, 23, 44, 55, 74, 82, 90, 106, 145, 150, 171, 195, 198, 227, 250, 263, 269, 279, 287, 325, 329, 334, 351, 359, 373, 378, 385, 392, 411, 436, 459, 489, 490, 501, 542, 575, 587, 602, 618, 627, 640, 652, 653, 655, 661, 698, 703, 748

### Signage Components

- Premium Table Sign ENG (Re-order # 24P3-FNT9) / BIL (Re-order # 24P3-FNT10)
- Premium Flight Shelf Talkers ENG (Re-order # 24P3-FNT13) / BIL (Re-order # 24P3-FNT14)
- Standard Table Sign (Re-order # 24P3-FNT17) / BIL (Re-order # 24P3-FNT18)
- Standard Flight Shelf Talkers ENG (Re-order # 24P3-FNT21) / BIL (Re-order # 24P3-FNT22)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Nesting Table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.

Flight A:  
A round up of top spirits for celebrating Pride!

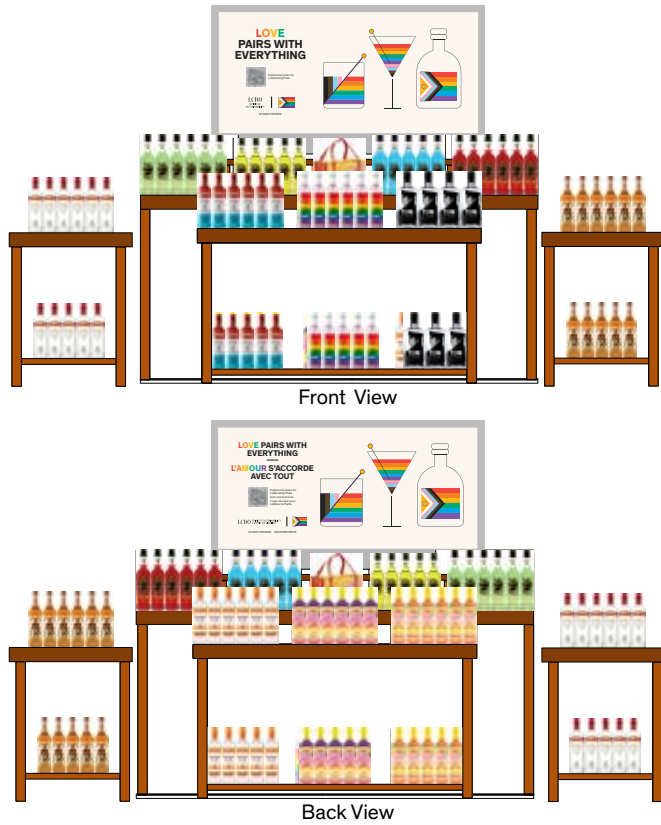
Flight B:  
Kick off the sunny season with these patio-ready cocktails!

## Participating Product

	LCBO#	Description	Size (mL)	Offers	Value Add	
Flight A	67	Smirnoff Vodka	750	APP, VA	Smirnoff Pride Cocktail Picks	
	21544	Smirnoff Pink Lemonade	750	APP, VA	Smirnoff Pride Cocktail Picks	
	25227	Smirnoff Peach Lemonade	750	LTO		
	31555	Tom Of Finland Organic Vodka	750			
	32006	Smirnoff Creamsicle Blast	750	VA	Smirnoff Pride Mini button	
	439620	Sour Puss Pineapple Coconut Liquor	750	VA	Pride Sweatband	
	500512	Captain Morgan Original Spiced Rum	750	VA	Captain Pride Sunglasses	
	518670	Sour Puss Raspberry Liquor	750	VA	Pride Sweatband	
	518688	Sour Puss Apple Liquor	750	VA	Pride Sweatband	
	545392	Smirnoff Berry Blast	750	APP, VA	Smirnoff Pride Mini Button	
	581256	Absolut Rainbow Limited Edition Bottle	750	VA	Fan	
	601518	Sour Puss Blue Liquor	750	VA	Pride Sweatband	
	Flight B	24435	Bacardi Tropical	750		
		24682	Rabbit Hole Cavehill Bourbon Whiskey	750	LTO	
28587		Suntory World Whisky Ao	700	APP		
30104		Malibu Coconut Rum	1750	VA	Malibu Watermelon Mojito 355 mL	
30149		Wayne Gretzky Double Barrel Oaked Whisky	750	LTO		
30719		Seventh Heaven Classic London Dry Gin	750	APP		
30720		Beefeater Raspberry Peach	750	APP		
30729		Bombay Citron Presse	750	APP		
31727		Malibu Pineapple Rum	750	VA	Branded Sunglasses	
217448		Malibu Coconut Rum	1140	VA	Branded Sunglasses	
428409		Powers Gold Irish Whiskey	750	LTO		
601666		Malibu Mango Rum Liqueur	750	VA	Branded Sunglasses	

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

**7Ft Nesting Table Planogram (For stores that have end tables) – Premium Flight**



Back View

Facings: 6x8 +25227	Facings: 6x8 +21544	Facings: 6x8 +32006
---------------------------	---------------------------	---------------------------

Facings: 6x8 +67	Facings: 6x3 +518688	Facings: 5x3 +439620		Facings: 5x3 +601518	Facings: 6x3 +518670	Facings: 6x8 +500512
	SIGNAGE					
	Facings: 6x3 +518683	Facings: 5x3 +439620		Facings: 5x3 +601518	Facings: 6x3 +518670	

Facings: 6x8 +545392	Facings: 6x8 +581256	Facings: 4x8 +31555
----------------------------	----------------------------	---------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

**7Ft Nesting Table Planogram (For stores that have end tables) – Standard Flight**



Back View

Facings: 6x8 +30719	Facings: 6x8 +30729	Facings: 6x8 +30720
---------------------------	---------------------------	---------------------------

Facings: 5x7 +30149	Facings: 5x2 +217448	Facings: 4x3 +31727		Facings: 4x3 +31727	Facings: 5x2 +30104	Facings: 5x8 +24435
	SIGNAGE					
	Facings: 5x2 +217448	Facings: 4x3 +31727		Facings: 4x3 +31727	Facings: 5x2 +30104	

Facings: 5x7 +28587	Facings: 5x6 +428409	Facings: 5x8 +24682
---------------------------	----------------------------	---------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

**7Ft Nesting Table Planogram (For stores that do not have end tables) – Premium Flight**





Front View



Back View

Back View

Facings: 6x8 +25227	Facings: 6x8 +21544	Facings: 6x8 +32006
---------------------------	---------------------------	---------------------------

Facings: 6x3 +518688	Facings: 5x3 +439620		Facings: 5x3 +601518	Facings: 6x3 +518670	Facings: 5x5 +500512
SIGNAGE					
Facings: 6x3 +518683	Facings: 5x3 +439620		Facings: 5x3 +601518	Facings: 6x3 +518670	

Facings: 6x8 +545392	Facings: 6x8 +581256	Facings: 4x8 +31555
----------------------------	----------------------------	---------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

**7Ft Nesting Table Planogram (For stores that do not have end tables) – Standard Flight**



Front View



Back View

Back View

Facings: 6x8 +30719	Facings: 6x8 +30729	Facings: 6x8 +30720
---------------------------	---------------------------	---------------------------

Facings: 5x2 +217448	Facings: 4x3 +31727		Facings: 4x3 +31727	Facings: 5x2 +30104	Facings: 3x4 +24435
Facings: 3x4 +30149	SIGNAGE				
Facings: 5x2 +217448	Facings: 4x3 +31727		Facings: 4x3 +31727	Facings: 5x2 +30104	

Facings: 5x7 +28587	Facings: 5x6 +428409	Facings: 5x8 +24682
---------------------------	----------------------------	---------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

**5Ft Nesting Table Planogram (For stores that have end tables) – Premium Flight**



Front View



Back View

Back View

Facings: 3x8 +25227	Facings: 3x8 +21544	Facings: 3x8 +32006
---------------------------	---------------------------	---------------------------

Facings: 5x7 +67	Facings: 3x3 +518688	Facings: 3x3 +439620		Facings: 3x3 +601518	Facings: 3x3 +518670	Facings: 5x7 +500512
	SIGNAGE					
Facings: 3x3 +518683	Facings: 3x3 +439620		Facings: 3x3 +601518	Facings: 3x3 +518670		

Facings: 3x8 +545392	Facings: 3x8 +31555	Facings: 3x8 +581256
----------------------------	---------------------------	----------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

**5Ft Nesting Table Planogram (For stores that have end tables) – Standard Flight**



Front View



Back View

Back View

Facings: 3x8 +30719	Facings: 4x8 +30729	Facings: 3x8 +30720
---------------------------	---------------------------	---------------------------

Facings: 5x7 +30149	Facings: 3x3 +217448	Facings: 3x4 +31727		Facings: 3x3 +31727	Facings: 3x2 +30104	Facings: 5x7 +24435
	SIGNAGE					
Facings: 3x3 +217448	Facings: 5x4 +31727		Facings: 3x4 +31727	Facings: 3x3 +30104		

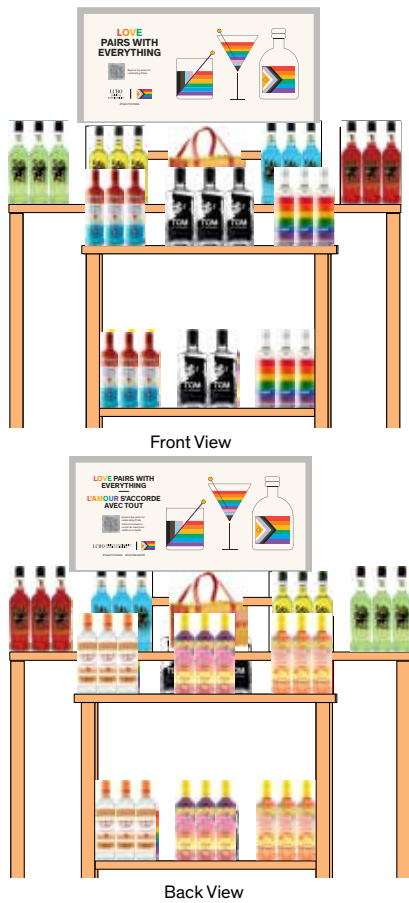
Facings: 3x7 +28587	Facings: 3x6 +428409	Facings: 3x8 +24682
---------------------------	----------------------------	---------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**




**5Ft Nesting Table Planogram (For stores that do not have end tables) – Premium Flight**



Back View

Facings: 3x8 +25227	Facings: 3x8 +21544	Facings: 3x8 +32006
---------------------------	---------------------------	---------------------------

Facings: 3x4 +67	Facings: 3x3 +518688	Facings: 3x3 +439620		Facings: 3x3 +601518	Facings: 3x3 +518670	Facings: 3x4 +500512
SIGNAGE						
Facings: 3x3 +518683	Facings: 3x3 +439620		Facings: 3x3 +601518	Facings: 3x3 +518670		

Facings: 3x8 +545392	Facings: 3x8 +31555	Facings: 3x8 +581256
----------------------------	---------------------------	----------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

**5Ft Nesting Table Planogram (For stores that do not have end tables) – Standard Flight**



Back View

Facings: 3x8 +30719	Facings: 4x8 +30729	Facings: 3x8 +30720
---------------------------	---------------------------	---------------------------

Facings: 3x3 +217448	Facings: 3x3 +31727		Facings: 3x3 +31727	Facings: 3x2 +30104	Facings: 4x3 +24435
Facings: 4x3 +30149	SIGNAGE				
Facings: 3x3 +217448	Facings: 3x4 +31727		Facings: 3x4 +31727	Facings: 3x3 +30104	

Facings: 3x7 +28587	Facings: 3x6 +428409	Facings: 3x8 +24682
---------------------------	----------------------------	---------------------------

Front View

**NOTE: Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

A

# Display Program (BP-SBA)

## BLOCK PILE A

Love Pairs with Everything

LOVE  
PAIRS WITH  
EVERYTHING



**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (May 21 - June 17, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
1107	Bud Light (275)	473	
15564	Somersby Blackberry Cider (LCBO)	473	
15994	Muskoka Born This Way IPA (LCBO)	473	APP
21200	Somersby Apple Cider Cans (LCBO)	4x473	
25390	Mill Street Lemon Tea Time Lemon Wheat Ale (1950)	473	
180810	Bud Light Lime (275)	473	
311779	Bud Light 6 Pk TC (275)	6x473	LTO, VA
697318	Brickworks Ciderhouse Batch 1904 (1950)	6x473	

### VA/Merchandiser:

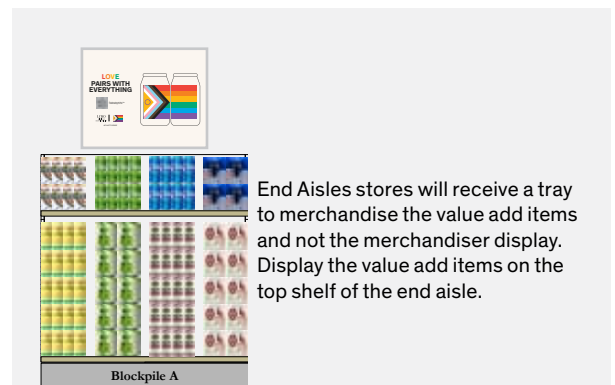
**Purchase 2 Bud Light 6 x 473 mL and receive a free sunglasses**

The supplier will be providing the value add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P3-BPA1)  
BIL (Re-order # 24P3-BPA2)
- Riser Wrap - solid colour (Re-order # 24P3-BPA3)
- Pricer Cards ENG (Re-order # 24P3-BPA4)  
BIL (Re-order # 24P3-BPA5)
- Shelf Talkers ENG (Re-order # 24P3-BPA6)  
BIL (Re-order # 24P3-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P3-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P3-BPA9) BIL (Re-order # 24P3-BPA10)

Celebrate Pride with limited time flash packaging and exciting new summer flavours. Featuring three new must-try flavours and a Pride sunglass value-add.



End Aisles stores will receive a tray to merchandise the value add items and not the merchandiser display. Display the value add items on the top shelf of the end aisle.

**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

### Merchandising Instructions

- Use the supplier-provided merchandiser to build a display with the participating products.
- Install supplier-provided value-add and merchandiser.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

B

# Display Program (BP-SBB)

## BLOCK PILE B

New Arrivals



**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (May 21 - June 17, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
30103	White Claw Surge Variety Pack	12 × 355	
31222	Twisted Tea Island Mixed Pack	12 × 355	APP
31266	Social Lite Cocktail Seltzer Mixed Pack	8 × 355	
31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	
31340	Muskoka Spirits Hard Sparkling Water Mix Pack	12 × 355	
31358	High Noon Pool Pack	8 × 355	APP
31359	Corona Tropical Mixer Pack	12 × 355	
31360	Mikes Hard Iced Tea Mixer	12 × 355	



Front View

Back View

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P3-BPB1)  
BIL (Re-order # 24P3-BPB2)
- Riser Wrap - solid colour (Re-order # 24P3-BPB3)
- Pricer Cards ENG (Re-order # 24P3-BPB4)  
BIL (Re-order # 24P3-BPB5)
- Shelf Talkers ENG (Re-order # 24P3-BPB6)  
BIL (Re-order # 24P3-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P3-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P3-BPB9)  
BIL (Re-order # 24P3-BPB10)

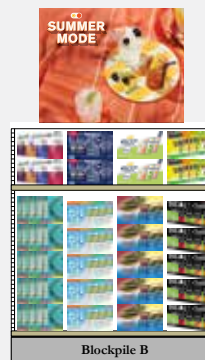
### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap.

- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Focused on new innovation  
from favourite brands

**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.



C

# Display Program (BP-SBC) BLOCK PILE C

Aeroplan



**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (May 21 - June 17, 2023)**

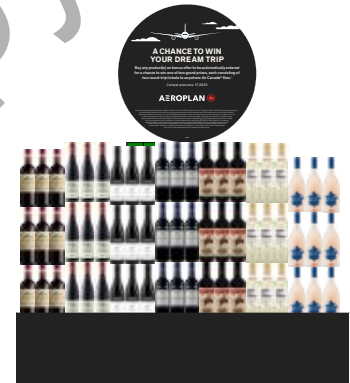
## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

LCBO#	Description	Size (mL)	Offers
16840	Bolla Valpolicella Classico	750	APP
25229	Pontificis Gsm	750	APP
25517	Peller Family Reserve Rose Bubbles VQA	750	APP + Loyalty Coupon
26546	Finca Las Moras Pinot Grigio	750	APP
58628	Peller Est. Family Series Cabernet Merlot VQA	750	APP
217786	Jim Beam White Label Bourbon	1140	APP
223529	Appleton Estate V/X Signature Blend	1140	APP
383885	The Show Cabernet Sauvignon	750	APP
398016	Dr. McGillicuddy Intense Peach	750	APP, VA
438960	Canadian Club 100% Rye	1140	APP, VA
441543	Wakefield Promised Land Shiraz	750	LTO + APP
447953	Fireball Whisky Shooter	750	LTO + APP
456095	Ketel One Vodka	750	APP
491811	Southern Comfort	750	LTO + APP
544155	Iceberg Vodka (P.E.T.)	1750	APP, VA
550715	Forty Creek Barrel Select	750	APP

Popular spirits and wines with great Aeroplan offers.



Front View



Back View

## Signage Components

- Pole Topper Sign ENG (Re-order # 24P3-BPC1)  
BIL (Re-order # 24P3-BPC2)
- Riser Wrap - solid colour (Re-order # 24P3-BPC3)
- Pricer Cards ENG (Re-order # 24P3-BPC4)  
BIL (Re-order # 24P3-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P3-BPC8)  
BIL (Re-order # 24P3-BPC9)

## Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

D

# Display Program (XBP)

## BLOCK PILE D

### Memorable Gift Ideas

#### Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

#### Key Dates (May 21 - June 17, 2023)

#### Participating Stores

22, 31, 115, 130, 148, 154, 156, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 371, 385, 393, 394, 398, 404, 412, 437, 438, 443, 445, 452, 486, 499, 522, 523, 573, 590, 619, 623, 624, 630, 631, 632, 641, 698, 703, 741, 776

#### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
XBP	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	APP
	12385	Glenfiddich Single Malt 12 Year Old	750	LTO+APP
	22181	Glenfiddich Grand Cru	750	APP
	513077	Glenfiddich Project Xx Experimental Series	750	APP
	530352	Glenfiddich Single Malt 18 Year Old	750	APP
	605972	Glenfiddich Single Malt 15 Year Old	750	LTO+APP
	629352	Glenfiddich Exper Series #4 Fire & Cane	750	LTO+APP
	981381	Glenfiddich 21yo Gran Res (William Grant)	750	APP

#### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P3-BPD1) / BIL (Re-order # 24P3-BPD2)

#### Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a display with the participating products.
- Install the pricer cards in front of the participating products.



(Example only)  
Supplied by Agent

**D**

# Enhanced Display ON THE ROCKS COOLER ACTIVATION (FSL-A)

## Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

## Key Dates (May 21 - June 17, 2023)

## Participating Stores

21, 26, 31, 40, 41, 84, 195, 196, 243, 288, 329, 346, 367, 370, 381, 385, 390, 392, 401, 412, 467, 490, 511, 555, 568, 641, 648, 655, 680, 751

## Participating Products

Promo Code	LCBO#	Description	Size (mL)	Other Promotions
FSL-A	16546	On The Rocks Hornitos Margarita	375	APP, FEM3

## Signage Components

- Merchandiser - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P3-BPD3) / BIL (Re-order # 24P3-BPD4)

## Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a display with the participating products.
- Install the pricer cards in front of the participating products.



