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GIFTS  
FOR  
ALL



**PERIOD 10 MARKETING & PRODUCT GUIDE**

NOVEMBER 26 - DECEMBER 30, 2023

My Store #



Kudos to Store #434

# Period 10

## Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 10



## Promotional Programs

Period 10 Aeroplan Offers

P10 POP

Entrance Table

Mini Thematic A: Gifts for Spirit Connoisseurs

Mini Thematic B: Sparkling Gifts

Mini Thematic C: Local Ready to Drink

Front Nesting Table

Middle Nesting Table

Block Pile A: Beer

Block Pile B: Ready-To-Drink Cocktails

Block Pile C: Aeroplan

Boxing Week Promotion

Block Pile D: Tanqueray, Ciroc, Patron

Wines Block Pile: Kim Crawford and Santa Margherita

Front End Merchandiser

Special Promotions Fixture

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

On Shelf

## Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

Flex Space

## Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

# Holiday 2023 GIFT PACKAGING

Please refer to the Seasonal Inventory Site for distribution details on the amount of boxes and gift bags your store will receive. **All inventory has been allocated to stores, no additional inventory will be available to order.** For up-to-date Quantity & Delivery Schedules, please visit: <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>



**2023 Holiday Gift Guide:** Watch for the 2023 Holiday Gift Guide in your mailbag. The guide includes information on all the holiday gift products and packaging.

You can also view all the gifting details on the LCBO Holiday Portal Site: <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

## *Holiday 2023 Gift Packaging:*

LCBO#	Component	Case Pack	Retail
33668	<b>NEW!</b> Holiday Gift Bag Red	100	\$1.50
33669	<b>NEW!</b> Holiday Gift Bag Green	100	\$1.50
34585	<b>NEW!</b> Holiday Gift Bag Warm White	100	\$1.50
33671	<b>NEW!</b> Holiday Enhanced Gift Bag Red	50	\$2.95
33672	<b>NEW!</b> Holiday Enhanced Gift Bag Warm White	50	\$2.95
33673	<b>NEW!</b> Holiday Enhanced 2 Bottle Bag Red	24	\$4.95
33674	<b>NEW!</b> Holiday Enhanced 2 Bottle Bag Green	24	\$4.95
33721	<b>NEW!</b> Holiday 1 Bottle Gift Box Red	24	\$5.95
33722	<b>NEW!</b> Holiday 1 Bottle Gift Box Green	24	\$5.95

## **2022 Holiday Gift Packaging**

27368	Holiday Paper Bag (4 Versions)	100	\$1.50
27369	Holiday Gift Bag (2 Version)	24	\$4.95
27370	Holiday Gift Box (2 Versions)	24	\$7.95

## **Vintages Year-Round Gift Packaging**

34381	<b>NEW!</b> Vintages Enhanced Gift Bag	50	\$2.95
35051	<b>NEW!</b> Vintages 1 Bottle Folding Gift Box	24	\$5.95
16679	Vintages Rigid Gift Box	24	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	4	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95

# HOLIDAY 2023 GIFT PACKAGING

Please refer to the Seasonal Inventory Site for distribution details on the amount of boxes and gift bags your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order.

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>



## NEW! Holiday Gift Bags

Case packed 100 • \$1.50

Red LCBO# 33668

Green LCBO# 33669

Warm White LCBO# 34585



## NEW! Holiday Enhanced Gift Bags

Case packed 50 • \$2.95

Red LCBO# 33671

Warm White LCBO# 33672



## NEW! Holiday 2 Bottle Enhanced Gift Bags

Case packed 24 • \$4.95

Red LCBO# 33673

Green LCBO# 33674



## NEW! Holiday Folding Gift Boxes

Case packed 24 • \$5.95

Red LCBO# 33721

Green LCBO# 33722

**NOTE:** Ensure all holiday gift packaging is on the floor for customers by Week 38. Do not hold anything in the backroom/warehouse.

Fill in displays with Year-Round Gift Packaging as Holiday packaging sells-through.

Order up Year-Round SKUs to fill merchandisers and displays in time for P11 changeover.

# VINTAGES GIFT PACKAGING

Merchandise Vintages Gift Packaging in-section and on Vintages Nesting Tables in with appropriate products.



**NEW! Vintages Enhanced Gift Bag**

Case packed 50 • \$2.95  
LCBO # 34381



**NEW! Vintages Folding Gift Box**

Case packed 24 • \$5.95  
LCBO# 35051



**Vintages Gift Box**

Case Packed 24  
LCBO# 16679 • \$7.95



**Vintages Year-Round Wooden Box (1 Bottle)**

Case Packed 12 • \$12.95  
LCBO# 17373



**Vintages Year-Round Wooden Box (2 Bottles)**

Case Packed 6 • \$17.95  
LCBO# 17377



**Vintages Year-Round Wooden Box (3 Bottles)**

Case Packed 4 • \$22.95  
LCBO# 17374



**Vintages Year-Round Wooden Box (6 Bottles)**

Case Packed 2 • \$30.95  
LCBO# 17378

# MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Packaging Fixture	Reusable Hanging Bag Stand	Mini Thematic A&B	Nesting Tables	Small Acrylic Gift Card Merchandiser
<b>Gifting Items</b>								
+33668 Holiday Gift Bag (Red)	✓	✓	✓					
+33669 Holiday Gift Bag (Green)	✓	✓	✓					
+34585 Holiday Gift Bag (White)	✓	✓	✓					
+33671 Holiday Enhanced Gift Bag (Red)	✓		✓				✓	
+33672 Holiday Enhanced Gift Bag (White)	✓		✓				✓	
+33673 Holiday 2 Bottle Enhanced Gift Bag (Red)			✓		✓		✓	
+33674 Holiday 2 Bottle Enhanced Gift Bag (Green)			✓		✓		✓	
+33721 Holiday Folding Gift Box (Red)			✓			✓	✓	
+33722 Holiday Folding Gift Box (Green)			✓			✓	✓	
+34381 Vintages Enhanced Gift Bag	✓		✓					
+35051 Vintages Folding Gift Box			✓				✓	
+16679 Vintages Gift Box			✓				✓	
+17373 Vintages Year-Round Wooden Box (1 Bottle)							✓	
+17377 Vintages Year-Round Wooden Box (2 Bottles)							✓	
+17374 Vintages Year-Round Wooden Box (3 Bottles)							✓	
+17378 Vintages Year-Round Wooden Box (6 Bottles)							✓	
<b>Gift Cards &amp; Carriers</b>								
+33726 Holiday Gift Card (Green)			✓					✓
+33727 Holiday Gift Card (Red)			✓					✓
+33723 Holiday Gift Card Presenter (Green)			✓					✓
+33724 Holiday Gift Card Presenter (Red)			✓					✓
+33823 Vintages Gift Card								✓
+33824 Vintages Gift Card Presenter								✓

## Residual Gift Packaging

Locate ALL residual inventory from previous years and use this to set-up your store for the season.

### 2022 Holiday Paper Bag (+27368)

- Merchandise the 2022 \$1.50 Holiday Paper Bags on an End Aisle at the back of the store.

### 2022 Holiday 2 Bottle Gift Bag (+27369)

- Merchandise on the Metal Flat Gift Packaging Stand below the NEW 2 Bottle Holiday Bag

### 2022 Holiday 1 Bottle Gift Box (+27370)

- Merchandise on Discretionary Ends and/or Discretionary Tables to encourage sell-through.



## Markdown Residual Holiday Packaging

- Any residual Holiday packaging that is on markdown is to be displayed on a condensed display with sale signage to encourage sell-through.



# HOW TO MERCHANDISE

## The Holiday Paper Bag

This versatile gift bag is ideal for a variety of festive occasions. Packaging is available in multiple designs and colours, each with their own unique LCBO Product Number.

Holiday Paper Bag will be merchandised in three (3) areas:

- Front facing End Aisles
- Cash Ends
- Wooden Gift Packaging Fixture

All stores will receive the Holiday 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 #
Holiday Bag \$1.50 Hot Button	24P9-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:

### Cash Ends: (all stores)



### Front Facing End Aisles: (all stores)



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



Holiday Gift Bag  
Case packed 100 • \$1.50  
Red • LCBO# 33668  
Green • LCBO# 33669  
White • LCBO# 34585



Holiday Bag \$1.50 Hot Button

# HOW TO MERCHANDISE

## The Holiday Enhanced Bag

This versatile gift bag is ideal for a variety of festive occasions. Packaging is available in multiple designs and colours, each with their own unique LCBO Product Number.

Holiday Paper Bag will be merchandised in three (3) areas:

- Cash Ends
- Wooden Gift Packaging Fixture
- Nesting Tables

All stores will receive the Holiday 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 #
Holiday Bag \$2.95 Hot Button	24P9-GFT2
Hot Button Sign Clip (bundles of 10)	NIHK102



Holiday Enhanced Bag  
Case packed 50 • \$2.95  
Red • LCBO# 33671  
White • LCBO# 33672



Holiday Bag \$2.95 Hot Button

### Merchandising Options:

#### Cash Ends: (all stores)



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



#### Front Nesting Table



Front View



Back View

# HOW TO MERCHANDISE

## Holiday 2 Bottle Enhanced Gift Bag

Designed to hold two bottles, this gift bag comes with matching tissue and gift tag. Packaging is available in multiple designs and colours, each with their own unique LCBO Product Number.

Holiday Gift Bags will be merchandised in four (4) areas:

- Wooden (Wall or Floor) Gift Packaging Fixtures
- Reusable/Hanging Bag Stand
- Nesting Tables

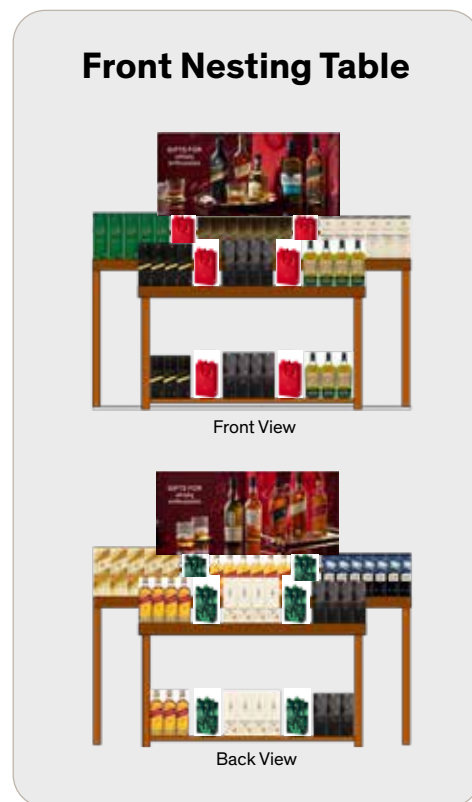
Participating stores will receive the Holiday Hot Buttons to be installed at each merchandising location in the store.

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](mailto:retailfield@lcbo.com).

Description	Reorder #
Holiday Bag \$4.95 Hot Button	24P9-GFT15
Hot Button Sign Clip (bundles of 10)	NIHK102

### Merchandising Options:



Holiday 2 Bottle Enhanced Gift Bag  
Case packed 24 • \$4.95  
Red • LCBO# 33673  
Green • LCBO# 33674



Holiday Bag \$4.95 Hot Button

# HOW TO MERCHANDISE Holiday Folding Gift Box

Just add a bottle to this sturdy box for a fantastic gift. A matching gift tag is included. Each colour is case packed separately and stores will be allocated accordingly.

Holiday Gift Boxes will be merchandised in the following areas:

- Wooden Gift Packaging Fixtures
- Mini Thematic A & B
- Nesting Tables (Front, Middle and/or Vintages)

Participating stores will receive the Holiday 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 #
Holiday Bag \$5.95 Hot Button	24P9-GFT16
Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:



Holiday Gift Box  
Case packed 24 • \$5.95  
Red • LCBO# 33721  
Green • LCBO# 33722



Holiday Bag \$5.95 Hot Button

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



### Mini Thematic A & B



### Front Nesting Table



Front View



Back View

# HOW TO MERCHANDISE

## Reusable/Hanging Bag Stand

A Pole Topper sign will be shipped to all participating stores for the fixture. Remove the existing Year-Round Pole Topper sign and replace with the holiday version. **Store the year-round sign in a safe place to be reused in Period 11.**

Merchandise Holiday Gift Bags and Year-Round bags on the fixture. Please note that this fixture has metal arms, allowing 4 merchandising opportunities. Please follow instructions below to merchandise the fixture. Stores in FLS designated areas **MUST** display the bilingual side of the sign.

**REMINDER:** Stores with residual inventory of Holiday 2022 Gift Packaging may merchandise those items in addition to 2023 designs. **Ensure 2023 designs are merchandised at the TOP of any merchandiser.**

### 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 #
Pole Topper Sign for Metal Gift Fixture	ENG 24P9-GFT5 BIL 24P9-GFT6



Holiday Enhanced Double Bottle Paper Gift Bag (Red)  
LCBO# 27369 • \$4.95



Holiday Enhanced Double Bottle Paper Gift Bag (Green)  
LCBO# 27369 • \$4.95



Enhanced Double Bottle Paper Gift Bag (2 Versions)  
LCBO# 27354 • \$4.95



Double Bottle Reusable Gift Bag  
LCBO# 35421 • \$1.25



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



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



**NOTE: Residual 2022 Holiday Gift Packaging should be brought to the floor and merchandised on lower sections of the merchandiser.**

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

Remove the year-round sign and packaging currently merchandised on the fixture and replace with Holiday packaging and the Holiday sign insert. Store the year-round gift packaging and signs in a safe place to be used in Period 11.

**REMINDER:** Stores with residual inventory of Holiday 2022 Gift Packaging may merchandise those items in addition to 2023 designs. Ensure 2023 designs are merchandised at the top of any merchandiser.

### Signage Re-order Codes

Description	Re-order #
Gift Packaging Shelf Talker Eng Price/No Price	24P9-GST1
Gift Packaging Shelf Talker Bilingual Price/No Price	24P9-GST2
Wrap It Up LCBO/Vintages Gift Packaging Floor Merchandiser Sign (ENG)	ENG/ENG 24P9-GFT7
Wrap It Up LCBO/Vintages Gift Packaging Floor Merchandiser Sign (BIL)	BIL/BIL 24P9-GFT8



**SIDE A:**



Holiday Folding Gift Boxes  
Case packed 24  
LCBO# 33721  
LCBO# 33722  
\$5.95

**SIDE B:**

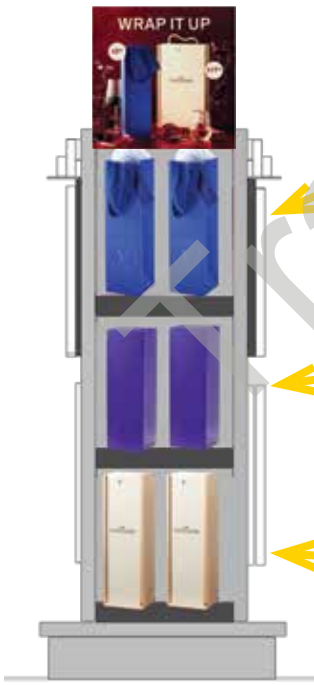


Holiday Gift Cards  
& Presenters  
LCBO# 33726 (Green)  
LCBO# 33727 (Red)  
LCBO# 33723 Carrier  
(Green)  
LCBO# 33724 Carrier  
(Red)

Holiday Gift Bags  
Case packed 100  
LCBO# 33668  
LCBO# 33669  
LCBO# 34585  
\$1.50

Holiday Double Bottle  
Enhanced Gift Bags  
Case packed 24  
LCBO# 33673  
LCBO# 33674  
\$4.95

**SIDE C:**



Vintages Enhanced  
Gift Bags  
Case packed 50  
LCBO# 34381  
\$2.95

Vintages Folding Gift  
Boxes  
Case packed 24  
LCBO# 35051  
\$5.95

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

**SIDE D:**



Holiday Gift Cards  
& Presenters  
LCBO# 33726 (Green)  
LCBO# 33727 (Red)  
LCBO# 33723 Carrier  
(Green)  
LCBO# 33724 Carrier  
(Red)

Holiday Enhanced  
Gift Bags  
Case packed 50  
LCBO# 33671  
LCBO# 33672  
\$2.95

Holiday Double Bottle  
Enhanced Gift Bags  
Case packed 24  
LCBO# 33673  
LCBO# 33674  
\$4.95



# HOW TO MERCHANDISE

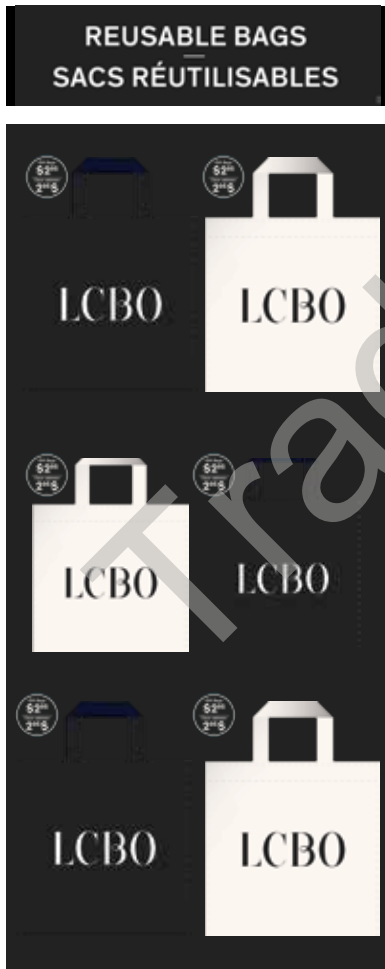
## Gift Packaging Floor Merchandiser (Metal)

There will not be holiday signage for this fixture. Stores can continue to merchandise the operational signage for this fixture. 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 #
	Reusable Bags Insert Sign ENG/ENG: OP22-GFT9 BIL/BIL: OP22-GFT11
	Reusable Bags Metal Stand Bottom (solid black) OP22-GFT10





# INCREMENTAL SALES OPPORTUNITY!

## LCBO Gift Cards

Make holiday gift-giving easy and convenient with an LCBO holiday gift card. Tuck an LCBO holiday gift card into a matching envelope for a simple, upscale gift.

For customers who aren't sure of what to buy – don't let them leave empty-handed. Recommend an LCBO or Vintages gift card. When customers redeem our gift cards, they spend an average of 50% more than the value of the card and often splurge by buying higher priced premium brands. It is also a great opportunity to increase the customer's basket size, while minimizing returns at the end of the Holiday season.

- This year's holiday themed gift cards and presenters will arrive in stores the week of **October 23rd**. The holiday gift card merchandising signage will arrive by the start of Period 9.
- **All Stores will receive the new Holiday LCBO gift cards. Stores with residual gift cards and carriers from Holiday 2022 may merchandise those as well.**
- Please ensure that gift cards and presenters are merchandised properly and are continuously replenished to keep them fully stocked at all times.
- Please refer to the online worksheets for Holiday gift card distribution details.
- For additional inventory contact [ordergiftcards@lcbo.com](mailto:ordergiftcards@lcbo.com) with the sku number(s) and quantity requested.

LCBO#	Gift Card Theme and Presenters
33726	Holiday Gift Card (Green)
33727	Holiday Gift Card (Red)
33723	Holiday Gift Card Presenter (Green)
33724	Holiday Gift Card Presenter (Red)
33823	Vintages Gift Card
33824	Vintages Gift Card Presenter

### Merchandising Options:

Merchandise Gift Cards and presenters on the following fixtures:

- Small Acrylic Gift Card Merchandisers (on Cash Ends)
- Wooden Gift Packaging Floor Merchandiser (if your store has one).
- **NOTE:** Stores with Vintages Gift Cards and Carriers should merchandise them in the acrylic gift card merchandiser with the LCBO Gift Card insert signs (Vintages insert signs will not be provided this holiday).

Signage Component	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT-105
Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	24P9-GFT3

### Gift Card Allocations & Receivals

Receive gift cards and presenters into inventory as you would any other Vendor Direct Receivals using **Givex distributor 6230**. Vendor Direct Receivals procedures are available on the intranet portal (search "Vendor Direct Receivals")

### Gift Card Batch Activations

Gift Card Batch Activation is available for customers purchasing large orders. Complete batch activation instructions are available on the intranet portal. Search "Gift Card Program", select "Article after URL, and then select "Batch Activation Form" on the right hand side of the Gift Card Program Page. Alternatively, customers can conveniently order gift cards online in bulk quantities for a nominal fee at [www.lcbo.com/giftcards](http://www.lcbo.com/giftcards).



# HOW TO MERCHANDISE

## The Holiday Gift Neck Tag

Help create visual impact in-store and make it easy for employees to highlight products as gifts.

Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store.

Holiday moments will be made even more special thanks to meaningful gifts from the LCBO. Because the right wine, spirit or festive beer isn't just another gift, it's the gift of time together.

Please refer to the P9 Worksheets for distribution information.

### Participating Stores

All Stores

### Merchandising Instructions

- Merchandise the gift tags on premium giftable products in the following locations (on single bottles with necks compatible with the neck tag design):
  - Mini-Thematic, Front & Middle Nesting Tables, Seasonal Gondolas and on Feature Fixtures.
  - In-section highlighting premium and deluxe giftable SKUs.
- For visual presentation, gift tags should be merchandised in pairs of two or three, horizontally or vertically.
- **Stores should replenish gift tags as they sell through ensuring all tags are out on the sales floor no later than December 3rd (start of week 37)**
- Stores should merchandise tags on product on the salesfloor for program launch and maintain quantities on gifting displays throughout the day.

**NOTE: All necktag inventory will be forced out ahead of Period 9. No additional inventory will be available.**



Example of 2021 Holiday Necktag on Display

# HOW TO MERCHANDISE

## The Holiday Gift Card Neck Tag

Use the LCBO Holiday Gift Card Necktag to highlight Gifts on key displays in store, creating easy gifting bundles for customers and promote gift cards as the perfect add on to increase the basket size!

Please refer to the P9 Worksheets for distribution information.



### Participating Stores

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 30, 31, 32, 33, 34, 35, 36, 38, 40, 41, 43, 44, 45, 47, 48, 49, 51, 52, 54, 55, 57, 58, 59, 60, 61, 62, 63, 64, 65, 68, 69, 70, 72, 73, 74, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 88, 90, 93, 95, 97, 99, 101, 102, 106, 109, 110, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 150, 153, 154, 155, 156, 163, 164, 165, 166, 167, 168, 169, 171, 175, 177, 178, 179, 182, 183, 186, 187, 188, 190, 191, 192, 193, 195, 196, 198, 199, 200, 201, 202, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 223, 226, 227, 228, 229, 233, 234, 237, 239, 242, 243, 244, 246, 248, 249, 250, 252, 253, 255, 260, 261, 263, 265, 268, 269, 270, 271, 276, 278, 279, 286, 287, 288, 289, 295, 297, 298, 300, 310, 311, 312, 321, 324, 325, 326, 327, 329, 330, 333, 334, 340, 341, 343, 344, 345, 346, 348, 351, 353, 354, 355, 358, 359, 360, 361, 362, 363, 366, 367, 368, 370, 371, 373, 378, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 397, 398, 400, 401, 402, 403, 404, 406, 407, 408, 411, 412, 415, 416, 417, 418, 419, 420, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 446, 452, 453, 454, 456, 457, 458, 459, 461, 465, 467, 469, 470, 474, 477, 481, 483, 484, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 502, 505, 509, 511, 512, 515, 517, 521, 522, 523, 526, 527, 528, 529, 532, 533, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 551, 552, 553, 554, 555, 556, 559, 563, 564, 566, 568, 569, 571, 573, 575, 579, 580, 584, 585, 586, 587, 589, 590, 593, 598, 599, 601, 602, 603, 605, 609, 612, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 685, 686, 691, 693, 694, 695, 697, 698, 699, 700, 702, 703, 706, 741, 743, 747, 748, 749, 751, 753, 754, 755, 756, 758, 760, 761, 762, 771, 776

### Merchandising Instructions

- Merchandise the gift tags on premium giftable products in the following locations (**on single bottles with necks compatible with the neck tag design**):
  - Staff Pick Displays
  - Front End Merchandisers
  - Acrylic Gift Card Merchandisers on Cash Desks (not affixed to bottles)
- For visual presentation, insert a blank Holiday gift card in the holder to incentivize customers to purchase the bottle and gift card as a bundle.
- Stores should replenish gift card holders as they sell through ensuring all holders are out on the sales floor no later than December 3rd (start of week 37)

**NOTE: All gift card necktag inventory will be forced out ahead of Period 9. No additional inventory will be available.**

# Aeroplan Promotions





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: November 26 - December 30, 2023

### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>P9-P10 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# 24P9-EB6) / BIL (Re-order# 24P9-EB7)</p>	 <p>The image shows a black vertical banner with the Aeroplan logo at the top, followed by the text 'SO MANY EASY WAYS TO EARN BONUS POINTS*' and the LCBO logo. To the right is a photograph of an LCBO store exterior with the banner installed on the wall.</p>
<p><b>P10 Pre-printed and Blank Aeroplan Shelf Talkers</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required</li> </ul> <p>Pre-Printed Aeroplan Shelf Talkers BIL (Re-order # AIM-24P10-ANS) Blank Aeroplan Shelf Talkers ENG/BIL (Re-order # 749359)</p>	 <p>The image shows two examples of shelf talkers. The top one is pre-printed for 'RODENBACH CLASSIC' with a price of '\$3.15' and a '24 pts' offer. The bottom one is a blank version with the same layout.</p>
<p><b>P9-P10 Aeroplan Seasonal Banner Insert</b></p> <ul style="list-style-type: none"> <li>Install the Operational Aeroplan seasonal banner insert.</li> </ul> <p>ENG (Re-order# 24P9-SB1) / BIL (Re-order# 24P9-SB2)</p>	 <p>The image shows three vertical banner inserts. Two are black with the Aeroplan logo and text 'SCAN YOUR CARD TO EARN' and 'SAISSEZ VOTRE CARTE ET ACCUMULEZ DES POINTS'. The third is a full-height insert with a similar design.</p>
<p><b>P9-P10 Aeroplan End Aisle Backer Card</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan generic backer card on end aisles with Aeroplan offers.</li> </ul> <p>ENG/BIL (Re-order# 24P9-BC-GEN6)</p>	 <p>The image shows a close-up of hands holding a red backer card with the Aeroplan logo and text 'So many easy ways to earn bonus points'. To the right is a photograph of an end aisle display with the backer card placed behind the products.</p>

## Period 10 Aeroplan Combo Offers (LF)

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

### Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	22013	Absolut Raspberri Vodka	750	80	\$1.00
	22199	Jacob's Creek Double Barrel Shiraz	750	40	\$3.00
	25515	Saintly Sparkling Brut VQA	750	50	\$1.00
	27969	Absolut Holiday Limited Edition Bottle 2022	750	40	\$2.00
	95935	Grey Goose Vodka	750	300	\$5.00
	110056	Absolut Vodka	750	60	\$2.00
	180695	St-Germain Elderflower Liqueur	750	90	\$3.00
	210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	40	\$3.00
LF	216655	Absolut Vodka	1750	120	\$1.00
	257238	Absolut Citron Vodka	750	60	\$1.00
	281378	Forty Creek Cream Liquor	750	60	\$1.50
	293043	Stoneleigh Marlborough Sauvignon Blanc	750	40	\$3.00
	438960	Canadian Club 100% Rye	1140	125	\$1.50
	447953	Fireball Whisky Shooter	750	60	\$3.00
	479923	Stalk & Barrel Blue Blend	750	200	\$5.00
	493999	Absolut Lime Vodka	750	60	\$1.00
	522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	100	\$2.00
	665471	Jacob's Creek Reserve Shiraz	750	40	\$3.00

### Aeroplan Real-Time Redemption

Currently, customers who wish to use their Aeroplan points at the LCBO must first purchase an LCBO gift card at the Aeroplan eStore. **Starting November 2023\***, customers would be able to redeem their points directly on **LCBO.com**. **Starting January 2024\***, customers would also be able to redeem their points directly at LCBO retail stores.