(Example only)  
Supplied by Agent

# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

French Rosés

**This is a sold program. Participation is mandatory.**

**Key Dates (May 21 - June 17, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Product

LCBO#	Description	Size (mL)	Offers
12641	Remy Pannier Rosé D'Anjou	750	LTO
19661	Veuve Clicquot Ponsardin Rosé	750	
25901	Taittinger Prestige Rosé Champagne	750	
48793	>Perle D'Aurore Rose Cremant Bourg (L.Bouillot)	750	LTO
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	LTO
279661	L'Orangerie Rosé Pays D'Oc	750	
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	APP
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	APP
395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	
482026	Moet & Chandon Brut Rosé	750	
549527	Moet Chandon Nectar Imperial Rosé	750	
622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	LTO

The arrival of summer brings with it the anticipated arrival of rosés, especially French Rosés. Winemakers have perfected this varietal, making it synonymous with impeccable dryness and lively fruit flavour. This year, we'll feature wines mainly from Provence and Champagne (for celebrations), with a few products from Loire, Rhone and Burgundy.

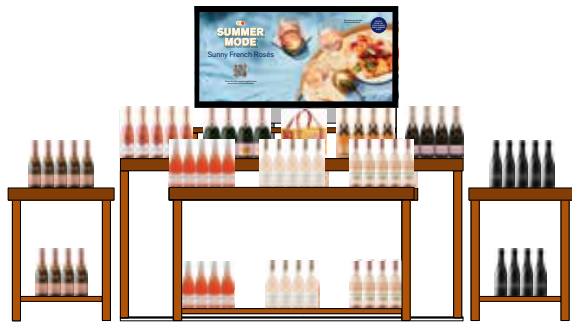
### Signage Components

- Table Sign ENG (Re-order # 24P3-MNT1) / BIL (Re-order # 24P3-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 24P3-MNT5) / BIL (Re-order # 24P3-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P3-MNT7)
- Shelf Talkers ENG (Re-order # 24P3-MNT8) / BIL (Re-order # 24P3-MNT9)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.

## Middle Nesting Table Planograms



Front View



Back View

Facings: 5x8 +134916	Facings: 5x8 +342584	Facings: 5x8 +279661
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Facings: 5x2 +25901	Facings: 5x2 +19661		Facings: 5x2 +549527	Facings: 5x3 +482026
				
Facings: 5x2 +25901	Facings: 5x2 +19661		Facings: 5x2 +549527	Facings: 5x3 +482026

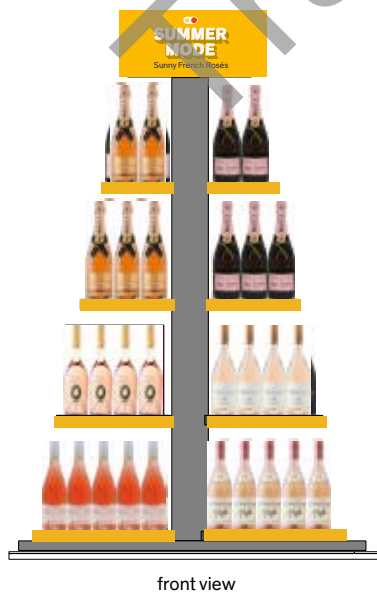
Facings: 5x8 +48793
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Facings: 5x8 +395384
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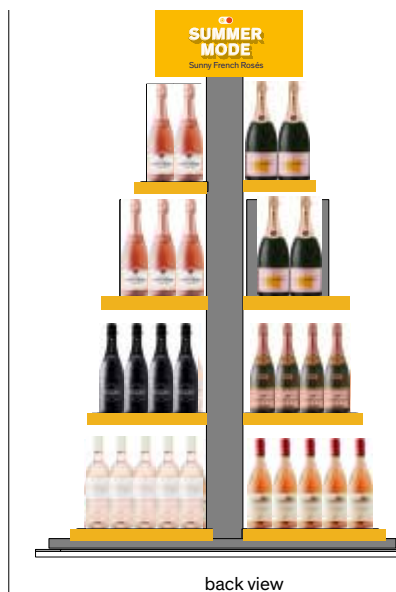
Facings: 5x8 +12641	Facings: 5x8 +325076	Facings: 5x8 +622134
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**NOTE:** Please merchandise the Summer Enhanced 1 Bottle Bag (#32258) and the Insulated Cooler Bags (#32137) on the table as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.

## Celebration Fixture Planograms



front view



back view



# Period 3 END AISLES

The Cocktail of the Month program is now merchandised on End Aisle 1. You will find the participating SKUs under Promo Code BS-BSE. There will NOT be any products listed under EA 1 in your store promo tree. Please refer to the Cocktail of the Month section of this guide for more information.

## End Aisle #1 Cocktail of the Month Premium Flight (BS-BSE)



LCBO#	Description	Size (mL)	Offers
384651	Martini Prosecco Sparkling	750	Bundled APP, VA
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Bundled APP, APP, VA
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	VA

Value Add (VA): Rep-Applied Branded Coupe Glass

Old Cuban Blade Sign  
ENG (Re-order # 24P3-BS1)  
BIL (Re-order # 24P3-BS6)

- Install Cocktail Blade Sign on End Aisle 1.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



Aeroplan Bundle Shelf Talker

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b> <b>Cocktail of the Month</b> <b>Standard Flight</b> <b>(BS-BSE)</b>	384651	Martini Prosecco Sparkling	750	APP
	366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	LTO
	602920	Flor De Cana 5 Year Rum Anejo Clasico	750	LTO
<b>Old Cuban Blade Sign</b> <b>ENG (Re-order # 24P3-BS1)</b> <b>BIL (Re-order # 24P3-BS6)</b> <ul style="list-style-type: none"> <li>• Install Cocktail Blade Sign on End Aisle 1.</li> <li>• Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul>				
<b>IMPORTANT NOTE:</b> <b>Due to system limitations, LCBO# 384651 for Flight B will not be included in participating store's Promo Tree. Please order the product manually at store level to ensure a full display for the duration of the promotion.</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2A</b> <b>Premium</b>	2691	Tanqueray London Dry Gin	750	VA
	96263	Tanqueray London Dry Gin	1750	VA
	358184	Tanqueray Rangpur Gin	750	VA
<b>Value Add (VA) - Rep Applied: Montellier Soda Water</b>				
<b>DIY Gin &amp; Tonic Cocktail Blade Sign</b> <b>ENG (Re-order # 24P3-BS2) / BIL (Re-order # 24P3-BS7)</b> <ul style="list-style-type: none"> <li>• Install Cocktail Blade Sign on End Aisle 2.</li> <li>• Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul>				



**End Aisle #2B**  
**Standard**



LCBO#	Description	Size (mL)	Offers
1040	Gordons Gin	750	VA
30713	Gordon's Sunset Orange	750	VA
217166	Gordons Gin	1140	APP, VA

**Value Add (VA) - Rep Applied: Montellier Soda Water**

**DIY Gin & Tonic Cocktail Blade Sign**

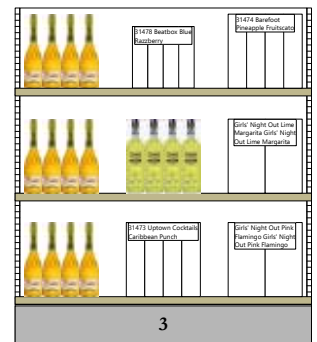
ENG (Re-order # 24P3-BS2) / BIL (Re-order # 24P3-BS7)

- Install Cocktail Blade Sign on End Aisle 2.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



**End Aisle #3A**  
**Premium**

LCBO#	Description	Size (mL)	Offers
19253	JP Chenet Sparkling Pinapple	750	
25226	Uptown Cocktails Margarita	750	
31473	Uptown Cocktails Caribbean Punch	750	
31474	Barefoot Pineapple Fruitscato	750	
32179	Girls' Night Out Lime Margarita	2000	
32180	Girls' Night Out Pink Flamingo	2000	



**End Aisle #3B**  
**Standard**

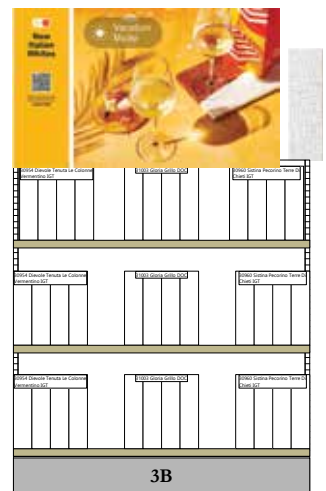


LCBO#	Description	Size (mL)	Offers
30954	Dievole Tenuta Le Colonne Vermentino lgt	750	APP
30960	Sistina Pecorino Terre Di Chieti lgt	750	APP
31003	Gloria Grillo Doc Organic	750	APP

**New Italian Whites Blade Sign**

ENG (Re-order # 24P3-BS3) / BIL (Re-order # 24P3-BS8)

- Install the Blade Sign on End Aisle 3.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



**End Aisle #4A  
Premium**



LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	VA
217802	Johnnie Walker Black Label	1140	LTO, VA
422006	Johnnie Walker Black Label Scotch.	1750	VA

**Value Add (VA): Rep Applied Montellier Soda Water**

**Scotch Shandy Cocktail Blade Sign**

ENG (Re-order # 24P3-BS4) / BIL (Re-order # 24P3-BS9)

- Install Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



**End Aisle #4B  
Standard**



LCBO#	Description	Size (mL)	Offers
34595	Patron Silver Tequila	750	VA
34603	Patron Anejo Tequila	750	VA
50088	Patron Reposado Tequila	750	VA

**Value Add (VA): Rep Applied Fevertree Grapefruit 4pk**

**Spicy Paloma Cocktail Blade Sign**

ENG (Re-order # 24P3-BS5) / BIL (Re-order # 24P3-BS10)

- Install Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



**End Aisle #5**

LCBO#	Description	Size (mL)	Offers
28636	Vizy Signature Variety Pack	4260	FSI, VA

**Value Add (VA) - Plant Applied F1 Hat**

**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle # 6</b>	31298	Cutwater Tequila Margarita	355	Bundled APP
	31313	Cutwater Tequila Paloma	355	Bundled APP
	31317	Cutwater Rum Mint Mojito	355	Bundled APP

**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**



Aeroplan Bundle Shelf Talker



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	19923	Peroni Nastro Azzurro Slim Can (LCBO)	1980	LTO
	27824	Peroni Nastro Azzurro 0.0 (LCBO)	1980	VA
	143891	Peroni Nastro Azzurro+ (LCBO)	500	
	525188	Peroni Nastro Azzurro (LCBO)	6 x 330	VA
		Value Add (VA) - Rep Applied F1 Hat		

**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	31233	Bff. Peach Vodka Soda	355	APP
	31253	Cabana Coast Dirty Shirley	473	
	31261	Muskoka Spirits Nitro Raspberry Gin Fizz	250	FSI
	31318	Hijinx Original Hard Iced Tea	473	LTO

**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	14400	Coors Original Can (275)	6 × 473	LTO
	300681	Coors Light 6 Pk-TC (275)	6 × 473	LTO
	418590	Modelo Especial 6pk -B (LCBO)	6 × 355	LTO

**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	10833	Railway City Brewing - Juice Caboose IPA (8447)	473	LTO
	17910	Left Field Brewery Ice Cold Beer (4846)	355	
	19677	Bench Brewing Berry Fields Sour Ale (798)	473	LTO
	19994	Muskoka Tread Lightly (LCBO)	6 × 473	LTO
	25664	Flying Monkeys Blueberry Sour (6309)	473	LTO
	31569	Xanabrew - Belgian Strong Pale Ale (798)	500	
	450239	Whitewater Brewing Farmer's Daughter (8454)	473	APP
	450312	Collective Arts Ransack The Universe IPA (LCBO)	473	LTO
	508580	Wellington Upside IPA (4826)	473	LTO



**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	386789	Casamigos Tequila Blanco	750	VA
	388694	Casamigos Tequila Reposado	750	VA
	425686	Casamigos Tequila Anejo	750	VA
<b>Value Add (VA) - Rep Applied Golf Ball Marker</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	42	Canadian Club Premium*	750	VA
	34637	Canadian Club Premium	1750	VA
	217687	Canadian Club Premium.	1140	VA
<b>Value Add (VA) - Rep Applied:</b> Tubers(+42 ) and Can Glassware (+34637)				
<b>Value Add (VA) - Plant Applied</b> Canadian Club 100% Rye 2 × 50 mL (+34637)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	545160	Tito's Handmade Vodka	1750	APP, VA
	597559	Tito's Handmade Vodka	750	LTO+APP
	628990	Tito's Handmade Vodka	1140	APP
<b>Value Add (VA) - Rep Applied Golf Tees</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	22192	Grant's Triplewood 12yo	750	LTO
	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
	605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	225243	Stoli Vodka	750	LTO
	225250	Stoli Vodka	1140	VA
	272716	Stoli Vodka	1750	LTO
<b>Value Add (VA) - Rep Applied Pride Bar Tool</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	429761	Santa Julia Reserva Malbec	750	LTO
	494492	Woodbridge By Robert Mondavi Merlot	750	LTO
	620054	Babich Sauvignon Blanc	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	31451	Ace Hill Carb Free (LCBO)	6 x 355	
	398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
	492017	Steam Whistle (5577)	6 x 473	LTO

**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**





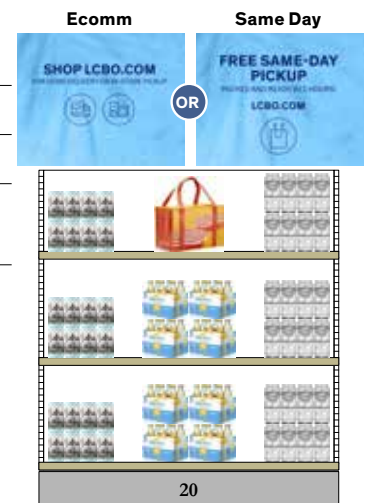
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	217554	Captain Morgan Dark Rum.	1140	VA
	217745	Captain Morgan White Rum	1140	
	617688	Captain Morgan Original Spiced Rum (P.E.T.)	1140	LTO
<b>Value Add (VA): Rep-Applied Tin Cups</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	14870	Wayne Gretzky Rose VQA	750	LTO
	20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO
	75689	Wayne Gretzky Cabernet Merlot VQA	750	LTO



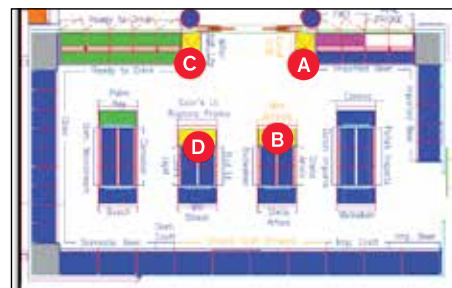
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	16976	Budweiser Zero (275)	473	LTO
	24899	Corona Sunbrew(275)	330 x 6	
	617878	Partake Brewing Non-Alcoholic Pale Ale (LCBO)	355	LTO



**NOTE: Please merchandise the Summer Insulated Cooler Bags (#32137) on the end aisle as shown in the planogram. Use an open/unfolded cooler bag as a merchandiser to display folded bags.**

# BEER EXCITEMENT ZONE

(A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (A, C and D)**, and the remaining (B) is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

## Key Dates (May 21 - June 17, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

Location	LCBO#	Description	Size (ml)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	32048	Sleeman Clear 2.0 Mix Pack	6 × 355	275 - The Beer Store	VA
	486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	275 - The Beer Store	
	<b>VA/Merchandiser:</b> Purchase Sleeman Clear 2.0 Mix Pack (+32048) and receive a free Father's Day gift (partnership with Golf Canada). The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
<b>B</b> New/ Seasonal (EA - EZB)	33611	Nickel Brook IPA Mix Pack	6 × 473	6699 - Nickel Brook Brewing Company	
	32981	Beau's Lug Tread Collectible Glass Gift Pack	1419	9654 - Beau's All Natural Brewing/275 - The Beer Store	
	33283	Bellwoods Green Velvet IPA	473 ML	2990 - Bellwoods Brewery	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
<b>C</b> Plinth (EA - EZH)	17819	Stella Artois 6-Pk Tc	6 × 473	275 - The Beer Store	LTO
	17823	Stella Artois 6-Pk B	6 × 330	275 - The Beer Store	VA
	17851	Stella Artois 6×355c	6 × 355	275 - The Beer Store	
<b>VA/Merchandiser:</b> Purchase 2 Stella Artois 6×330ml Bottles (+17823) and receive a free charcuterie board. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.					
<b>D</b> End Aisle (EA - EZD)	32018	Amstel Ultra	6 × 355	275 - The Beer Store	Contest
	32064	Strongbow Ultra Apple 6-Pk	6 × 330	LCBO Warehouse	
	337949	Heineken Lager +	500	LCBO Warehouse	LTO

**Beer Excitement Zone A:** Purchase Sleeman Clear 2.0 Mix Pack (+32048) and receive a free Father's Day gift (partnership with Golf Canada).

**Beer Excitement Zone B:** An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

**Beer Excitement Zone C:** Purchase 2 Stella Artois 6pk Bottles (+17823) and receive a free charcuterie board.

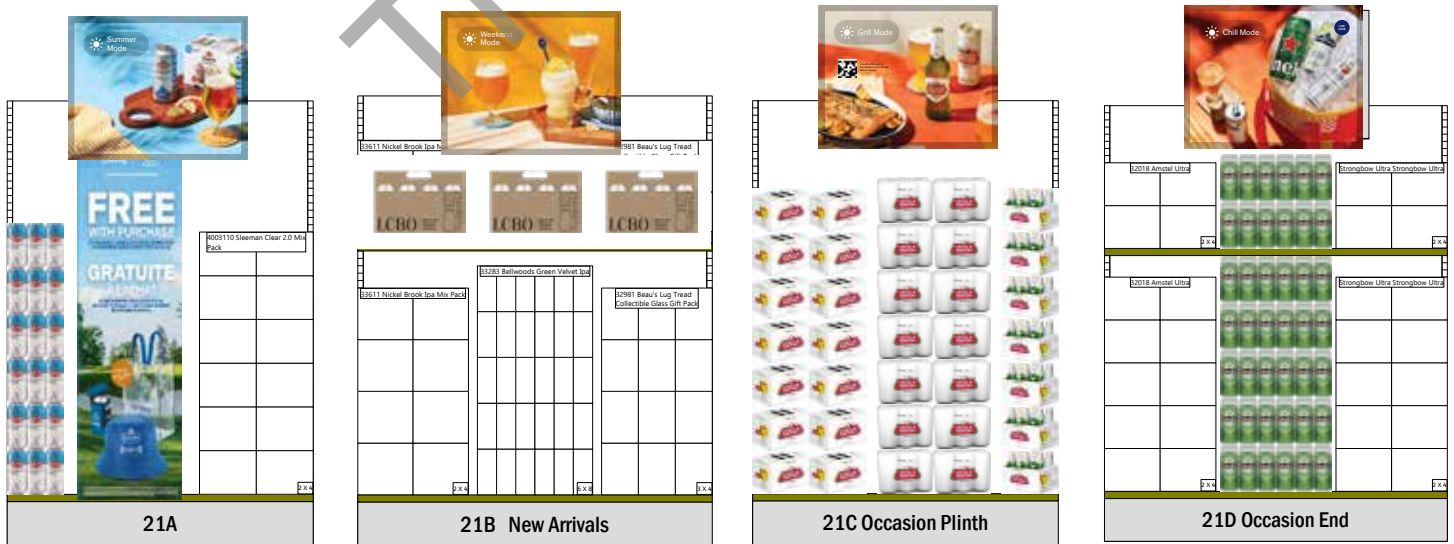
**Beer Excitement Zone D:** Light and refreshing, perfect to celebrate with Father or any occasion.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P3-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P1-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P3-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P3-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P3-BEZ5) / BIL (Re-order # 24P3-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P3-BEZ7) / BIL (Re-order # 24P3-BEZ8)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card until the end of P3.



# BEER BRANDED ENDS (P3 & P4)

The Beer Branded End Aisles are permanently dedicated to the brands Corona, Stella Artois and Heineken. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic.

**These are sold spaces and participation is mandatory.**

## Key Dates (May 2 - July 15, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 24P3-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P3-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P3-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

**NOTE: Images above are for references only.**

# Ontario Craft Beer

## END AISLE

### Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries. Stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products. **Participation is mandatory.**

### Key Dates (May 21 - June 17, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
11299	Lake Of The Woods Channel Marker Light Lager	473		4277 - Lake Of The Woods Brewing Comp
16301	Sleeping Giant White Out Hazy Ale	473		7346 - Sleeping Giant Brewing Company
19609	Henderson X Rush Canadian Golden Ale	473		798 - Bench Brewing Company
31454	Muskoka Tread Lightly	568	APP	LCBO Warehouse
31512	Collective Arts Lager	473		LCBO Warehouse
481515	Bench Brewing Balls Falls Session IPA	473	LTO	798 - Bench Brewing Company

### Merchandising Instructions

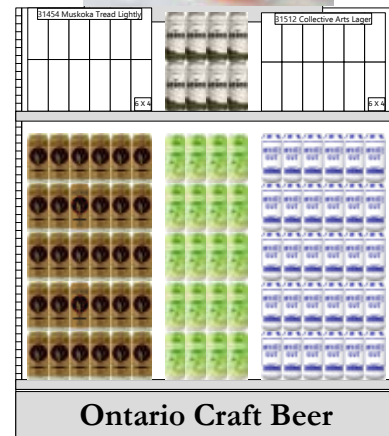
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 8-Pack Carrier stores:

- Remove a shelf from the back End Aisle and move to the top of the front end with the 8-Pack merchandiser displayed beside it (use case cuts/stack outs on the back end)
- Display a fully-assembled 8-pack carrier, filled with local bestselling Ontario Craft Beer on the top shelf.
- Choose products that are the most local to your market, highlighting near-by/ community breweries. Up to 10 skus may be featured on this end (2 on top shelf in assembled 8-Pack carriers, 4 on each of the bottom 2 shelves).

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers  
ENG (Re-order #AIM-24P3-OCB1) / BIL (Re-order #AIM-24P3-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

### Key Dates (P3 - on going)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)
19429	Armand & Gaston Oude Geuze	375
23743	Kriek Boon	330
29597	Jart-Elle Oude Kriek	440
29599	Einbecker 1378	330
30629	Thornbridge Brewery Jaipur IPA	473
31065	Harviestoun Brewery Bitter & Twisted	375
31346	Wildbrau Helles	500
31364	Good Robot Brewing Thembot Guava Blackberry Sour	375
31366	St. Bernardus Wit	473
31378	Dandy Brewing Julia Peach Sour	1320
32237	Equilibrium Brewery Astrophysics IPA	473
551697	Saison Dupont	330

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-24P3-ICB1 / BIL (Re-order #AIM-24P3-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

# ONTARIO WINES

## ON1: Go Local (VQA) - (EA-GL) (formerly known as Our Wine Country)

**This is a sold program. Participation is mandatory.** This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU). Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

### Key Dates (May 21 - June 17, 2023)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
219022	White House Wine Co. Riesling P. Grigio Vqa	750	\$2.00 LTO
284539	Trius Brut Vqa	750	\$3.00 LTO
295006	Cave Spring Dry Rose Vqa	750	\$2.00 LTO
529354	Pelee Island Pelee Pink Vqa	750	\$1.00 LTO

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-24P3-ON1)

##### Merchandising Instructions

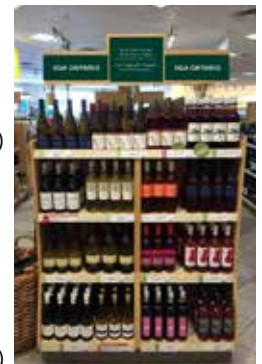
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Signs x 2  
(Re-order# OWSIGN-001)



Cube Sign  
(Re-order# OWSIGN-002)



#### PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

##### Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA067)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-24P3-ON1)

##### Merchandising Instruction

- Keep the backer card in place.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card  
(Re-order#  
NIVQA067)



## ON2: Our Buyer's Pick (VQA) - (OWC) (formerly known as Ontario Superstars)

This program will feature **TWO (2) Ontario VQA** products every period promotional Period. Stores must order products required (minimum of three (3) cases per SKU) **This is a sold program. Participation is mandatory.**

### Key Dates (May 21 - June 17, 2023)

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
144865	Wayne Gretzky Riesling VQA	750	80 APP
164087	Sandbanks Sleeping Giant VQA	750	50 APP



#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-24P3-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # AIM-24P3-OWP3) / BIL (Re-order # AIM-24P3-OWP3)

#### Merchandising Instructions

##### Cut-Case Display Stores:

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola, with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card.
- **Option 3:** If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

##### End Aisle Display Stores:

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display. If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card.

##### Shelf Talker Only Stores:

- Install the shelf talkers in-section in front of the participating products.



# VINTAGES

## V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program spans one promotional period and features two products on offer on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

### Key Dates (May 21 - June 17, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

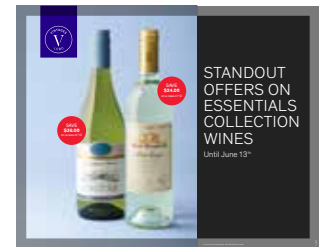
LCBO#	Description	Size (mL)	Offers
106450	Santa Margherita Pinot Grigio	750	\$2.00 LTO
316570	Oyster Bay Sauvignon Blanc	750	\$3.00 LTO

### Signage Components

- Shelf Talkers (Re-order# AIM-24P3-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P3-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P3-VINT3)

### Merchandising Instructions

- Merchandise products together on a front-facing/primary end aisle.
- Install the backer card and offer shelf talkers.
- Pre-printed shelf talkers should be installed over top of the bin tag using the shelf talker clip.



Essentials on Offer

## VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks. **Participation is mandatory.**

### Key Dates (May 27, 2023 Release)

#### Mandatory Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Important Note

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

#### Participating Products

LCBO#	Description	Size (mL)
<b>May 27 Release</b>		
31407	JCB Unity	750
667337	Hapton Water Rosé	750

#### Signage Components

- Year-round backer card kit ENG/BIL:  
Vintages fixtures (Re-order# 24OP-VIN-VBC39)  
LCBO fixtures (Re-order#24OP-VIN-LBC39)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



## VINTAGES LTO/Aeroplan Program | Key Dates (May 21 - June 17, 2023)

The signage will arrive in the mailbag the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call Customer Care Retail Field Store Support to request one.

### Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- Shelf Talkers (Re-order# AIM-24P3-VLTO1)

### Participating Products

LCBO#	Description	Size (mL)	LTO
15101	McManis Petite Sirah 2021	750	\$2.00
16025	Chamisal Santa Rita Hills Chardonnay 2016	750	\$4.00
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00
22602	689 Cellars Submission Red 2020	750	\$2.00
24259	Chamisal San Luis Obispo Pinot Noir 2021	750	\$4.00
27073	Ironstone Reserve Old Vine Zinfandel 2019	750	\$4.00
30800	LVE John Legend Signature Series Cabernet Sauvignon 2019	750	\$3.00
31898	Calvet Réserve des Remparts Saint-Émilion	750	\$2.00
48793	Louis Bouillot Perle d'Aurore Brut Rosé Crémant de Bourgogne	750	\$2.00
66738	The Black Chook Shiraz/Viognier	750	\$2.00
106450	Santa Margherita Pinot Grigio	750	\$2.00
116574	Heartland Stickleback Red 2021	750	\$2.00
121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$6.00
142398	Wakefield Jaraman Cabernet Sauvignon 2020	750	\$2.00
149237	The Foreign Affair The Conspiracy	750	\$3.00
177295	Rivera II Falcone Riserva Castel del Monte	750	\$3.00
198853	Tawse Quarry Road Organic Riesling	750	\$3.00
250696	Banfi Principessa Gavia Gavi	750	\$3.00
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00
265983	McManis Chardonnay 2021	750	\$2.00
269464	Sister's Run Epiphany Shiraz 2020	750	\$2.00
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$2.00
316570	Oyster Bay Sauvignon Blanc	750	\$3.00
350900	Robert Oatley Signature Series Chardonnay	750	\$2.00
356220	Tommasi Amarone della Valpolicella Classico	750	\$5.00
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$1.00
452672	Luigi Bosca Malbec	750	\$2.00
453548	Altanza Gran Reserva 2015	750	\$2.00
454876	Ghost Pines Winemaker's Blend Merlot	750	\$2.00
515510	TreRose Santa Caterina Vino Nobile di Montepulciano 2019	750	\$2.00

LCBO#	Description	Size (mL)	LTO
650713	Monte Zovo Sa' Solin Valpolicella Ripasso Superiore DOC	750	\$2.00
671164	St. Francis Cabernet Sauvignon	750	\$3.00
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00
738823	Liberty School Cabernet Sauvignon	750	\$2.00
943613	Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$4.00
976662	Faustino I Gran Reserva	750	\$3.00
991950	Kim Crawford Chardonnay	750	\$2.00
999946	Remo Farina Ripasso Valpolicella Classico Superiore	750	\$2.00

#### Aeroplan Offers:

LCBO#	Description	Size (mL)	APP Offers
325076	Caves d'Esclans Whispering Angel Rosé	750	100
342584	Miraval Rosé	750	120
363457	Famille Perrin Réserve Côtes du Rhône	750	120
585760	Quails' Gate Pinot Noir	750	100
995910	Remo Farina Amarone della Valpolicella Classico	750	75

Trade Copy

## VINTAGES Ontario Our Buyer's Picks Program

The VINTAGES Our Buyer's Picks program showcases the best of local producers, all recommended by LCBO Buyers. Each period there will be three Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

### Key Dates (May 21 - June 17, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Product

LCBO#	Description	Size (mL)	Offers
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-24P3-VBP

#### Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by April 22, 2023.

#### Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the Vintages section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by April 22, 2023.

#### Basket Sign Insert ENG/BIL (Our Wine Country stores only)

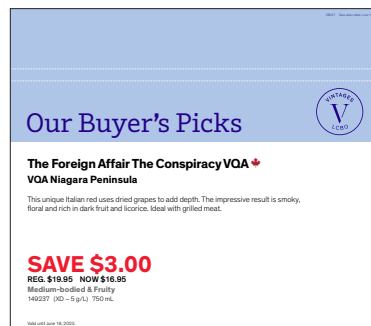
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by April 22, 2023.

#### Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)

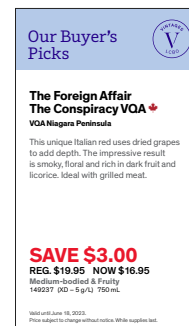
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

# SUMMER GIFT BAGS

The Summer Enhanced Gift Bag and \$2.95 Hot Button signage will ship to participating stores for set up with the start of P3.

**Install Date:** Week of May 21<sup>st</sup>



Please refer to the P3 online worksheets posted on the portal for information on Summer Enhanced Gift Bags stores & allocation.

## Signage Re-order Codes

Stores in FLS designated areas **MUST** display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Summer Enhanced 1 Bottle Bag 2023  
LCBO# 32258 • \$2.95

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	24P3-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Mini Thematic A

PREMIUM SPIRITS FOR DAD



### Mini Thematic B

GIFT PREMIUM WINES FOR DAD



### Cash Ends



- Install the Summer Gift Bags on the Mini Thematic fixtures the week of May 21<sup>st</sup>
- Refer to the Mini Thematic A/B sections for more details.

- Merchandise the new Summer gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

# HOW TO MERCHANDISE

## Summer 2 Bottle Gift Bag

Designed to hold two bottles, this reusable bag will be a crowd pleaser.

The Summer 2 Bottle Reusable Bags will be merchandised in three (3) areas:

- Wooden Gift Packaging Fixtures
- Metal Flat Gift Packaging Stand
- Seasonal Hanging Bag Stand

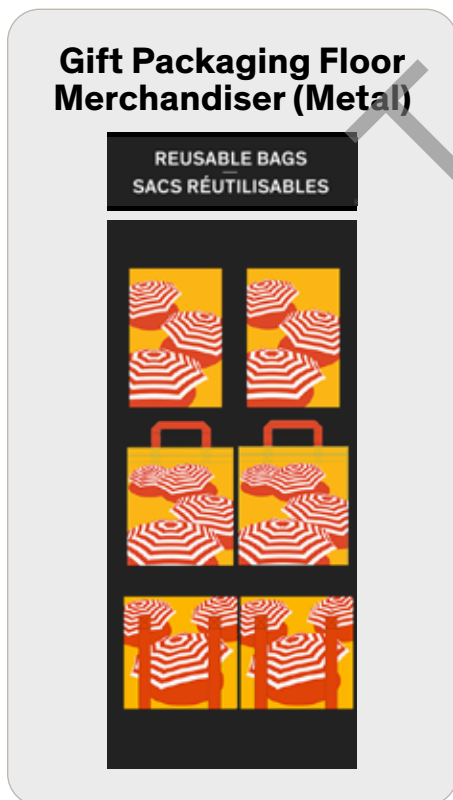
Participating stores will receive Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Description	Reorder #
Summer Reusable Gift Bag \$1.95 Hot Button	24P3-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102
Summer Reusable Gift Bag Pole Topper Sign (ENG)	24P3-GFT5
Summer Reusable Gift Bag Pole Topper Sign (BIL)	24P3-GFT6

### Merchandising Options:



Summer Enhanced 2 Bottle Bag 2023  
LCBO# 32082 • \$1.95



Summer Reusable Gift Bag  
\$1.95 Hot Button



Spring Gift Bag  
Pole Topper Sign

# HOW TO MERCHANDISE Summer Reusable Large Gusset Bag

The Summer 2 Bottle Gift Bags will be merchandised in three (3) areas:

- Wooden Gift Packaging Fixtures
- Metal Flat Gift Packaging Stand
- Seasonal Hanging Bag Stand



Summer Reusable Large Gusset Bag 2023  
LCBO# 32083 • \$2.95

Participating stores will receive Hot Buttons to be installed at each merchandising location in the store.

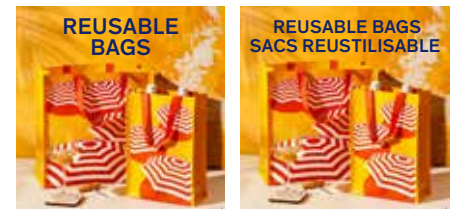
Stores in FLS designated areas MUST display the bilingual side of the sign.



Summer Reusable Gift Bag  
\$4.95 Hot Button

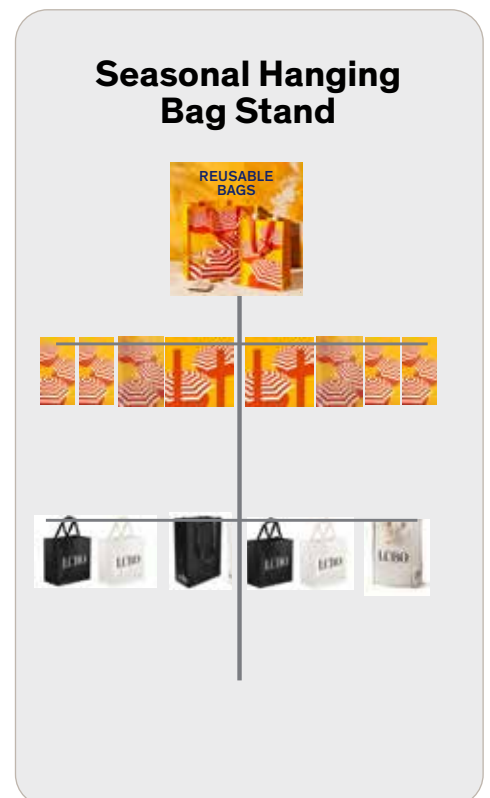
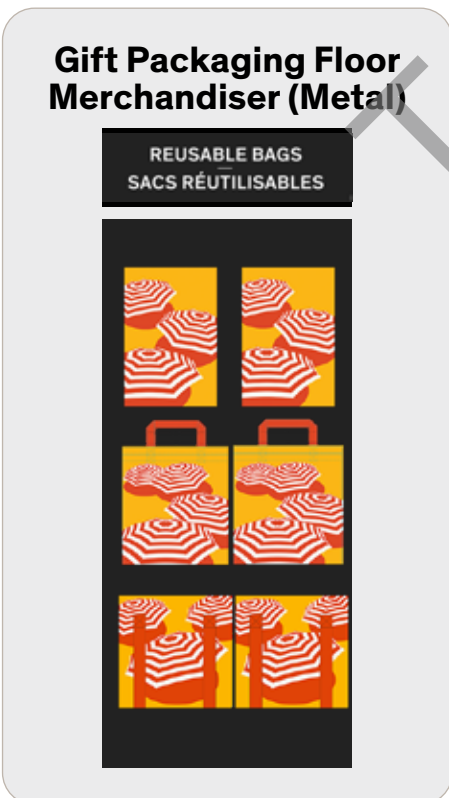
Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Description	Reorder #
Summer Reusable Gift Bag \$2.95 Hot Button	24P3-GFT15
Hot Button Sign Clip (bundles of 10)	NIHK102
Summer Reusable Gift Bag Pole Topper Sign (ENG)	24P3-GFT5
Summer Reusable Gift Bag Pole Topper Sign (BIL)	24P3-GFT6



Summer Reusable Gift Bag Pole Topper Sign

## Merchandising Options:





# HOW TO MERCHANDISE Summer Insulated Cooler Bag

Folded Summer Cooler Bags will be merchandised in three (3) areas:

- Wooden Gift Packaging Fixtures
- Metal Flat Gift Packaging Stand
- Seasonal Hanging Bag Stand



Summer Cooler Bag 2023  
LCBO# 32137 • \$14.95

Opened Cooler Bags may also be displayed filled with appropriate products in the following places below or a cooler bag open with more cooler bags within it:

- Top shelf of Beer/Cider and RTD Paid End Aisles
- Top Shelf at the end of the Seasonal Space Gondola
- On Nesting Tables

Participating stores will receive Hot Buttons to be installed at each merchandising location in the store. Stores in FLS designated areas MUST display the bilingual side of the sign.



Summer Cooler Bag  
\$14.95 Hot Button

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Description	Reorder #
Summer Reusable Cooler Bag \$14.95 Hot Button	24P3-GFT16
Hot Button Sign Clip (bundles of 10)	NIHK102
Summer Reusable Gift Bag Pole Topper Sign (ENG)	24P3-GFT5
Summer Reusable Gift Bag Pole Topper Sign (BIL)	24P3-GFT6



Summer Reusable Gift Bag  
Pole Topper Sign

## Merchandising Options:

**Gift Packaging Floor Merchandiser (Metal)**

**Wooden Gift Packaging Fixture: (select stores)**

**Seasonal Hanging Bag Stand**

# YEAR-ROUND GIFTING

Please note that a new signage package containing the Year-Round signage was shipped to participating stores for in Period 11. Refer to the next pages for more details.