More information will be provided closer to launch date on Retail Pulse.

**\*Dates subject to change**

# VINTAGES HOLIDAY BUILD A CASE PROMOTION

## Overview

In order to capitalize on increased Holiday traffic in stores, this promotion will encourage customers to trade up, increasing their basket size, to purchase cases (12 bottles) of Vintages New Release Collection & Cellar Collection products.

Stores should create stack outs of residual & current release products with provided signage (see below) communicating the offer to customers: **BUILD A CASE AND EARN 1,000 AEROPLAN BONUS POINTS\***.

*Remind customers that 1,000 Aeroplan Bonus Points is enough for a \$10 LCBO gift card through the Aeroplan Rewards website!*

This “Build A Case” offer applies to any combination of 12 Vintages Release Collection, Cellar Collection and Kosher wine products purchased in a single transaction.

**NOTE: Vintages Essentials and General List products are not eligible for the 1,000 bonus point offer.**

**Key Dates: December 10 - 23, 2023**

## Participating Stores

All stores with residual release products

## Participating Products

- All Vintages Release Collection, Cellar Collection, and Kosher wine products. Vintages Bin End Sale products are also eligible for the bonus offer. **New Releases for Saturday, December 16** will be included in this offer.  
**Offer Exclusions:** General List products and Vintages Essentials, Sake, Soju, Special Ordering and Holiday Gift items
- NOTE:** Stores may receive additional Release items during this time-frame which may be included either through new release or residual release deliveries.

## Product Consultant & Store Employee Operational Execution

### Call to action: Product Consultants

- Product Consultants are encouraged to use the offer to engage with customers browsing the Vintages sections, explaining the offer mechanic.
- Educate** coworkers to inform all customers of program offer details
- Actively **create customer awareness** in-section and engage at all touchpoints in store
- Build cases** on the floor while engaging with customers. Load the shopping cart with an empty case, fill the case with the qualified products while hand-selling the Vintages Release Collection items, and bring to life the “build a case” experience.
- Advise** customers which products qualify (all Vintages Release Collection and residual Classics products. Vintages Bin End Sale products are also eligible for the bonus offer. **Offer Exclusions:** General List products, Sake, Soju, Gifting, Special Ordering and Vintages Essentials
- You may encounter customers shopping for case(s) of products that qualify for this offer. If they are not Aeroplan members treat this as a great **acquisition opportunity**. Ask the customer if they would like to become an Aeroplan member and support the customer to sign up via the Aeroplan website or QR codes. The customer can immediately be rewarded with the 1,000 points!

### Call to action: Store Managers and Store Teams

- Store Managers** to include details of the program and the benefits in daily huddles. Ensuring that all team members are supporting the program and building customer awareness.
- Please know the customer will not see the points for 6-8 weeks on their Aeroplan account.

## Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>“Build A Case” Promo Sign (8.5” x 11”)</b></p> <ul style="list-style-type: none"><li>• Post colour signs on displays of participating products.</li></ul>	
<p><b>Re-Order # ENG 24P10-VEA7 / BIL 24P10-VEA8</b></p>	
<p><b>“Build A Case” 22x28 Metal Stand Sign</b></p> <ul style="list-style-type: none"><li>• Display this 22x28 Metal Floor Stand sign, using the stand previously used for the Bi-Weekly Flyer, at the entrance to the Vintages Section.</li></ul>	
<p><b>Re-Order # ENG 24P10-VEA5 / BIL 24P10-VEA6</b></p>	
<p><b>“Build A Case” Operational Pricer Card</b></p> <ul style="list-style-type: none"><li>• Display the Build a Case operational pricer card on cut case displays alongside generic Vintages pricer cards printed at store level for participating products using the AccessVia Web dSignShop (and generic Vintages New Release Collection pricer cards shells - ENG: 690859/ BIL: 749010).</li><li>• Stores may also install the Build a Case operational pricer card in the Vintages section using the 2” Shelf Talker Clip for Wood Ticket Moulding (Reorder# LC1506)</li></ul>	
<p><b>Re-Order # ENG 24P10-VEA9 / BIL 24P10-VEA10</b></p>	
<p><b>“Build A Case” Cut Case Backer Card</b></p> <ul style="list-style-type: none"><li>• Provided to AAA-B stores only</li><li>• Build the Block Pile or Cut Case Display in a high traffic area of the Vintages Section.</li><li>• Install the cut case backer card and merchandise the Build A Case pricer cards in front of the corresponding products..</li></ul>	
<p><b>Re-Order # ENG 24P10-VEA3 / BIL 24P10-VEA4</b></p>	

## Signage Components & Merchandising Instructions

Components	Image (example only)
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### “Build A Case” Discretionary End Aisles Backer Card

- Where possible, create stories based on available product (i.e. Bold Reds, California Whites) and merchandise on an available Discretionary End near the Vintages section.
- Print Printer Cards at store level for participating products using the AccessVia Web dSignShop (and generic Vintages New Release Collection pricer cards shells - ENG: 690859 / BIL: 749010).



### Signage Components

- LCBO Sized Vintages Build A Case Backer Card (ENG/BIL: 24P10-VEA2)  
OR
- Vintages Sized Build A Case Backer Card (ENG/BIL: 24P10-VEA1)

### Vintages “Build A Case” Bin Tag Underlay

- Use these underlays to highlight local participating Release Collection products on-shelf.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel.
- Ensure the underlays message is still visible.

### 2” h Vintages Sized Bin Tag Underlay Re-Order #

- ENG VBTU005
- BIL VBTU006

### 1.75” h LCBO Sized Bin Tag Underlay Re-Order #

- ENG VBTU011
- BIL VBTU012





## Merchandising Display Examples

### Cut Case and/or Block Pile Displays

**Merchandising Criteria:** 4 or more cases in inventory.

Create Block Piles or cut case displays of eligible residual releases around the perimeter of the Vintages section, or in other high traffic locations where space allows.

#### NOTES

Displays should be no taller than 4 cases high

**Reminder:** 4 ft of clearance is required when building displays in proximity to fire extinguishers

Condense displays as product sells-down.



### Tasting Bar Displays

Stores with Tasting Bars may consider merchandising an assortment of participating products on the bar with signage to communicate the offer. The example shown has products grouped into Reds, White and Rosés.



### Signage on Vintages Trolleys

Flood top of gondola with signage

Use gift bags and/or tubes/boxes as signage holders.



# Period 10: Gifts For All

## SIGNAGE GALLERY

You can always count on the LCBO to inspire with gift ideas for the wine lover, the spirits connoisseur and the beer aficionado. And this holiday season, you can also look to the LCBO for thoughtfully curated gift ideas that go beyond the expected and make it easy to buy for everyone on your list. Whether it's the Dolce & Gabbana gift set for your fashionista sister-in-law, a Sicilian white for "The White Lotus" obsessed in your life or a bottle of Baileys for your friend who prefers the "apres" to the "ski", we've got you covered.

Because whoever you're buying for and whatever they are into, we have a gift for them at the LCBO.



### Signage Ship Date

The Period 10 signage components will be shipped to stores beginning **November 17, 2023**.

The 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-24P10-MUSIC-CD | Music USB Reorder# AIM-24P10-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 P9 - 10

## Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

- 1 Gifts for All
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Image (if applicable)



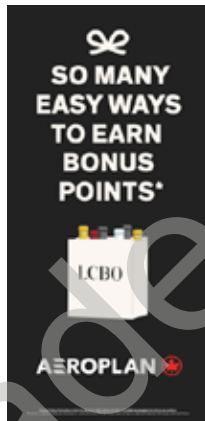
#### 1 Gifts for All



Re-order#  
24P9-EB1  
(English)

Re-order#  
24P9-EB2  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
24P9-EB5  
(English)

Re-order#  
24P9-EB6  
(Bilingual)

#### 3 Same Day Generic Ecomm



Re-order#  
24P9-EB7  
(English)

Re-order#  
24P9-EB8  
(Bilingual)

Re-order#  
24P9-EB9  
(English)

Re-order#  
24P9-EB10  
(Bilingual)

#### 4 Image



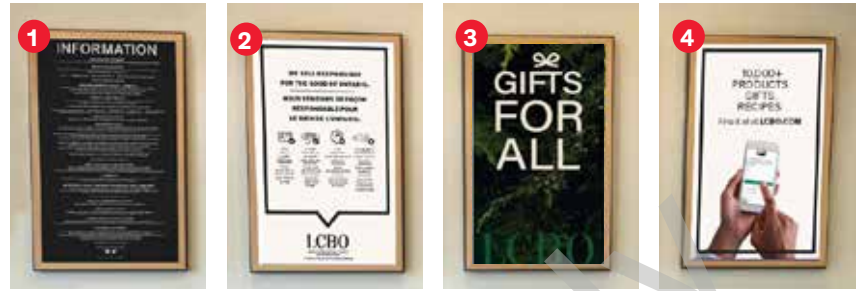
Re-order#  
24P9-EB3

Signage is to remain in place for the duration of P9 - 10

## 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 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# 24P9-WS1  
(Bilingual)

#### 4 Same Day

#### Generic Ecomm



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

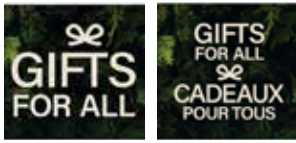
Re-order# 22OP-SC2  
(English + Bilingual)

# Signage is to remain in place for the duration of P9 - 10

## Transparencies

### Square Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Horizontal Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Small Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL



eComm ENG/BIL

Same Day Pickup ENG/BIL

### Medium Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL



eComm ENG/BIL

Same Day Pickup ENG/BIL

### Large Transparencies BIL

Vendor installed



Thematic POP ENG/BIL



eComm BIL

# P9-10 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 #24P9-TB1



BIL Re-order #24P9-TB2



## NEW P10 Blade Signs

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

End Aisles 1 will be receiving a new Blade Sign for P10.  
All others will remain the same from P9.



**NEW**

EA1 Creamy Chai  
ENG (24P10-BS1)  
BIL (24P10-BS6)

### P9-P10 Generic Blade Signs:

Continue to display the Generic Blade Signs from P9.



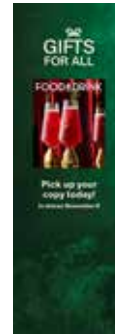
EA3  
Gift Guide (Red)  
ENG (24P9-BS3)  
BIL (24P9-BS8)



Gift Guide (Green)  
ENG (24P9-BS12)  
BIL (24P9-BS16)



Food & Drink (Red)  
ENG (24P9-BS5)  
BIL (24P9-BS10)



Food & Drink (Green)  
ENG (24P9-BS13)  
BIL (24P9-BS14)

# NEW P10 End Aisles Backer Cards

End Aisles 1, 3A, 3B, 10 will be receiving new Backer Cards for P10.

24P10-BC1



EA1

24P10-BC3A



EA 3A

24P10-BC3B



EA 3B

24P10-BC10



EA 10

## P9-10 Generic Backer Cards

Continue to display the Generic Holiday Backer Cards from Period 9.

24P9-BC-GEN1



NOTE: Use this backer card with any product.

24P9-BC-GEN2



NOTE: Use this backer card with Wine products.

24P9-BC-GEN3



NOTE: Use this backer card with Spirit products.

24P9-BC-GEN4



NOTE: Use this backer card with RTD, Beer/Cider products.

24P9-BC-GEN5



NOTE: Use this backer card with Non-Alcoholic products.

24P9-BC-GEN6



NOTE: The Aeroplan Backer Cards are only to be used when merchandising products with Aeroplan Bonus Offers.

24P9-BC-GEN7



NOTE: Use this backer card with any product.

24P9-BC-GEN8



NOTE: Use this backer card with any product.

# P9-P10 Seasonal Banner Insert

Dimensions: 20”w x 70”h

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

## Operational Seasonal Banner Insert

ENG (Re-order# 24P9-SB1) / BIL (Re-order# 24P9-SB2)

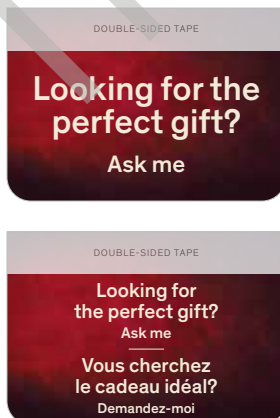


# Employee Engagement

## Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 9 to 10.

- “Looking for the perfect gift? Ask me.”
- All stores will receive Employee Name Badge Stickers.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5”.
- Staff Picks Name Badge Stickers: ENG (Re-order # 24P9-NT1) / BIL (Re-order # 24P9-NT2)





# 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.**

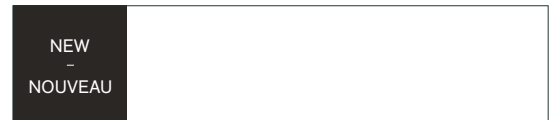
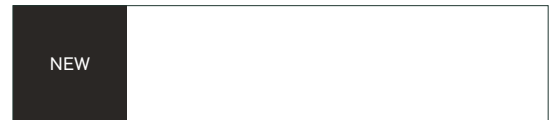
### Key Dates (November 26 - December 30, 2023)

### 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

## Continue to merchandise the New Product Underlays for the following P9 SKUs:

LCBO#	Description	LCBO#	Description
10059	Side Launch Dark Lager	31797	Organic Molino a Vento Nero D'Avola DOC Siciliane
15731	Newark Helles Lager	31800	Folonari Sangiovese
16699	Ashton Brewing Company IPA	31801	Zensa Nero d'Avola Appassimento DOC Sicily ORGANIC
16870	Great Lakes Brewery Pumpkin Ale	31802	Villa Puccini Toscana IGT Governo Toscano
17428	Great Lakes Brewery - Thrust! An IPA	31803	Zensa Primitivo IGP Puglia Organic
18018	Perth Brewery Mocha Stout	31804	Sistina Montepulciano d'Abruzzo DOC
20043	Bench Brewing Mountainview Stout	31805	Angelo Montepulciano d'Abruzzo
21571	Vecchia Romagna Riserva Tre Botti Brandy	31808	Orso Bruno Old Vine Zinfandel
22214	Beyond the Pale Cosmic Latte	31809	Prugneto Romagna DOC Sangiovese Superiore
22248	Sons of Kent Brewing Festbier Oktoberfest	31810	Michele Chiarlo Palas Barolo
22255	Grove Brewing Company - 1933 Oktoberfest Lager	32158	Primitivo De Falco IGP Salento
22621	Flying Monkeys Theatre of Madness Pumpkin Lager	32159	Senza Tempo Montepulciano D'Abruzzo DOP
22886	Bellwoods Brewery Cat Lady IPA	32160	Golden Gufo Primitivo Puglia IGP
24507	Cowbell Brewing Co. Draught Nitro Stout	32277	Black Tartan 88
24691	Chivas XV Blended Scotch Whisky	32500	Dancing with the Stars Malbec
25092	Cameron's Bad Robot - New England Double IPA	32501	Dancing with the Stars Chardonnay
27281	Bench Brewing Hopsters Double IPA	32808	Muskoka Stein Sized Fest Bier
27644	Larsen Extra Or	32976	High Park Pumpkin Spice Latteale
28446	Louis Royer VSOP Cognac with Gift Box	33198	IPA Fun Box, 7th Edition
28496	Pumpkin Spice Espresso Porter	33200	Smirnoff Spicy Tamarind
28500	Left Field Sweet Spot Marshmallow Stout	33587	Cowbell Brewing Co. Creme Brulee Nitro Stout
28507	Country Bumpkin Harvest Ale	33751	Glencadam American Oak Reserve Single Malt Scotch
28511	High Park Blak Magic Sour with Rapberries	34059	Xanabrew II - Belgian Aged Red Strong Ale
28535	Brock Street Milk Chocolate Stout	34478	Nonino Monovitigno Picolit Gran Ris. 10 Yr. Grappa
28637	Big Rig Busted Sled Gingerbread Stout	34483	Chateau de Laubade 1983 Bas Armagnac
28658	Imperial City Chocolate Milk Peanut Butter	34485	Dillon's Black Currant Liqueur
28659	Blood Brothers Brewing Entheogen IPA	34532	Wellington Brewery Bootique Mixer Vol 3
28726	Bobcaygeon Sweet Tooth Pumpkin Spice Latte	34592	Great Lakes Brewery - Sultana Solero IPA
28736	Beau's Nordic Pale Ale	34612	Collective Arts Mix 6
30934	Powerhouse Brewing Co. Generator India Pale A	34690	Henderson x Palm - Double Fusion Amber Ale
31155	Paradise Lost Spiced Cherry	34691	IPA Mixed Six
31547	Cowbell Brewing Co. Hazy Days Hazy Nights	34780	Burdock Ducks IPA
31752	Cecchi Storia di Famiglia Chianti Classico	34853	Flying Monkeys Psychedelic Puzzle Factory DIP
31753	Cantina Di Illasi Amarone Della Valpolicella DOCG	34903	Fat Baby, Continually Hopped IPA
31793	COLLAVINI VILLA CANLUNGO CABERNET SAUVIGNON	34906	Bellwoods Brewery PIG IPA
31794	Doppio Passo Primitivo IGT Puglia 1.5L	34907	On The Banks of The Mattagami Brown Ale
31795	Feudo Arancio Cabernet Sauvignon	34908	Mousetrap Rye Pale Ale
31796	Oggi Sangiovese IGT Puglia	34910	Rust Never Sleeps Marzenbier

LCBO#	Description
34911	Final Bow - Porter
34912	Collingwood Bricks & Mortar Oak Age Porter
34913	Freudian Sip Vienna Lager
34914	Stockyards Brewing Festbier
34915	Caledon Hills Brewing Irish Red Ale
34919	Kichesippi Sasquatch Schnitzel
34920	Queen of the Night
34921	Super Dope
34922	Neighbourly NEIPA
34923	Two-Way West Coast IPA
34924	Lake Of Bays Downtime Juicy Light IPA
34927	Lake Of Bays Moostruck Dark Lager
34928	Keets American Lager
34929	Hopservation
34930	Atherley Pale Ale
34931	Midnight Odyssey Oatmeal Stout
34932	Brew0010 Cherry Dark Lager
34935	Small Pony Barrel Works SMUV Pumpkin
34950	Jelly King with Boysenberry & Plum
34957	Horchata White Milk Stout
35061	Nickel Brook Uncle Goose IPA
35064	Wellington - Good Odds Cranberry & Orange Sou
35080	Left Field Mr.Oktober Festbier
35727	Wild Blueberry Honey Brew
35855	Cameron's I love Craft Beer Vol. 2
35894	Trestle Arrow Pilsner
35905	Hennessy VS Hip Hop 50

LCBO#	Description
36001	Collective Blood Orange, Cranberry & Vanilla Sour
36002	Collective Arts Fuzz Face Triple IPA
36048	Lost Craft Root Beer Float Stout
36050	PJ's Cappuccino
175794	Grappa Barili Di Sassicaia (Poli Distillerie)
296269	Wellington Imperial Stout
349001	Cleopatra Moscato Grappa (Poli Distillerie)
437244	Broadhead Oatmeal Stout
442319	Collective Arts Stranger Than Fiction
445577	Great Lakes Brewery - Lake Effect IPA
459115	Side Launch Mountain Lager
467522	Sagemehl Stadt
479485	Big Rig Pumpkin Porter
480012	Lake Of Bays Pumpkin Ale
481069	High Park Brewery Across The Pond English Pale Ale
485367	Great Lakes Brewery Karma Citra IPA
485425	Stout Beer
524876	Pecan Pie Porter
533679	Grand River Highballer Pumpkin Ale
536516	Marzen Lager
544924	Full City Coffee Porter
549865	Lost Craft Divercity Helles Lager
628875	Maclean's Cherry Porter
628883	Walkerville Brewery Rob Roy Scotch Ale
745901	Po' di Poli Morbida Smooth Moscato Grappa

## REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
13244	Brockmans Gin
20188	Maison No 9*
27137	Kechribari Retsina
30632	Jack Daniel's Triple Mash Blended Straight Whisky
30633	Jack Daniel's Bonded Tennessee Whisky
31938	Eagle Rare Single Barrel Select
32450	Strathcona Spirits Badland Seaberry Gin
32502	Juli Organic Cabernet Sauvignon
32563	Moillard Chablis
32566	Moillard Bougogne Pinot Noir
32567	Cave De Buxy Bourgogne Cote Chalonnaise Chardonnay

LCBO#	Description
33666	Cave De Lugny Macon-Lugny St. Pierre Chardonnay
33667	Cave De Lugny Bourgogne Pinot Noir Aoc
34141	Forty Creek Cherrywood Reserve
402578	Rodenbach Vintage
526525	Paulaner Oktoberfest Bier

# HOLIDAY GIFT GUIDE

## Gifts For All

### Overview

The LCBO “Gifts For All” Holiday Gift Guide will highlight premium and unique holiday gifts for everyone on your list.

### Gifts for...

- the music-lover that hit all the right notes.
- the pop-culture obsessed in your life.
- the sports fan in your life that will really score.
- the globetrotter who always keeps a bag packed.
- the friend who’s all about the grind.
- the sweet tooth who eats dessert first.
- the friend who matches their drink to their outfit.
- the classic cocktail buff.
- hopheads and malt masters.

### Entertaining Occasions

- Entertaining & DIBE Occasions
- Sparkling
- Beer / RTD multi-packs and large formats
- Non-Alc
- Seasonal Flavours

### Gifts By Price Point

- Under \$25, Under \$50, Under \$75, Luxe

**Drop Date: First week of November, 2023**

### Participating Products

Refer to the [P9 Worksheets](#) posted on the Portal for complete product information.