LCBO#	Component	Retail
<b>Gift Packaging</b>		
27353	LCBO "Our Favourite" Bag	\$1.50
27354	Enhanced 2 Bottle Paper Gift Bag	\$4.95
27355	Year-Round 1 Bottle Rigid Box	\$7.95
27396	Reusable Bag 6 Bottle	\$2.95
27397	Large Reusable Bag	\$2.95
16877	Organic Cotton Canvas 4 Pocket Bag	\$14.95
16679	Vintages Gift Box	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95

LCBO#	Component
<b>Gift Cards &amp; Presenters</b>	
27053	Soft Black Gift Card
27054	Warm White Gift Card
27055	Gift Card Carrier
647271	Vintages Gift Card Carrier (English)
657882	Vintages Gift Card Carrier (French)
647222	Vintages Gift Card

Trade Copy

# LCBO \$1.50 "Our Favourite" Gift Bag

The Year-Round Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.

LCBO "Our Favourite" Gift Bags will be merchandised in three (3) areas:

- End Aisles (select stores)
- Cash Ends (all stores)
- Wooden Gift Packaging Fixtures (select stores)



LCBO "Our Favourite" Gift Bag  
Case packed 100  
LCBO# 27353 • \$1.50

## Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
	\$1.50 Bag Hot Button Signs	23OP-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag Holder	749390
	\$1.50 Gift Bag Stickers	23OP-GFT12

## Merchandising Options:

### Front Facing End Aisles



- Merchandise the LCBO "Our Favourite" gift bags on the front facing end aisles.
- Install gift bag Hot Button using the Hot Button sign clip.

### Cash Ends



- Merchandise the LCBO "Our Favourite" gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

### Wooden Gift Packaging Merchandiser: Select Stores



# LCBO Enhanced 2 Bottle Paper Gift Bag

LCBO 2 Bottle Gift Bags will be merchandised in two (2) areas:



- Metal Reusable Bag Fixture
- Wooden Gift Packaging Fixtures (select stores)

## Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



LCBO 2 Bottle Gift Bag  
Case packed 100  
LCBO# 27354 • \$4.95

	Description	Reorder #
 	\$4.95 Bag Hot Button Signs	23OP-GFT3
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Metal Reusable Bag Fixture



### Wooden Gift Packaging Merchandiser: Select Stores



# LCBO 1 Bottle Rigid Gift Tube

LCBO 1 Bottle Rigid Gift Tube will be merchandised on the Wooden Gift Packaging Fixture.

## Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



LCBO 1 Bottle Rigid Gift Tube  
Case packed 24  
LCBO# 27355 • \$7.95

Description	Reorder #
	\$7.95 Bag Hot Button Signs 23OP-GFT4

## Merchandising Options:

Wooden Gift Packaging Merchandiser:  
Select Stores



Trade Copy

# Organic Cotton Canvas 4 Pocket Bag

Organic Cotton Canvas 4 Pocket Bag will be merchandised in two (2) areas:

- Seasonal Hanging Bag Stand
- Gift Packaging Floor Merchandiser (Metal)

## Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Organic Cotton Canvas 4 Pocket Bag  
Case packed 50  
LCBO# 16877 • \$14.95

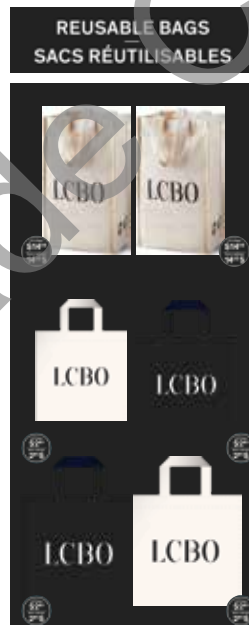
	Description	Reorder #
	\$14.95 Bag Hot Button Signs	23OP-GFT5
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Seasonal Hanging Bag Stand



### Gift Packaging Floor Merchandiser (Metal)



# LCBO Reusable Gift Bags



The Reusable Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.

LCBO Reusable Gift Bags will be merchandised in two (2) areas:

- Seasonal Hanging Bag Stand
- Gift Packaging Floor Merchandiser (Metal)

## Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102



LCBO 6 Bottle Gift Bag  
Case packed 50  
LCBO# 27396 • \$2.95



LCBO Large Gift Bag  
Case packed 50  
LCBO# 27397 • \$2.95

## Merchandising Options:

### Seasonal Hanging Bag Stand



### Gift Packaging Floor Merchandiser (Metal)




# HOW TO MERCHANDISE

## Seasonal Hanging Bag Stand

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities. Please continue to replenish throughout the promotion.

### Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Signage	Description	Reorder #
	Year Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG: 23OP-GFT7 BIL: 23OP-GFT8

### Merchandising Options:

#### Metal Reusable Bag Fixture



**Enhanced 2 Bottle Gift Bag**  
LCBO# 27354 • \$4.95



**Organic Cotton Canvas 4 Pocket Bag**  
LCBO# 16877 • \$14.95



**Reusable 6 Bottle Bag (2 Versions)**  
LCBO# 27396 • \$2.95



**Reusable Large Bottle Bag (2 Versions)**  
LCBO# 27397 • \$2.95



# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Metal)

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish the fixture throughout the promotion.

### Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

	Description	Reorder #
<b>REUSABLE BAGS</b>	Reusable Bags Insert Sign	ENG/ENG: 23OP-GFT13
<b>REUSABLE BAGS SACS RÉUTILISABLES</b>		BIL/BIL: 23OP-GFT15
	Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	\$14.95 Bag Hot Button Signs	23OP-GFT5

### Merchandising Options:

#### Gift Packaging Floor Merchandiser (Metal)



**Organic Cotton Canvas 4 Pocket Bag**  
LCBO# 16877 • \$14.95



**Reusable 6 Bottle Bag (2 Versions)**  
LCBO# 27396 • \$2.95



**Reusable Large Bottle Bag (2 Versions)**  
LCBO# 27397 • \$2.95

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

Stores not receiving the new Seasonal gift bags, please merchandise the following residual Year-Round gift packaging items:

LCBO#	Component	Retail
27353	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
27354	Year-Round Enhanced 2 Bottle Bag (2V)	\$4.95
652842	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
657650	Year-Round 1 Bottle Rigid Box (2V)	\$7.95
657338	Year-Round 2 Bottle Rigid Box (2V)	\$9.95
11206	Vintages "Our Favourite" Gift Bag	\$1.50
16679	Vintages Single Bottle Rigid Gift Box	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95



Front view

### Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Signage	Description	Reorder #
	Wooden Gift Packaging Floor Merchandiser Sign	ENG/ENG: 23OP-GFT9 BIL/BIL: 23OP-GFT10



Back view

## SIDE A:

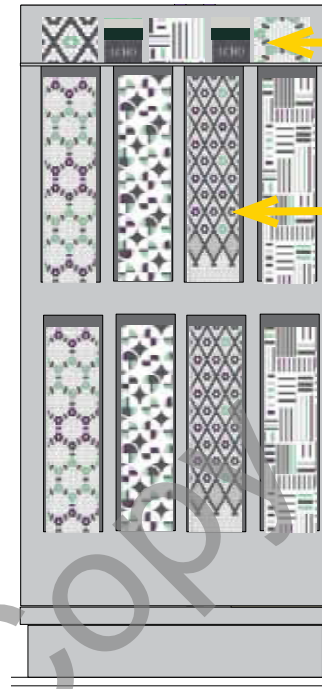


Residual LCBO Gift Cards & Presenters

Year-Round 1 Bottle Rigid Box  
Case packed 24  
LCBO# 657650 • \$7.95

Year-Round 2 Bottle Rigid Box  
Case packed 12  
LCBO# 657338 • \$9.95

## SIDE B:



Residual LCBO Gift Cards & Presenters

LCBO \$1.50 Bag  
Case packed 100  
LCBO# 652842 • \$1.50

## SIDE C:



Vintages Single Bottle Rigid Gift Box  
Case Packed 24  
LCBO# 16679 • \$7.95

Vintages Year-Round Wooden Box (1 Bottle)  
Case Packed 12  
LCBO# 17373 • \$12.95

Vintages Year-Round Wooden Box (2 Bottles)  
Case Packed 6  
LCBO# 17377 • \$17.95

Vintages Year-Round Wooden Box (3 Bottles)  
Case Packed 4  
LCBO# 17374 • \$22.95

## SIDE D:







LCBO Gift Cards & Presenters





\$1.50 Bag  
Case packed 100  
LCBO# 27353 • \$1.50

2 Bottle Bag  
Case packed 100  
LCBO# 27354 • \$4.95

# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards & Carriers

LCBO#	Description	Image
28476	<b>NEW</b> Summer Gift Card 2023	
27053	Soft Black	
27054	Warm White	
647222	Vintages	

LCBO#	Description	Image
28477	<b>NEW</b> Summer Gift Card Presenter 2023	
27055	LCBO Year-Round Carrier	
647271	Vintages (English)	
657882	Vintages (French)	

## Receiving Instructions

- Receive gift cards and presenters into inventory as you would any other Vendor Direct Receipts using Givex distributor 6230. Vendor Direct Receipts procedures are available on the Intranet Portal (search "Vendor Direct Receipts")

## Merchandising Instructions

- Install the LCBO Year-Round insert sign in the acrylic merchandiser.
- Both Vintages and LCBO gift cards and carriers will be merchandised in the small acrylic merchandiser.
- Merchandise a selection of residual Gift Cards and Carriers behind the new assortment (i.e. the new LCBO Gift Card/Carrier designs should be displayed at the front of the merchandiser).
- Stores may order additional Gift Cards and carriers by emailing [ordergiftcards@lcbo.com](mailto:ordergiftcards@lcbo.com)

Description	Reorder #
Summer Gift Card Merchandiser Insert Sign (2 pieces)	24P3-GFT3
Gift Card Merchandiser	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

### Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

# FLEX SPACE



## Overview

Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. There are 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory).**

## Key Dates (May 21 - June 17, 2023)

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/Store-ParticipationLookup.aspx>)


## Merchandising Instructions

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and will be Promo Forced. SOOs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.
- Install the box signs and bin strips.
- Merchandise the shelf talkers in front of participating products.

## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P3-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P3-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 24P3-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 24P3-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 24P3-FS5)
- Shelf Talkers ENG (Re-order # 24P3-FS6) / BIL (Re-order # 24P3-FS7)
- Bin Strips (Re-order # 24P3-FS8)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "SUMMER ROSÉS"</b>				
	11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA*	750	
	13497	Grand Sud Rosé*	1000	
	13548	Chateau De Berne Romance Igp Mediterranee*	750	
	14145	Toro Bravo Shiraz Garnacha Rosado*	750	
	18486	Bread & Butter Rosé*	750	
	24081	Stoneleigh Lighter Rosé*	750	
	24086	Smoky Bay Rosé*	750	50 APP
	24088	Villa Maria Blush Sauvignon*	750	
	25793	Palm Rose Igp Mediterranee (L'Escarelle Diff*	750	
	31471	Protea Rosé*	750	
	31477	Two Oceans Light Keeper Blushing Rosé*	750	
	31488	Babich Rosé*	750	
	31656	Chloe Rosé*	750	
	31712	Villa Annaberta Canaja Verona Rosato*	750	
	31903	Crazy Tropez Rosé Igp Mediterranee*	750	
	32031	Fresh Rose VQA*	1500	
	32157	On Point. Rosé*	750	
	556142	11 Minutes Rose Delle Venezie Igt (Pasqua)*	750	
	642884	D'Ont Poke The Bear Rose VQA*	750	
	647149	Calvet Rose, Languedoc Aop (Pouch)*	1500	

## (FSB) USA - California Flex Space "SUMMER GRILLING WITH ROBERT MONDAVI"

**\*Mandatory Participation: This is a SOLD promotion.**



16952	Robert Mondavi Priv.Sel. Rye Barrel Red	750
379180	Robert Mondavi Private Selection Chardonnay	750
392225	Robert Mondavi Private Selection Cab/Sav	750
405753	Robert Mondavi Private Selection Sauv Blanc	750
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750

Value Add Rep Applied:  
Branded Glass

## (FSC) Europe - Italy/SE Flex Space "NEW ITALIAN WHITES"

**\*Mandatory Participation: This is a SOLD promotion.**



30947	Doppio Passo Grillo Sicilia	750	80 APP
30948	Latte Miele Pecorino Igt Terre Di Chieti Abruzz	750	80 APP
30950	Cecchi La Mora Vermentino Maremma	750	50 APP
30955	Villa Puccini Vermentino Toscana	750	80 APP
30958	Villa Puccini Grillo Sicilia Doc	750	80 APP
30962	Il Piatto Mare Pecorino Terre Di Chieti	750	100 APP
31173	Settesoli Vermentino Igt Terre Siciliane	750	50 APP
31487	With Love Pecorino	750	60 APP

**(FSD) Australia/New Zealand Flex Space "SUMMER WEEKENDS WITH KIM CRAWFORD"****\*Mandatory Participation: This is a SOLD promotion.**

18947	>Kim Crawford Illuminate Sauvignon Blanc	750	VA
24084	Kim Crawford Illuminate Rose*	750	VA
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	VA
160085	>Kim Crawford Marlborough Sauvignon Blanc	375	
626390	>Kim Crawford Pinot Noir	750	VA
650325	>Kim Crawford Hawke's Bay Rose	750	VA
991950	>Kim Crawford Marlborough Chardonnay	750	\$2.00 LTO

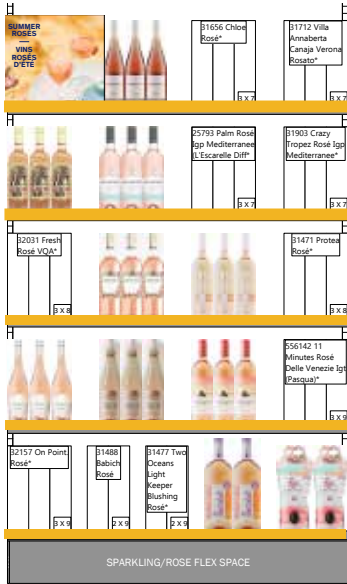
Value Add (VA) Rep-Applied: Hair Clips

**(FSE) Chile/Argentina Flex Space "CRISP WHITES FROM SOUTH AFRICA"****\*Mandatory Participation: This is a SOLD promotion.**

1834	>Susana Balbo Crios Torrontes	750	
79129	Gato Negro Sauvignon Blanc	1500	
164756	Graffigna Pinot Grigio	750	\$2.00 LTO
263574	Errazuriz Estate Series Sauvignon Blanc	750	80 APP
275909	Caliterra Sauvignon Blanc	750	\$1.00 LTO
304022	Santa Carolina Chardonnay Reserva	750	\$2.50 LTO
556746	Lurton Piedra Negra Pinot Grigio Organic	750	100 APP
620492	Argento Estate Bottled Pinot Grigio	750	\$2.00 LTO

Trade Copy

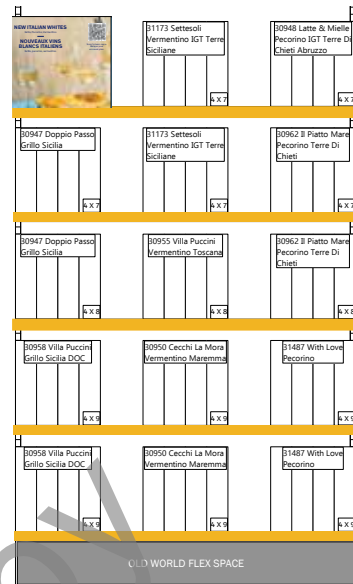
### Sparkling/Rosé Flex Space



### USA Flex Space



### EUROPE Italy/SE Flex Space




### Australia/New Zealand Flex Space



### Chile/Argentina Flex Space



  
 This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.



# FRONT END MERCHANDISER

## Spirited Picks Program

Promo Code: CE1

Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store. **This is a sold program. Participation is mandatory.**

### Key Dates (May 21 - June 17, 2023)

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
446575	Stoli Premium Vodka	375	\$1.00 LTO
669002	Casamigos Reposado Tequila	375	100 APP

#### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P3-SP3) / BIL (Re-order #AIM-24P3-SP3)
- "Mix with Orange Juice" Shelf Talker ENG (Re-order #AIM-24P3-SP4) / BIL (Re-order #AIM-24P3-SP5)

#### Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser closest to the entrance of the store.
- Install the shelf talkers in front of the participating products.
- Ensure the "Mix with Soda" shelf talker is installed in the bin strip channel on the fixture.



# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

**Key Dates (May 21 - June 17, 2023)**

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	2808	Bacardi Gold Rum (P.E.T)	375	\$1.00 LTO
	139667	Gibson's Finest Rare 12 Years Old Whisky	375	\$1.00 LTO
Wines/Wine in Cans (FEM2)	19295	Pelee Island Lola Pinot Grigio VQA	250	25 APP
	19296	Pelee Island Lola Sparkling Blush VQA	250	25 APP
Brown Spirits/Liqueurs (FEM3)	16546	On The Rocks Hornitos Margarita	375	150 APP
	26678	On The Rocks Effen Cosmopolitan	375	150 APP
	26679	On The Rocks Knob Creek Old Fashioned	375	150 APP

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P3-FEM1) / BIL (Re-order #AIM-24P3-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P3-FEM3) / BIL (Re-order #AIM-24P3-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P3-FEM5) / BIL (Re-order #AIM-24P3-FEM6)

## Merchandising Instructions

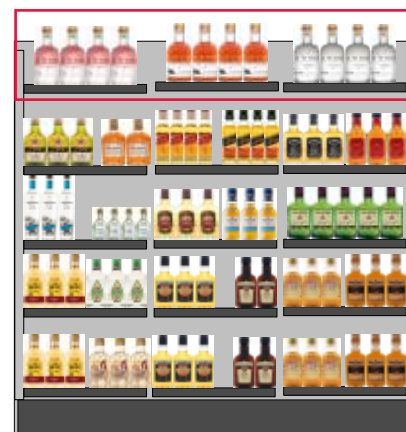
- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

# Top Picks (Beer, Cider, RTD) IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

The cash desk, being the last touch-point in the customer journey, is a key display for influencing customers with impulse and other recommended products.

In order to display both Staff Picks and Top Picks (i.e. Beer/RTD Impulse) products at Cash, a dual branded riser wrap has been developed to easily switch between the two messages.

**This is a sold program. Participation is mandatory.**

## Key Dates (May 21 - June 17, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Merchandising Instructions

- Stores with 4 (or fewer) Cash Desks:  
Merchandise the Beer/RTD Impulse Program (customer facing name is now “Top Picks”) products in cut case displays at the desk.
- Stores with 5 (or more) Cash Desks:  
- Alternate the Top Picks products with Staff Picks products at each Cash Desk.  
- Ensure all 4 Top Picks products are merchandised.

### Signage Components

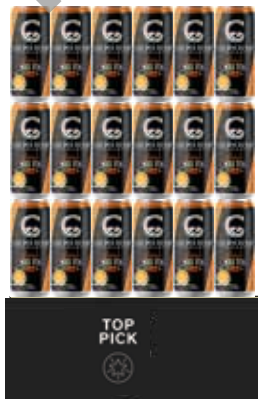
- Pricer Card ENG (Re-order #AIM-24P3-FEM7) / BIL (Re-order #AIM-24P3-FEM8)

CE3



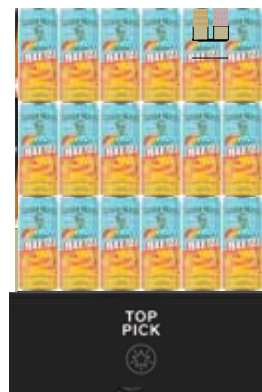
LCBO# 31234  
Topo Chico Hard Seltzer  
Signature Margarita  
473 mL | 10 APP

CE4



LCBO# 31480  
Coldstream Peach Iced Tea  
473 mL | 20 APP

CE5



LCBO# 31311  
Captain Morgan  
Mango Mai Tai  
355 mL | 10 APP

CE6



LCBO# 31243  
Twisted Shotz Rattlesnake  
120 mL | 25 APP

# THE COLD ROOM SPIRITS DISPLAY (CM)

The Cold Room Spirits Display program will provide Spirits display space in high-traffic areas near the beer cold room. The program is aimed at encouraging customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons. This sold program display will encourage cross-category shopping.