### Distribution:

- Canada Post (direct to homes)
- Top 50 SDPU stores
- Union Station (LCBO Staff)



Cover image is not final

# 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

Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

**A** Block Pile A (SBA): Beer

**B** Block Pile B (SBB): Ready-To-Drink Cocktails

**C** Block Pile C (SBC): Aeroplan

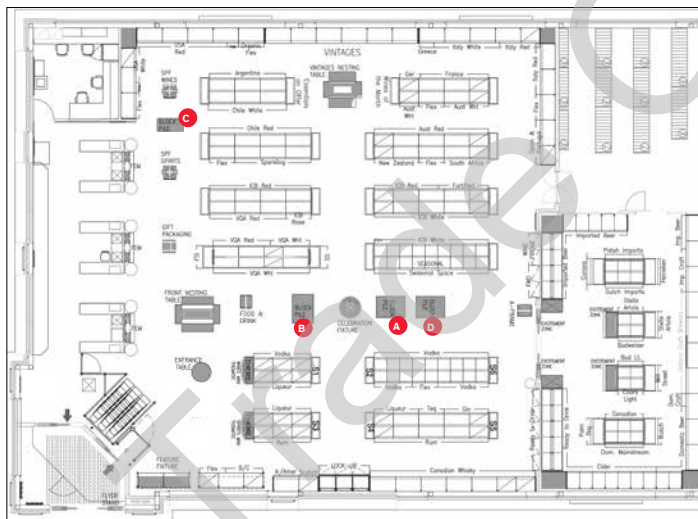
**D** Block Pile D: Ciroc (FSO-A)

Patron (FSO-B)

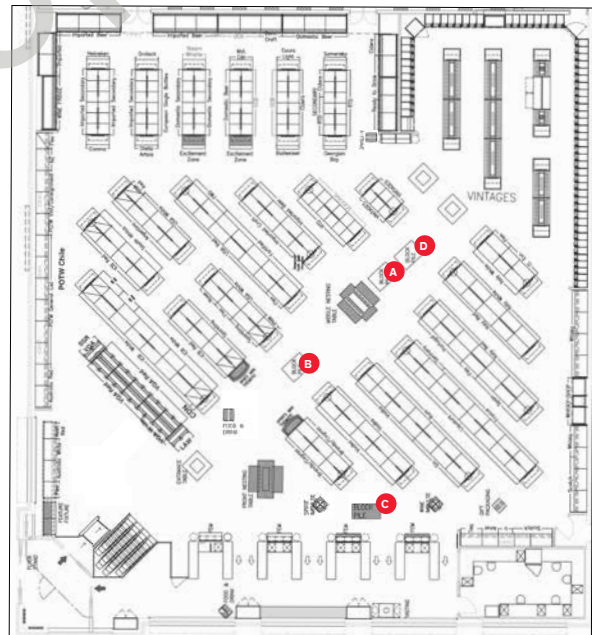
Tanqueray (XBP)

Baileys (FSH-A) / Baileys (FSJ-A)

Kim Crawford and Santa Margherita (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.

# HOLIDAY GIFT PACKS

The intent behind our gift pack merchandising strategy is to tell a story while keeping it simple, focused and easy to navigate for our customers.

This strategy will help accomplish the following goals:

- Create an *ease of shopability* for our customers
- Create an *ease of execution* for retail
- Create *displays that are maximized* based on inventory
- Create *compelling displays* (moments) that drive average basket value and units per transaction

Just as in previous years stores have been grouped into Clusters based on their size, architecture and sales history. These clusters determine the assortment and allocation of Holiday Gift Packs each store will receive.

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

Refer to the Holiday Gifting Portal for more information on Gifting Allocation, Assortment and Delivery.

The following pages will provide details on the direction stores should use to merchandise Holiday Gift Packs on various display points.

## Merchandising Instructions:

### Spirit Gifts:

- 12ft Feature Fixture of spirits
- 8ft Feature Fixture
- 4ft Feature Fixture

**\*If stores do not have any of the above fixtures, they should implement on discretionary ends around the perimeter of the store.**

### Beer Gifts:

- 16ft Seasonal Gondola
- 12ft Seasonal Gondola

### Wine Variations:

- 16ft Seasonal Gondola (In stores that have a second seasonal gondola)
- Discretionary ends around the perimeter of the store.



Gift packs arrived in stores in WEEK 29.

Continue setting them up in their DESIGNATED AREAS based on the store merchandising plan.

# SPIRIT GIFTS

## Feature Fixture & Cut Case/Discretionary Ends

### Feature Fixture

During Holiday the Feature Fixture will transition into the Holiday Spirit Gifts fixture. Unless Spirit Gifts are sold-down sooner, stores should begin to transition to Sparkling Wines in week 38.

**IMPORTANT NOTE:** It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.

**Launch Date: November 1, 2023**

#### Participating Stores

All Feature Fixture and New & Seasonal Fixture Stores.

#### Participating Products

Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

#### Signage

If needed, additional signage kits are available for re-order:

- Gift Pack Shelf Talkers ENG (Re-order # 24P8-GP1) / BIL (Re-order # 24P8-GP2)
- Category Sign ENG (Re-order # 24P8-FF1) / BIL (Re-order # 24P8-FF2)
- Category Sign Filler - Solid Colour (Re-order # 24P8-FF3)
- Bin Strips - solid colour (Re-order # 24P8-FF4)



Please refer to your store's holiday gifting allocation for each business unit to determine which of these products your store will carry and adjust the planoguide as required. Based on your store fixture size and product assortments, please increase or decrease product facings to create an impactful display during the holiday season.

Once the Feature Fixture has sold through the products with smaller quantities, replenish with **top sellers**, Sparkling Wines and expand the facings of the driving SKUs.

## Merchandising Tips

### The Feature Fixture is for displaying our Premium Spirits Gift Packs

- Larger facings to *Top Gift Items* (SKUs with the highest quantities)
- Keep business units together and merchandise White Spirits, Brandy and Dark Spirits together
- Keep White Spirits gifts together, and further up, as certain SKUs will only fit on the top shelf of the Feature Fixture

### Examples:

WHITE SPIRITS → VODKA → GIN

DARK SPIRITS → RUM → COGNAC/BRANDY (on high shelf as higher price-points) →

WHISKY (IRISH / AMERICAN TOGETHER) → CANADIAN WHISKY → SCOTCH on higher shelves as higher price-points)

Once the Feature Fixture has sold through the products with smaller quantities, replenish with our *top sellers* / expand the facings of the driving SKUs.

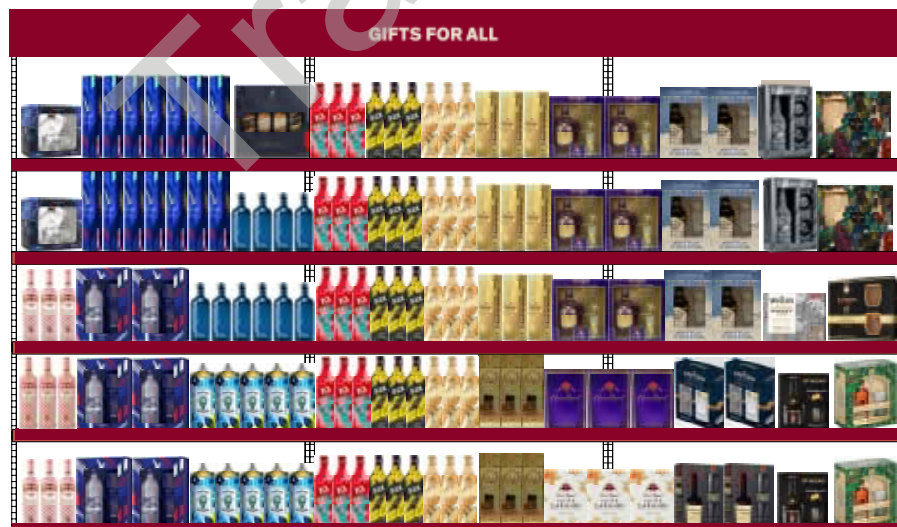
### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



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.



# Suggested Discretionary Ends - Spirits

These are suggested product groupings that stores should implement on discretionary ends around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

## Merchandising Instructions

- Merchandise products on an available Discretionary End along the perimeter of the store close to the category section (i.e. High End Spirits near the Spirits section).

## Signage Components

24P9-BC-GEN1



Gifts For All - text

24P9-BC-GEN3



Shop LBCO.com

24P9-BC-GEN4



Aeroplan

**NOTE:** The Aeroplan Backer Cards are only to be used when merchandising products with Aeroplan Bonus Offers.

24P9-BC-GEN5



Give gifts in the perfect package

24P9-BC-GEN6



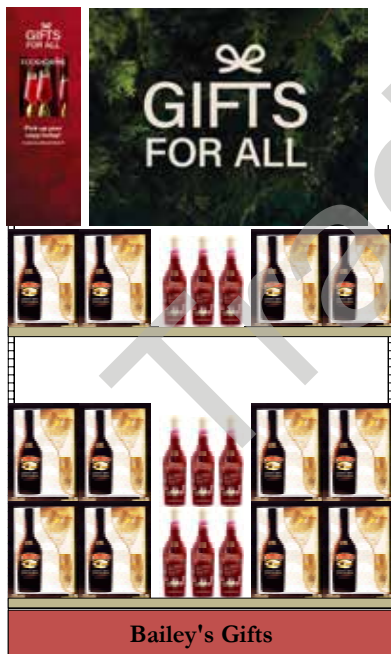
Gifts For All - Wines

24P9-BC-GEN7



Gifts For All - Spirits

## Baileys Gifts



Baileys's Gifts

Example Only

## Crown Royal Gifts



Crown Royal Gifts

Example Only

# BEER & WINE GIFTS

Seasonal Gondola & Cut Case/Discretionary Ends

## Key Dates (November 5 - December 30, 2023)

### Participating Stores

Stores with a Convertible Seasonal Gondola will receive signage to support this program in time for the beginning of the Holiday promotion.

### Participating Products

Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

### Signage Components

Additional signage kits are available for re-order:

- Category Sign ENG (Re-order # 24P8-SGT1) / BIL (Re-order # 24P8-SGT2)
- Gift Pack Shelf Talkers ENG (Re-order # 24P8-GP1) / BIL (Re-order # 24P8-GP2)

### Merchandising Instructions

- Stores will utilize their first Seasonal Gondola to merchandise beer gifts and their second Seasonal Gondola to showcase sparkling wine gifts. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.



The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.

## Seasonal Gondola #1

### Beer Gifts

Larger stores will utilize their first Seasonal Gondola to merchandise beer gifts. Special bottles and cases are merchandised on top shelves for customers to easily see. As the gifts sell through, merchandise your top beer products.



## Seasonal Gondola #2

### Sparkling Gifts

Larger stores will use their second Seasonal Gondola to showcase sparkling gifts. Add gift boxes or bags to promote our holiday packaging. As the gifts sell through, merchandise your top selling sparkling products.



**NOTE:** Include LCBO Holiday Gift Packaging in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

# Suggested Discretionary Ends - Wines

These are suggested product groupings that stores should implement on discretionary ends around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

## Merchandising Instructions

- Merchandise products on an available Discretionary End along the perimeter of the store close to the category section (i.e. Wine Gifts near the Wines section).

## Signage Components: Backer Card Re-order Codes

- Gifts For All - text (Red) ENG/BIL (Re-order # 24P9-BC-GEN1)
- Shop More Holiday Gifts at LBCO.com ENG/BIL (Re-order # 24P9-BC-GEN3)
- Aeroplan ENG/BIL (Re-order # 24P9-BC-GEN4)  
(Only to be used when merchandising products with Aeroplan Bonus Offers.)
- Give gifts in the perfect package ENG/BIL (Re-order # 24P9-BC-GEN5)
- Gifts For All - Wines (Red) ENG/BIL (Re-order # 24P9-BC-GEN6)
- Gifts For All - Spirits (Green) ENG/BIL (Re-order # 24P9-BC-GEN7)

### Holiday Wines



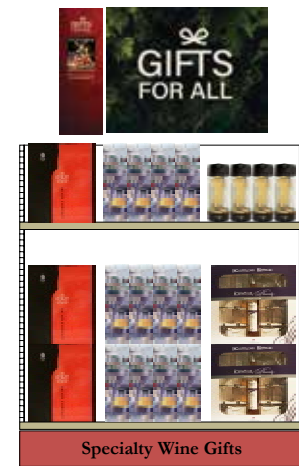
Example Only

### New World Wine Gifts



Example Only

### Specialty Wine Gifts



Example Only

### Sparkling Gifts



Example Only

### VQA Wine Gifts



Example Only

# Key Display (EA-S1)

## ENTRANCE TABLE

Gifts for the Trend-setter

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

**Key Dates (November 26 - December 30, 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
8284	Hennessy VS Cognac	750	VA
34010	Hennessy VS Hero Bottle	750	
43703	Hennessy VSOP Cognac	750	

Value-Add (VA) - Rep Applied: Cardboard Gift Box

This display will feature the top cognac brand with their gold holiday bottle. Perfect for gifting!

### 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 # 24P10-ET1) / BIL (Re-order # 24P10-ET2)
- Shelf Talkers ENG (Re-order # 24P10-ET5) / BIL (Re-order # 24P10-ET6)

### Holiday Gift Packaging Merchandising Integration



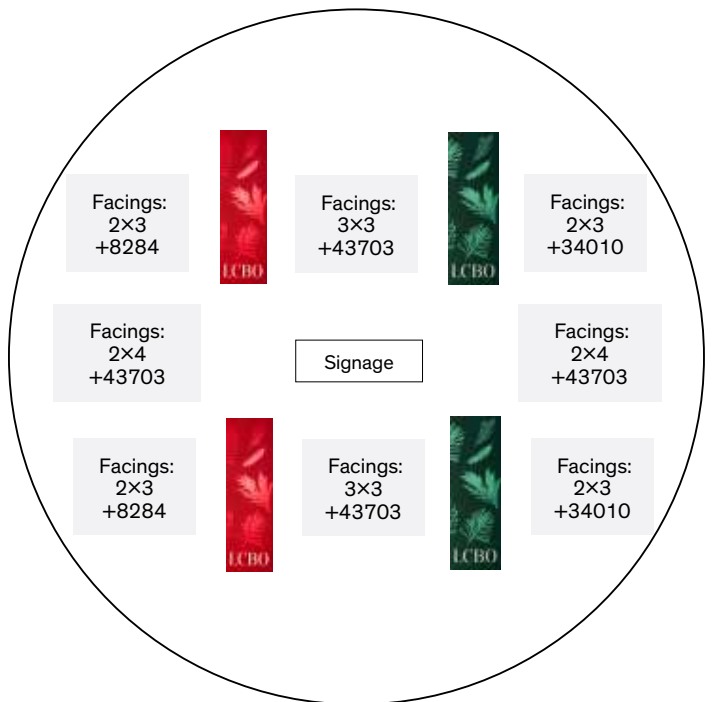
Holiday Gift Packaging should be added to this display. Choose from the 1 Bottle Enhanced Bag, 2 Bottle Enhanced Bag or the Folding Boxes to enhance the presentation and highlight gifting options to customers.

Merchandise Year Round gift packaging to fill the space as holiday gift packaging sells through.

## Planogram - Square Table



## Planogram - Round Table



# End Aisle #1 (BS-BSE)

## COCKTAIL OF THE MONTH

Creamy Chai



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

### Key Dates (November 26 - December 30, 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.

Cream liqueur meets vodka and chilled chai tea for a holiday-season indulgence. Perfect for festive toasts.

### Participating Stores

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

### Participating Products

Merchandising Location	LCBO#	Description	Size (mL)	LTO/BAP
End Aisle #1	5959	Baileys Irish Cream	750	VA
	108357	Carolans Irish Cream	750	LTO
	281378	Forty Creek Cream Liqueur	750	LTO
	519298	Wayne Gretzky Cream Whisky	750	LTO
<b>Value-Add (VA) - Rep Applied: Hot Chocolate</b>				

### 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 # 24P10-BC1)
- Blade Sign ENG (Re-order # 24P10-BS1) / BIL (Re-order # 24P10-BS6)
- End Aisle Shelf Talker Bundle ENG (Re-order # 24P10-ST1) / BIL (Re-order # 24P10-ST2)



# Spirits (MI-A)

## MINI THEMATIC A

Gifts for Spirit Connoisseurs

This is a sold program. Participation is mandatory.

**Key Dates (November 26 - December 30, 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
7617	Chivas Regal 12 Year Old	750	LTO
8284	Hennessy VS Cognac	750	VA
13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
27605	Reifel Rye	750	LTO
38901	Dalmore 12 Yr Old	750	LTO
180695	St-Germain Elderflower Liqueur	750	LTO, BAP
410803	D'Usse VSOP	750	BAP
425686	Casamigos Tequila Anejo	750	BAP
597559	Tito's Handmade Vodka	750	LTO
635508	Drumshanbo Gunpowder Irish Gin	750	LTO
636068	Malfy Gin Rosa	750	LTO

**Value-Add (VA) - Rep Applied:** Cardboard Gift Box

### Signage Components

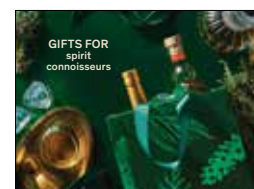
- Category sign ENG/BIL (Re-order # 24P10-MTA1)
- Backer card ENG/BIL (Re-order # 24P10-MTA2)
- Shelf talkers ENG (Re-order # 24P10-MTA3) / BIL (Re-order # 24P10-MTA4)

### 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.

Highlighting a variety of spirit gift ideas for the spirit connoisseurs.

GIFTS FOR spirit connoisseurs



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



Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store. Merchandise the tags on every other bottle.



# Wines (MI-B)

## MINI THEMATIC B

### Sparkling Gifts

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

**Key Dates (November 26 - December 30, 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
25515	Saintly Sparkling Brut VQA	750	LTO, Wine Fridge
30835	Yellow Tail Bubbles	750	LTO, Wine Fridge
85316	Blu Giovello Prosecco	750	LTO, VA
216945	Freixenet Cordon Negro Brut Cava	750	LTO
341347	Fresh Possibilities Sparkling Rosé VQA	750	LTO, VA, Wine Fridge
365205	Cono Sur Sparkling Rosé	750	LTO
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	LTO
487694	La Marca Prosecco Doc	750	LTO
897702	Bottega Vino Dei Poeti Prosecco Doc	750	BAP

#### Value-Add (VA) - Rep Applied:

LCBO #85316: Champagne Stopper

LCBO #341347: Holiday Gift Box

#### Signage Components

- Category sign ENG/BIL (Re-order # 24P9-MTB7)
- Backer card ENG/BIL (Re-order # 24P9-MTB8)
- **NEW!** Shelf talkers ENG (Re-order # 24P10-MTB9) / BIL (Re-order # 24P10-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.

Mini Thematic B will feature our most beautiful bottles of sparkling wines from around the world, gifts for every budget – from Prosecco to Cava to VQA Sparkling. Assortment is intended to tie into gifting moments and celebratory occasions

GIFTS FOR bubbly hosts



Mini Thematic B - Wines



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



Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store. Merchandise the tags on every other bottle.

# Beer (MI-C)

## MINI THEMATIC C

Local Gifts

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

**Key Dates (November 26 - December 30, 2023)**

Find the perfect assortment of local craft beers to celebrate the season.

### 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	Distributor
19003	Flying Monkeys Chocolate Manifesto	473	LTO	6309 - Flying Monkeys Craft Brewery
19266	Beau's Lug Tread	6 × 473		LCBO Warehouse
28633	Great Lakes Brewery - Winter Ale	473		458 - Cowbell Brewing Co.
31457	Muskoka Survival Pack 2023	6 × 473	LTO	LCBO Warehouse
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	LTO	9654 - Beau's All Natural Brewing 275 - The Beer Store
33198	Refined Fool IPA Fun Box, 7th Edition	6 × 473		1929 - Great Lakes Brewing Co. Inc.
34059	Rush X Henderson Extra Strong Ale With Cherry	500		5732 - Refined Fool Brewing Company
34532	Wellington Brewery Boutique Mixer Vol. 3	6 × 473		798 - Bench Brewing Company
34612	Collective Arts Mix 6	6 × 473	LTO	4826 - Wellington County Brewery Inc

### Signage Components

- Backer card ENG/BIL (Re-order# 24P10-BC10)
- Shelf Talkers ENG (Re-order # 24P10-ST1) / BIL (Re-order # 24P10-ST2)

### Merchandising Instructions

- Continue to display the End Aisle Backer card from last period.
- 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

Johnnie Walker

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

**Key Dates (November 26 - December 30, 2023)**

## Participating Stores

Please refer to the Participation Lookup page for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

In this period the Front Nesting Table will feature a mix of Johnnie Walker and Single Malt Whiskies - the perfect gift for whisky enthusiasts. Specific products will also be offering a **Free LCBO gift card** with purchase.

## Participating Products

LCBO#	Description	Size (mL)	Offers
1099	Johnnie Walker Red Label	750	
7880	Johnnie Walker Black 12 Yr	750	LTO, VA
31828	Johnnie Walker Double Black	750	
217794	Johnnie Walker Red Label.	1140	LTO
217802	Johnnie Walker Black Label	1140	VA
238097	Dalwhinnie 15 Yr Malt	750	BAP
249680	Talisker 10yr Old	750	LTO
291278	Johnnie Walker Gold Reserve	750	VA
292805	Johnnie Walker Platinum 18 YO	750	VA
409490	Singleton Of Dufftown 12 YO	750	VA
468116	Johnnie Walker Green Label	750	VA
479881	Lagavulin 8 Yo	750	VA

Value-Add (VA) - Rep Applied:

LCBO #31828, 217802, 409490: \$5 LCBO Gift Card

LCBO #291278, 292805, 468116, 479881: \$10 LCBO Gift Card



## Signage Components

- Table Sign ENG (Re-order # 24P10-FNT1)  
BIL (Re-order # 24P10-FNT2)
- Shelf Talkers ENG (Re-order # 24P10-FNT5)  
BIL (Re-order # 24P10-FNT6)
- Perp Shelf Talkers ENG (Re-order # 24P10-FNT7)  
BIL (Re-order # 24P10-FNT8)

## 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.

**ACTION:**

These cards are a part of the P10 Johnnie Walker Front Nesting Table Program

- **They are not to be opened or distributed prior to Period 10 launch.**
- The cards are inactive and will become activated on the first day of P10.
- Ensure that these cards are stored in a safe place at the cash and hand to customers upon purchasing a bottle of participating products with a neck tag.
- The Supplier will apply bottle and box tags to communicate the Gift Card offer specific to each product.
- Gift cards are pre-loaded with a \$5 or \$10 value. No activation is necessary. The Gift cards will be shipped to participating stores by the start of P10 Promotion. Store the Gift Cards at the Cash Desk for customer redemption.
- The gift card CANNOT be used on the current purchase. Please encourage customer to redeem card on their next visit.
- If customers have any questions or concerns, please direct them to helloLCBO



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

\*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View

Back View

Back View

Facings: 10x4 +7880	Facings: 4x6 +479881	Facings: 4x7 +217794
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Facings: 7x4 +249680	Facings: 6x2 +1099	Facings: 6x4 +292805
SIGNAGE		
Facings: 6x3 +468116	Facings: 7x3 +291278	Facings: 6x2 +238097

Facings: 4x9 +31828	Facings: 4x9 +217802	Facings: 4x9 +409490
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Front View

**Holiday Gift Packaging Merchandising Integration**



Holiday Gift Packaging should be added to this display. Choose from the 1 Bottle Enhanced Bag, 2 Bottle Enhanced Bag or the Folding Boxes to enhance the presentation and highlight gifting options to customers.

Merchandise Year Round gift packaging to fill the space as holiday gift packaging sells through.

A

# Display Program (BP-SBA)

## BLOCK PILE A

Beer

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

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

Celebrate the season with favourite brews now on sale.

**Key Dates (November 26 - December 30, 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
17818	Corona Extra	6 × 330	LTO
296244	Guinness Draught	4 × 440	LTO
300681	Coors Light	6 × 473	LTO
311787	Budweiser	6 × 473	LTO
418590	Modelo Especial	6 × 355	LTO
422345	Moosehead Lager	6 × 473	LTO
459818	Sapporo	6 × 500	LTO
525188	Peroni Nastro Azzurro	6 × 330	LTO



Front View

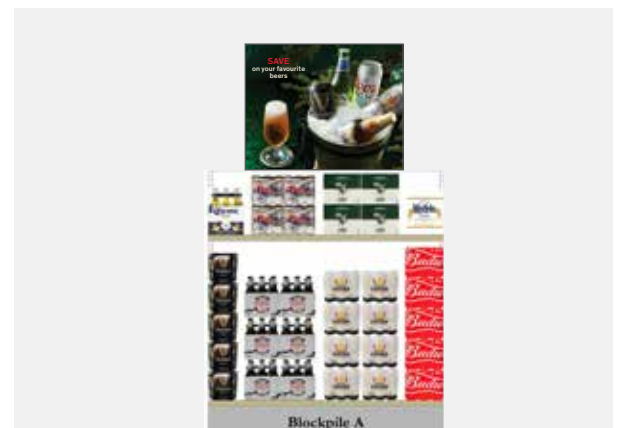
Back View

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P10-BPA1)  
BIL (Re-order # 24P10-BPA2)
- Riser Wrap - solid colour (Re-order # 24P10-BPA3)
- Pricer Cards ENG (Re-order # 24P10-BPA4)  
BIL (Re-order # 24P10-BPA5)
- Shelf Talkers ENG (Re-order # 24P10-BPA6)  
BIL (Re-order # 24P10-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P10-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P10-BPA9)  
BIL (Re-order # 24P10-BPA10)

### Merchandising Instructions

- 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.