**This is a sold program. Participation is mandatory.**

## Key Dates (May 21 - June 17, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
314856	Fireball Cinnamon Whisky	1140	240 APP
398776	Fireball Cinnamon Whisky	375	\$1.50 LTO

### Signage Components









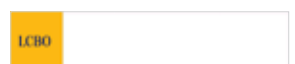




- A-Frame Sign ENG (Re-order# 24P3-AF1) / BIL (Re-order# 24P3-AF2)
- Shelf Talker ENG (Re-order# 24P3-AF3) / BIL (Re-order# 24P3-AF4)

### Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products according to the planogram.
- Install the pre-printed shelf talkers on the fixture.
- Merchandise the A-frame sign.



# ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P3-ST1 BIL: 24P3-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P3-ST12 BIL: 24P3-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P3-ST14 BIL: 24P3-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P3-ST3 BIL: 24P3-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P3-ST5 BIL: 24P3-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P3-ST7 BIL: 24P3-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P3-ST9 BIL: 24P3-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	24P1-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-24P3-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P3-AS1 BIL: AIM-24P3-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P3-LTO	

# Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the Customer Experience Portal Site.

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	<b>1A - Flight A</b> (Promo code is BSE not EA 1)	384651	Martini Prosecco Sparkling	750	Bundled APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		492520	Bacardi 8 Year Old Reserva Gold Rum	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	Bundled APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>1B - Flight B</b> (Promo code is BSE not EA 1)	384651	Martini Prosecco Sparkling	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		366666	El Dorado 8 YO Cask Aged Demerara Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		602920	Flor De Cana 5 Year Rum Anejo Clasico	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>2A</b>	2691	Tanqueray London Dry Gin	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		96263	Tanqueray London Dry Gin	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		358184	Tanqueray Rangpur Gin	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>2B</b>	1040	Gordons Gin	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		30713	Gordon's Sunset Orange	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		217166	Gordons Gin	1140	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>3A</b>	19253	JP Chenet Fasiion Pineapple Sparkling	750	
<input type="checkbox"/>	<input type="checkbox"/>		25226	Uptown Cocktails Margarita-Style Wine Bev	750	
<input type="checkbox"/>	<input type="checkbox"/>		31473	Uptown Cocktails Caribbean Punch Wine Bev	750	
<input type="checkbox"/>	<input type="checkbox"/>		31474	Barefoot Fruitscato Pineapple	750	
<input type="checkbox"/>	<input type="checkbox"/>		32179	Girls' Night Out Lime Margarita 2l Astrapouch	2000	
<input type="checkbox"/>	<input type="checkbox"/>		32180	Girls' Night Out Pink Flamingo 2l Astrapouch	2000	
<input type="checkbox"/>	<input type="checkbox"/>	<b>3B</b>	30954	Dievole Tenuta Le Colonne Vermentino Igt	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		30960	Sistina Pecorino Terre Di Chieti Igt	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		31003	Gloria Grillo Doc Organic	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>4A</b>	7880	Johnnie Walker Black 12 Yr	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		217802	Johnnie Walker Black Label	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		422006	Johnnie Walker Black Label Scotch	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>4B</b>	34595	Patron Silver Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		34603	Patron Anejo Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		50088	Patron Reposado Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>5</b>	28636	Vizy Signature Variety Pack	12 x 355	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>6</b>	31298	Cutwater Tequila Margarita	355	Bundled APP
<input type="checkbox"/>	<input type="checkbox"/>		31313	Cutwater Tequila Paloma	355	Bundled APP
<input type="checkbox"/>	<input type="checkbox"/>		31317	Cutwater Rum Mint Mojito	355	Bundled APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19923	Peroni Nastro Azzurro Slim Can (LCBO Warehouse)	6 × 330	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	27824	Peroni Nastro Azzurro 0.0 (LCBO Warehouse)	6 × 330	Value Add, Contest
			143891	Peroni Nastro Azzurro (LCBO Warehouse)	500	
			525188	Peroni Nastro Azzurro (LCBO Warehouse)	6 × 330	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	8	31233	Bff. Peach Vodka Soda	355	APP
			31253	Cabana Coast Dirty Shirley	473	
			31261	Muskoka Spirits Nitro Raspberry Gin Fizz	250	
			31318	Hijinx Original Hard Iced Tea	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9	14400	Coors Original (275/TBS)	6 × 473	LTO
			300681	Coors Light (275/TBS)	6 × 473	LTO
			418590	Modelo Especial (LCBO Warehouse)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	10833	Railway City Brewing - Juice Caboose IPA (8447)	473	LTO
			17910	Left Field Brewery Ice Cold Beer (4846)	355	
			19677	Bench Brewing Berry Fields Sour Ale (798)	473	LTO
			19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LTO
			25664	Flying Monkeys Blueberry Sour (6309)	473	LTO
			31569	Xanabrew - Belgian Strong Pale Ale (798)	500	
			450239	Whitewater Brewing Farmer's Daughter (8454)	473	APP
			450312	Collective Arts Ransack The Universe IPA (LCBO Warehouse)	473	LTO
			508580	Wellington Upside IPA (4826)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	386789	Casamigos Tequila Blanco	750	Value Add
			388694	Casamigos Tequila Reposado	750	Value Add
			425686	Casamigos Tequila Anejo	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	12	42	Canadian Club Premium	750	Value Add
			34637	Canadian Club Premium	1750	Value Add
			217687	Canadian Club Premium	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	13	545160	Tito's Handmade Vodka	1750	APP, Value Add
			597559	Tito's Handmade Vodka	750	LTO + APP
			628990	Tito's Handmade Vodka	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>	14	22192	Grant's Triplewood 12YO	750	LTO
			31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
			605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		15	225243	Stoli Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		225250	Stoli Vodka	1140	Value Add
			272716	Stoli Vodka	1750	LTO
		16	429761	Santa Julia Reserva Malbec	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		494492	Woodbridge By Robert Mondavi Merlot	750	LTO
			620054	Babich Sauvignon Blanc	750	LTO
		17	31451	Ace Hill Carb Free (LCBO Warehouse)	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
			492017	Steam Whistle (5577/275 TBS)	6 × 473	LTO
		18	217554	Captain Morgan Dark Rum	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		217745	Captain Morgan White Rum	1140	
			617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO
		19	14870	Wayne Gretzky Rosé VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO
			75689	Wayne Gretzky Cabernet Merlot VQA	750	LTO
		20	16976	Budweiser Zero (275/TBS)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24899	Corona Sunbrew (275/TBS)	6 × 330	
			617878	Partake Brewing Non-Alcoholic Pale Ale (LCBO Warehouse)	355	LTO
		Entrance Table	1487	Crown Royal	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		224352	Crown Royal Black	750	APP, Value Add
			403519	Crown Royal Apple	750	LTO, Value Add
			476911	Crown Royal Vanilla	750	Value Add

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			20259	Grow Wild Enchanting White VQA	750	LTO
			27729	Pelee Island Best In Show Pinot Grigio	750	LTO
			28062	Keep Calm & Laugh Pinot Grigio	750	LTO
			31523	Mezzacorona Naturally Light Pinot Grigio	750	
			31524	Freixenet Pinot Grigio Doc	750	
			31528	Grand Sud Sauvignon Blanc	1000	
			53868	Jaffelin Bourgogne Aligote Aoc	750	LTO
			89995	Quinta Da Aveleda Vinho Verde	750	LTO
			146761	Fielding Riesling VQA	750	LTO
			165308	Colio Extra Dry White	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture A</b>	245340	Chapoutier Belleruche Cdr White Aoc	750	LTO, Wine Fridge
			269753	Raymond Classic Chardonnay	750	LTO
			303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO, APP
			340380	Two Oceans Sauvignon Blanc	750	APP, Necktag
			414748	Sandbanks Summer White VQA	750	LTO
			441576	McGuigan Black Label Pinot Grigio	750	LTO
			458810	Tom Gore Chardonnay	750	LTO, Wine Fridge
			471318	Remy Pannier Sauvignon Blanc Igp Val De Loire	750	LTO
			495507	Robertson Winery Chenin Blanc	750	LTO
			530261	Casal Garcia Vinho Verde, Do	750	LTO
			563130	Le Fat Bastard Chardonnay Pays D'Oc	750	LTO
			580183	Blu Giovello Pinot Grigio	750	LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		11234	Cote Des Roses Rosé Hf (Gerard Bertrand)	375	
		13245	Argento Rosé	750	
		13522	Gran Passione Rosato Igt Veneto	750	
		13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
		14867	Sandbanks Summer Rosé VQA	750	
		15568	Listel Gris Rosé	750	
		17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	
		19062	Sandbanks Sparkling Rosé VQA	750	
		20188	Maison No 9	750	
		21623	Freixenet Rosé Igt	750	
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture B - New & Seasonal	23757	S De La Sablette - Coteaux Varois Rosé	750	
		23760	Doppio Passo Primitivo Rosato Igt Puglia	750	
		24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
		24084	Kim Crawford Illuminate Rosé	750	Value Add
		27148	Thalia Rosé	750	
		31654	Tom Gore Rosé	750	
		31659	Beringer Main & Vine Dry Rosé	750	
		31709	Spinelli Rosato Terre Di Chieti Igt	750	
		31710	The Beach By Whispering Angel Aoc Coteaux	750	
		32025	Keep Calm And Love Pinot Grigio Rosé	750	
		319392	Provence Rosé (Ch La Tour De L'Eveque)	750	
		452573	Cotes De Prov Gr. Rsv. Rosé (Breban Mim	750	
		603795	Rioja Rosé (Muga)	750	
		12385	Glenfiddich Single Malt 12 Year Old	750	LTO+APP, SB, FSN
		13967	Writers Tears Double Oak Whiskey	700	APP
		21082	Yoichi Single Malt Whisky	700	LTO
		21465	Angel's Envy	750	APP
		38901	Dalmore 12 Yr Old	750	APP
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic A	38927	Jura 12 Year Old Single Malt	750	LTO
		60608	El Dorado 12 Year Old Rum	750	LTO
		131870	Bushmills Malt 10 Year Old	750	LTO
		318618	Plantation Grande Reserve	750	LTO
		409490	Singleton Of Dufftown 12 Year Old	750	LTO
		414334	Monkey Shoulder Blended Malt Scotch Whisky	750	LTO
		536946	J.P. Wiser's 15 YO Canadian Whisky	750	APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			66738	>The Black Chook Shiraz Viognier	750	LTO
			104299	>The Prisoner Red Blend	750	
			177295	>(V)Riserva Il Falcone Castel Del Monte Docg (River)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	356220	>(V) Amarone Classico Docg (Tommasi)	750	LTO
			452672	>Luigi Bosca Malbec	750	LTO
			650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO
			708982	>Stag's Leap Artemis Cabernet Sauvignon	750	
			738823	>Liberty School Cabernet Sauvignon	750	LTO
			943613	>(V) Rocca Guicciarda Chnt Cl Rsv (Ricasoli)	750	LTO
			67	Smirnoff Vodka	750	APP, Value Add
			21544	Smirnoff Pink Lemonade	750	APP, Value Add
			25227	Smirnoff Peach Lemonade	750	LTO
		31555	Tom Of Finland Organic Vodka	750		
		32006	Smirnoff Creamsicle Blast	750	Value Add	
		439620	Sour Puss Pineapple Coconut Liquor	750	Value Add, Necktag	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table - Flight A	500512	Captain Morgan Original Spiced Rum	750	Value Add
			518670	Sour Puss Raspberry Liquor	750	Value Add, Necktag
			518688	Sour Puss Apple Liquor	750	Value Add, Necktag
			545392	Smirnoff Berry Blast	750	APP, Value Add
			581256	Absolut Rainbow Limited Edition Bottle	750	Value Add
			601518	Sour Puss Blue Liquor	750	Value Add, Necktag
		24435	Bacardi Tropical	750	Necktag	
		24682	Rabbit Hole Cavehill Bourbon Whiskey	750	LTO	
		28587	Suntory World Whisky Ao	700	APP	
		30104	Malibu Coconut Rum	1750	Value Add	
		30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table - Flight B	30719	Seventh Heaven Classic London Dry Gin	750	APP
			30720	Beefeater Raspberry Peach	750	APP
			30729	Bombay Citron Presse	750	APP
			31727	Malibu Pineapple Rum	750	Value Add
			217448	Malibu Coconut Rum	1140	Value Add
			428409	Powers Gold Irish Whiskey	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			1107	Bud Light (275/TBS)	473	
			15564	Somersby Blackberry Cider (LCBO Warehouse)	473	
			15994	Muskoka Born This Way IPA (LCBO Warehouse)	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	21200	Somersby Apple Cider (LCBO Warehouse)	4 × 473	
			25390	Mill Street Lemon Tea Time Lemon Wheat Ale (1950)	473	
			180810	Bud Light Lime (275/TBS)	473	
			311779	Bud Light (275/TBS)	6 × 473	LTO, Value Add
			697318	Brickworks Ciderhouse Batch 1904 (1950)	6 × 473	
			30103	White Claw Surge Variety Pack	12 × 355	
			31222	Twisted Tea Island Mixed Pack	12 × 355	APP
			31266	Social Lite Cocktail Seltzer Mixed Pack	8 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	
			31340	Muskoka Spirits Hard Sparkling Water Mix Pack	12 × 355	
			31358	High Noon Pool Pack	8 × 355	APP
			31359	Corona Tropical Mixer Pack	12 × 355	
			31360	Mikes Hard Iced Tea Mixer	12 × 355	
			16840	Bolla Valpolicella Classico	750	APP
			25229	Pontificis Gsm	750	APP
			25517	Peller Family Reserve Rose Bubbles VQA	750	
		26546	Finca Las Moras Pinot Grigio	750	APP	
		58628	Peller Est. Family Series Cabernet Merlot VQA	750	APP	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	217786	Jim Beam White Label Bourbon	1140	APP, Necktag, Contest
			223529	Appleton Estate V/X Signature Blend	1140	APP
			383885	The Show Cabernet Sauvignon	750	APP
			398016	Dr. McGillicuddy Intense Peach	750	APP, Value Add
			438960	Canadian Club 100% Rye	1140	APP, Value Add
			441543	Wakefield Promised Land Shiraz	750	LTO
			447953	Fireball Whisky Shooter	750	LTO
			456095	Ketel One Vodka	750	APP
			491811	Southern Comfort	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	APP
			12385	Glenfiddich Single Malt 12 Year Old	750	LTO+APP
			22181	Glenfiddich Grand Cru	750	APP
			513077	Glenfiddich Project Xx Experimental Series	750	APP
			530352	Glenfiddich Single Malt 18 Year Old	750	APP
			605972	Glenfiddich Single Malt 15 Year Old	750	LTO+APP
			629352	Glenfiddich Exper Series #4 Fire & Cane	750	LTO+APP
			981381	Glenfiddich 21yo Gran Res (William Grant)	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	12641	Remy Pannier Rosé D'Anjou	750	LTO
			19661	Veuve Clicquot Ponsardin Rosé	750	
			25901	Taittinger Prestige Rosé Champagne	750	
			48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	LTO, Wine Fridge
			134916	Ogier Cotes Du Ventoux Rosé Aoc	750	LTO
			279661	L'Orangerie Rosé Pays D'Oc	750	
			325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	APP
			342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	APP
			395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	
			482026	Moet & Chandon Brut Rosé	750	
			549527	Moet Chandon Nectar Imperial Rosé	750	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	32048	Sleeman Clear 2.0 Mix Pack (275/TBS)	6 × 355	
			486142	Sleeman Clear 2.0 Shrink Pack (275/TBS)	6 × 473	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	33611	Nickel Brook IPA Mix Pack (6699)	6 × 473	
			32981	Beau's Lug Tread Collectible Glass Gift Pack (9654)	3 × 473	
			33283	Bellwoods Green Velvet IPA (2990)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	17819	Stella Artois (275/TBS)	6 × 473	LTO
			17823	Stella Artois (275/TBS)	6 × 330	Value Add
			17851	Stella Artois (275/TBS)	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	32018	Amstel Ultra (275/TBS)	6 × 355	Contest
			32064	Strongbow Ultra Apple (LCBO Warehouse)	6 × 330	LTO
			337949	Heineken Lager (LCBO Warehouse)	500	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			11299	Lake Of The Woods Channel Marker Light Lager (4277)	473	
			16301	Sleeping Giant White Out Hazy Ale (7346)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	19609	Henderson X Rush Canadian Golden Ale (798)	473	
			31454	Muskoka Tread Lightly (LCBO Warehouse)	568	APP
			31512	Collective Arts Lager (LCBO Warehouse)	473	
			481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO
			219022	White House Wine Co. Riesling P. Grigio VQA	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	284539	Trius Brut VQA	750	LTO
			295006	Cave Spring Dry Rosé VQA	750	LTO
			529354	Pelee Island Pelee Pink VQA	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	144865	Wayne Gretzky Riesling VQA	750	APP
			164087	Sandbanks Sleeping Giant VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	LTO
			316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: May 27	31407	JCB Unity	750	
			667337	Hapton Water Rosé	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	446575	Stoli Premium Vodka	375	LTO
			669002	Casamigos Reposado Tequila	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	31234	Topo Chico Hard Seltzer Signature Margarita	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	31480	Coldstream Peach Iced Tea	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	31311	Captain Morgan Mango Mai Tai	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	31243	Twisted Shotz Rattlesnake	4 × 30	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	2808	Bacardi Gold Rum (P.E.T)	375	LTO
			139667	Gibson's Finest Rare 12 Years Old Whisky	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	19295	Pelee Island Lola Pinot Grigio VQA	250	APP
			19296	Pelee Island Lola Sparkling Blush VQA	250	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	16546	On The Rocks Hornitos Margarita	375	APP
			26678	On The Rocks Effen Cosmopolitan	375	APP
			26679	On The Rocks Knob Creek Old Fashioned	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	314856	Fireball Whisky Shooter	1140	APP
			398776	Fireball Whisky Shooter	375	LTO

# Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders													
					15	20	30	40	45	50	55	60	65	66				
R1	Vodka A	216820 Finlandia Vodka	1140	LTO													Y	Y
R2	Vodka B	181636 Sobieski Vodka	750	LTO								Y	Y	Y	Y	Y		
R3	Vodka C	400754 Iceberg Vodka	750	LTO								Y	Y	Y	Y	Y		
R4	Vodka D	15806 Skyy Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R5	Vodka E	216903 Banff Ice Vodka	1140	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R6	Rum A	30331 Myers's Original Dark Rum	750	LTO														Y
R7	Rum B	225698 The Kraken Black Spiced Rum	750	LTO								Y	Y	Y	Y	Y		
R8	Rum C	217653 Captain Morgan Original Spiced Rum	1140	LTO								Y	Y	Y	Y	Y		
R9	Rum D	570366 Bacardi Spiced Rum	1140	LTO								Y	Y	Y	Y	Y	Y	Y
R10	Rum E	633271 Gosling's Bermuda Black Seal Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R11	Canadian Whisky A	28460 Gray Jay Deluxe Canadian Whisky	750	LTO													Y	Y
R12	Canadian Whisky B	434092 Crown Royal Northern Harvest Rye	750	LTO								Y	Y	Y	Y	Y		
R13	Canadian Whisky C	54866 Bulleit Bourbon Frontier Whiskey	750	LTO								Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	984 Alberta Premium Whisky	750	APP								Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	893 J.P. Wiser's Deluxe	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R16	Scotch A	207613 Jameson Irish Whiskey	1140	LTO								Y	Y	Y	Y	Y		
R17	Scotch B	217794 Johnnie Walker Red Label	1140	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R18	Gin A	216721 Tanqueray London Dry Gin	1140	LTO								Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	600981 Hpnotiq Liqueur	750	LTO													Y	Y
R20	Liqueurs B	398479 1800 Reposado	750	LTO								Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	462424 Cabot Trail Maple Cream	750	LTO								Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	6502 Cointreau	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R23	Brandy A	19035 St Remy XO	375	LTO														Y
R24	Brandy B	286807 Buton Vecchia Romagna Brandy	750	LTO								Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	452615 Herradura Reposado Tequila	750	LTO													Y	Y
R26	Ontario Blend A	21441 Honest Lot Sauvignon Blanc	750	LTO								Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	355933 Black Cellar Shiraz Cabernet	750	LTO								Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	399410 Jackson-Triggs Sauvignon Blanc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R29	Ontario Non-VQA A	Store Manager's Discretion															Y	Y
R30	Ontario Non-VQA B	429795 Bodacious Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	135970 Pelee Island Gewurztraminer	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R32	Ontario Non-VQA D	667089 Peller Family Vineyards Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R33	Ontario VQA A	268375 Henry Of Pelham Riesling VQA	750	LTO													Y	Y
R34	Ontario VQA B	370320 Chateau Des Charmes Cabernet Sauvignon VQA	750	LTO													Y	Y
R35	Australia/New Zealand A	68254 Yellow Tail Pinot Grigio	750	LTO													Y	Y
R36	Australia/New Zealand B	624544 Yellow Tail Shiraz	750	LTO													Y	Y
R37	Australia/New Zealand C	142117 Lindemans Bin 65 Chardonnay	750	LTO								Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	265157 Jacob's Creek Moscato	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R39	USA A	15760 Slow Press Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y	Y	Y
R40	USA B	308007 Menage A Trois Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		



## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R41 Chile A	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO									Y	Y	Y	Y
R42 Chile B	135475	Fuzion Alta Reserve Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	28154	Martini Dolce 0.0	750	LTO												Y
R44 France Blend B	30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	175026	Funf 5 German Riesling Rhein	750	LTO											Y	Y
R46 France South B	360552	Chateau De Courteillac Bordeaux Aoc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	943	Mouton Cadet Bordeaux Red Aoc	750	LTO										Y	Y	Y
R48 Italy Central A	649749	Castillo De Almansa Reserva	1500	LTO											Y	Y
R49 Italy Central B	465146	Les Janelles Sauvignon Blanc Pays Doc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO						Y	Y	Y	Y	Y	Y	Y
R51 Italy North B	394577	Fiol Prosecco Doc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	141432	Sogrape Gazela Vinho Verde	750	LTO												Y
R53 Southern Europe B	277202	Bottega Rosé Vino Dei Poeti Sparkling	750	LTO, Wine Fridge										Y	Y	Y
R54 Germany A	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A		TBC												Y	Y	Y
R56 Sparkling B	515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	16434	Brock Street Strawberry Blonde (397)	473	APP											Y	Y
R58 Ontario Beer B	676775	Lech Beer (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	33237	Magnotta True North Light IPA (270)	473	APP												Y
R60 Beer 2	676841	Red Stripe Lager (LCBO Warehouse)	6 x 330	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	15299	Okanagan Harvest Pear (LCO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473					Y	Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	31287	White Claw Iced Tea Strawberry	473	APP				Y	Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	24431	Coors Seltzer Fruit Splash Variety Pack	12 x 355	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	24385	Bacardi Pina Colada	355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	413104	Dillon's Dry Gin	750	LTO	MARK ANTHONY WINE & SPIRITS
C2: Canadian Whisky	14910	Bushmills Irish Whiskey	750	LTO	PROXIMO SPIRITS CANADA INC.
C3: Ontario Non VQA Blend	19338	Good Natured Crisp Chardonnay VQA	750	LTO	ANDREW PELLER LIMITED
C4: French Blend	277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	LTO	CHARTON HOBBS INC
C5: Fixed Store Location	302349	Rosemount Diamond Shiraz	750	LTO	MARK ANTHONY WINE & SPIRITS
C6: Vodka	366633	Ron Diplomatico Reserva Exclusiva Rum	750	LTO	SOVEREIGN WINE AND SPIRITS LTD
C7: Scotch	450932	Jose Cuervo Tradicional Reposado	750	LTO	PROXIMO SPIRITS CANADA INC.
C8: Liqueurs	16580	Maker's Mark	1140	LTO	BEAM SUNTORY
C9: Ontario Blends	200584	Konzelmann Pinot Noir VQA	750	LTO	KONZELMANN ESTATE WINERY
C10: France Red	13305	Solid Ground Cabernet Sauvignon	750	LTO	VIN VINO WINE MERCHANTS INC.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	61101	Peninsula Ridge Merlot VQA	750	LTO	M.ANDREW FINE WINES,BEERS&SPIRITS
D2: Discovery Wines 2	535641	Vicente Faria Animus Douro, Do	750	LTO	VIN VINO WINE MERCHANTS INC.
D3: Discovery Wines 3	25947	Joliesse Chardonnay	750	LTO	FWM CANADA
D4: Discovery BSM 1	159772	Muskoka Hazed And Confused (LCBO Warehouse)	473	APP	LAKES OF MUSKOKA COTTAGE BREWERY
D5: Discovery BSM 2	19347	Founder's Original Bourbon Sour	355	LTO	FOUNDER'S ORIGINAL INC.
D6: Discovery BSM 3	444497	American Vintage Lemon Hard Iced Tea	6 x 355	LTO	RTD CANADA INC.
D7: Discovery Spirits 1	401307	Maestro Dobel Tequila	750	LTO	PROXIMO SPIRITS CANADA INC.
D8: Discovery Spirits 2	381970	Smirnoff Lime Flavoured Vodka	750	LTO	DIAGEO CANADA INC.
D9: Discovery Spirits 3	10715	Malfy Gin Con Arancia	750	LTO	CORBY SPIRIT AND WINE LIMITED

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO	PHILIPPE DANDURAND WINES LTD.

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
893	J.P. Wiser's Deluxe	750	\$1.70	Shelf Extender
943	Mouton Cadet Bordeaux Red Aoc	750	\$2.00	Shelf Extender
1487	Crown Royal	750	\$1.50	S1 S2
1743	Ruffino Chianti	750	\$2.00	
2808	Bacardi Gold Rum (P.E.T)	375	\$1.00	FEM1
6395	20 Bees Cabernet Merlot VQA	750	\$1.50	
6502	Cointreau	750	\$1.00	Shelf Extender
9522	J.P. Wiser's Deluxe	375	\$1.25	
10177	Old Pulteney 12 Year Old Single Malt	750	\$5.00	
10428	Jackson-Triggs Proprietors' Selection Rosé	1500	\$2.00	
10715	Malfy Gin Con Arancia	750	\$3.00	Discovery Extender
10833	Railway City Brewing - Juice Caboose IPA	473	\$0.20	Mini Thematic
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	
12385	Glenfiddich Single Malt 12 Year Old	750	\$5.00	Mini Thematic, Seasonal Block Pile D
12641	Remy Pannier Rosé D'Anjou	750	\$1.00	Middle Nesting Table
13295	Matua Sauvignon Blanc Hawke's Bay	1500	\$2.00	
13297	Whitecliff Rosé Hawke's Bay	750	\$2.00	
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	Comm. Extender
14023	Tawse Gin Ddp	750	\$2.00	
14400	Coors Original	6 × 473	\$1.45	End Aisle
14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	\$1.00	
14870	Wayne Gretzky Rosé VQA	750	\$2.00	End Aisle
14882	Saintly Rosé VQA	750	\$2.00	Wine Fridge
14910	Bushmills Irish Whiskey	750	\$2.00	Comm. Extender
14953	Amsterdam Fria Cerveza	473	\$0.25	
14996	Hollandia Lager	4 × 500	\$1.00	
15012	Northern Keep Vodka	750	\$2.25	
15101	(V) Petite Sirah Lodi (McManis Family Vyds)	750	\$2.00	
15299	Okanagan Harvest Pear	473	\$0.30	Shelf Extender
15506	Miller Lite	30 × 355	\$3.00	
15754	Josh Cellars Pinot Grigio	750	\$2.00	Wine Fridge
15760	Slow Press Cabernet Sauvignon	750	\$2.00	Shelf Extender
15806	Skyvodka	750	\$1.20	Shelf Extender
16025	16 Chard Chamisal Santa Rita Hills (Pine Ridge)	750	\$4.00	
16580	Maker's Mark	1140	\$4.00	Comm. Extender
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	Wine Fridge

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16778	Bask Crisp Rosé	750	\$1.00	Wine Fridge
16976	Budweiser Zero	473	\$0.20	End Aisle
17522	Megalomaniac Much Obligated White VQA	750	\$1.00	
17523	Megalomaniac Much Obligated Red VQA	750	\$1.00	
17819	Stella Artois	6 × 473	\$1.00	EZH
17932	Swish Gin Ddp	750	\$3.00	
18116	19 Crimes Snoop Dogg Cali Red	750	\$2.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	
19035	St Remy XO	375	\$1.00	Shelf Extender
19040	Growers Light Extra Dry Cider	355	\$0.20	
19146	Palm Bay Rainbow Twist	473	\$0.20	
19255	Matua Pinot Grigio Marlborough	750	\$2.00	
19338	Good Natured Crisp Chardonnay VQA	750	\$2.00	Comm. Extender
19347	Founder's Original Bourbon Sour	355	\$0.15	Discovery Extender
19388	Bombay Bramble	750	\$3.00	
19581	Mill Street Original Organic Lager	6 × 355	\$1.00	
19592	Ren Ultra Premium Vodka Ddp	750	\$2.00	
19612	Jacob's Creek Shiraz/Cabernet	1500	\$2.00	
19677	Bench Brewing Berry Fields Sour Ale	473	\$0.30	Mini Thematic
19821	Angostura 7 Year Old Rum	750	\$2.00	
19923	Peroni Nastro Azzurro Slim Can	6 × 330	\$1.50	End Aisle
19981	No Boats On Sunday Peach Cider	473	\$0.50	
19994	Muskoka Tread Lightly	6 × 473	\$1.25	Mini Thematic
20259	Grow Wild Enchanting White VQA	750	\$2.00	Feature Fixture A
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	End Aisle
20896	Ruffino Prosecco Rosé Doc	750	\$2.00	
20938	Red House Wine Co. Cabernet Merlot VQA	750	\$2.00	
21082	Yoichi Single Malt Whisky	700	\$5.00	Mini Thematic
21441	Honest Lot Sauvignon Blanc	750	\$1.00	Shelf Extender
21574	Hine H By Hine VSOP Fine Champagne Cognac	750	\$5.00	
21876	Sheep Dog Peanut Butter Whiskey	750	\$3.00	
22035	Skrewball Peanut Butter Whiskey	750	\$5.00	
22139	River's End Gin Ddp	750	\$3.00	
22192	Grant's Triplewood 12YO	750	\$5.00	End Aisle
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
22602	(V) Submission Red (689 Cellars)	750	\$2.00	
24259	21 Pinot Noir Chamisal San Luis Obispo (Pine Ridge	750	\$4.00	
24325	Canadian Club & Ginger Ale	473	\$0.25	
24342	Black Fly Rum Pina Colada	4 × 400	\$1.40	
24344	Arizona Hard Lemon Iced Tea	473	\$0.15	
24365	Nutrl Vodka Soda Raspberry	473	\$0.20	
24369	Nude Pink Lemonade	355	\$0.15	
24385	Bacardi Pina Colada	355	\$0.25	Shelf Extender
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$2.00	Shelf Extender
24516	Social Lite Cream Soda Craft Soda	4 × 355	\$1.00	
24682	Rabbit Hole Cavehill Bourbon Whiskey	750	\$3.00	Front Nesting Table
25138	El Silencio Espadin Mezcal	750	\$3.00	
25227	Smirnoff Peach Lemonade	750	\$1.00	Front Nesting Table
25664	Flying Monkeys Blueberry Sour	473	\$0.20	Mini Thematic
25819	Moosehead Lager	473	\$0.25	
25947	Joliesse Chardonnay	750	\$2.00	Discovery Extender
27073	19 Zinfandel Reserve Old Vine (Ironstone)	750	\$4.00	
27604	Dixon's Silver Creek Vodka	750	\$3.00	
27729	Pelee Island Best In Show Pinot Grigio	750	\$2.00	Feature Fixture A
27731	Pelee Island Best In Show Cabernet Sauvignon	750	\$2.00	
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	Feature Fixture A
28154	Martini Dolce 0.0	750	\$1.00	Shelf Extender
28460	Gray Jay Deluxe Canadian Whisky	750	\$4.00	Shelf Extender
28122	Old Style Pilsner	473	\$0.20	
28542	Lola Cabernet Franc Cabernet Sauvignon Bib	3000	\$4.00	
30124	21 Desire, Lush & Zin Primitivo (Pasqua Vigneti E	750	\$2.00	
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	\$3.00	Front Nesting Table
30331	Myers's Original Dark Rum	750	\$1.00	Shelf Extender
30800	19 Cab Sauv Lve Signature North Coast (J.C. Boisset)	750	\$3.00	
30946	Rocca Delle Macie Moonlite Toscana Igt	750	\$2.00	Shelf Extender
31006	Rosie Sparkling Rosé	750	\$1.50	
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$3.00	End Aisle
31318	Hijinx Original Hard Iced Tea	473	\$0.20	End Aisle
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	
31981	Junction 56 Purple Gin Ddp	375	\$1.00	
32064	Strongbow Ultra Apple	6 × 330	\$1.00	EZD
32274	The Kraken Gold Spiced Rum	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
32425	Tanqueray Dry Gin	375	\$1.00	
32927	Grolsch Premium Pilsner	473	\$0.20	
33340	Collavini Pinot Grigio	750	\$2.00	
33928	J.P. Wiser's Deluxe	1750	\$1.00	
38927	Jura 12 Year Old Single Malt	750	\$8.00	Mini Thematic
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	\$2.00	
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	\$2.00	Middle Nesting Table, Wine Fridge
53868	Jaffelin Bourgogne Aligote Aoc	750	\$2.50	Feature Fixture A
54866	Bulleit Bourbon Frontier Whiskey	750	\$2.00	Shelf Extender
60608	El Dorado 12 Year Old Rum	750	\$4.00	Mini Thematic
61101	Peninsula Ridge Merlot VQA	750	\$2.00	Discovery Extender
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00	
66738	>The Black Chook Shiraz Viognier	750	\$2.00	Mini Thematic
68254	Yellow Tail Pinot Grigio	750	\$2.00	Shelf Extender
71126	Heineken Lager	6 × 330	\$1.00	
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$2.00	End Aisle
77933	Rev (P.E.T)	473	\$0.25	
89995	Quinta Da Aveleda Vinho Verde	750	\$1.50	Feature Fixture A
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	VL 1
111799	Reif Riesling VQA	750	\$2.00	
114967	Finlandia Vodka	1750	\$2.00	
115824	Snow Allure Vodka Ddp	750	\$5.00	
116574	(V) Stickleback Red (Heartland)	750	\$2.00	
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	\$6.00	
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	Wine Fridge
131870	Bushmills Malt 10 Year Old	750	\$4.00	Mini Thematic
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	\$2.00	Middle Nesting Table
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	
135475	Fuzion Alta Reserve Malbec	750	\$2.00	Shelf Extender
135970	Pelee Island Gewurztraminer	750	\$1.00	Shelf Extender
139667	Gibson's Finest Rare 12 Years Old Whisky	375	\$1.00	FEM1
140509	James Ready 5.5	6 × 473	\$0.60	
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Shelf Extender
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	Shelf Extender
142398	(V)Cab Sauv Jaraman Clare Vly Coonawra (Wakefield)	750	\$2.00	
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
146761	Fielding Riesling VQA	750	\$1.00	Feature Fixture A
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00	OWS
149567	Tag No. 5 Vodka	750	\$1.00	
164756	Graffigna Pinot Grigio	750	\$2.00	Flex Space
165308	Colio Extra Dry White	1500	\$1.00	Feature Fixture A
173559	Tequila Don Julio Reposado	750	\$5.00	
175026	Funf 5 German Riesling Rhein	750	\$2.00	Shelf Extender
176834	Aperol	750	\$1.00	
177295	>(V)Riserva Il Falcone Castel Del Monte Docg (River	750	\$3.00	Mini Thematic
181636	Sobieski Vodka	750	\$2.00	Shelf Extender
189217	Gibson's Finest Sterling Edition	750	\$2.00	
190025	Champagne Victoire Brut Prestige	750	\$4.00	Wine Fridge
198853	>(V)Riesling Quarry Road Organic (Tawse)	750	\$3.00	
200584	Konzelmann Pinot Noir VQA	750	\$2.00	Comm. Extender
201293	Sapporo	500	\$0.45	
207613	Jameson Irish Whiskey	1140	\$1.00	Shelf Extender
207647	Chivas Regal 12YO Scotch Whisky	1140	\$4.00	
209221	Absolut Vodka	1140	\$1.00	
216721	Tanqueray London Dry Gin	1140	\$1.00	Shelf Extender
216820	Finlandia Vodka	1140	\$3.00	Shelf Extender
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Wine Fridge
217281	Bombay Sapphire London Dry	1140	\$2.00	
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	Shelf Extender
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
219022	White House Wine Co. Riesling P. Grigio VQA	750	\$2.00	goLOCAL, Wine Fridge
225243	Stoli Vodka	750	\$3.00	End Aisle
225698	The Kraken Black Spiced Rum	750	\$1.50	Shelf Extender
225904	Palm Bay Key Lime Cherry	6 × 355	\$1.00	
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	Feature Fixture A, Wine Fridge
250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$3.00	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	
254631	Stoli Elit Vodka	750	\$10.00	
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	
260323	Jack Daniel's Honey	750	\$3.00	
265157	Jacob's Creek Moscato	750	\$3.00	Shelf Extender
265983	(V) Chardonnay River Junction (Mcmannis)	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
268375	Henry Of Pelham Riesling VQA	750	\$2.00	Shelf Extender
269464	(V) Shiraz Sister's Run Epiphany McLaren Vale	750	\$2.00	
269753	Raymond Classic Chardonnay	750	\$2.00	Feature Fixture A
270934	Jackson-Triggs Shiraz Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
272716	Stoli Vodka	1750	\$3.00	End Aisle
275248	Citadelle Gin	750	\$2.00	
275909	Caliterra Sauvignon Blanc	750	\$1.00	Flex Space
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$3.00	Comm. Extender
277202	Bottega Rosé Vino Dei Poeti Sparkling	750	\$1.50	Shelf Extender, Wine Fridge
284539	Trius Brut VQA	750	\$3.00	goLOCAL
286807	Buton Vecchia Romagna Brandy	750	\$1.00	Shelf Extender
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00	
295006	Cave Spring Dry Rosé VQA	750	\$2.00	goLOCAL
296244	Guinness Draught	4 × 440	\$1.00	
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
298638	Glenmorangie Original Single Malt Scotch Whisky	750	\$5.00	
300681	Coors Light	6 × 473	\$2.00	End Aisle
302349	Rosemount Diamond Shiraz	750	\$2.00	Comm. Extender
303776	Rosehall Run Unoaked Chardonnay VQA	750	\$1.00	Feature Fixture A, APP
304022	Santa Carolina Chardonnay Reserva	750	\$2.50	Flex Space
307769	Rosehall Run Pinot Noir VQA	750	\$2.00	APP
308007	Menage A Trois Red	750	\$3.00	Shelf Extender
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A, Value Add
311928	Canadian Club Classic 12 Year Old	750	\$4.00	
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$3.00	VL1
318618	Plantation Grande Reserve	750	\$2.00	Mini Thematic
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	
337667	Havana Club Original 3 Year Old	750	\$1.00	
337949	Heineken Lager	500	\$0.25	EZD
350629	Forty Creek Barrel Select Whisky	1140	\$1.15	
350900	>Robert Oatley Signature Series Chardonnay	750	\$2.00	
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00	Mini Thematic
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$2.00	
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	\$3.00	
360552	Chateau De Courteillac Bordeaux Aoc	750	\$2.00	Shelf Extender
363770	Ketel One Vodka	1140	\$4.00	
363986	Cazadores Blanco Tequila	750	\$3.00	
366633	Ron Diplomatico Reserva Exclusiva Rum	750	\$5.00	Comm. Extender
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	\$3.00	End Aisle 1 BSE
367375	Lafage Miraflores Rosé Cotes Catalanes Igp	750	\$2.00	
369009	Pinnacle Vodka	750	\$1.00	
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$1.00	Shelf Extender
381970	Smirnoff Lime Flavoured Vodka	750	\$1.00	Discovery Extender
382580	Meukow Cognac VS	750	\$4.00	
383059	Sleeman Original Lager	6 × 473	\$2.00	
387159	Bodacious Smooth Red	1500	\$2.00	
390260	Appleton Estate V/X Signature Blend	1750	\$1.50	
390583	Canadian Club 100% Rye	750	\$1.50	
394577	Fiol Prosecco Doc	750	\$3.00	Shelf Extender
397091	Forty Creek Copper Bold Whisky	1750	\$2.50	
397539	Boodles Gin	750	\$1.00	
398479	1800 Reposado	750	\$2.00	Shelf Extender
398693	Naughty Neighbour American Pale Ale	473	\$0.25	End Aisle
398776	Fireball Whisky Shooter	375	\$1.50	Cold Room Spirits
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	Shelf Extender, Wine Fridge
400754	Iceberg Vodka	750	\$1.00	Shelf Extender
401307	Maestro Dobel Tequila	750	\$5.00	Discovery Extender
401315	Jose Cuervo Especial Silver	1140	\$3.00	
403519	Crown Royal Apple	750	\$2.00	S1 S2, Value Add
406884	Barefoot Pinot Grigio	1500	\$2.00	Wine Fridge
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	Green Extender
409490	Singleton Of Dufftown 12 Year Old	750	\$4.00	Mini Thematic
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	
413104	Dillon's Dry Gin	750	\$2.00	Comm. Extender
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	\$3.00	Mini Thematic
414748	Sandbanks Summer White VQA	750	\$2.00	Feature Fixture A
418590	Modelo Especial	6 × 355	\$1.00	End Aisle
428409	Powers Gold Irish Whiskey	750	\$3.00	Front Nesting Table
429761	Santa Julia Reserva Malbec	750	\$2.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
429795	Bodacious Cabernet Sauvignon	750	\$1.00	Shelf Extender
434092	Crown Royal Northern Harvest Rye	750	\$3.00	Shelf Extender
436279	Hornitos Plata	750	\$3.00	
441543	Wakefield Promised Land Shiraz	750	\$2.00	Seasonal Block Pile C
441576	McGuigan Black Label Pinot Grigio	750	\$2.00	Feature Fixture A
443945	>(V) Goru (Gsd Winesl)	750	\$1.00	
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.00	Discovery Extender
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
446575	Stoli Premium Vodka	375	\$1.00	CE1
447953	Fireball Whisky Shooter	750	\$3.00	Seasonal Block Pile C
450312	Collective Arts Ransack The Universe IPA	473	\$0.20	Mini Thematic
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Comm. Extender
452615	Herradura Reposado Tequila	750	\$5.00	Shelf Extender
452672	>Luigi Bosca Malbec	750	\$2.00	Mini Thematic
453548	15 Rioja Altanza Gran Reserva (Altanza)	750	\$2.00	
454876	>Ghost Pines Merlot Winemaker's Blend	750	\$2.00	
457572	Gibson's Finest Bold 8YO	750	\$3.00	
458810	Tom Gore Chardonnay	750	\$2.00	Feature Fixture A, Wine Fridge
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	
460360	El Jimador Tequila Reposado	750	\$3.00	
462424	Cabot Trail Maple Cream	750	\$2.00	Shelf Extender
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	\$2.00	Shelf Extender, Wine Fridge
465385	Landshark Lager	6 × 473	\$1.00	
471318	Remy Pannier Sauvignon Blanc Igp Val De Loire	750	\$1.00	Feature Fixture A
480129	Woodford Reserve Straight Rye Whiskey	750	\$3.00	
481515	Bench Brewing Balls Falls Session IPA	473	\$0.25	OCB
486001	XOXO Pinot Grigio Sangria	750	\$2.00	
491811	Southern Comfort	750	\$3.00	Seasonal Block Pile C
491829	Southern Comfort	1140	\$4.00	
492017	Steam Whistle	6 × 473	\$1.30	End Aisle
494492	Woodbridge By Robert Mondavi Merlot	750	\$2.00	End Aisle
495507	Robertson Winery Chenin Blanc	750	\$1.00	Feature Fixture A
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$2.00	
506741	Kronenbourg 1664	500	\$0.25	
508150	Sortilege Blueberry	750	\$3.00	
508580	Wellington Upside IPA	473	\$0.25	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	Shelf Extender
515510	19 Tre Rosé Sta. Caterina Vino Nobile Di Montepulc	750	\$2.00	
520320	Bacardi Superior	1140	\$1.00	
529354	Pelee Island Pelee Pink VQA	750	\$1.00	goLOCAL, Wine Fridge
530261	Casal Garcia Vinho Verde, Do	750	\$1.00	Feature Fixture A
535641	Vicente Faria Animus Douro, Do	750	\$2.00	Discovery Extender
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Shelf Extender
556621	Belvedere Pure Vodka	1140	\$10.00	
556712	Girls' Night Out White Sangria	750	\$1.00	
560532	Strongbow Cider	500	\$0.20	
563130	Le Fat Bastard Chardonnay Pays D'Oc	750	\$2.00	Feature Fixture A
570275	Twisted Tea Original	6 × 355	\$1.50	
570366	Bacardi Spiced Rum	1140	\$1.15	Shelf Extender
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	
573402	Bearface 7YO Triple Oak Canadian Whisky	750	\$3.00	
580183	Blu Giovello Pinot Grigio	750	\$2.00	Feature Fixture A
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589051	Peller Family Vineyards Dry White	4000	\$2.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	Wine Fridge
594200	Peninsula Ridge Inox Chardonnay VQA	750	\$2.00	Wine Fridge
597559	Tito's Handmade Vodka	750	\$2.00	End Aisle
600981	Hpnotiq Liquor	750	\$2.00	Shelf Extender
601765	Malibu Coconut Rum	375	\$1.00	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	End Aisle 1 BSE
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$5.00	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$5.00	End Aisle
605956	Baileys Irish Cream Liquor	1140	\$2.00	
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	Seasonal Block Pile D
609362	Casamigos Mezcal	750	\$5.00	
611392	Mott's Clamato Caesar Extra Spicy	6 × 341	\$1.00	
614909	Kozel Beer	500	\$0.20	
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	End Aisle
617878	Partake Brewing Non-Alcoholic Pale Ale	355	\$0.10	End Aisle
620054	Babich Sauvignon Blanc	750	\$2.00	End Aisle
620492	Argento Estate Bottled Pinot Grigio	750	\$2.00	Flex Space
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Wine Fridge
622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	\$2.00	Middle Nesting Table
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
629352	Glenfiddich Exper Series #4 Fire & Cane	750	\$5.00	Seasonal Block Pile D
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	Shelf Extender
649749	Castillo De Almansa Reserva	1500	\$1.50	Shelf Extender
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00	Mini Thematic
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	
671164	>St.Francis Cabernet Sauvignon	750	\$3.00	
676775	Lech Beer	500	\$0.20	Shelf Extender
676841	Red Stripe Lager	6 × 330	\$1.00	Shelf Extender
687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	\$2.00	Wine Fridge
697623	Michelob Ultra	6 × 355	\$1.00	
738823	>Liberty School Cabernet Sauvignon	750	\$2.00	Mini Thematic
904144	Molson Canadian	6 × 355	\$1.00	
921478	Pabst Blue Ribbon	6 × 355	\$0.55	
943613	>(V) Rocca Guicciarda Chnt Cl Rsv (Ricasoli)	750	\$4.00	Mini Thematic
976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	\$3.00	
991950	>Kim Crawford Marlborough Chardonnay	750	\$2.00	Flex Space
995704	(V) Valpolicella Superiore Doc (Zenato)	750	\$3.00	
999946	>(V) Valpolicella Cl Sup Ripasso (Farina)	750	\$2.00	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
67	Smirnoff Vodka	750	100
935	Captain Morgan White Rum	750	60
984	Alberta Premium Whisky	750	75
1784	Grand Marnier Cordon Rouge	750	100
1925	Courvoisier VS	750	275
4606	Vodka Mudshake Creamy Vanilla	4 × 270	100
8219	Prince Igor Vodka (P.E.T)	750	50
8599	Bell's Original Scotch Whisky	750	60
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	180
10946	Fireball 6 Pack Carrier	6 × 50	60
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	10
13488	Perrin Studio By Miraval	750	100
13597	Bumbu XO Rum	750	150
13602	Tavarnello, Sangiovese Cabernet	750	40
13967	Writers Tears Double Oak Whiskey	700	150
14569	Glenmorangie Quinta Ruban Whisky 14Yr	750	180
15310	Matt & Steve's Caesar Original Lightly Spiced	473	15
15762	Trinity Oaks Chardonnay	750	80
15994	Muskoka Born This Way IPA	473	10
16100	Isle Of Harris Gin	750	150
16180	Carlo Pellegrino, Marsala Superiore	750	100
16434	Brock Street Strawberry Blonde	473	10
16546	On The Rocks Hornitos Margarita	375	150
16553	Hornitos Reposado Tequila	375	100
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	30
16840	Bolla Valpolicella Classico	750	70
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	70
17747	Menage A Trois Cabernet Sauvignon	750	80
18919	D'Usse VSOP	375	90
19295	Pelee Island Lola Pinot Grigio VQA	250	25
19296	Pelee Island Lola Sparkling Blush VQA	250	25
19423	Madre Mezcal	750	180
19951	Ezra Brooks 99	750	120
21378	Jim Beam White Label Bourbon	750	125
21387	Peller Family Vineyards Pinot Noir	750	30
21465	Angel's Envy	750	160
21544	Smirnoff Pink Lemonade	750	60