**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.

# Display Program (BP-SBB)

## BLOCK PILE B

### Ready-To-Drink Cocktails

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

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

**Key Dates (November 26 - December 30, 2023)**

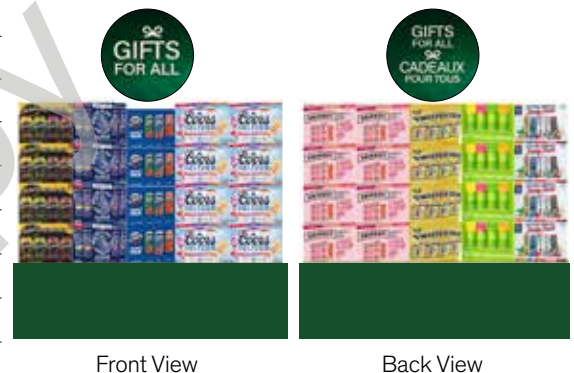
#### Participating Stores

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
15004	Twisted Tea Mix	12 × 355	BAP
19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	
30103	White Claw Surge Variety Pack	12 × 355	
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	LTO
31227	Georgian Bay Tequila Smash Mixed Pack	12 × 355	
31290	Mott's Clamato Caesar Variety Pack	12 × 341	LTO
31315	Cottage Springs Mixed 15 Party Pack	15 × 355	
24407	Nutrl 12pk Mixer	12 × 355	

These Ready-to-Drink cocktails are proven customer favourites which make them the perfect entertaining solution.



Front View

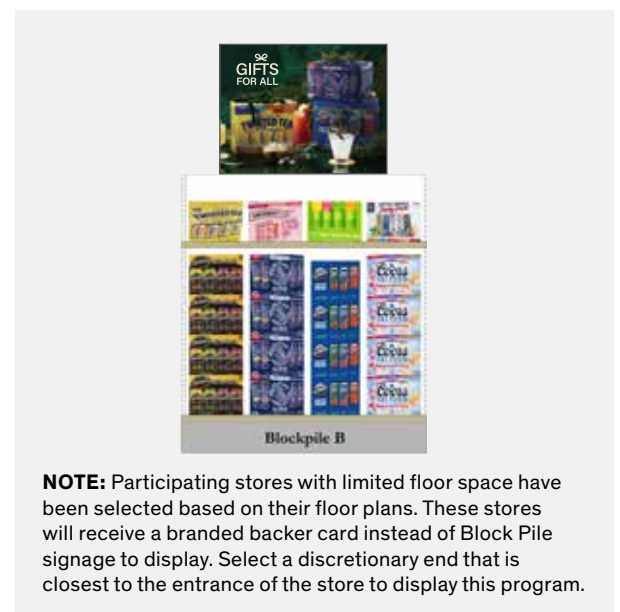
Back View

#### Signage Components

- Pole Topper Sign ENG (Re-order # 24P10-BPB1)  
BIL (Re-order # 24P10-BPB2)
- Riser Wrap - solid colour (Re-order # 24P10-BPB3)
- Pricer Cards ENG (Re-order # 24P10-BPB4)  
BIL (Re-order # 24P10-BPB5)
- Shelf Talkers ENG (Re-order # 24P10-BPB6)  
BIL (Re-order # 24P10-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P10-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P10-BPB9)  
BIL (Re-order # 24P10-BPB10)

#### Merchandising Instructions

- 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.



**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

EARN  
**BONUS POINTS**  
ON THESE PRODUCTS\*

Until December 30

AEROPLAN 

**This is a sold program. Participation is mandatory. All stores are to execute BOTH displays. All products from both wines and spirits lists are to be merchandised for the duration of the period.**

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

**Key Dates (November 26 - December 30, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Wines Participating Products

LCBO#	Description	Size (mL)	Offer
31062	Ruffino Orvieto Classico Doc	750	BAP, VA
42606	Ruffino Chianti	1500	BAP, VA
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	BAP, VA
307025	Ruffino Aziano Chianti Classico Docg	750	BAP, VA
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	BAP, VA
467811	Ruffino Prosecco	750	BAP, VA
545871	Ruffino Lumina Pinot Grigio Igt	1500	BAP, VA

### Value-Add (VA) - Rep Applied:

LCBO# 31062, 42606, 45195, 307025, 467811, 545871: Tea Towel Wrap

LCBO# 353201: Gift Box

Absolut vodka and  
Ruffino wines with great  
Aeroplan offers.



Front View

Back View

## Spirits Participating Products

LCBO#	Description	Size (mL)	Offer
22013	Absolut Raspberri Vodka	750	BAP, LTO
110056	Absolut Vodka	750	BAP, LTO
209221	Absolut Vodka	1140	BAP, VA
216655	Absolut Vodka	1750	BAP, LTO
257238	Absolut Citron Vodka	750	BAP, LTO
282178	Absolut Vanilia Vodka	750	BAP
493999	Absolut Lime Vodka	750	BAP, LTO

Value-Add (VA) - Rep Applied: Earmuffs



## Signage Components

- Pole Topper Sign ENG (Re-order # 24P10-BPC1) / BIL (Re-order # 24P10-BPC2)
- Riser Wrap - solid colour (Re-order # 24P10-BPC3)
- Pricer Cards ENG (Re-order # 24P10-BPC4) / BIL (Re-order # 24P10-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P10-BPC8) / BIL (Re-order # 24P10-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.



# BOXING WEEK PROMOTION

We're offering customers savings on a variety of wines and spirits during the Boxing Week Sale.

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

## Participating Stores

All Stores

## Key Dates (December 26 - 31, 2023)

## Signage Components

**NOTE:** Only Stores on the BPA store list will receive the pole topper, pricer cards and riser wrap. All other stores will receive shelf talkers only.

- Pole topper ENG (Re-order # 24P10-BPF1) / BIL (Re-order # 24P10-BPF2)
- Riser Wrap ENG (Re-order # 24P10-BPF3)
- Pricer Cards ENG (Re-order # 24P10-BPF4) / BIL (Re-order # 24P10-BPF5)
- Shelf Talkers ENG (Re-order # 24P10-BPF6) / BIL (Re-order # 24P10-BPF7)

## Merchandising Instructions

### (Block Pile + In-section)

- Build a block pile display with the participating products.
- Install the pole topper, riser wrap and pricer cards.
- Merchandise the shelf talkers in front of the participating products in section.



Pole Topper

## Participating Products

LCBO#	Description	Size (mL)	BAP Offers	LTO	Value-Add
4705	20 Bees Chardonnay Unoaked VQA	750		\$2.00	
10715	Malfy Gin Con Arancia	750		\$6.00	
13295	Matua Sauvignon Blanc Hawke's Bay	1500		\$2.00	
14130	Apothic Cabernet Sauvignon	750		\$3.00	
14355	Appleton Estate 12yo Rare	750		\$5.00	
14678	Barefoot Moscato	1500		\$2.50	
15760	Slow Press Cabernet Sauvignon	750	40	\$4.00	
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750		\$3.00	
16189	Santa Rita Secret Reserve Sauvignon Blanc	750		\$3.00	
18869	Hornitos Black Barrel	750		\$6.00	
18877	Cabot Trail Maple Cream	1140		\$6.00	Coffee
19351	Twisted Shotz Box	4 x 60 mL	50	\$3.00	
19780	Tavernello Pinot Grigio Delle Venezie DOC	750	50	\$2.00	
19820	Havana Club Cuban Smoky	750		\$5.00	
20060	Sensi Chianti Dal Campo DOCG	750	50	\$2.00	

LCBO#	Description	Size (mL)	BAP Offers	LTO	Value-Add
22296	CK Mondavi Cabernet Sauvignon	750	100	\$2.00	Holiday Bow + Tag
22297	CK Mondavi Chardonnay	750	100	\$2.00	
24627	Apothic Merlot	750		\$3.00	
24924	Casamigos Reposado Tequila	1750	200	\$10.00	
27389	Apothic Red Blend	3000		\$5.00	
31979	Calirosa Blanco Tequila	750	150	\$6.00	
34425	Tom Gore Farmer's Red Blend	750		\$2.00	Cork Box
129940	Aviation Gin	750	90	\$3.00	
135970	Pelee Island Gewürztraminer	750		\$2.00	
176834	Aperol	750	200	\$1.00	
216952	Barefoot Bubbly Pinot Grigio	750		\$2.00	
231779	Bartenura Moscato	750	40	\$1.70	
318683	The Kraken Black Spiced Rum	1140		\$7.50	
330803	Bowmore 12 Year Old Islay Single Malt	750		\$8.00	
339168	Bodacious Smooth White	750	50	\$1.00	
385385	Les Dauphins CdRhône Reserve Red AOC	750	30	\$2.00	
392654	Apothic Dark Red	750		\$3.00	
396234	E&J VSOP Brandy	750		\$2.00	
406884	Barefoot Pinot Grigio	1500		\$2.50	
417295	Cîroc	750	90	\$4.00	
434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750		\$3.00	
465419	Murphy's Law Apple Pie	750	50	\$2.00	
475145	Zonin Valpolicella Classico DOC	750	50	\$2.00	
520270	Bacardí Black	1140		\$2.00	
545707	Cigar Box Pinot Noir	750		\$2.50	
569905	Carnivor Zinfandel	750		\$3.00	
628206	Bodacious Bourbon Barrel Aged Red Blend	750	50	\$1.00	
633347	Longshot Cabernet Sauvignon	750		\$3.00	Holiday Bow

# Display Program (XBP)

## BLOCK PILE D

Tanqueray Tree

### 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 (November 26 - December 30, 2023)

### Participating Stores

15, 31, 130, 148, 156, 243, 371, 394, 412, 438, 443, 499, 522, 624, 641, 741

### Participating Products

LCBO#	Description	Size (mL)	Offers
2691	Tanqueray Gin	750	VA
600163	Tanqueray No.Ten Gin	750	LTO
216721	Tanqueray Gin	1140	LTO, VA

Value-Add (VA) - Rep Applied: Ciroc 50 mL

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P10-BPD1) / BIL (Re-order # 24P10-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.



Supplied by Agent

# Display Program (FSO-A)

## BLOCK PILE D

Ciroc

### 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 (November 26 - December 30, 2023)

### Participating Stores

115, 171, 187, 195, 226, 253, 334, 346, 385, 393, 404, 437, 445, 523, 630, 631, 632, 703

### Participating Products

LCBO#	Description	Size (mL)	Offers
34063	Ciroc Passion	750	VA
334128	Ciroc Red Berry	750	VA
334110	Ciroc Peach	750	VA
417295	Ciroc Original Unflavoured	750	LTO, VA

Value-Add (VA): Glassware

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P10-BPD1) / BIL (Re-order # 24P10-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.



Supplied by Agent

# Display Program (FSO-B)

## BLOCK PILE D

Patron

### 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 (November 26 - December 30, 2023)

### Participating Stores

1, 21, 22, 154, 198, 263, 288, 329, 398, 573, 590, 619, 623, 698, 776

### Participating Products

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

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P10-BPD3) / BIL (Re-order # 24P10-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.



Supplied by Agent

# Display Program (FSL-A)

## KIM CRAWFORD & SANTA MARGHERITA

### Overview

Select stores will display the below products in a discretionary Block Pile.

### Key Dates (November 26 - December 30, 2023)

### Participating Stores

1, 22, 31, 36, 38, 41, 51, 65, 83, 102, 130, 149, 150, 154, 164, 187, 195, 198, 243, 288, 334, 346, 371, 373, 385, 387, 390, 486, 499, 523, 534, 551, 569, 573, 575, 579, 590, 619, 623, 624, 630, 632, 640, 641, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	VA
25374	Kim Crawford Prosecco	750	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	LTO
106450	Santa Margherita Pinot Grigio	750	
302752	Santa Marg Rose Sparkling	750	
626390	>Kim Crawford Pinot Noir	750	VA
650325	>Kim Crawford Hawke's Bay Rose	750	LTO
687558	Santa Margherita	375	
687582	Santa Marg Prosecco	750	LTO
991950	>Kim Crawford Marlborough Chardonnay	750	VA

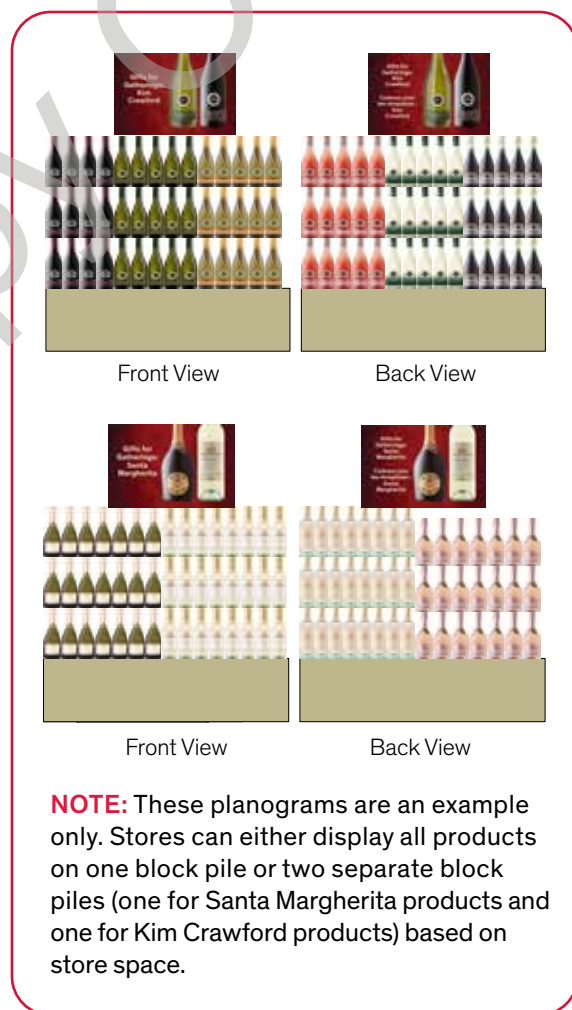
Value-Add (VA) - Rep Applied: Wine Personalization Pen

### Signage Components

- Santa Margherita Case Cut Backer Card ENG/BIL (Re-order # 24P10-BPW1)
- Kim Crawford Case Cut Backer Card ENG/BIL (Re-order # 24P10-BPW2)
- Santa Margherita Pricer Cards ENG (Re-order # 24P10-BPW3) / BIL (Re-order # 24P10-BPW4)
- Kim Crawford Pricer Cards ENG (Re-order # 24P10-BPW5) / BIL (Re-order # 24P10-BPW6)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the Backer Card.
- 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.



# BAILEYS

## Overview

Group 1 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. Group 2 stores will display the below products on a discretionary end aisle at the managers discretion.

## Key Dates (P9-P10)

### Group 1: Enhanced Display (FSH-A)

#### Participating Stores

1, 17, 19, 22, 23, 25, 27, 31, 34, 36, 38, 41, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 132, 145, 148, 149, 150, 156, 164, 168, 171, 187, 191, 198, 209, 211, 212, 221, 226, 227, 233, 243, 250, 252, 253, 263, 287, 298, 300, 310, 325, 326, 329, 334, 346, 351, 359, 360, 361, 373, 381, 383, 385, 386, 387, 390, 391, 394, 401, 404, 407, 412, 417, 427, 428, 431, 437, 438, 443, 445, 457, 459, 481, 485, 490, 491, 497, 499, 501, 511, 523, 534, 536, 544, 545, 551, 554, 555, 556, 566, 569, 573, 575, 590, 602, 609, 616, 617, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 648, 655, 670, 694, 699, 700, 703, 706, 741, 748

#### Group 1: Participating Products

LCBO#	Description	Size (mL)	New Offers
5959	Baileys Irish Cream	750	VA
34625	Baileys Tiramisu Flavour	750	
193490	Baileys Irish Cream	1750	LTO, VA
605956	Baileys Irish Cream Liquor	1140	LTO

#### Value-Add (VA) Merchandiser:

LCBO# 5959: Hot Chocolate

LCBO# 193490: Tim Horton's \$10 Gift Card

### Group 2: Discretionary End Aisles Display (FSJ-A)

#### Participating Stores

3, 4, 5, 6, 7, 13, 14, 15, 17, 18, 20, 26, 33, 35, 43, 44, 48, 49, 58, 59, 60, 62, 63, 64, 68, 69, 70, 80, 81, 84, 85, 95, 97, 101, 125, 139, 140, 143, 144, 153, 154, 165, 167, 177, 182, 188, 192, 196, 201, 208, 210, 214, 218, 234, 242, 244, 248, 249, 255, 260, 265, 268, 270, 278, 295, 311, 312, 321, 324, 340, 343, 345, 353, 355, 358, 367, 368, 370, 371, 384, 386, 388, 389, 392, 393, 398, 400, 408, 411, 415, 419, 434, 444, 452, 456, 465, 469, 484, 486, 489, 495, 500, 521, 522, 526, 528, 532, 533, 537, 539, 540, 542, 546, 547, 559, 563, 564, 568, 571, 579, 580, 584, 589, 593, 599, 614, 618, 635, 639, 642, 644, 645, 646, 652, 653, 654, 657, 660, 661, 671, 674, 676, 677, 679, 680, 684, 686, 693, 697, 698, 702, 747, 749, 751, 755, 758, 760, 771, 772

#### Group 2: Participating Products

LCBO#	Description	Size (mL)	New Offers
5959	Baileys Irish Cream	750	VA
193490	Baileys Irish Cream	1750	LTO, VA
605956	Baileys Irish Cream Liquor	1140	LTO

#### Value-Add (VA) Merchandiser:

LCBO# 5959: Hot Chocolate

LCBO# 193490: Tim Horton's \$10 Gift Card

#### ACTION: Tim Horton's \$10 Gift Card VA

- Reps will deliver and apply bottle necktags to communicate the Gift Card offer to participating products. The necktags contain the Gift Card Value-add.
- These Value-adds are to be physically applied to participating products with the necktag and are not to be kept behind the cash desk. Please ensure gift cards/ necktags are attached to the product for the duration of the promotion.
- Gift cards in P10 are pre-loaded with a \$10 value. No activation is necessary.
- Reps will collect any remaining Value-add gift cards at the end of Period 10.



# BAILEYS

## Group 1: Enhanced Display (FSH-A)

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order #24P9-BPD8 / BIL (Re-order #24P9-BPD9)

### 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

## Group 2: Discretionary End Aisles Display (FSJ-A)

### Signage Components

- Backer Card ENG / BIL (Re-order #24P9-BPD5)
- Shelf Talkers ENG (Re-order #24P9-BPD6) / BIL (Re-order #24P9-BPD7)

### Merchandising Instructions

- Merchandise participating products on discretionary end at the managers discretion.
- Install the backer card and shelf talkers.





# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Gifts for the Wine Lovers

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

**Key Dates (November 26 - December 30, 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
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	LTO
50203	>(V) Beronia Reserva (Gonzales Byass)	750	LTO
106450	>(V) Pinot Grigio Valdadige (S Margherita)	750	
212126	>Mcmanis Cabernet Sauvignon	750	
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce)	750	LTO
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	LTO
373985	>(V) Cote Des Roses Rose Languedoc (Gerard Bertrand)	750	LTO
413179	>(V) Amarone CI Valpolicella (Zenato)	750	LTO
444059	>Joel Gott 815 Cabernet Sauvignon	750	LTO
590414	>Oyster Bay Pinot Noir Marlborough	750	LTO
659607	>Mitolo Jester Shiraz	750	LTO
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	LTO

### Signage Components

- Table Sign ENG (Re-order # 24P10-MNT1) / BIL (Re-order # 24P10-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 24P10-MNT5)  
BIL (Re-order # 24P10-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P9-MNT7)
- Shelf Talkers ENG (Re-order # 24P10-MNT8) / BIL (Re-order # 24P10-MNT9)
- Pricer cards ENG (Re-order # 24P10-MNT10)  
BIL (Re-order # 24P10-MNT11)

### 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.
- Place the corresponding pricer card with each product on the stack-outs.



Front



Back

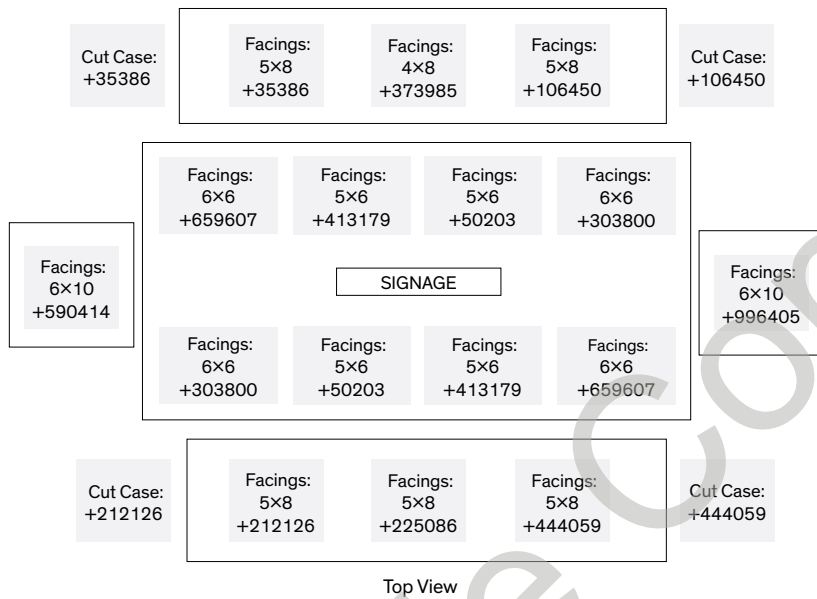
## Middle Nesting Table Planograms



Front View



Back View



**Gift Packaging Merchandising**

Vintages Gift Packaging should be added to this display.

## Celebration Fixture Planograms



Front View



Back View

# Period 9 & 10

## END AISLES

### IMPORTANT NOTES:

- All products will change in P10 for End Aisles: #1, 3A, 3B, 5, 7, 8B, 10, 15, 17
- **NEW** End Aisle Backer Card: #1, 3A, 3B, 10
- **NEW** End Aisle #1 Blade Signs for P10.
- End Aisle #3 and 8 are **Flighted Premium & Standard**. Ensure you display the participating product that your store is grouped in.
- The remaining End Aisles have the same participating products for P9 and P10 (with different offers in P10). Please maintain the display for the **duration of P9 and P10**.
- Any End Aisles in P10 that has an Aeroplan offer should have the **Aeroplan Backer Card** merchandised on that end.
- New set of pre-printed End Aisle Shelf Talkers will be sent to stores for the **start of Period 10**.
- **LCBO Holiday Paper Bag & 1 Bottle Enhanced Bag:**  
Merchandise the LCBO Holiday Paper Bag and the 1 Bottle Enhanced Bag on the front facing 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.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1 Cocktail of the Month (BS-BSE)</b>	5959	Baileys Irish Cream	750	VA
	108357	Carolans Irish Cream	750	LTO
	281378	Forty Creek Cream Liquor	750	LTO
	519298	Wayne Gretzky Cream Whisky	750	LTO



**Value-Add (VA) - Rep Applied: Hot Chocolate**

**Creamy Chai Blade Sign  
ENG (Re-order # 24P10-BS1) / BIL (Re-order # 24P10-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.

**Creamy Chai Backer Card ENG / BIL (Re-order # 24P10-BC1)**

All products on End Aisle 1 are new, including Backer Card and Blade Sign.

	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #2 (P9 - P10)</b>	67	Smirnoff Vodka	750	BAP
	38505	Smirnoff Vodka (P.E.T.)	1750	BAP
	216929	Smirnoff Vodka	1140	VA



**Value-Add (VA) - Rep Applied:  
LCBO# 216929: Mini Cutting Board**

**Vodka Freezer Martini Blade Sign  
ENG (Re-order# 24P9-BS2) / BIL (Re-order# 24P9-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.

**Gifts For The Vodka Fan Backer Card  
ENG / BIL (Re-order# 24P9-BC2)**

**End Aisle #3A  
Premium**



LCBO#	Description	Size (mL)	Offers
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	LTO
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO

**Gifts For All Blade Sign  
ENG (Re-order# 24P9-BS3) / BIL (Re-order# 24P9-BS8)**

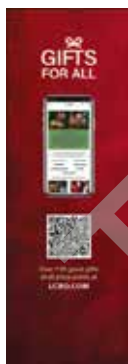
- Install Cocktail Blade Sign on End Aisle 3.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Gifts For The Weekend Chef Backer Card  
ENG / BIL (Re-order# 24P10-BC3A)**

All products on End Aisle 3A are new.  
New Backer Card for P10. Blade Sign stays up from P9-10.



**End Aisle #3B  
Standard**



LCBO#	Description	Size (mL)	Offers
326728	>Oyster Bay Chardonnay Marlborough	750	LTO
451336	Tom Gore Cabernet Sauvignon	750	LTO
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO

**Gifts For All Blade Sign  
ENG (Re-order# 24P9-BS3) / BIL (Re-order# 24P9-BS8)**

- Install Cocktail 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.

**Gifts For The Weekend Chef Backer Card  
ENG / BIL (Re-order# 24P10-BC3B)**

All products on End Aisle 3B are new.  
New Backer Card for P10. Blade Sign stays up from P9-10.



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #4 (P9 - P10)</b>	1487	Crown Royal	750	LTO
	114694	Crown Royal	1750	VA
	217950	Crown Royal	1140	VA



**Value-Add (VA) - Rep Applied:**

LCBO# 217950: Bulleit 50 mL

LCBO# 114694: Crown Royal Peach 2 x 50 mL

**Older Fashioned Blade Sign**

ENG (Re-order# 24P9-BS4), BIL (Re-order# 24P9-BS9)

- Install Cocktail 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.

**Gifts for the DIY Mixologist Backer Card**

ENG / BIL (Re-order# 24P9-BC4)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b>	13686	Bread & Butter Pinot Noir	750	
	19261	Bread & Butter Chardonnay	750	LTO
	21474	Bread & Butter Cabernet Sauvignon	1500	Necktag
	22612	Bread & Butter Sauvignon Blanc	750	
	28558	Bread & Butter Merlot	750	Necktag
	647644	Bread & Butter Cabernet Sauvignon	750	LTO

**Gift Guide Blade Sign (Red)**

ENG (Re-order# 24P9-BS11) / BIL (Re-order# 24P9-BS15)

All products on End Aisle 5 are new.  
Remove Aeroplan Backer Card and update to any available Generic Holiday Backer card from P9.  
Blade Sign stays up from P9-10.



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #6 (P9 - P10)</b>	893	J.P. Wiser's Deluxe	750	LTO
	33928	J.P. Wiser's Deluxe	1750	LTO
	216689	J.P. Wiser's Deluxe	1140	
<b>Food &amp; Drink Blade Sign (Green)</b> <b>ENG (Re-order# 24P9-BS13) / BIL (Re-order# 24P9-BS14)</b> <b>Gifts for All - Spirits Backer Card</b> <b>ENG / BIL (Re-order# 24P9-BC-GEN3)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	19774	Cesari Valpolicella Doc Essere	750	LTO
	426718	Cesari Amarone Classico Doc	750	LTO
	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO, VA
<b>Value-Add (VA) - Rep Applied: Gift Box</b> <b>Gift Guide Blade Sign (Red)</b> <b>ENG (Re-order# 24P9-BS11) / BIL (Re-order# 24P9-BS15)</b> <b>Gifts for All - Wine Backer Card</b> <b>ENG / BIL (Re-order# 24P9-BC-GEN2)</b>				

All products on End Aisle 7 are new. Backer Card and Blade Sign stays up from P9-10.



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #8A Premium</b>	520304	Bacardi Gold	1140	VA
	520320	Bacardi Superior	1140	VA
	570366	Bacardi Spiced Rum	1140	LTO, VA
<b>Value-Add (VA) - Rep Applied: Bacardi Rum Cake</b> <b>Food &amp; Drink Blade Sign (Green)</b> <b>ENG (Re-order# 24P9-BS13) / BIL (Re-order# 24P9-BS14)</b> <b>Gifts for All Backer Card ENG / BIL (Re-order# 24P9-BC-GEN1)</b>				

End Aisle 8A will remain the same. Premium has the same products listed with new offers for P10. Backer Card and Blade Sign stays up from P9-10.



**End Aisle #8B  
Standard**

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	LTO
1206	Bacardi Gold Rum	750	LTO
520320	Bacardi Superior	1140	VA

Value-Add (VA) - Rep Applied: Bacardi Rum Cake

Food & Drink Blade Sign (Green)  
 ENG (Re-order# 24P9-BS13) / BIL (Re-order# 24P9-BS14)  
 Gifts for All Backer Card ENG / BIL (Re-order# 24P9-BC-GEN1)

End Aisle 8B has new products.  
 Backer Card and Blade Sign stays up from P9-10.



**End Aisle #9  
(P9 - P10)**

LCBO#	Description	Size (mL)	New P10 Offers
217653	Captain Morgan Original Spiced Rum	1140	VA
500512	Captain Morgan Original Spiced Rum	750	LTO
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	

Value-Add (VA) - Rep Applied: Smirnoff 50 mL

Gift Guide Blade Sign (Green)  
 ENG (Re-order# 24P9-BS12) / BIL (Re-order# 24P9-BS16)  
 Gifts for All - Spirits Backer Card  
 ENG / BIL (Re-order# 24P9-BC-GEN3)





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	19003	Flying Monkeys Chocolate Manifesto	473	LTO
	19266	Beau's Lug Tread	6 × 473	
	28633	Great Lakes Brewery - Winter Ale	473	
	31457	Muskoka Survival Pack 2023	6 × 473	LTO
	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 × 355	LTO
	33198	Refined Fool IPA Fun Box, 7th Edition	6 × 473	
	34059	Rush X Henderson Extra Strong Ale With Cherry	500	
	34532	Wellington Brewery Bootique Mixer Vol. 3	6 × 473	
	34612	Collective Arts Mix 6	6 × 473	LTO



Gift Guide Blade Sign (Red) ENG (24P9-BS11) / BIL (24P9-BS15)  
Backer Card ENG / BIL (Re-order # 24P10-BC10)

End Aisle 10 has new products.  
There is a new Backer Card to use for P10.  
Blade Sign stays up from P9-10.

	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #11 (P9 - P10)</b>	10213	Kahlua Coffee Liquor	750	LTO
	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	BAP, VA

Value-Add (VA) - Rep Applied: Earmuffs

Food & Drink Blade Sign (Red)  
ENG (Re-order# 24P9-BS5) / BIL (Re-order# 24P9-BS10)  
Aeroplan Backer Card ENG / BIL (Re-order# 24P9-BC-GEN6)



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #12 (P9 - P10)</b>	42	Canadian Club Premium	750	LTO
	34637	Canadian Club Premium	1750	
	217687	Canadian Club Premium	1140	LTO
<b>Gift Guide Blade Sign (Green)</b> <b>ENG (Re-order# 24P9-BS12) / BIL (Re-order# 24P9-BS16)</b>				



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #13 (P9 - P10)</b>	7880	Johnnie Walker Black 12 Yr	750	LTO
	217802	Johnnie Walker Black Label	1140	
	422006	Johnnie Walker Black Label Scotch	1750	LTO
<b>Food &amp; Drink Blade Sign (Red)</b> <b>ENG (Re-order# 24P9-BS5) / BIL (Re-order# 24P9-BS10)</b> <b>LCBO.com Backer Card ENG / BIL (Re-order# 24P9-BC-GEN8)</b>				



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #14 (P9 - P10)</b>	5959	Baileys Irish Cream	750	VA
	193490	Baileys Irish Cream	1750	VA
	605956	Baileys Irish Cream Liquor	1140	LTO
<b>Value-Add (VA) - Rep Applied:</b> LCBO# 5959: Hot Chocolate LCBO# 193490: Gift Card				
<b>Food &amp; Drink Blade Sign (Green)</b> <b>ENG (Re-order# 24P9-BS13) / BIL (Re-order# 24P9-BS14)</b> <b>Gifts for All - Spirits Backer Card</b> <b>ENG / BIL (Re-order# 24P9-BC-GEN3)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	155051	Masi Campofiorin Igt	750	LTO
	483263	Don David Reserve Malbec	750	LTO
	589036	Peller Family Vineyards Cab Merlot	4000	LTO

Gift Guide Blade Sign (Red)  
 ENG (Re-order# 24P9-BS11) / BIL (Re-order# 24P9-BS15)  
 Gifts for All - Wine Backer Card  
 ENG / BIL (Re-order# 24P9-BC-GEN2)

End Aisle 15 has new products.  
 Backer Card and Blade Sign stays up from P9-10.



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #16 (P9 - P10)</b>	8805	Forty Creek Barrel Select Whisky	1750	LTO
	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
	285254	Forty Creek Copper Bold Whisky	750	LTO

Food & Drink Blade Sign (Red)  
 ENG (Re-order# 24P9-BS5) / BIL (Re-order# 24P9-BS10)  
 LCBO.com Backer Card ENG / BIL (Re-order# 24P9-BC-GEN8)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
	537605	Nicolas Feuillatte Brut Champagne	750	LTO
	541979	Three Thieves Pinot Grigio	750	LTO

Food & Drink Blade Sign (Green)  
 ENG (Re-order# 24P9-BS13) / BIL (Re-order# 24P9-BS14)  
 Give Gifts in the Perfect Package Backer Card  
 ENG / BIL (Re-order# 24P9-BC-GEN7)

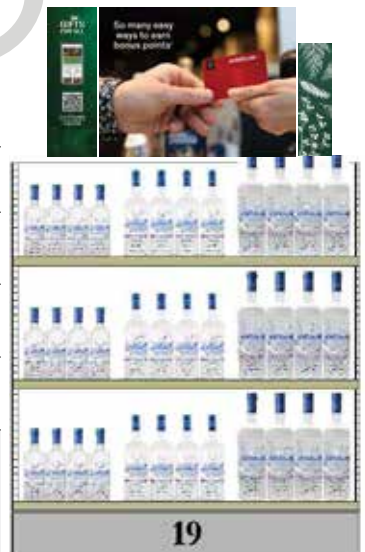
End Aisle 17 has new products.  
 Backer Card and Blade Sign stays up from P9-10.



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #18 (P9 - P10)</b>	10157	Jameson Irish Whiskey	750	LTO
	207613	Jameson Irish Whiskey	1140	VA
	292615	Jameson Black Barrel	750	LTO
Value-Add (VA) - Rep Applied: Fingerless Gloves				
Food & Drink Blade Sign (Red) ENG (Re-order# 24P9-BS5) / BIL (Re-order# 24P9-BS10)				
Gifts for All - Spirits Backer Card ENG / BIL (Re-order# 24P9-BC-GEN3)				



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #19 (P9 - P10)</b>	95935	Grey Goose Vodka	750	LTO
	417196	Grey Goose Vodka	1140	BAP, VA
	604868	Grey Goose Vodka	1750	BAP
Value-Add (VA) - Rep Applied: Martini Shaker				
Gift Guide Blade Sign (Green) ENG (Re-order# 24P9-BS12) / BIL (Re-order# 24P9-BS16)				
Aeroplan Backer Card ENG / BIL (Re-order# 24P9-BC-GEN6)				



	LCBO#	Description	Size (mL)	New P10 Offers
<b>End Aisle #20 (P9 - P10)</b>	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	BAP
	12385	Glenfiddich Single Malt 12 Year Old	750	
	605972	Glenfiddich Single Malt 15 Year Old	750	
Food & Drink Blade Sign (Red) ENG (Re-order# 24P9-BS5) / BIL (Re-order# 24P9-BS10)				
Give Gifts in the Perfect Package Backer Card ENG / BIL (Re-order# 24P9-BC-GEN7)				



# Wines Discovery End Aisles - Champagne (EA-W5)

Merchandise the participating products on an available Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Participation is mandatory.**

**Key Dates (November 26 - December 30, 2023)**

## Participating Stores

19, 21, 31, 41, 83, 106, 148, 164, 187, 212, 243, 288, 310, 367, 371, 391, 393, 394, 398, 404, 412, 417, 437, 443, 445, 481, 494, 495, 499, 522, 556, 573, 609, 619, 623, 624, 630, 641, 741, 776

## Participating Products

LCBO#	Description	Size (mL)	Offers
16396	Champagne Victoire Brut Rosé	750	LTO, Wine Fridge
25904	Champagne Pommery Brut Rose	750	LTO
26577	Duval-Leroy Brut Nv Reserve	750	LTO
462432	Piper-Heidsieck Brut Champagne	750	LTO

## Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # AIM-24P10-DBC1)
- Shelf Talkers - print at store level

## Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.



# Wines Discovery End Aisles - Moët & Chandon (EA-W6)

Merchandise the participating products on an available Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Participation is mandatory.**

**Key Dates (November 26 - December 30, 2023)**

## Participating Stores

1, 4, 5, 10, 38, 149, 217, 333, 346, 355, 360, 383, 385, 397, 415, 452, 483, 486, 532, 536, 553, 555, 632, 639, 643, 671, 675, 676, 754, 758

## Participating Products

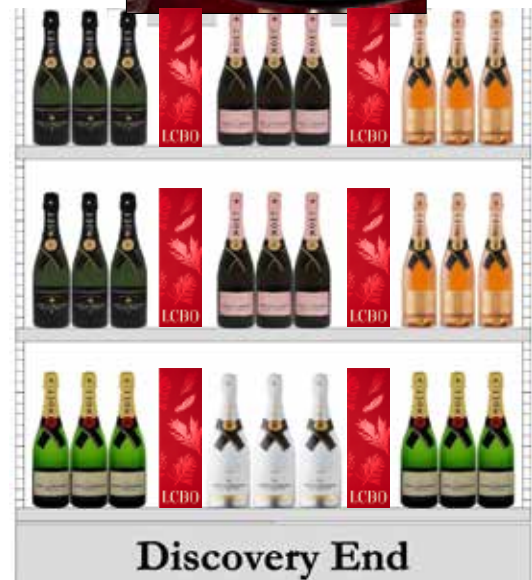
LCBO#	Description	Size (mL)
279455	Moët & Chandon Ice Imperial Champagne	750
453084	Moët & Chandon Imperial Champagne	750
482026	Moët & Chandon Brut Rosé	750
509695	Moët & Chandon Nectar Imperial	750
549527	Moët Chandon Nectar Imperial Rosé	750

## Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # AIM-24P10-DBC2)
- Shelf Talkers - print at store level

## Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.



# Non-Alcohol Products

Merchandise the participating products on an available Discretionary End Aisle or at the end of the Sparkling Wine section to highlight products to customers looking for non-alcoholic entertaining options. **Participation is mandatory.**

## Key Dates (P9-P10)

### Participating Stores

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 32, 33, 34, 35, 36, 38, 40, 41, 43, 44, 45, 47, 48, 49, 51, 54, 55, 57, 58, 59, 60, 61, 62, 63, 64, 65, 68, 69, 70, 72, 73, 74, 77, 79, 80, 81, 82, 83, 84, 85, 86, 90, 93, 95, 97, 99, 101, 102, 106, 109, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 150, 153, 154, 155, 156, 163, 164, 165, 167, 168, 171, 175, 177, 179, 182, 183, 186, 187, 188, 190, 191, 192, 195, 196, 198, 199, 200, 201, 202, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 248, 249, 250, 252, 253, 255, 260, 263, 265, 268, 269, 270, 276, 278, 279, 286, 287, 288, 295, 297, 298, 300, 310, 311, 312, 321, 324, 325, 326, 329, 333, 334, 340, 341, 343, 344, 345, 346, 351, 353, 354, 355, 358, 359, 360, 361, 362, 366, 367, 368, 370, 371, 373, 378, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 402, 403, 404, 406, 407, 408, 411, 412, 415, 416, 417, 419, 420, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 446, 452, 453, 454, 456, 457, 458, 459, 461, 465, 467, 469, 470, 477, 481, 483, 484, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 511, 512, 515, 521, 522, 523, 526, 528, 532, 533, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 551, 553, 554, 555, 556, 559, 563, 564, 566, 568, 569, 571, 573, 575, 579, 580, 584, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 685, 686, 691, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 706, 741, 743, 747, 748, 749, 751, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 771, 772, 776, 789

### Participating Products

LCBO#	Description	Size (mL)	Category
22500	Bottega 0 Rose De-Alcoholized	750	Wines
28152	Nozeco - De-Alcoholized	750	Wines
28153	Luna De Murviedro Sparkling Rose De-Alcoholized	750	Wines
28154	Martini Dolce 0.0 De-Alcoholized	750	Wines
28557	Tarapaca De-Alcoholized Sauvignon Blanc	750	Wines
13654	Partake Brewing Non-Alcoholic IPA	355	Beer & Cider
24899	Corona Sunbrew	6 × 330	Beer & Cider
25636	Libra Non-Alcoholic Pale Ale	4 × 355	Beer & Cider
26432	Partake Brewing Variety Pack	6 × 355	Beer & Cider
27824	Peroni Nastro Azzurro 0.0	6 × 330	Beer & Cider
31064	Collective Arts Non Alcoholic Pale Ale	355	Beer & Cider
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	Beer & Cider
33989	Guinness 0	4 × 440	Beer & Cider
589416	Heineken 0.0 Bottle	6 × 330	Beer & Cider
589549	Clausthaler Premium Non Alcoholic	500	Beer & Cider
617878	Partake Brewing Non-Alcoholic Pale Ale	355	Beer & Cider

## Signage Components

- Backer Card ENG / BIL (Re-order #24P9-BC-GEN5)
- Shelf Talkers - print at store level
- Box Sign ENG / BIL (Re-order # 24P9-NONALC1)

## Merchandising Instructions

- Participating Stores will be sent both an End Aisle Backer Card and an in-line Box Sign. Please cross-merchandise products for easy customer shopping.

## Discretionary End Aisle:

- Merchandising anything from the Beer and Wine List
- Install shelf talkers in front of merchandised products.

## In-Section:

- Create room at the end of the Sparkling Wine section to merchandise Non-Alc Wines together.
- Install the box sign as shown on the planoguide
- Install shelf talkers in front of merchandised products.

**NOTE: Beer & Cider Non-Alc products should also continue to be merchandised in the location noted on your floorplan.**



## Discretionary End Aisle Displays

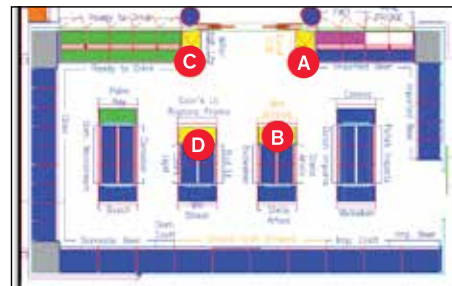


Example Only



# 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 (November 26 - December 30, 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)	18	Heineken Lager	6 × 330	LCBO Warehouse	
	56796	Heineken 5L Draught Keg	5000	LCBO Warehouse	VA
	302810	Heineken	6 × 500	LCBO Warehouse	LTO
<b>VA/Merchandiser:</b> Receive a Insulated Keg Wrap with purchase of a Heineken 5L Keg.					
<b>B</b> Plinth (EA - EZB)	32067	Winter Wizard Magical IPA	473	6699 - Nickel Brook Brewing Company	
	36704	Two Vans Full Of Weirdos, Double Juicy DIPA	473	2990 - Bellwoods Brewery	
	36709	Bellwoods Monogamy New Zealand Hop Series IPA	473	5732 - Refined Fool Brewing Company	
<b>C</b> Plinth (EA - EZH)	24392	Smirnoff Ice Pink Lemonade	473		LTO, VA
	31300	Smirnoff Ice Orange Blast	473		VA
	553339	Smirnoff Berry Blast	473		LTO, VA
<b>VA/Merchandiser:</b> Receive a branded stainless steel sleeve with the purchase of six participating Smirnoff Ice 473 mL cans.					
<b>D</b> End Aisle (EA - EZD)	17819	Stella Artois	6 × 473	275 - The Beer Store	LTO
	17820	Stella Artois	473	275 - The Beer Store	
	17823	Stella Artois	6 × 330	275 - The Beer Store	VA
<b>VA/Merchandiser:</b> Purchase 2 Stella Artois 6 × 330 mL Bottle and receive a free Chalice.					

**Beer Excitement Zone A:** Elevate gift giving with Heineken. Receive an insulated keg wrap with purchase of a Heineken 5L keg.

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

**Beer Excitement Zone C:** Celebrate the season with a variety of flavours. Receive a branded stainless steel sleeve with the purchase of six participating Smirnoff Ice 473 mL cans.

**Beer Excitement Zone D:** Stella Artois makes for a classic gift. Purchase two Stella Artois 6 × 330 mL and receive a free chalice.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P10-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P10-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P10-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P10-BEZ5) / BIL (Re-order # 24P10-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P10-BEZ7) / BIL (Re-order # 24P10-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 the promotion.



# BEER BRANDED ENDS (P9-P10)

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 (P9-P10)

### 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 # 24P9-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P9-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P9-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

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

# Ontario Craft Beer (CB) 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 (November 26 - December 30, 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)	Supplying Source / Distributor
14178	Silversmith The Black Lager	473	1181 - Silversmith Brewing Co
25092	Cameron's Bad Robot New England Dipa	473	413 - Cameron's Brewing Co.
28535	Brock Street Milk Chocolate Stout	473	397 - Brock Street Brewing
30606	Dark Streets Of London Esb	473	837 - Clifford Brewing Company
296269	Wellington Imperial Stout	473	4826 - Wellington County Brewery Inc.
688507	Flying Monkeys Sparklepuff Triple IPA	473	6309 - Flying Monkeys Craft Brewery

### 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-24P10-OCB1)  
BIL (Re-order #AIM-24P10-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (November 26 - December 30, 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)
7844	Windswept Bear Russian Imperial Stout	330
16693	Flying Dog Gonzo Imperial Porter	355
27007	Allsopps IPA	500
34457	Platinum Blend geuze	375
34459	Duvel Cherry Chouffe	330
34463	Macaroon Machine - Coconut Pastry Stout	440
35474	Andechser Doppelbock Dunkel	500
35475	Bad Shepherd Double Choc Hazlenut Brown	440
35656	MALHEUR 12	330
97469	Samichlaus	330
125435	Weihenstephan Hefeweissbier Dunkel	500
311860	Erdinger Pikantus	500
32776	St. Ambroise Imperial Porter Barrel Collectio	500

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-24P10-ICB1 / BIL (Re-order #AIM-24P10-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 (November 26 - December 30, 2023)**

### Participating Products

LCBO#	Description	Size (mL)	Offers
6395	20 Bees Cabernet Merlot VQA	750	LTO
234583	Cave Spring Riesling VQA	750	LTO
270926	Henry Of Pelham Baco Noir VQA	750	LTO
450981	Pelee Island Lola Blush Sparkling VQA	750	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-24P10-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-24P10-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 (November 26 - December 30, 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
70052	Peninsula Ridge Shiraz VQA	750	80 BAP
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	100 BAP



#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # 24P10-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # 24P10-OWP2) / BIL (Re-order # 24P10-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 (November 26 - December 30, 2023)

#### Participating Stores

Please refer to the Participation Lookup page for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

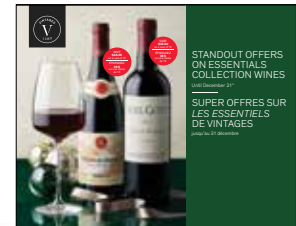
LCBO#	Description	Size (mL)	Offers
259721	>(V)Cotes Du Rhone (Guigal)	750	\$3.00 LTO
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$3.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-24P10-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P10-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P10-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.





## V2 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 (December 2 & December 16 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>December 2 Release</b>		
25102	Coppola Diamond Collection Cabernet Sauvignon 2020	750
165662	Monte del Frà Tenuta Lena di Mezzo Valpolicella Ripasso Classico Superiore 2020	750
<b>December 16 Release</b>		
34606	Santa Ema 60/40 Barrel Reserve Cabernet Sauvignon/Carmenère 2021	750
63537	Château Hyot 2020	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 (November 26 - December 30, 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-24P10 -VLTO1)

**ACTION:** The following two P10 LTO products are not in the Dec 2 or Dec 16, 2023 Vintages Release catalogues. They should however still be in your signage package. If not, please print at your discretion.