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
22017	Smirnoff Vodka (P.E.T.)	750	100
22181	Glenfiddich Grand Cru	750	1000
22872	Radio Boka Verdejo	750	80
22951	Evan Williams 1783	750	100
23422	Founder's Original Old Fashioned	750	80
24086	Smoky Bay Rosé	750	50
24212	Wanderlust Adventurous White	750	100
24346	Jack Daniels Tennessee Honey Lemonade	473	24
25100	Dixon's Wicked Citrus Gin	750	100
25229	Pontificis Gsm	750	50
26546	Finca Las Moras Pinot Grigio	750	75
26678	On The Rocks Effen Cosmopolitan	375	150
26679	On The Rocks Knob Creek Old Fashioned	375	150
27128	Flat Roof Manor Pinot Grigio	750	95
27386	Franzia Cabernet Sauvignon Bib	3000	150
27467	Glenfiddich Orchard Experiment	750	250
27605	Reifel Rye	750	200
27732	High Road Cellars Cabernet Merlot	750	50
28587	Suntory World Whisky Ao	700	250
30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	40
30603	Larceny Kentucky Straight Bourbon	750	100
30719	Seventh Heaven Classic London Dry Gin	750	100
30720	Beefeater Raspberry Peach	750	100
30729	Bombay Citron Presse	750	60
30834	Canadian Club Classic 12 Year Old	1140	150
30947	Doppio Passo Grillo Sicilia	750	80
30948	Latte Miele Pecorino Igt Terre Di Chieti Abruzzo	750	80
30950	Cecchi La Mora Vermentino Maremma	750	50
30954	Dievole Tenuta Le Colonne Vermentino Igt	750	120
30955	Villa Puccini Vermentino Toscana	750	80
30958	Villa Puccini Grillo Sicilia Doc	750	80
30960	Sistina Pecorino Terre Di Chieti Igt	750	75
30962	Il Piatto Mare Pecorino Terre Di Chieti	750	100
31003	Gloria Grillo Doc Organic	750	75
31173	Settesoli Vermentino Igt Terre Siciliane	750	50
31221	Twisted Tea Mango	473	15
31222	Twisted Tea Island Mixed Pack	12 × 355	150

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
31223	Truly Punch Mixed Pack	12 × 355	150
31233	Bff. Peach Vodka Soda	355	8
31234	Topo Chico Hard Seltzer Signature Margarita	473	10
31238	Bartenders Trading Pina Colada	750	100
31239	Salvadors Grapefruit Paloma	1750	75
31243	Twisted Shotz Rattlesnake	4 × 30	25
31272	Black Fly Vodka Cranberry Raspberry Pouch	3000	25
31275	Nude Orange Lemonade	355	10
31276	Bangarang Tropical Bellini Hard Seltzer	355	8
31281	Cazadores Paloma	355	7
31287	White Claw Iced Tea Strawberry	473	15
31288	White Claw Surge Blood Orange	473	15
31292	Weekender Peach Mango	500	25
31298	Cutwater Tequila Margarita	355	10
31308	Lone River Ranch Water Original	4 × 355	50
31311	Captain Morgan Mango Mai Tai	355	10
31313	Cutwater Tequila Paloma	355	10
31317	Cutwater Rum Mint Mojito	355	10
31358	High Noon Pool Pack	8 × 355	160
31454	Muskoka Tread Lightly	568	10
31480	Coldstream Peach Iced Tea	473	20
31481	The Keg 'Keg Size' Caesar	458	20
31487	With Love Pecorino	750	60
31510	Lakefront New Grist Gluten Free	4 × 473	15
31824	Codigo 1530 Blanco	750	250
31857	FllNg Mango & Strawberry Vodka Soda	355	8
32056	Mill St. Tropical Sour	473	5
32975	Lost Craft Rocket Pop Sour	473	10
32977	High Park Ghost Hazy IPA	473	10
33237	Magnotta True North Light IPA	473	10
38505	Smirnoff Vodka (P.E.T)	1750	240
38901	Dalmore 12 Yr Old	750	180
40626	Charm Soju Liquor	360	15
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	50
53082	Alberta Pure Vodka (P.E.T)	1750	200
54213	Alberta Premium Whisky (P.E.T)	1750	120
57133	Santa Carolina Carmenere Reserva	750	80

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
58628	Peller Est. Family Series Cabernet Merlot VQA	750	50
73809	Carlsberg Beer	500	20
88799	Alberta Pure Vodka (P.E.T)	750	300
90860	Kittling Ridge Kingsgate Reserve Apera	750	20
105429	Frescobaldi Remole Toscana Igt	750	80
111021	Gordons Gin (P.E.T)	1750	120
111526	Nederburg Cabernet Sauvignon	750	100
133439	Captain Morgan White Rum (P.E.T)	1750	120
144493	Montecillo Crianza Rioja	750	75
144865	Wayne Gretzky Riesling VQA	750	80
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	100
159772	Muskoka Hazed And Confused	473	10
164087	Sandbanks Sleeping Giant VQA	750	50
172387	Boutari Moschofilero White	750	30
191866	Pknt Cabernet Sauvignon Reserve	750	75
192922	Seagram's 83	1140	300
195966	Farina Valpolicella Rip Superiore Doc	750	40
207514	Remy Martin	375	110
207639	J.P. Wiser's 18YO Canadian Whisky	750	150
211326	Dujardin VSOP Brandy	1140	200
215558	Cattos Rare Blended Scotch	1140	200
216903	Banff Ice Vodka	1140	100
217166	Gordons Gin	1140	75
217257	Sailor Jerry Spiced Rum	1140	200
217646	J & B Rare Scotch Whisky	1140	75
217786	Jim Beam White Label Bourbon	1140	150
217794	Johnnie Walker Red Label	1140	90
223529	Appleton Estate V/X Signature Blend	1140	100
224352	Crown Royal Black	750	75
231571	Seagrams 83 (P.E.T)	1750	400
240416	Montresor Amarone Della Valpolicella Doc	750	100
241943	Glenmorangie Lasanta Extra Matured Scotch Whi	750	180
244186	Collingwood Whisky	750	160
249680	Talisker 10Yr Old	750	250
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	120
261305	Peninsula Ridge Cabernet Merlot VQA	750	80
263574	Errazuriz Estate Series Sauvignon Blanc	750	80



## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
267773	Hop City Barking Squirrel Lager	473	10
273490	Thalia White Assyrtiko Sauvignon Blanc	750	25
285585	Masi Bonacosta Valpolicella Classico Doc	750	150
291674	Fetzer Chardonnay	750	80
292615	Jameson Black Barrel	750	100
303040	Fielding Fireside White VQA	750	40
303776	Rosehall Run Unoaked Chardonnay VQA	750	50
305607	Seagrams 83	750	200
307769	Rosehall Run Pinot Noir VQA	750	50
309773	St Remy VSOP (P.E.T)	1750	200
311910	Canadian Club Classic 12 Year Old	375	75
311936	Canadian Club Classic 12 Year Old	1140	150
314856	Fireball Whisky Shooter	1140	240
317057	Masi Costasera Amarone Classico Doc	750	100
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	100
326025	Basil Hayden Straight Bourbon	750	300
333591	Innis & Gunn The Original	6 × 330	120
335422	Dunavar Pinot Grigio	750	10
336503	Black Tower Rivaner	750	80
340380	Two Oceans Sauvignon Blanc	750	100
341602	Cono Sur Bicicleta Pinot Noir	750	100
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	120
350397	Banff Ice Vodka	750	300
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	120
363812	Tito's Handmade Vodka	375	50
365601	Samuel Adams Boston Lager	473	26
369793	Mount Gay Eclipse Rum	750	200
369967	Inception Deep Layered Red	750	100
377994	Gentleman Jack Tennessee Whiskey	750	150
382002	Smirnoff Raspberry Flavoured Vodka	750	60
382747	Tequila Rose Strawberry Cream Liqueur	750	100
383885	The Show Cabernet Sauvignon	750	80
384511	Dragani Montepulciano D'Abruzzo	2000	80
384651	Martini Prosecco Sparkling	750	30
387423	Bruichladdich The Classic Laddie Scottish Barley	750	150
398016	Dr. McGillicuddy Intense Peach	750	120

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
398032	Dr. McGillicuddy Intense Butterscotch	750	120
405845	Evan Williams Black Label Bourbon Whiskey	750	50
408286	Lolea No 1 Red Sangria Spain	750	40
410852	Woodford Reserve Double Oaked	750	250
437772	Belvedere Pure Vodka	750	100
438960	Canadian Club 100% Rye	1140	200
447896	La Vieille Ferme Cotes Du Ventoux	1500	120
450239	Whitewater Brewing Farmer's Daughter	473	5
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	40
454132	Black Bottle Blended Scotch	750	120
454686	Captain Morgan 100 Proof	750	60
456095	Ketel One Vodka	750	75
462853	Menage A Trois Silk Red Wine	750	80
479923	Stalk & Barrel Blue Blend	750	200
479980	Macallan 12 YO Double Cask	750	200
480616	Jack Daniel's Single Barrel Whiskey	750	250
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	95
491803	Southern Comfort (P.E.T)	375	60
492454	1800 Coconut Tequila	750	100
492520	Bacardi 8 Year Old Reserva Gold Rum	750	75
513077	Glenfiddich Project Xx Experimental Series	750	250
530352	Glenfiddich Single Malt 18 Year Old	750	500
536946	J.P. Wiser's 15 YO Canadian Whisky	750	120
541243	Creemore Springs Premium Lager	6 × 473	30
544031	Chateau D'Aigueville Cdr Villages Red Aoc	750	50
544155	Iceberg Vodka (P.E.T)	1750	150
544833	Miller Genuine Draught	6 × 355	30
545160	Tito's Handmade Vodka	1750	175
545392	Smirnoff Berry Blast	750	60
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	90
550715	Forty Creek Barrel Select	750	50
556746	Lurton Piedra Negra Pinot Grigio Organic	750	100
558098	Twisted Shottz Sex On The Beach	4 × 30	25
558940	Miller Lite	6 × 473	30
560912	Miller High Life	6 × 355	30
574533	Magnotta Pinot Grigio Venture Series VQA	750	50
585760	>Quails' Gate Pinot Noir Okanagan Valley VQA	750	100
609248	Moosehead Radler	473	10