### Champagne Collet Collection Privée Brut Champagne

32154 (D) 750 mL

Rich & Complex

REG: \$112.95

SAVE: \$15.00 NOW: \$97.95

### Feudo Maccari Noto Neré Nero d'Avola

339101 (XD) 750 mL

Full-bodied & Smooth

REG: \$19.95

SAVE: \$2.00 NOW: \$17.95

### Participating Products

#### LTO Offers:

LCBO#	Description	Size (mL)	LTO
147504	13th Street Cuvée Brut Sparkling Rosé	750	\$3.00
229781	A to Z Wineworks Pinot Noir	750	\$3.00
30993	Alyan Family Ambassador Cabernet Sauvignon	750	\$2.00
32075	Angels & Cowboys Brut Sparkling	750	\$4.00
250696	Banfi Principessa Gavia Gavi	750	\$3.00
50203	Beronia Reserva	750	\$2.00
342428	Bonterra Organic Cabernet Sauvignon	750	\$3.00
31898	Calvet Réserve des Remparts Saint-Émilion	750	\$2.00
417642	Cave Spring Pinot Noir	750	\$2.00
224766	Château des Charmes Brut Sparkling	750	\$3.00
565861	Château des Charmes Vidal Icewine	200	\$4.00
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$2.00
337238	Concha Y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$3.00
259721	E. Guigal Côtes du Rhône	750	\$3.00
976662	Faustino I Gran Reserva	750	\$3.00
1578	Flat Rock Twisted White	750	\$2.00
141580	Galil Mountain Shiraz KP	750	\$3.00
373985	Gérard Bertrand Côte Des Roses Rosé	750	\$2.00
12849	Hakutsuru Junmai Sake	720	\$1.00
240127	Hakutsuru Sho-Une Junmai Daiginjo Sake	300	\$1.25
430561	Henry of Pelham Riesling Icewine	375	\$5.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$3.00
650325	Kim Crawford Rosé	750	\$2.00
35386	Kim Crawford Sauvignon Blanc	750	\$3.00
522672	Lakeview Cellars Vidal Icewine	200	\$2.00
158550	Laurent-Perrier Cuvée Brut Rosé Champagne	750	\$10.00
268771	Louis Roederer Collection Brut Premier Champagne	750	\$10.00

LCBO#	Description	Size (mL)	LTO
395384	Luc Belaire Rare Rosé Sparkling	750	\$3.00
587154	Magnotta Vidal Icewine	375	\$3.00
659607	Mitolo Jester Shiraz	750	\$2.00
650713	Monte Zovo Sa' Solin Valpolicella Ripasso Superiore Doc	750	\$2.00
177345	Muga Reserva	750	\$4.00
326728	Oyster Bay Chardonnay	750	\$3.00
590414	Oyster Bay Pinot Noir	750	\$3.00
316570	Oyster Bay Sauvignon Blanc	750	\$3.00
350041	Paco & Lola Albariño	750	\$3.00
544791	Reif Estate Vidal Icewine	200	\$2.00
943613	Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$3.00
255513	Robert Mondavi Winery Napa Valley Cabernet Sauvignon	750	\$5.00
741769	Rocca Delle Macie Chianti Classico	750	\$3.00
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$2.00
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00
942151	Seghesio Zinfandel	750	\$3.00
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$3.00
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00
370361	Tawse Spark Limestone Ridge Organic Brut Sparkling Riesling	750	\$2.00
433417	Tedeschi Amarone della Valpolicella	750	\$3.00
354761	Terra Vega Carmenère KPM	750	\$1.00
156968	Terra Vega Sauvignon Blanc KPM	750	\$1.00
343517	Tessellae Old Vines Grenache/Syrah/Mourvèdre	750	\$2.00
149237	The Foreign Affair The Conspiracy	750	\$3.00
59311	The Seven Deadly Zins Old Vine Zinfandel	750	\$3.00
303800	Trius Red	750	\$3.00
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00
11452	Willm Réserve Riesling	750	\$1.00
611293	Yarden Mount Hermon Red KP	750	\$3.00
413179	Zenato Amarone Della Valpolicella Classico	750	\$5.00

#### Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
948158	Anselmi San Vincenzo	750	150
294298	Conundrum Red	750	150
166538	LAN Crianza	750	100
212126	Mcmans Cabernet Sauvignon	750	120
82024	Monasterio de las Viñas Gran Reserva	750	75
322586	Montes Alpha Cabernet Sauvignon	750	150
111641	Rocca delle Macie Riserva Chianti	750	80
353201	Ruffino Riserva Ducale Oro Gran Selezione Chianti Classico	750	100
411595	The Tragically Hip Fully Completely Reserve Red	750	100
419770	Wines of Substance Cabernet Sauvignon	750	175

## 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 (November 26 - December 30, 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
417642	>Cave Spring Pinot Noir VQA	750	\$2.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-24P10 -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 the end of the promotion.

#### 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 the end of the promotion.

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

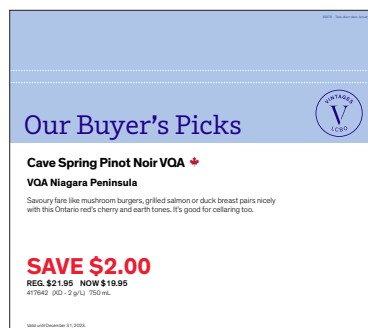
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

#### Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 220P-BTU3)

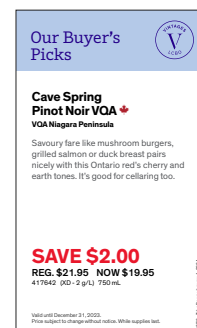
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

# 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 (November 26 - December 30, 2023)

## Participating Stores

Please refer to the Participation Lookup page for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.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 (bin strips continue from P9).
- Merchandise the shelf talkers in front of participating products.

## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P9-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P10-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 24P10-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 24P10-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 24P10-FS5)
- Shelf Talkers ENG (Re-order # 24P9-FS6) / BIL (Re-order # 24P10-FS7)
- Perpendicular Shelf Talkers ENG (Re-order # 24P10-FS8) / BIL (Re-order # 24P10-FS9)
- Bin Strip ENG/BIL (Re-order # 24P9-FS8)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "GIFTS FOR ALL"</b>				



Merchandise gifting SKUs, or top sellers once gifting has sold through (Managers discretion)  
Use shelf-talkers sent for gift packs.

## **(FSB) USA - California Flex Space "ENTERTAIN WITH JOSH CELLARS"**

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



15754	Josh Cellars Pinot Grigio	750	LTO
17150	Josh Cellars Pinot Noir	750	
21624	Josh Cellars Prosecco Rose	750	
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	
461053	Josh Cellars Cabernet Sauvignon	750	LTO
539312	Josh Cellars Rosé	750	Wine Fridge
561100	Josh Cellars Chardonnay	750	VA
638221	Josh Cellars Merlot	750	
643114	Josh Cellars Sauvignon Blanc	750	BAP

VA - Rep-Applied: Holiday Gift Box

## **(FSC) Europe - Italy/SE Flex Space "ENTERTAIN WITH ROCCA DELLA MACIE"**

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



30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	BAP
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	BAP
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	LTO

## **(FSD) Australia/New Zealand Flex Space "ENTERTAIN WITH PREMIUM JACOB'S CREEK WINES"**

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



22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	BAP
22199	Jacob's Creek Double Barrel Shiraz	750	LTO
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	LTO
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	LTO
270017	Jacob's Creek Reserve Chardonnay	750	LTO
665471	Jacob's Creek Reserve Shiraz	750	LTO

**(FSE) Chile/Argentina Flex Space "ENTERTAIN WITH SANTA CAROLINA"**

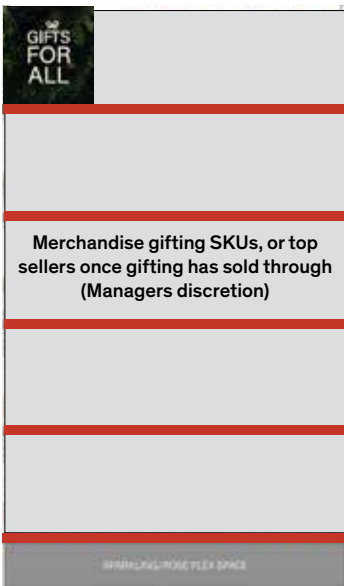
**\*Mandatory Participation: This is a SOLD promotion.**



27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	LTO
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	LTO
304022	Santa Carolina Chardonnay Reserva	750	LTO
337535	Santa Carolina Sauvignon Blanc Reserva	750	BAP
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	LTO
447466	Santa Carolina Cabernet Sauvignon/Merlot	1500	VA
504340	Santa Carolina Merlot	1500	BAP
535344	Santa Carolina Cabernet Sauvignon	750	BAP

VA - Rep-Applied: Lesley Stowe Raincoast Crisps 20g

**Sparkling/Rosé Flex Space**



**USA Flex Space**



**EUROPE Italy/SE Flex Space**



**Australia/New Zealand Flex Space**



**Chile/Argentina Flex Space**



**!**  
This plan guide 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 (November 26 - December 30, 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
74393	Baileys Irish Cream	375	
446468	Ketel One	375	LTO

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P10-SP2) / BIL (Re-order #AIM-24P10-SP3)
- Shelf Talker ENG (Re-order #AIM-24P10-SP4) / BIL (Re-order #AIM-24P10-SP6)

### 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 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 (November 26 - December 30, 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
White Spirits (FEM1)	10212	Kahlua Coffee Liqueur	375	
	19013	Casamigos Blanco Tequila	375	LTO
Wines/Wine in Cans (FEM2)	250480	Zonin Prosecco Brut 1821 Doc	3 × 200	LTO
	297655	Masi Campofiorin Igt	375	LTO
Brown Spirits/Liqueurs (FEM3)	61408	Jagermeister	375	BAP
	540120	Rumchata Cream Liqueur	375	BAP

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P10-FEM1) / BIL (Re-order #AIM-24P10-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P10-FEM3) / BIL (Re-order #AIM-24P10-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P10-FEM5) / BIL (Re-order #AIM-24P10-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.



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

# HOLIDAY STOCKING STUFFERS

## Key Dates (Period 9-10)

### Participating Stores

Please refer to the Participation Lookup page for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Spirits Participating Products

LCBO#	Description	Size (mL)
16788	Jack Daniels Tennessee Whisky	200
260844	Bombay Sapphire London Dry Gin	200
293928	Hornitos Reposado	200
561068	The Glenlivet Founder's Reserve Scotch Whisky	200
638262	Tito's Handmade Vodka	200

### Wines Participating Products

LCBO#	Description	Size (mL)
17835	Mionetto Prestige Prosecco Brut Doc Treviso	200
160085	>Kim Crawford Marlborough Sauvignon Blanc	375
313817	>J.Lohr Seven Oaks Cabernet Sauvignon	375
687558	>(V) P.Grigo Valdadige Doc (Sta Margherita)	375

### Signage Components

- Perpendicular Shelf Talkers ENG (Re-order# AIM-24P10-FSS1) / BIL (Re-order# AIM-24P10-FSS2)

### Merchandising Instructions

- Merchandise the participating products on the FEMs or Special Promotions Fixture at managers discretion.
- Install the pre-printed perpendicular shelf talkers.

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE (CE2)

The Special Promotions Fixtures are located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products.

### Key Dates (Period 9-10)

### Participating Stores

Please refer to the Participation Lookup page for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Merchandising Instructions

- Continue to merchandise the year-round category sign and poster sign.
- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Important Note: During the promotional period, if your store sells through a participating product(s), ONLY select an alternate product from the list to replace on the fixture for the duration of the period.

### Signage Components

- Category Sign Wine (Bilingual)  
Re-order #22OP-SPF1
- Category Sign Spirits (Bilingual)  
Re-order #22OP-SPF2
- Wine Poster Sign (Bilingual)  
Re-order #22OP-SPF3
- Spirits Poster Sign (Bilingual)  
Re-order #22OP-SPF4



## Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

### Participating Products

	LCBO#	Description	Size (mL)
Whisky	187047	Johnnie Walker Black 12 YO	375
	230987	Jameson Irish Whiskey	375
	12195	Grand Marnier Cordon Rouge	375
Brown Spirits	61408	Jagermeister	375
	74393	Baileys Irish Cream	375
	245688	Hennessy Vs Cognac.	375
	398776	Fireball Whisky Shooter	375
	2808	Bacardi Gold Rum (P.E.T)	375
	12596	Empress Gin	375
White Spirits	21159	New Amsterdam Pink Whitney Vodka	375
	265199	Absolut Vodka	375
	363812	Tito's Handmade Vodka	375
	417261	Hendrick's Gin	375
	446468	Ketel One	375
	604934	Grey Goose Vodka	375



Examples Only

## Wine Impulse - Half Bottles/Cans:

It is recommended that stores do not double merchandise any 375 mL wines on the special promotions fixture and the Front End Merchandiser, in order to reduce excess inventory at store level.

### Participating Products

LCBO#	Description	Size (mL)
6254	Folonari Valpolicella Classico	375
24490	Champagne Victoire Brut Prestige*	375
25267	Josh Cellars Cabernet Sauvignon	375
25960	Trapiche Reserve Malbec	375
36423	Cave Spring Riesling Dry VQA	375
38810	Chateau Des Charmes Cabernet Merlot	375
160085	Kim Crawford Marlborough Sauvignon Blanc	375
194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375
253930	Martini & Rossi Asti	375
297648	Voga Pinot Grigio Igt	375
297655	Masi Campofiorin Igt	375
297663	Masi Costasera Amarone Classico	375
313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375
389056	Veuve Clicquot Brut Champagne	375
453076	Moët & Chandon Imperial Champagne	375
687558	(V) P.Grigio Valdadige Doc (Sta Margherita)	375



Examples Only

### Important Note:

If your store sells through a participating product(s), **ONLY** select an alternate product from the product list to replace on the fixture for the duration of the period.

# 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 (November 26 - December 30, 2023)

### Participating Stores

The participating store lists for CE3, CE4, CE5 and CE6 have been updated. Please refer to the lists below carefully to see which products your store should merchandise.

### 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.

### Signage Components

- Pricer Card ENG (Re-order #AIM-24P10-FEM7) / BIL (Re-order #AIM-24P10-FEM8)  
**All participating stores will receive the same set of pricer cards. Only use what you need and recycle the ones that do not apply to your store.**

#### CE3



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

#### CE4



LCBO# 31247  
Seth & Riley's Garage  
Hard Lemonade  
275 mL | 20 BAP

#### CE5



LCBO# 24344  
Arizona Hard Lemon  
Iced Tea  
473 mL | 25 BAP

#### CE6



LCBO# 166090  
Jack Daniel's And Cola  
Tall Can  
473 mL | 20 BAP

# 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 (November 26 - December 30, 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 Whisky Shooter	1140	280 BAP
398776	Fireball Whisky Shooter	375	110 BAP
447953	Fireball Whisky Shooter	750	\$3.00 LTO 60 BAP

## Signage Components














- A-Frame Sign ENG (Re-order# 24P9-AF1) / BIL (Re-order# 24P9-AF2)
- Shelf Talkers English Bundle ENG (Re-order# 24P9-AF3)  
Shelf Talkers Bilingual Bundle ENG (Re-order# 24P9-AF4)

## Merchandising Instructions

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



# 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: 24P10-ST1 BIL: 24P10-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P10-ST12 BIL: 24P10-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P10-ST14 BIL: 24P10-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P10-ST3 BIL: 24P10-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P10-ST5 BIL: 24P10-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P10-ST7 BIL: 24P10-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P10-ST9 BIL: 24P10-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) (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.	Extender Strips 12" w x 2½" h	692186	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	2300	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-24P10-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P10-AS1 BIL: AIM-24P10-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P10-LTO	

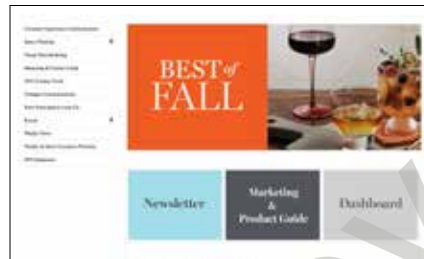
# Sold Space WORKSHEETS

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
		<b>1 A/B</b> (Promo code is BSE not EA 1)	5959	Baileys Irish Cream	750	End Aisle, FSH, FSJ, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		108357	Carolans Irish Cream	750	LTO
			281378	Forty Creek Cream Liquor	750	LTO
			519298	Wayne Gretzky Cream Whisky	750	LTO
		<b>2 A/B</b>	67	Smirnoff Vodka	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	BAP
			216929	Smirnoff Vodka	1140	Value Add
		<b>3A</b>	31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
			316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO
		<b>3B</b>	326728	>Oyster Bay Chardonnay Marlborough	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		451336	Tom Gore Cabernet Sauvignon	750	LTO
			650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO
		<b>4 A/B</b>	1487	Crown Royal	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	Value Add
			217950	Crown Royal	1140	Value Add
		<b>5 A/B</b>	13686	Bread & Butter Pinot Noir	750	
			19261	Bread & Butter Chardonnay	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		21474	Bread & Butter Cabernet Sauvignon	1500	Necktag
			22612	Bread & Butter Sauvignon Blanc	750	Wine Fridge
			28558	Bread & Butter Merlot	750	Necktag
			647644	Bread & Butter Cabernet Sauvignon	750	LTO
		<b>6AB</b>	893	J.P. Wiser's Deluxe	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	LTO
			216689	J.P. Wiser's Deluxe	1140	Necktag
		<b>7 A/B</b>	19774	Cesari Valpolicella Doc Essere	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		426718	Cesari Amarone Classico Doc	750	LTO
			506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO, Value Add
		<b>8 A</b>	520304	Bacardi Gold	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	Value Add
			570366	Bacardi Spiced Rum	1140	LTO, Value Add

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	8 B	520320	Bacardi Superior	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		117	Bacardi Superior White Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		1206	Bacardi Gold Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9 A/B	217653	Captain Morgan Original Spiced Rum	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		500512	Captain Morgan Original Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>	10	19003	Flying Monkeys Chocolate Manifesto (6309)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19266	Beau's Lug Tread (9654/275 TBS)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		28633	Great Lakes Brewery - Winter Ale (1929)	473	
<input type="checkbox"/>	<input type="checkbox"/>		31457	Muskoka Survival Pack 2023 (LCBO Warehouse)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>		33198	Refined Fool IPA Fun Box, 7th Edition (5732)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		34059	Rush X Henderson Extra Strong Ale With Cherry (798)	500	
<input type="checkbox"/>	<input type="checkbox"/>		34532	Wellington Brewery Boutique Mixer Vol. 3 (4826)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		34612	Collective Arts Mix 6 (LCBO Warehouse)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		10213	Kahlua Coffee Liquor	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	110056	Absolut Vodka	750	Seasonal Block Pile C, LTO
<input type="checkbox"/>	<input type="checkbox"/>		209221	Absolut Vodka	1140	Seasonal Block Pile C, BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	12	42	Canadian Club Premium	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		34637	Canadian Club Premium	1750	
<input type="checkbox"/>	<input type="checkbox"/>		217687	Canadian Club Premium	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	7880	Johnnie Walker Black 12 Yr	750	Front Nesting Table, LTO
<input type="checkbox"/>	<input type="checkbox"/>		217802	Johnnie Walker Black Label	1140	Front Nesting Table
<input type="checkbox"/>	<input type="checkbox"/>		422006	Johnnie Walker Black Label Scotch	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	5959	Baileys Irish Cream	750	FSH, FSJ, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	FSH, FSJ, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Irish Cream Liquor	1140	FSH, FSJ, LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	155051	Masi Campofiorin Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		483263	Don David Reserve Malbec	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		589036	Peller Family Vineyards Cab Merlot	4000	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	16	8805	Forty Creek Barrel Select Whisky	1750	LTO
			10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
			285254	Forty Creek Copper Bold Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
			537605	Nicolas Feuillatte Brut Champagne	750	LTO
			541979	Three Thieves Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	18	10157	Jameson Irish Whiskey	750	LTO
			207613	Jameson Irish Whiskey	1140	Value Add
			292615	Jameson Black Barrel	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	95935	Grey Goose Vodka	750	LTO
			417196	Grey Goose Vodka	1140	BAP, Value Add
			604868	Grey Goose Vodka	1750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	20	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	BAP
			12385	Glenfiddich Single Malt 12 Year Old	750	
			605972	Glenfiddich Single Malt 15 Year Old	750	
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	8284	Hennessy VS Cognac	750	S1, Value Add, Mini Thematic
			34010	Hennessy VS Hero Bottle	750	S1
			43703	Hennessy VSOP Cognac	750	S1
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	7617	Chivas Regal 12 Year Old	750	LTO
			8284	Hennessy VS Cognac	750	S1, Value Add
			13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
			27605	Reifel Rye	750	LTO
			38901	Dalmore 12 Yr Old	750	LTO
			180695	St-Germain Elderflower Liqueur	750	LTO
			410803	D'Usse VSOP	750	BAP
			425686	Casamigos Tequila Anejo	750	BAP
597559	Tito's Handmade Vodka	750	LTO			
635508	Drumshanbo Gunpowder Irish Gin	750	LTO			
636068	Malfy Gin Rosa	750	LTO			

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		25515	Saintly Sparkling Brut VQA	750	LTO, Wine Fridge
		30835	Yellow Tail Bubbles	750	LTO, Wine Fridge
		85316	Blu Giovello Prosecco	750	LTO, Value Add
		216945	Freixenet Cordon Negro Brut Cava	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	<b>Mini Thematic B</b>	341347	Fresh Possibilities Sparkling Rosé VQA	750	LTO, Value Add, Wine Fridge
		365205	Cono Sur Sparkling Rosé	750	LTO
		394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO
		483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	LTO
		487694	La Marca Prosecco Doc	750	LTO
		897702	Bottega Vino Dei Poeti Prosecco Doc	750	BAP
		19003	Flying Monkeys Chocolate Manifesto (6309)	473	LTO
		19266	Beau's Lug Tread (9654/275 TBS)	6 × 473	
		28633	Great Lakes Brewery - Winter Ale (1929)	473	
		31457	Muskoka Survival Pack 2023 (LCBO Warehouse)	6 × 473	LTO
<input type="checkbox"/> <input type="checkbox"/>	<b>Mini Thematic C</b>	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355	LTO
		33198	Refined Fool IPA Fun Box, 7th Edition (5732)	6 × 473	
		34059	Rush X Henderson Extra Strong Ale With Cherry (798)	500	
		34532	Wellington Brewery Boutique Mixer Vol. 3 (4826)	6 × 473	
		34612	Collective Arts Mix 6 (LCBO Warehouse)	6 × 473	LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		1099	Johnnie Walker Red Label	750	Front Nesting Table
		7880	Johnnie Walker Black 12 Yr	750	End Aisle, Front Nesting Table, LTO
		31828	Johnnie Walker Double Black	750	Front Nesting Table
		217794	Johnnie Walker Red Label	1140	Shelf Extender, Front Nesting Table, LTO
		217802	Johnnie Walker Black Label	1140	End Aisle, Front Nesting Table
<input type="checkbox"/> <input type="checkbox"/>	<b>Front Nesting Table</b>	238097	Dalwhinnie 15 Yr Malt	750	Front Nesting Table, BAP
		249680	Talisker 10Yr Old	750	Front Nesting Table, LTO
		291278	Johnnie Walker Gold Reserve	750	Front Nesting Table
		292805	Johnnie Walker Platinum 18 YO	750	Front Nesting Table
		409490	Singleton Of Dufftown 12 Year Old	750	Front Nesting Table
		468116	Johnnie Walker Green Label	750	Front Nesting Table
		479881	Lagavulin 8 YO	750	Front Nesting Table
		17818	Corona Extra (275/TBS)	6 × 330	LTO
		296244	Guinness Draught (LCBO Warehouse)	4 × 440	LTO
		300681	Coors Light (275/TBS)	6 × 473	LTO
<input type="checkbox"/> <input type="checkbox"/>	<b>Block Pile A</b>	311787	Budweiser (275/TBS)	6 × 473	LTO
		418590	Modelo Especial (LCBO Warehouse)	6 × 355	LTO
		422345	Moosehead Lager (275/TBS)	6 × 473	LTO
		459818	Sapporo (275/TBS)	6 × 500	LTO
		525188	Peroni Nastro Azzurro (LCBO Warehouse)	6 × 330	LTO
		15004	Twisted Tea Mix	12 × 355	BAP
		19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	
		30103	White Claw Surge Variety Pack	12 × 355	
<input type="checkbox"/> <input type="checkbox"/>	<b>Block Pile B</b>	31224	Coors Seltzer Slushie Flavour Pack	12 × 355	LTO
		31227	Georgian Bay Tequila Smash Mixed Pack	12 × 355	
		31290	Mott's Clamato Caesar Variety Pack	12 × 341	LTO
		31315	Cottage Springs Mixed 15 Party Pack	15 × 355	
		31361	Mikes Core Mixer Pack	12 × 355	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		31062	Ruffino Orvieto Classico Doc	750	Seasonal Block Pile C, BAP, Value Add
		42606	Ruffino Chianti	1500	Seasonal Block Pile C, BAP, Value Add
		45195	Ruffino Chianti Classico Riserva Ducale Docg	750	Seasonal Block Pile C, BAP, Value Add
		307025	Ruffino Aziano Chianti Classico Docg	750	Seasonal Block Pile C, BAP, Value Add
		353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	Seasonal Block Pile C, BAP, Value Add
		467811	Ruffino Prosecco	750	Seasonal Block Pile C, BAP, Value Add
		545871	Ruffino Lumina Pinot Grigio Igt	1500	Seasonal Block Pile C, BAP, Value Add
<input type="checkbox"/> <input type="checkbox"/>	<b>Block Pile C</b>	22013	Absolut Raspberri Vodka	750	Seasonal Block Pile C, LTO
		110056	Absolut Vodka	750	End Aisle, Seasonal Block Pile C, LTO
		209221	Absolut Vodka	1140	End Aisle, Seasonal Block Pile C, BAP, Value Add
		216655	Absolut Vodka	1750	Seasonal Block Pile C, LTO
		257238	Absolut Citron Vodka	750	Seasonal Block Pile C, LTO
		282178	Absolut Vanilia Vodka	750	Seasonal Block Pile C, BAP
		493999	Absolut Lime Vodka	750	Seasonal Block Pile C, LTO
		2691	Tanqueray London Dry Gin	750	Seasonal Block Pile D, Value Add
<input type="checkbox"/> <input type="checkbox"/>	<b>Block Pile D (SB)</b>	216721	Tanqueray London Dry Gin	1140	Comm. Extender, LTO, Seasonal Block Pile D
		600163	Tanqueray No. Ten Gin	750	Seasonal Block Pile D, LTO
		34063	Ciroc Passion	750	Seasonal Block Pile D, Value Add
<input type="checkbox"/> <input type="checkbox"/>	<b>Block Pile D (FSO-A)</b>	334110	Ciroc Peach	750	Seasonal Block Pile D, Value Add
		334128	Ciroc Red Berry	750	Seasonal Block Pile D, Value Add
		417295	Ciroc Original Unflavoured	750	Seasonal Block Pile D, LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D (FSO-B)	34595	Patron Silver Tequila	750	Shelf Extender, Seasonal Block Pile D, BAP
	34603		Patron Anejo Tequila	750	Seasonal Block Pile D, BAP	
	50088		Patron Reposado Tequila	750	Seasonal Block Pile D, BAP	
			18947	>Kim Crawford Illuminate Sauvignon Blanc	750	FSM, FSL, Value Add
			25374	**21 Prosecco (Kim Crawford)	750	FSL, Value Add
			35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Middle Nesting Table, FSL, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Display Program (FSL)	106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	Middle Nesting Table, FSL, FSM, Necktag
	302752		>(V) Santa Margherita Rosé Brut	750	FSG, FSL, FSM	
	626390		>Kim Crawford Pinot Noir	750	FSL, Value Add	
	650325		>Kim Crawford Hawke's Bay Rosé	750	FSL, LTO	
	687558		>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	FSL	
	687582		>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	FSL, FSM, LTO, Wine Fridge	
	991950		>Kim Crawford Marlborough Chardonnay	750	FSL, Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	Baileys (FSH-A)	5959	Baileys Irish Cream	750	VA
	34625		Baileys Tiramisu Flavour	750		
	193490		Baileys Irish Cream	1750	LTO	
	605956		Baileys Irish Cream Liquor	1140	VA	
<input type="checkbox"/>	<input type="checkbox"/>	Baileys (FSJ-A)	5959	Baileys Irish Cream	750	VA
	193490		Baileys Irish Cream	1750	LTO	
	605956		Baileys Irish Cream Liquor	1140	VA	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Middle Nesting Table, FSL, LTO
		50203	>(V) Beronia Reserva (Gonzales Byass)	750	Middle Nesting Table, LTO
		106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	Middle Nesting Table, FSL, FSM, Necktag
		212126	>Mcmanis Cabernet Sauvignon	750	Middle Nesting Table, BAP
		225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	Middle Nesting Table, LTO
<input type="checkbox"/>	<input type="checkbox"/> Middle Nesting Table/Celebration Fixture	303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	Middle Nesting Table, LTO
		373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	Middle Nesting Table, LTO
		413179	> (V) Amarone CI Valpolicella (Zenato)	750	Middle Nesting Table, LTO
		444059	>Joel Gott 815 Cabernet Sauvignon	750	VL1, Middle Nesting Table, LTO, Necktag
		590414	>Oyster Bay Pinot Noir Marlborough	750	Middle Nesting Table, LTO
		659607	>Mitolo Jester Shiraz	750	Middle Nesting Table, LTO
		996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	Middle Nesting Table, LTO
<input type="checkbox"/>	<input type="checkbox"/> Beer Excitement Zone A	18	Heineken Lager (LCBO Warehouse)	6 × 330	
		56796	Heineken 5L Draught Keg (LCBO Warehouse)	5000	Value Add
		302810	Heineken (LCBO Warehouse)	6 × 500	LTO
		32067	Winter Wizard Magical IPA (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/> Beer Excitement Zone B	36704	Two Vans Full Of Weirdos, Double Juicy Dipa (5732)	473	
		36709	Bellwoods Monogamy New Zealand Hop Series IPA (2990)	473	
<input type="checkbox"/>	<input type="checkbox"/> Beer Excitement Zone C	24392	Smirnoff Ice Pink Lemonade	473	LTO, Value Add
		31300	Smirnoff Ice Orange Blast	473	Value Add
		553339	Smirnoff Berry Blast	473	LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/> Beer Excitement Zone D	17819	Stella Artois (275/TBS)	6 × 473	LTO
		17820	Stella Artois (275/TBS)	473	
		17823	Stella Artois (275/TBS)	6 × 330	Value Add



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			14178	Silversmith The Black Lager (1181)	473	OCB
			25092	Cameron's Bad Robot New England Dipa (413)	473	OCB
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	28535	Brock Street Milk Chocolate Stout (397)	473	OCB, BAP
			30606	Dark Streets Of London Esb (837)	473	OCB
			296269	Wellington Imperial Stout (4826)	473	OCB
			688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	OCB
			6395	20 Bees Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	234583	Cave Spring Riesling VQA	750	LTO
			270926	Henry Of Pelham Baco Noir VQA	750	LTO
			450981	Pelee Island Lola Blush Sparkling VQA	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	70052	Peninsula Ridge Shiraz VQA	750	OWS, BAP
			518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	OWS, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	259721	>(V)Cotes Du Rhone (Guigal)	750	LTO
			444059	>Joel Gott 815 Cabernet Sauvignon	750	Middle Nesting Table, LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: December 2	25102	Coppola Diamond Collection Cabernet Sauvignon 2020	750	
			165662	Monte del Frà Tenuta Lena di Mezzo Valpolicella Ripasso Classico Superiore 2020	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: December 16	34606	Santa Ema 60/40 Barrel Reserve Cabernet Sauvignon/Carmenère 2021	750	
			63537	Château Hyot 2020	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	417642	>Cave Spring Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	74393	Baileys Irish Cream	375	
			446468	Ketel One	375	LTO

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		6254	Folonari Valpolicella Classico	375	
		24490	Champagne Victoire Brut Prestige*	375	
		25267	Josh Cellars Cabernet Sauvignon	375	
		25960	Trapiche Reserve Malbec	375	
		36423	Cave Spring Riesling Dry VQA	375	
		38810	Chateau Des Charmes Cabernet Merlot	375	
		160085	Kim Crawford Marlborough Sauvignon Blanc	375	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Special Promotions Fixture (CE2)</b>	194191 Villa Sandi Prosecco Il Fresco, Doc Treviso	375	
			253930 Martini & Rossi Asti	375	
			297648 Voga Pinot Grigio Igt	375	
			297655 Masi Campofiorin Igt	375	
			297663 Masi Costasera Amarone Classico	375	
			313817 (V) J. Lohr Seven Oaks Cabernet Sauvignon	375	
			389056 Veuve Clicquot Brut Champagne	375	
			453076 Moët & Chandon Imperial Champagne	375	
			687558 (V) P.Grigo Valdadige Doc (Sta Margherita)	375	
<input type="checkbox"/>	<input type="checkbox"/>	<b>RTD Impulse 1 (CE3)</b>	31311 Captain Morgan Mango Mai Tai	355	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>RTD Impulse 2 (CE4)</b>	31247 Seth & Riley's Garage Hard Lemonade	275	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>RTD Impulse 3 (CE5)</b>	24344 Arizona Hard Lemon Iced Tea	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>RTD Impulse 4 (CE6)</b>	166090 Jack Daniel's And Cola Tall Can	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 1: Spirits</b>	10212 Kahlua Coffee Liqueur	375	
			19013 Casamigos Blanco Tequila	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 2: Wines</b>	250480 Zonin Prosecco Brut 1821 Doc	3 x 200	LTO
			297655 Masi Campofiorin Igt	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 3: Spirits</b>	61408 Jagermeister	375	BAP
			540120 Rumchata Cream Liqueur	375	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>The Cold Room Spirits</b>	314856 Fireball Whisky Shooter	1140	BAP
			398776 Fireball Whisky Shooter	375	BAP
			447953 Fireball Whisky Shooter	750	LTO

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R1	Vodka A	350397 Banff Ice Vodka	750	Value Add									Y	Y
R2	Vodka B	557827 Stolli Gold Vodka	750	LTO					Y	Y	Y	Y	Y	Y
R3	Vodka C	88799 Alberta Pure Vodka (P.E.T)	750	BAP				Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	211110 Wyborowa Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	22017 Smirnoff Vodka (P.E.T)	750	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	492520 Bacardi 8 Year Old Reserva Gold Rum	750	LTO										Y
R7	Rum B	318709 Captain Morgan Original Spiced Rum (P.E.T)	750	LTO					Y	Y	Y	Y	Y	Y
R8	Rum C	217257 Sailor Jerry Spiced Rum	1140	LTO				Y	Y	Y	Y	Y	Y	Y
R9	Rum D	53140 Havana Club 7 Years Old	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	225698 The Kraken Black Spiced Rum	750	BAP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	14915 Dillon's Rye Whisky	750	LTO									Y	Y
R12	Canadian Whisky B	27768 J.P. Wiser's 10YO Canadian Whisky	750	LTO					Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	11945 Proper No. Twelve	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	200741 Gibson's Finest Rare 12 Years Old	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	434092 Crown Royal Northern Harvest Rye	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	605931 Grant's Triple Wood Blended Scotch Whisky	1140	LTO				Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	217794 Johnnie Walker Red Label	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	217281 Bombay Sapphire London Dry	1140	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	605881 Disaronno Originale Amaretto	1140	BAP						Y	Y	Y	Y	Y
R20	Liqueurs B	491811 Southern Comfort	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	Y	Y
R22	Liqueurs D	22931 Jagermeister	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	24493 Courvoisier VSOP Cognac	750	LTO										Y
R24	Brandy B	1867 Drambuie	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	34595 Patron Silver Tequila	750	Seasonal Block Pile D, BAP								Y	Y	Y
R26	Ontario Blend A	132506 XOXO Pinot Grigio/Chardonnay	1500	LTO				Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	426528 Wayne Gretzky Baco Noir VQA	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	470823 Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	439281 Konzelmann Merlot VQA	750	LTO					Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	221804 Trius Sauvignon Blanc VQA	750	LTO					Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	32195 Wayne Gretzky Brut Sparkling VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	621219 Pelee Island Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	361881 Sandbanks French Kiss VQA	750	LTO								Y	Y	Y
R34	Ontario VQA B	144857 Konzelmann Shiraz Barrel Aged VQA	750	LTO								Y	Y	Y
R35	Australia/New Zealand A	627802 Yellow Tail Chardonnay	750	LTO								Y	Y	Y
R36	Australia/New Zealand B	624544 Yellow Tail Shiraz	750	LTO								Y	Y	Y
R37	Australia/New Zealand C	106377 Jacob's Creek Shiraz/Cabernet	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	293043 Stoneleigh Marlborough Sauvignon Blanc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	56366 Sterling Vintner's Cabernet Sauvignon	750	LTO		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		
R40 USA B	541961	Three Thieves Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	160952	Domaine Bousquet Malbec Organic	750	LTO							Y	Y	Y	Y	
R42 Chile B	278416	Casillero Del Diablo Reserva Cab Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	465146	Les Janelles Sauvignon Blanc Pays Doc	750	LTO										Y	
R44 France Blend B	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	16439	Montgueret Cremant De Loire Rosé	750	LTO									Y	Y	
R46 France South B	144493	Montecillo Crianza Rioja	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	33340	Collavini Pinot Grigio	750	LTO, Wine Fridge									Y	Y	Y
R48 Italy Central A	31795	Feudo Arancio Cabernet Sauvignon	750	LTO									Y	Y	
R49 Italy Central B	1743	Ruffino Chianti	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	191239	Grahams Late Bottled Vintage Port	750	LTO						Y	Y	Y	Y	Y	
R51 Italy North B	384651	Martini Prosecco Sparkling	750	LTO, Value Add		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	LTO										Y	
R53 Southern Europe B	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	LTO									Y	Y	Y
R54 Germany A	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	217273	Mumm Cuvee Napa Brut Prestige	750	LTO									Y	Y	Y
R56 Sparkling B	32194	Peller Family Reserve Secco Bubbles VQA	750	LTO					Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	15261	Angry Orchard Crisp Apple (LCBO Warehouse)	473	LTO										Y	Y
R58 Ontario Beer B	32928	Grolsch Premium Pilsner (275/TBS)	6 × 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	13814	Shawn & Ed Lagershed Original (902)	4 × 473	LTO											Y
R60 Beer 2	558940	Miller Lite (275/TBS)	6 × 473	BAP				Y	Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	27683	Amsterdam Winter Entertainer (3842)	4 × 473					Y	Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	31218	Mikes Hard Orange N' Cream	473	BAP			Y	Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	319442	Mike's Hard Lemonade	6 × 355	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	19119	Bacardi Mojito	355	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	216721	Tanqueray London Dry Gin	1140	LTO, Seasonal Block Pile D	DIAGEO CANADA INC.
C2: Canadian Whisky	984	Alberta Premium Whisky	750	BAP	BEAM SUNTORY
C3: Ontario Non VQA Blend	421420	Fielding Estate Fireside Red VQA	750	LTO	FIELDING ESTATE WINERY
C4: French Blend	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO	MARK ANTHONY WINE & SPIRITS
C5: Fixed Store Location	413070	Two Oceans Sauvignon Blanc	1500	LTO	PMA CANADA LTD.
C6: Vodka	401307	Maestro Dobel Tequila	750	LTO	PROXIMO SPIRITS CANADA INC.
C7: Scotch	342246	Amarula Cream	750	LTO	PMA CANADA LTD.
C8: Liqueurs	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO	PMA CANADA LTD.
C9: Ontario Blends	16778	Bask Crisp Rosé	750	LTO	ARTERRA WINES CANADA INC.
C10: France Red	668947	Lindemans Bin 85 Pinot Grigio	750	LTO	MARK ANTHONY WINE & SPIRITS

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO	ARTERRA WINES CANADA INC.
D2: Discovery Wines 2	32158	Cantine De Falco Primitivo Salento lgp	750	BAP	CARTO ENTERPRISE
D3: Discovery Wines 3	32497	Diablo Dark Red	750	LTO	ESCALADE WINES & SPIRITS
D4: Discovery BSM 1	469981	Cowbell Absent Landlord (458)	473		BLYTH BREWING/COWBELL
D5: Discovery BSM 2	321760	Smirnoff Ice (P.E.T)	1000	LTO	DIAGEO CANADA INC.
D6: Discovery BSM 3	407478	Jaw Drop Squirting Oranges	473	LTO	BREAKTHRU BEVERAGE CANADA INC.
D7: Discovery Spirits 1	31554	Coppa Cocktails Strawberry Daiquiri	750	VA	CHRISTOPHER STEWART WINE & SPIRITS
D8: Discovery Spirits 2	103341	Canadian Club Premium (P.E.T)	750	LTO	BEAM SUNTORY
D9: Discovery Spirits 3	15012	Northern Keep Vodka	750	LTO	BEAM SUNTORY

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	8094	Deinhard Green Label Riesling Mosel	750	LTO, Wine Fridge	MARK ANTHONY WINE & SPIRITS

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.00	End Aisle
117	Bacardi Superior White Rum	750	\$1.00	End Aisle
570	Beefeater Dry	750	\$1.70	
893	J.P. Wiser's Deluxe	750	\$1.70	End Aisle
1206	Bacardi Gold Rum	750	\$1.00	End Aisle
1487	Crown Royal	750	\$3.00	End Aisle
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	
1743	Ruffino Chianti	750	\$2.00	Shelf Extender
1867	Drambuie	750	\$2.00	Shelf Extender
1925	Courvoisier VS	750	\$7.00	
2253	Disaronno Amaretto	750	\$2.00	
6395	20 Bees Cabernet Merlot VQA	750	\$1.50	goLOCAL
7617	Chivas Regal 12 Year Old	750	\$5.00	Mini Thematic
7880	Johnnie Walker Black 12 Yr	750	\$3.00	End Aisle, Front Nesting Table
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Green Extender, Wine Fridge
8805	Forty Creek Barrel Select Whisky	1750	\$1.00	End Aisle
10157	Jameson Irish Whiskey	750	\$2.00	End Aisle
10213	Kahlua Coffee Liquor	750	\$2.00	End Aisle
10512	Dujardin VSOP Brandy	750	\$1.50	
10937	Forty Creek Double Barrel Reserve Whisky	750	\$2.00	End Aisle
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$1.00	
11945	Proper No. Twelve	750	\$2.00	Shelf Extender
12195	Grand Marnier Cordon Rouge	375	\$3.50	
12849	>Hakutsuru Sake	720	\$1.00	
12858	Waterloo Grapefruit Radler	473	\$0.20	
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	Mini Thematic
13588	Bacardi Gold (P.E.T)	750	\$1.00	
13814	Shawn & Ed Lagershed Original	4 × 473	\$1.50	Shelf Extender
14354	Appleton Estate 8YO Reserve	750	\$3.00	
14915	Dillon's Rye Whisky	750	\$3.00	Shelf Extender
14988	Muskoka Detour	6 × 473	\$1.25	
15009	New Amsterdam Pink Whitney Vodka	750	\$2.00	Necktag
15012	Northern Keep Vodka	750	\$2.50	Discovery Extender
15261	Angry Orchard Crisp Apple	473	\$0.20	Shelf Extender
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	\$1.00	
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.20	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
15506	Miller Lite 30×355ml	10650	\$3.00	
15537	Woodford Reserve Distiller's Select Bourbon	375	\$1.00	
15564	Somersby Blackberry Cider	473	\$0.50	
15754	Josh Cellars Pinot Grigio	750	\$2.00	Flex Space
16396	Champagne Victoire Brut Rosé	750	\$4.00	W5, Wine Fridge
16439	Montgueret Cremant De Loire Rosé	750	\$2.00	Shelf Extender
16778	Bask Crisp Rosé	750	\$1.00	Comm. Extender
16789	Lazzara Bianco Secco Sparkling VQA	750	\$3.00	
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00	
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	\$3.00	
17818	Corona Extra	6 × 330	\$1.25	Seasonal Block Pile A
17819	Stella Artois	6 × 473	\$1.00	EZD
18116	19 Crimes Snoop Dogg Cali Red	750	\$2.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	
19003	Flying Monkeys Chocolate Manifesto	473	\$0.30	Mini Thematic
19013	Casamigos Blanco Tequila	375	\$2.00	FEM1
19021	Laneway Ever Gin Liqueur Ddp	750	\$5.00	
19158	Laphroaig Quarter Cask Single Islay Malt	750	\$10.00	
19261	Bread & Butter Chardonnay	750	\$2.00	End Aisle, Wine Fridge
19443	Laneway No 33 Gin Ddp	750	\$10.00	
19699	Cincoro Tequila Anejo	750	\$10.00	
19774	Cesari Valpolicella Doc Essere	750	\$2.00	End Aisle
19894	Cracked Canoe	6 × 473	\$1.00	
20259	Grow Wild Enchanting White VQA	750	\$2.00	Wine Fridge
20896	Ruffino Prosecco Rosé Doc	750	\$2.00	
20928	Mighty Moose Canadian Vodka Ddp	750	\$2.00	
21258	Dixon's Wicked Raspberry Gin Ddp	750	\$3.00	
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$4.00	
21434	Romeo Prosecco	750	\$2.50	
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	\$5.00	
22013	Absolut Raspberri Vodka	750	\$1.00	Seasonal Block Pile C
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	Flex Space
22931	Jagermeister	750	\$2.00	Shelf Extender
24339	Twisted Shotz Island Thunder	4 × 30	\$1.00	
24392	Smirnoff Ice Pink Lemonade	473	\$0.25	EZH, Value Add
24407	Nutri The Mixed	12 × 355	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	\$1.50	Shelf Extender
24493	Courvoisier VSOP Cognac	750	\$6.00	Shelf Extender
24528	Hounds Black Vodka Ddp	750	\$3.00	
24682	Rabbit Hole Cavehill Bourbon Whiskey	750	\$3.00	
25137	818 Tequila Reposado	750	\$4.00	
25515	Saintly Sparkling Brut VQA	750	\$1.00	Mini Thematic, Wine Fridge
25904	Champagne Pommery Brut Rose	750	\$5.00	W5
26278	Folonari Valpolicella Classico	1500	\$3.00	
26577	Duval-Leroy Brut Nv Reserve	750	\$2.00	W5
26678	On The Rocks Effen Cosmopolitan	375	\$3.00	
27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	\$4.00	Flex Space
27605	Reifel Rye	750	\$5.00	Mini Thematic
27768	J.P. Wiser's 10YO Canadian Whisky	750	\$3.00	Shelf Extender
27969	Absolut Holiday Limited Edition Bottle 2022	750	\$2.00	
28460	Gray Jay Deluxe Canadian Whisky	750	\$4.00	
30695	With Love From The Cape Cabernet Sauvignon	750	\$2.00	
30835	Yellow Tail Bubbles	750	\$2.00	Mini Thematic, Wine Fridge
30946	Rocca Delle Macie Moonlite Toscana Igt	750	\$2.00	Flex Space
30954	Dievole Tenuta Le Colonne Vermentino Igt	750	\$2.00	
30993	18 Alyan Family Ambassador Cabernet Sauvignon	750	\$2.00	
31003	Gloria Grillo Doc Organic	750	\$2.00	
31224	Coors Seltzer Slushie Flavour Pack	12 x 355	\$2.00	Seasonal Block Pile B
31225	Simply Spiked Lemonade Variety Pack	12 x 355	\$2.00	
31290	Mott's Clamato Caesar Variety Pack	12 x 341	\$2.00	Seasonal Block Pile B
31457	Muskoka Survival Pack 2023	6 x 473	\$1.25	Mini Thematic
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 x 355	\$0.55	Mini Thematic
31551	Steam Whistle Pilsner 5L Keg	5000	\$4.00	
31703	Herradura Ultra Anejo	750	\$10.00	
31794	Doppio Pass Primitivo Igt Puglia	1500	\$4.00	
31795	Feudo Arancio Cabernet Sauvignon	750	\$3.00	Shelf Extender
31808	Orso Bruno Old Vine Zinfandel	750	\$1.00	
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	End Aisle
31991	Junction 56 Distillery Vodka Ddp	750	\$3.00	
32075	Nv Brut Angels & Cowboys (Share A Splash Wine)	750	\$4.00	
32117	White Claw Premium Vodka	750	\$3.00	
32194	Peller Family Reserve Secco Bubbles VQA	750	\$2.00	Shelf Extender



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
32195	Wayne Gretzky Brut Sparkling VQA	750	\$2.00	Shelf Extender
32497	Diablo Dark Red	750	\$2.00	Discovery Extender
32639	Castell D'Or Cava Brut, Catalonia	750	\$2.00	FSG, Wine Fridge
32928	Grolsch Premium Pilsner	6 × 473	\$1.00	Shelf Extender
33340	Collavini Pinot Grigio	750	\$2.25	Shelf Extender, Wine Fridge
33523	Wayne Gretzky Signature White VQA	3000	\$3.00	
33666	Cave De Lugny Macon-Lugny St. Pierre Chardonnay	750	\$2.00	
33667	Cave De Lugny Bourgogne Pinot Noir Aoc	750	\$2.00	
33928	J.P. Wiser's Deluxe	1750	\$1.00	End Aisle
34612	Collective Arts Mix 6	6 × 473	\$1.00	Mini Thematic
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00	Middle Nesting Table, FSL
38117	>V Riesling Elevation St Urban (Vineland)	750	\$3.00	
38901	Dalmore 12 Yr Old	750	\$10.00	Mini Thematic
38927	Jura 12 Year Old Single Malt	750	\$8.00	
41384	Jack Daniel's Tennessee Whiskey	750	\$3.00	
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$3.00	Shelf Extender
47316	Los Arango Reposado Tequila	750	\$3.00	
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
50203	>(V) Beronia Reserva (Gonzales Byass)	750	\$2.00	Middle Nesting Table
53140	Havana Club 7 Years Old	750	\$2.50	Shelf Extender
54353	Stoneleigh Marlborough Pinot Noir	750	\$3.00	
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Shelf Extender
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
64287	Cono Sur Bicicleta Viognier	750	\$2.50	Wine Fridge
71126	Heineken Lager	6 × 330	\$1.00	
77933	Rev (P.E.T)	473	\$0.20	
85316	Blu Giovello Prosecco	750	\$2.00	Mini Thematic, Value Add
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	\$3.00	Flex Space
95935	Grey Goose Vodka	750	\$5.00	End Aisle
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	Shelf Extender
103341	Canadian Club Premium (P.E.T)	750	\$1.00	Discovery Extender
103747	Maker's Mark Kentucky Bourbon	750	\$5.00	
106377	Jacob's Creek Shiraz/Cabernet	750	\$3.00	Shelf Extender
107342	Reinhart's Red Apple Strong Cider	473	\$0.25	
108100	Martell VS Fine Cognac (In Box)	750	\$5.00	
108357	Carolans Irish Cream	750	\$2.00	BSE End Aisle 1

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	
110056	Absolut Vodka	750	\$2.00	End Aisle, Seasonal Block Pile C
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
129940	Aviation Gin	750	\$3.00	
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	Shelf Extender
135939	Pelee Island Pinot Noir VQA	750	\$2.00	
136978	Sinha Stout	330	\$0.35	
137810	Campo Viejo Rioja Reserva	750	\$3.00	
141580	>(V)Syrah K/P (Galil Mountain Winery)	750	\$3.00	
144493	Montecillo Crianza Rioja	750	\$2.00	Shelf Extender
144857	Konzelmann Shiraz Barrel Aged VQA	750	\$2.00	Shelf Extender
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	\$3.00	Value Add
148007	Czechvar Premium Lager	500	\$0.40	
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00	End Aisle
155051	Masi Campofiorin Igt	750	\$3.00	End Aisle
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	\$1.00	
158550	> Cuvee Rosé Brut (Champagne Laurent Perrier)	750	\$10.00	
160952	Domaine Bousquet Malbec Organic	750	\$2.00	Shelf Extender
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	
172148	Boutari Agiorgitiko Nemea Red	750	\$1.00	
176834	Aperol	750	\$1.00	
177345	>(V) Muga Reserva Rioja (Bodegas Muga)	750	\$4.00	
177808	Appleton Estate V/X Signature Blend	750	\$2.20	BAP
180695	St-Germain Elderflower Liqueur	750	\$3.00	Mini Thematic
184796	Strongbow Cider	8 × 440	\$1.30	
190025	Champagne Victoire Brut Prestige	750	\$4.00	
191239	Grahams Late Bottled Vintage Port	750	\$2.00	Shelf Extender
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	Shelf Extender
207514	Remy Martin	375	\$5.00	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$3.00	Flex Space
211110	Wyborowa Vodka	1140	\$1.00	Shelf Extender
211185	Rockstar Original	473	\$0.55	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	Comm. Extender
216655	Absolut Vodka	1750	\$1.00	Seasonal Block Pile C