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
609875	Eastdell Black Cab VQA	750	40
619791	Jackson-Triggs Rosé	750	40
620666	Casillero Del Diablo Reserva Carmenere	750	80
620773	Masi Masianco Pinot Grigio	750	50
621003	Montecillo Rioja Reserva	750	100
628990	Tito's Handmade Vodka	1140	125
638734	Deep Eddy Lemon	750	100
644237	Teeling Small Batch Irish Whiskey	750	90
645697	Levenswater Spring 34 Gin Ddp	750	120
646729	Bumbu Craft Rum	750	130
669002	Casamigos Reposado Tequila	375	100
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	20
981381	Glenfiddich 21YO Gran Res (William Grant)	750	500
995910	>(V)Amarone (Farina)	750	75

Trade Copy

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
17823	Stella Artois	6 × 330	Purchase 2 Stella Artois 6 × 330 mL Bottles and receive a free charcuterie board	EZH, Value Add
28636	Vizy Signature Variety Pack	12 × 355	Pride Cooler Backpack	End Aisle, Value Add
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	End Aisle, Value Add
49726	Yukon Jack	750	Fireball 50 mL	
170134	Banrock Station Pink Moscato Rosé	750	Pride Tote Bag	
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL	
242339	Alberta Pure Vodka (P.E.T)	1140	Northern Keep 50 mL	
311779	Bud Light	6 × 473	Purchase 2 Bud Light 6 × 473 mL and receive a free XX	Seasonal Block Pile A, LTO
338012	Hardys Stamp Series Shiraz/ Cabernet	750	Pride Tote Bag	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	APP
518688	Sour Puss Apple Liquor	750	Pride Sweatband	Front Nesting Table, Necktag

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## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
42	Canadian Club Premium	750	Tubers	End Aisle, Value Add
67	Smirnoff Vodka	750	Smirnoff Pride Cocktail Picks	Front Nesting Table, APP
166	Sogrape Mateus Rosé	750	Daydream 355 mL	
307	Seagrams V.O.	750	Golf Balls (3 pack sleeve)	
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
1040	Gordons Gin	750	Montellier Soda Water	End Aisle, Value Add
2691	Tanqueray London Dry Gin	750	Montellier Soda Water	End Aisle, Value Add
7880	Johnnie Walker Black 12 Yr	750	Montellier Soda Water	End Aisle, Value Add
10213	Kahlua Coffee Liquor	750	Kahlua Branded Cup	
11850	Buffalo Trace Bourbon	375	Stainless Steel Jigger	
12781	Sogrape Mateus Rosé	1500	Daydream 355 mL	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	VMG Smoked Gin 50 mL	
14354	Appleton Estate 8YO Reserve	750	Father's Day Rocks Glass	
14915	Dillon's Rye Whisky	750	Manhattan VA	
15282	18.8 Vodka	750	Gray Jay 50 mL	
16777	Bask Sauvignon Blanc	750	Branded Tote Bag	
16779	Bask Pinot Noir	750	Branded Tote Bag	
16952	Robert Mondavi Priv.Sel. Rye Barrel Red	750	Branded Glass	Flex Space
17823	Stella Artois	6 × 330	Purchase 2 Stella Artois 6 × 330 mL Bottles and receive a free charcuterie board	EZH, Value Add
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL	
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	Hair Clip	Flex Space
21437	Wayne Gretzky Red Cask Whisky	1140	Wayne Gretzky Ice Storm Vodka 50 mL	
21544	Smirnoff Pink Lemonade	750	Smirnoff Pride Cocktail Picks	Front Nesting Table, APP
22302	Barefoot Fruitscato Peach	750	Barefoot Branded Sunglasses	
22303	Barefoot Fruitscato Strawberry	750	Barefoot Branded Sunglasses	
22492	Warheads Blue Raspberry	375	Green Apple 50 mL	
24084	Kim Crawford Illuminate Rosé	750	Hair Clip	Flex Space, Feature Fixture B
24145	Warheads Watermelon	375	Green Apple 50 mL	
27365	Warheads Green Apple	375	Blue Raspberry 50 mL	
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	Whisky 50 mL	
27727	Bask Cabernet Sauvignon	750	Branded Tote Bag	
27728	Bask Pinot Grigio	750	Branded Tote Bag	
27824	Peroni Nastro Azzurro 0.0	6 × 330	F1 Hat	End Aisle, Value Add, Contest
28636	Vizzy Signature Variety Pack	12 × 355	Pride Cooler Backpack	End Aisle, Value Add
30104	Malibu Coconut Rum	1750	Malibu Watermelon Mojito 355 mL	Front Nesting Table

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
30282	18.8 Gin	750	Gray Jay 50 mL	
30713	Gordon's Sunset Orange	750	Montellier Soda Water	End Aisle, Value Add
30721	Open Coast Gin	750	Iceberg 50 mL	
31727	Malibu Pineapple Rum	750	Branded Sunglasses	Front Nesting Table
31930	Seagrams V.O.	1750	Fireball 200 mL	
32006	Smirnoff Creamsicle Blast	750	Smirnoff Pride Mini Button	Front Nesting Table
34579	Prince Igor Extreme Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	
34595	Patron Silver Tequila	750	Fevertree Grapefruit 4Pk	End Aisle, Value Add
34603	Patron Anejo Tequila	750	Fevertree Grapefruit 4Pk	End Aisle, Value Add
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	End Aisle, Value Add
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Hair Clip	Flex Space
49726	Yukon Jack	750	Fireball 50 mL	
50088	Patron Reposado Tequila	750	Fevertree Grapefruit 4Pk	End Aisle, Value Add
63891	>Coyam Red Blend Organic	750	Gift Box	
96263	Tanqueray London Dry Gin	1750	Montellier Soda Water	End Aisle, Value Add
110056	Absolut Vodka	750	Fan	
113456	Collective Arts Rhubarb & Hibiscus	750	Good Partners Pride Enamel Pin	
114934	Golden Wedding (P.E.T)	1750	Carolans 50 mL	
170134	Banrock Station Pink Moscato Rosé	750	Pride Tote Bag	
173542	Tequila Don Julio Blanco	750	Margarita Salt	
216655	Absolut Vodka	1750	Absolut Vanilia 2 × 50 mL	
216978	Seagrams V.O.	1140	Boxed Glass	
217166	Gordons Gin	1140	Montellier Soda Water	End Aisle, APP, Value Add
217448	Malibu Coconut Rum	1140	Branded Sunglasses	Front Nesting Table
217554	Captain Morgan Dark Rum	1140	Tin Cup	End Aisle, Value Add
217687	Canadian Club Premium	1140	Can Glassware	End Aisle, Value Add
224352	Crown Royal Black	750	Crown Royal Custom Label Necktag	S1 S2, APP, Value Add
225250	Stoli Vodka	1140	Pride Bar Tool	End Aisle, Value Add
226944	>Rodney Strong Cab Sauv Sonoma County	750	Tumbler	
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL	
242339	Alberta Pure Vodka (P.E.T)	1140	Northern Keep 50 mL	
311779	Bud Light	6 × 473	Purchase 2 Bud Light 6 × 473 mL and receive a free XX	Seasonal Block Pile A, LTO
333070	Islay Mist Scotch 8 Year Old	750	Glassware	
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	Aerator	
338012	Hardys Stamp Series Shiraz/Cabernet	750	Pride Tote Bag	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	APP

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
358184	Tanqueray Rangpur Gin	750	Montellier Soda Water	End Aisle, Value Add
363622	Bolla Pinot Grigio Delle Venezie	750	Cheese Knife	
379180	Robert Mondavi Private Selection Chardonnay	750	Branded Glass	Flex Space
380865	Rumchata	750	Cold Brew	
386789	Casamigos Tequila Blanco	750	Golf Ball Marker	End Aisle, Value Add
388694	Casamigos Tequila Reposado	750	Golf Ball Markers	End Aisle, Value Add
392225	Robert Mondavi Private Selection Cab/Sav	750	Branded Glass	Flex Space
397976	Dr. McGillicuddy Intense Peach	375	Dr. McGillicuddy's Coffee 50 mL	
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	Seasonal Block Pile C, APP
403519	Crown Royal Apple	750	Crown Royal Custom Label Necktag	S1 S2, LTO, Value Add
405753	Robert Mondavi Private Selection Sauv Blanc	750	Branded Glass	
422006	Johnnie Walker Black Label Scotch	1750	Montellier Soda Water	End Aisle, Value Add
425686	Casamigos Tequila Anejo	750	Golf Ball Marker	End Aisle, Value Add
430355	Jura Origin 10 Year Old	750	Leather Flask	
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL	Seasonal Block Pile C, APP
439620	Sour Puss Pineapple Coconut Liquor	750	Pride Sweatband	Front Nesting Table, Necktag
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo Especial 50 mL	
451336	Tom Gore Cabernet Sauvignon	750	Mason Jar & Recipes	
454074	Olmecca Altos Plata	750	Branded Citrus Squeezer	
454462	Banff Ice Vodka (P.E.T)	1750	OTR Old Fashioned 100 mL	
454710	The Kraken Black Spiced Rum	1750	Bushmills 50 mL	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	Branded Glass	Flex Space
476911	Crown Royal Vanilla	750	Crown Royal Custom Label Necktag	S1 S2, Value Add
477836	Malibu Coconut Rum	750	Branded Sunglasses	
484204	Malfy Gin Con Limone	750	Branded Tote Bag	
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	1 of 3 Father's Day gifts, Partnership with Golf Canada	EZA, Value Add
492207	Rodenbach Grand Cru	330	Foeder Stave Opener	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Branded Coupe Glass	End Aisle 1 BSE, APP, Value Add
500512	Captain Morgan Original Spiced Rum	750	Captain Pride Sunglasses	Front Nesting Table
514463	Whitley Neill Original London Dry Gin	750	Pride Month Value Add	
518670	Sour Puss Raspberry Liquor	750	Pride Sweatband	Front Nesting Table, Necktag

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
518688	Sour Puss Apple Liquor	750	Pride Sweatband	Front Nesting Table, Necktag
525188	Peroni Nastro Azzurro	6 × 330	AMF1 Hat	End Aisle, Value Add
540229	Angostura Bitters	100	Ezra 99 50 mL	
544155	Iceberg Vodka (P.E.T)	1750	Open Coast 50 mL	Seasonal Block Pile C, APP
545160	Tito's Handmade Vodka	1750	Golf Tees	End Aisle, APP, Value Add
545392	Smirnoff Berry Blast	750	Smirnoff Pride Mini Button	Front Nesting Table, APP
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	Golf Balls	
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	Branded Coupe Glass	End Aisle 1 BSE, APP, Value Add
581256	Absolut Rainbow Limited Edition Bottle	750	Fan	Front Nesting Table
601518	Sour Puss Blue Liquor	750	Pride Sweatband	Front Nesting Table, Necktag
601666	Malibu Mango Rum Liqueur	750	Branded Sunglasses	Front Nesting Table
626390	>Kim Crawford Pinot Noir	750	Hair Clip	Flex Space
627802	Yellow Tail Chardonnay	750	Garden Gloves	
635482	Glendalough Wild Botanical Gin	750	Glendalough Glassware	
650325	>Kim Crawford Hawke's Bay Rosé	750	Hair Clip	Flex Space
666883	Henninger Lager	6 × 500	Bonus Henninger Beer	



## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
24435	Bacardi Tropical	750	Recipe NT	Front Nesting Table
24437	Sailor Jerry Spiced Rum	1750	Tiki Contest	
24528	Hounds Black Vodka Ddp	750	Father's Day - TBA	
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	Brand Story & Accolade	
160994	Trivento Malbec Reserve	750	Win a Stand up paddle board contest	Necktag Contest
217257	Sailor Jerry Spiced Rum	1140	Tiki Contest	APP
217786	Jim Beam White Label Bourbon	1140	Jim Beam Live Nation 2023	Seasonal Block Pile C, APP, Necktag Contest
229542	Folonari Pinot Grigio Delle Venezie Doc	750	Partnership with the Toronto FC	
234351	Barefoot Moscato	750	Shine with Us Necktags	
263780	Licor 43	750	QR to Cocktail Recipe site	
292532	The Wolftrap White Blend	750	Varietal Change	
295022	Two Oceans Pinot Grigio	750	Lightkeeper Coming Soon	
340380	Two Oceans Sauvignon Blanc	750	Lightkeeper Coming Soon	Feature Fixture A, APP
439620	Sour Puss Pineapple Coconut Liquor	750	Pride	Front Nesting Table, Value Add
518670	Sour Puss Raspberry Liquor	750	Pride	Front Nesting Table, Value Add
518688	Sour Puss Apple Liquor	750	Pride	Front Nesting Table, Value Add
601518	Sour Puss Blue Liquor	750	Pride	Front Nesting Table, Value Add

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
<b>Beer Excitement Zone - 21A (Plinth EZA)</b>	32048	Sleeman Clear 2.0 Mix Pack	2130	275 - The Beer Store	Store Order
	486142	Sleeman Clear 2.0 Shrink Pack	2838	275 - The Beer Store	Store Order
<b>Beer Excitement Zone - 21B (New/ Seasonal)</b>	33611	Nickel Brook Ipa Mix Pack	2838	6699 - Nickel Brook Brewing Company	Store Order
	32981	Beau's Lug Tread Collectible Glass Gift Pack	1419	9654 - Beau's All Natural Brewing/275 - The Beer Store	Store Order
	33283	Bellwoods Green Velvet IPA	473	2990 - Bellwoods Brewery	Store Order
<b>Beer Excitement Zone - 21C (Plinth EZH)</b>	17819	Stella Artois 6-Pk Tc	2838	275 - The Beer Store	Store Order
	17823	Stella Artois 6-Pk B	1980	275 - The Beer Store	Store Order
	17851	Stella Artois	2130	275 - The Beer Store	Store Order
<b>Beer Excitement Zone - 21D (End EZD)</b>	32018	Amstel Ultra	2130	275 - The Beer Store	Store Order
	32064	Strongbow Ultra Apple 6-Pk	1980	LCBO Warehouse	Store Order
<b>Ontario Craft Beer End Aisle</b>	337949	Heineken Lager +	500	LCBO Warehouse	Store Order
	11299	Lake Of The Woods Channel Marker Light Lager	473	4277 - Lake Of The Woods Brewing Comp	Store Order
	16301	Sleeping Giant White Out Hazy Ale	473	7346 - Sleeping Giant Brew- ing Company	Store Order
	19609	Henderson X Rush Canadian Golden Ale	473	798 - Bench Brewing Com- pany	Store Order
	31454	Muskoka Tread Lightly	568	LCBO Warehouse	Store Order
	31512	Collective Arts Lager	473	LCBO Warehouse	Store Order
	481515	Bench Brewing Balls Falls Session IPA	473	798 - Bench Brewing Com- pany	Store Order

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
	10833	Railway City Brewing - Juice Caboose IPA	473	8447 - Railway City Brewing Company	Store Order
	17910	Left Field Brewery Ice Cold Beer	355	4846 - Left Field Brewery Inc.	Store Order
	19677	Bench Brewing Berry Fields Sour Ale	473	798 - Bench Brewing Company	Store Order
	19994	Muskoka Tread Lightly	2838	LCBO Warehouse	Store Order
<b>End Aisle #10/Mini Thematic C</b>	25664	Flying Monkeys Blueberry Sour	473	6309 - Flying Monkeys Craft Brewery	Store Order
	31569	Xanabrew - Belgian Strong Pale Ale	500	798 - Bench Brewing Company	Store Order
	450239	Whitewater Brewing Farmer's Daughter	473	8454 - Whitewater Brewing Company	Store Order
	450312	Collective Arts Ransack The Universe IPA	473	LCBO Warehouse	Store Order
	508580	Wellington Upside IPA	473	4826 - Wellington County Brewery Inc	Store Order
	1107	Bud Light	473	275 - The Beer Store	Forced
	15564	Somersby Blackberry Cider	473	LCBO Warehouse	Forced
	15994	Muskoka Born This Way IPA	473	LCBO Warehouse	Forced
<b>Seasonal Block Pile A</b>	21200	Somersby Apple Cider	1892	LCBO Warehouse	Forced
	25390	Mill Street Lemon Tea Time Lemon Wheat Ale	473	1950 - Trillium Beverage Inc.	Forced
	180810	Bud Light Lime	473	275 - The Beer Store	Forced
	311779	Bud Light 6 Pk Tc	2838	275 - The Beer Store	Forced
	697318	Brickworks Ciderhouse Batch 1904 Cans	2838	1950 - Trillium Beverage Inc.	Forced
<b>D4: Discovery BSM 1</b>	159772	Muskoka Hazed And Confused Can	473	LCBO Warehouse	Forced
<b>R57: Ontario Beer A</b>	16434	Brock Street Strawberry Blonde	473	397 - Brock Street Brewing	Forced
<b>R58: Ontario Beer B</b>	676775	Lech Beer +	500	LCBO Warehouse	Forced
<b>R59: Beer 1</b>	33237	Magnotta True North Light IPA	473	270 - Magnotta Brewery (Vaughan) Ltd.	Forced
<b>R60: Beer 2</b>	676841	Red Stripe Lager 6 Pk-B+	1980	Lcbo Warehouse	Forced
<b>R61: Beer 3</b>	15299	Okanagan Harvest Pear	473	Lcbo Warehouse	Forced
<b>R62: Beer 4</b>	25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	458 - Cowbell Brewing Co.	Forced

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
EA 7A 7B	143891	Peroni Nastro Azzurro+	500	LCBO Warehouse	Forced
	19923	Peroni Nastro Azzurro Slim Can	1980	LCBO Warehouse	Forced
	525188	Peroni Nastro Azzurro 6 Pk-B+	1980	LCBO Warehouse	Forced
	27824	Peroni Nastro Azzurro 0.0	1980	LCBO Warehouse	Forced
EA 9A 9B	14400	Coors Original 6×473ml Can	2838	275 - The Beer Store	Forced
	300681	Coors Light 6 Pk-Tc	2838	275 - The Beer Store	Forced
	418590	Modelo Especial 6pk -B +	2130	LCBO Warehouse	Forced
EA 17	31451	Ace Hill Carb Free	2130	LCBO Warehouse	Forced
	398693	Naughty Neighbour American Pale Ale	473	6699 - Nickel Brook Brewing Company	Forced
	492017	Steam Whistle	2838	5577 - Steam Whistle Brewing/275 - The Beer Store	Forced
EA 20	24899	Corona Sunbrew	1980	275 - The Beer Store	Forced
	16976	Budweiser Zero	473	275 - The Beer Store	Forced
	617878	Partake Brewing Non-Alcoholic Pale Ale	355	LCBO Warehouse	Forced

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## Questions?

Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@lcbo.com)

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## PERIOD 3

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 21 Start of Period 3  APP START DATE	22 Victoria Day 	23	24	25	26	27
28	MAY 29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 End of Period 3  APP END DATE

# LCBO