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
216721	Tanqueray London Dry Gin	1140	\$1.00	Comm. Extender, Seasonal Block Pile D
216820	Finlandia Vodka	1140	\$1.50	
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Mini Thematic
217257	Sailor Jerry Spiced Rum	1140	\$3.00	Shelf Extender
217273	Mumm Cuvee Napa Brut Prestige	750	\$5.00	Shelf Extender
217281	Bombay Sapphire London Dry	1140	\$1.00	Shelf Extender
217448	Malibu Coconut Rum	1140	\$1.20	
217505	Henry Of Pelham Cuvee Catharine Brut Rosé VQA	750	\$5.00	
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	\$5.00	
217687	Canadian Club Premium	1140	\$1.00	End Aisle
217794	Johnnie Walker Red Label	1140	\$2.00	Shelf Extender, Front Nesting Table
219543	Inniskillin Late Autumn Riesling VQA	750	\$2.00	Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$2.00	Shelf Extender
224766	>(V)Brut Methode Traditionelle (Chateau Des C	750	\$3.00	
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	Middle Nesting Table
225243	Stoli Vodka	750	\$2.00	
225250	Stoli Vodka	1140	\$2.00	
225565	Maker's Mark 46	750	\$7.00	
226944	>Rodney Strong Cab Sauv Sonoma County	750	\$3.00	
229583	Kronenbourg 1664 Blanc	6 × 330	\$3.00	
229781	>A To Z Pinot Noir Ava Oregon	750	\$3.00	
230987	Jameson Irish Whiskey	375	\$1.00	
234369	Apothic Red	750	\$2.00	
234583	Cave Spring Riesling VQA	750	\$2.00	goLOCAL
240127	>Sho-Une Junmai Daiginjo (Hakutsuru)	300	\$1.25	
249680	Talisker 10Yr Old	750	\$5.00	Front Nesting Table
250134	Sortilege	750	\$3.00	
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	\$1.00	FEM2
250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$3.00	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	
255380	Pilsner Urquell	500	\$0.25	
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	\$5.00	
257238	Absolut Citron Vodka	750	\$1.00	Seasonal Block Pile C
259721	>(V)Cotes Du Rhone (Guigal)	750	\$3.00	VL1
261099	Inniskillin Pinot Noir VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
265157	Jacob's Creek Moscato	750	\$2.50	Wine Fridge
265199	Absolut Vodka	375	\$1.00	
268771	> Brut Premier (Louis Roederer)	750	\$10.00	Wine Fridge
269563	Maker's Mark Kentucky Straight Bourbon	375	\$3.00	
270017	Jacob's Creek Reserve Chardonnay	750	\$2.00	Flex Space
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	goLOCAL
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	End Aisle
273490	Thalia White Assyrtiko Sauvignon Blanc	750	\$1.00	
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	\$2.00	Flex Space
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	
281378	Forty Creek Cream Liquor	750	\$1.50	BSE End Aisle 1
284539	Trius Brut VQA	750	\$3.00	Wine Fridge
285254	Forty Creek Copper Bold Whisky	750	\$1.50	End Aisle
289835	Peller Family Vineyards Dry White	1500	\$1.50	
292615	Jameson Black Barrel	750	\$5.00	End Aisle
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$3.00	Shelf Extender, Wine Fridge
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Comm. Extender
296244	Guinness Draught	4 × 440	\$1.00	Seasonal Block Pile A
297655	Masi Campofiorin Igt	375	\$1.50	FEM2
300681	Coors Light	6 × 473	\$2.00	Seasonal Block Pile A
302810	Heineken	6 × 500	\$1.00	EZA
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00	Middle Nesting Table
304022	Santa Carolina Chardonnay Reserva	750	\$2.00	Flex Space
306001	Colio Dry White Bag In Box	4000	\$2.00	
308007	Menage A Trois Red	750	\$2.00	
308288	Whitehaven Sauvignon Blanc	750	\$3.00	
311787	Budweiser	6 × 473	\$1.00	Seasonal Block Pile A
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$3.00	End Aisle
317057	Masi Costasera Amarone Classico Doc	750	\$5.00	
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	\$2.50	
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	Shelf Extender
319442	Mike's Hard Lemonade	6 × 355	\$1.00	Shelf Extender
321760	Smirnoff Ice (P.E.T)	1000	\$1.00	Discovery Extender
326009	Knob Creek Bourbon	750	\$7.00	
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	
326728	>Oyster Bay Chardonnay Marlborough	750	\$3.00	End Aisle, Wine Fridge

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	Discovery Extender
337238	>Marques De Casa Concha Cabernet Sauvignon	750	\$3.00	
338855	Bodacious Smooth Red	750	\$1.00	
341347	Fresh Possibilities Sparkling Rosé VQA	750	\$2.50	Mini Thematic, Value Add, Wine Fridge
342246	Amarula Cream	750	\$2.00	Comm. Extender
342428	>Bonterra Cabernet Sauvignon Organic	750	\$3.00	Value Add
343517	>(V)G.S.M. Old Vine Tessell Ct Rouss (Lafage)	750	\$2.00	
350041	>(V) Albarino (Paco Lola)	750	\$3.00	
350629	Forty Creek Barrel Select Whisky	1140	\$1.15	
351429	Amsterdam Boneshaker	473	\$0.30	
354761	>(V)Carmenere Terra Vega Kpm (Luis Felipe Edwards)	750	\$1.00	
357145	Open Smooth Red VQA	750	\$1.00	
361881	Sandbanks French Kiss VQA	750	\$2.00	Shelf Extender
363507	Prince Igor Extreme Vodka (P.E.T)	1750	\$1.00	
363622	Bolla Pinot Grigio Delle Venezie	750	\$3.00	Wine Fridge
363770	Ketel One Vodka	1140	\$5.00	
365205	Cono Sur Sparkling Rosé	750	\$3.00	Mini Thematic
365312	Taittinger Brut Reserve Champagne	750	\$6.00	
367375	Lafage Miraflores Rose Cotes Catalanes Igp	750	\$2.00	
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$1.00	
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$2.00	
373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	\$2.00	Middle Nesting Table
375071	Calmel & Joseph Villa Blanche Chardonnay Pays	750	\$2.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
380865	Rumchata	750	\$3.00	
384651	Martini Prosecco Sparkling	750	\$2.00	Shelf Extender, Value Add
387050	Open Smooth White VQA	750	\$1.00	
387423	Bruichladdich The Classic Laddie Scottish Barley	750	\$5.00	
389411	>(V)Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	
390260	Appleton Estate V/X Signature Blend	1750	\$1.50	
394015	Brickworks Batch:1904 Cider	473	\$0.30	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Mini Thematic
395384	>(V)Belaire Sparkling Rose (Sovereign Brands)	750	\$3.00	
395582	Auchentoshan American Oak, Lowland	750	\$5.00	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
401307	Maestro Dobel Tequila	750	\$5.00	Comm. Extender
407478	Jaw Drop Squirting Oranges	473	\$0.25	Discovery Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	\$2.00	Flex Space
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	Comm. Extender
413104	Dillon's Dry Gin	750	\$2.00	
413179	>(V) Amarone CI Valpolicella (Zenato)	750	\$5.00	Middle Nesting Table
417295	Ciroc Original Unflavoured	750	\$4.00	Seasonal Block Pile D
417642	>Cave Spring Pinot Noir VQA	750	\$2.00	OWS
418590	Modelo Especial	6 × 355	\$1.00	Seasonal Block Pile A
421420	Fielding Estate Fireside Red VQA	750	\$1.00	Comm. Extender, LTO
422006	Johnnie Walker Black Label Scotch	1750	\$5.00	End Aisle
422345	Moosehead Lager	6 × 473	\$1.00	Seasonal Block Pile A
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	Shelf Extender
426718	Cesari Amarone Classico Doc	750	\$6.00	End Aisle
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	
430561	>(V) Riesling Icewine VQA (Henry Of Pelham)	375	\$5.00	
433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	\$3.00	
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Shelf Extender
438960	Canadian Club 100% Rye	1140	\$1.50	
439281	Konzelmann Merlot VQA	750	\$2.00	Shelf Extender
442582	Alexander Keiths IPA	6 × 473	\$1.00	
442731	Kilkenny Irish Ale	4 × 500	\$2.00	
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$3.00	VL1, Middle Nesting Table, Necktag
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.00	
446468	Ketel One	375	\$1.00	CE1
447953	Fireball Whisky Shooter	750	\$3.00	Cold Room Spirits
450312	Collective Arts Ransack The Universe IPA	473	\$0.20	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	goLOCAL, Wine Fridge
451336	Tom Gore Cabernet Sauvignon	750	\$2.00	End Aisle
452169	Vieni Bruce Trail Red VQA	750	\$1.00	
458810	Tom Gore Chardonnay	750	\$2.00	
459818	Sapporo	6 × 500	\$2.00	Seasonal Block Pile A
459917	Peller Family Vineyards Rosé	1500	\$2.00	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	Flex Space
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	
462424	Cabot Trail Maple Cream	750	\$3.00	Shelf Extender
462432	Piper-Heidsieck Brut Champagne	750	\$3.00	W5
463661	Yellowstone Select Bourbon Whiskey	750	\$5.00	
465146	Les Janelles Sauvignon Blanc Pays Doc	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
465385	Landshark Lager	6 × 473	\$2.00	
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	
479923	Stalk & Barrel Blue Blend	750	\$5.00	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	
483263	Don David Reserve Malbec	750	\$3.00	End Aisle
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Mini Thematic
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.00	
487694	La Marca Prosecco Doc	750	\$2.00	Mini Thematic
491811	Southern Comfort	750	\$4.00	Shelf Extender
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$3.00	Shelf Extender
493999	Absolut Lime Vodka	750	\$1.00	Seasonal Block Pile C
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$4.00	End Aisle, Value Add
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	Shelf Extender
516880	Mill Street Original Organic	6 × 473	\$2.00	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	BSE End Aisle 1
521963	Chopin Potato Vodka	750	\$5.00	
522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$2.00	
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	
523688	Bodacious Smooth White Bag In Box	4000	\$5.00	
525188	Peroni Nastro Azzurro	6 × 330	\$1.50	Seasonal Block Pile A
526228	Jackson-Triggs Reserve Meritage VQA	750	\$2.00	
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
536565	Lily Sparkling Rosé VQA	750	\$1.00	
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	End Aisle
541243	Creemore Springs Premium Lager	6 × 473	\$2.00	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$2.00	
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	Shelf Extender
541979	Three Thieves Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	
544791	>Vidal Icewine (Reif Estate Winery)	200	\$2.00	
553339	Smirnoff Berry Blast	473	\$0.25	EZH, Value Add
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	\$3.00	
557108	St Remy XO Brandy	750	\$1.00	
557827	Stoli Gold Vodka	750	\$5.00	Shelf Extender
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$3.00	
565861	>V Vidal Icewine Est (Ch Des Charmes)	200	\$4.00	
570366	Bacardi Spiced Rum	1140	\$1.50	End Aisle, Value Add
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	
587154	> (V)Vidal Icewine VQA Ltd Edition (Magnotta)	375	\$3.00	
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	End Aisle
589069	Peller Family Vineyards Red Bag In Box	4000	\$2.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	
590414	>Oyster Bay Pinot Noir Marlborough	750	\$3.00	Middle Nesting Table
597559	Tito's Handmade Vodka	750	\$1.50	Mini Thematic
600163	Tanqueray No. Ten Gin	750	\$1.00	Seasonal Block Pile D
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.50	
605600	Grand Marnier Cordon Rouge	1140	\$5.35	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$5.00	Shelf Extender
605956	Baileys Irish Cream Liqueur	1140	\$2.00	End Aisle, FSH, FSJ
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$3.00	Wine Fridge
611293	Yarden Mount Hermon Red Kp	750	\$3.00	
617662	Diabolica Red VQA	750	\$2.00	
620104	Angels Gate Sussreserve Riesling VQA	750	\$2.00	
620773	Masi Masi Pinot Grigio	750	\$3.00	
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	Wine Fridge
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender
627802	Yellow Tail Chardonnay	750	\$2.00	Shelf Extender
635227	Liberty Village Dry Cider	473	\$0.20	
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	Mini Thematic
636068	Malfy Gin Rosa	750	\$3.00	Mini Thematic
637728	Jackson-Triggs Shiraz	1500	\$2.00	
646729	Bumbu Original Rum	750	\$2.50	Value Add
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	End Aisle
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	FSL
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00	End Aisle
659607	>Mitolo Jester Shiraz	750	\$2.00	Middle Nesting Table
665471	Jacob's Creek Reserve Shiraz	750	\$3.00	Flex Space
666867	Bavaria Premium Value Beer	6 × 500	\$1.00	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Comm. Extender
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	
676775	Lech Beer	500	\$0.25	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	\$2.00	FSL, FSM, Wine Fridge
692285	Coors Light 28 Pk-B	9548	\$2.00	
697623	Michelob Ultra	6 × 355	\$1.00	
697698	Blanche De Chambly	473	\$0.25	
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$3.00	Flex Space
894014	El Dorado Demerara 5 Year Old Rum	750	\$2.00	
904409	Molson Canadian	473	\$0.20	
942151	>Seghesio Zinfandel Sonoma County	750	\$3.00	
943613	>(V) Rocca Guicciarda Chnt Cl Rsv (Ricasoli)	750	\$3.00	
976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	\$3.00	
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	\$5.00	Middle Nesting Table

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## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
67	Smirnoff Vodka	750	100
307	Seagrams V.O.	750	200
463	Canadian Club Premium	375	50
620	Silk Tassel Canadian Whisky	750	120
943	Mouton Cadet Bordeaux Red Aoc	750	100
984	Alberta Premium Whisky	750	235
1784	Grand Marnier Cordon Rouge	750	90
2527	Mouton Cadet Bordeaux White Aoc	750	100
4622	Newfoundland Screech Rum	750	100
5132	Silent Sam Vodka	750	100
10177	Old Pulteney 12 Year Old Single Malt	750	400
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	200
11845	Jose Cuervo Reserva De La Familia Platino	750	300
11850	Buffalo Trace Bourbon	375	120
12596	Empress Gin	375	50
12618	Stoneleigh Lighter Sauvignon Blanc	750	100
12641	Remy Pannier Rosé D'Anjou	750	50
12781	Sogrape Mateus Rosé	1500	100
12852	Buffalo Trace Bourbon Cream	750	200
12865	J.P. Wiser's Manhattan Canadian Whisky	750	50
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	80
13510	Herradura Silver Tequila	750	500
13597	Bumbu XO Rum	750	130
13602	Tavarnello, Sangiovese Cabernet	750	40
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	120
13909	Georgian Bay Canadian Whisky	750	80
13967	Writers Tears Double Oak Whiskey	700	250
14400	Coors Original	6 × 473	60
14409	Catrina Reposado Tequila	750	100
15004	Twisted Tea Mix	12 × 355	100
15282	18.8 Vodka	750	75
15761	Trinity Oaks Cabernet Sauvignon	750	80
15762	Trinity Oaks Chardonnay	750	80
15806	Skyy Vodka	750	60
15979	Furnace Room Beardmore Kolsch	473	15
16022	Duff Gordon Solera Reserva Brandy	750	150
16544	St Remy Signature	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
16551	Olmecca Altos Tequila Reposado	750	100
16741	JJ McWilliam Shiraz/Cabernet	750	100
16833	Goldschlager	750	200
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	75
18224	Vodkwo Cream	750	140
19098	Founder's Original Gin Bramble	355	7
19119	Bacardi Mojito	355	10
19351	Twisted Shotz Box	360	50
19523	Tag No.5 Vodka (P.E.T)	375	60
19749	Teremana Blanco Tequila	750	250
19750	Teremana Reposado Tequila	750	300
19951	Ezra Brooks 99	750	120
19995	Whitewater Brewing High Tide Neipa	473	5
20220	Miyagikyo Single Malt Whisky	700	250
20807	Tribute Cabernet Sauvignon	750	120
21082	Yoichi Single Malt Whisky	700	250
21097	The Glenlivet 12 Yr Malt	750	200
21544	Smirnoff Pink Lemonade	750	60
21574	Hine H By Hine VSOP Fine Champagne Cognac	750	250
21703	Rumchata Peppermint Bark	750	75
21969	Longshot Pinot Noir	750	100
22017	Smirnoff Vodka (P.E.T)	750	100
22181	Glenfiddich Grand Cru	750	1000
22182	The Balvenie 12 Sweet Toast Of American Oak	700	500
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	140
24145	Warheads Watermelon	375	50
24344	Arizona Hard Lemon Iced Tea	473	25
24346	Jack Daniels Tennessee Honey Lemonade	473	20
24492	Lolea No2 White Sangria	750	30
24669	Bowmore Vault Edition 1st Release Bowmore Vault Edition 1st Release (2 Bottle Limit)	700	1000
24924	Casamigos Reposado Tequila	1750	200
25068	Laurent Perrier La Cuvee Brut Champagne	750	150
27128	Flat Roof Manor Pinot Grigio	750	100
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	99
27522	Elijah Craig Small Batch Bourbon	375	50
27646	Alida Tequila	750	200
27892	Cabot Trail Maple Whisky	750	120

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
28198	Belle De Brillet	700	110
28535	Brock Street Milk Chocolate Stout	473	20
28564	Shelter Bay Marlborough Sauvignon Blanc	750	50
30282	18.8 Gin	750	75
30331	Myers's Original Dark Rum	750	200
30603	Larceny Kentucky Straight Bourbon	750	100
30834	Canadian Club Classic 12 Year Old	1140	200
30961	Lavis Pinot Grigio	750	100
31062	Ruffino Orvieto Classico Doc	750	50
31218	Mikes Hard Orange N' Cream	473	10
31222	Twisted Tea Island Mixed Pack	12 × 355	100
31223	Truly Punch Mixed Pack	12 × 355	100
31247	Seth & Riley's Garage Hard Lemonade	275	20
31311	Captain Morgan Mango Mai Tai	355	10
31422	Bowmore 30 YO 2022 Bowmore 30 Year Old (2022)	700	15,000
31428	Laphroaig 34 YO Ian Hunter - Chapter 4 Laphroaig 34 Year Old Ian Hunter - Chapter 4	750	3,400
31587	Polar Ice Berry Blizzard	750	120
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	100
31801	Zensa Nero D'Avola Appassimento Doc Sicily	750	100
31803	Zensa Primitivo Igp Puglia	750	100
31804	Sistina Montepulciano D'Abruzzo Doc	750	50
31854	Tresors De Loire Touraine Sauvignon Aoc	750	80
31930	Seagrams V.O.	1750	400
32158	Cantine De Falco Primitivo Salento Igp	750	25
32445	Saigon Baigur	700	150
32463	Headline Acts Sauvignon Blanc	750	80
33267	Collingwood Whisky	750	200
33466	Keep Calm & Laugh Chardonnay	750	50
33544	Seagram's VO Select	750	300
34489	Canadian Club Classic 12 Year Old	375	100
34595	Patron Silver Tequila	750	500
34603	Patron Anejo Tequila	750	500
35170	Pascual Toso Malbec	750	100
38505	Smirnoff Vodka (P.E.T)	1750	200
40626	Charm Soju Liquor	360	30
42606	Ruffino Chianti	1500	60

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	50
47290	Forty Creek Barrel Select	375	40
49726	Yukon Jack	750	190
50088	Patron Reposado Tequila	750	500
53082	Alberta Pure Vodka (P.E.T)	1750	100
54213	Alberta Premium Whisky (P.E.T)	1750	250
60608	El Dorado 12 Year Old Rum	750	250
61408	Jagermeister	375	50
70052	Peninsula Ridge Shiraz VQA	750	80
75663	Alianca Vinho Verde	750	40
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	75
88799	Alberta Pure Vodka (P.E.T)	750	100
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	225
111021	Gordons Gin (P.E.T)	1750	240
111443	Chambord Royale	750	100
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	80
142364	Side Launch Northbound Lager	473	20
149567	Tag No. 5 Vodka	750	80
153965	McGuinness Amaretto Dell Amorosa	750	80
158014	Flor De Cana Centenario 12 Rum	750	200
166090	Jack Daniel's And Cola Tall Can	473	20
166538	>(V) Crianza Rioja (Bodegas Lan)	750	100
177808	Appleton Estate V/X Signature Blend	750	60
209213	Beefeater London Dry Gin	1140	120
209221	Absolut Vodka	1140	90
212126	>Mcmanis Cabernet Sauvignon	750	120
214726	Marquis De Villard Brandy	1140	200
215020	El Dorado 5 Year Old Rum	1140	150
215558	Cattos Rare Blended Scotch	1140	200
215814	Codorniu Brut Clasico Sparkling	750	100
215897	Harvey's Bristol Cream Sherry	1000	100
216226	Alberta Premium Whisky	1140	150
216978	Seagrams V.O.	1140	300
217554	Captain Morgan Dark Rum	1140	150
221200	The Balvenie Caribbean Cask 14 YO Scotch	750	500
225698	The Kraken Black Spiced Rum	750	80
230565	Cono Sur Chardonnay Organic	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
237644	Frisky Zebras Seductive Shiraz	750	40
237792	Icebox Long Island Iced Tea	1140	160
238097	Dalwhinnie 15 Yr Malt	750	250
239046	Quatro Ventos Douro	750	40
240416	Montesor Amarone Della Valpolicella Doc	750	100
242107	No. 3 London Dry Gin	750	150
255281	Aberfeldy 12 Year Old	750	120
260323	Jack Daniel's Honey	750	100
263780	Licor 43	750	75
268375	Henry Of Pelham Riesling VQA	750	50
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	80
271643	Tequila Tromba Blanco	750	100
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	60
282178	Absolut Vanilia Vodka	750	120
285585	Masi Bonacosta Valpolicella Classico Doc	750	100
286195	JP Azeitao Red	750	40
292128	Firestone Cabernet Sauvignon	750	100
294298	>Conundrum California Red	750	150
300699	Molson Canadian	6 × 473	60
302380	Mezzacorona Pinot Grigio Trentino	750	75
307025	Ruffino Aziano Chianti Classico Docg	750	50
311910	Canadian Club Classic 12 Year Old	375	100
314856	Fireball Whisky Shooter	1140	280
315564	McGuinness Peppermint Schnapps	750	80
322586	>Montes Alpha Cabernet Sauvignon	750	150
333070	Islay Mist Scotch 8 Year Old	750	150
333591	Innis & Gunn The Original	6 × 330	120
337535	Santa Carolina Sauvignon Blanc Reserva	750	100
337667	Havana Club Original 3 Year Old	750	120
338053	Alize Red Passion Liquor	750	150
341602	Cono Sur Bicicleta Pinot Noir	750	75
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	100
358192	Bruichladdich The Botanist Islay Dry Gin	750	150
365270	Crystal Head Vodka	1750	500
369967	Inception Deep Layered Red	750	100
375568	Deanston Virgin Oak	750	120
382713	Nederburg Sauvignon Blanc	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
384867	Cognac Gautier VS	750	200
393090	Monasterio De Las Vinas Crianza Carinena	1500	50
397976	Dr. McGillicuddy Intense Peach	375	80
398016	Dr. McGillicuddy Intense Peach	750	160
398032	Dr. McGillicuddy Intense Butterscotch	750	160
398776	Fireball Whisky Shooter	375	110
404566	JP Azeitao Syrah Rose Bacalhoa	750	40
408286	Lolea No 1 Red Sangria Spain	750	30
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	120
410803	D'Usse VSOP	750	180
411595	(V) Tragically Hip Grand Rsv Red (Stoney Ridge)	750	100
417196	Grey Goose Vodka	1140	150
417576	Stock 84 Spirit	1140	150
417592	Jack Daniel's Tennessee Fire	200	50
417600	Riverlore Sauvignon Blanc Marlborough	750	75
419770	>Wines Of Substance Cabernet Sauvignon	750	175
421966	Tincup American Whiskey	750	150
425686	Casamigos Tequila Anejo	750	200
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	125
439661	Fireball (P.E.T)	200	70
441543	Wakefield Promised Land Shiraz	750	119
446559	Georgian Bay Vodka	750	80
448597	Georgian Bay Gin	750	80
450114	Smirnoff Ice	6 x 355	50
450239	Whitewater Brewing Farmer's Daughter	473	5
452615	Herradura Reposado Tequila	750	500
454462	Banff Ice Vodka (P.E.T)	1750	150
456350	Fireball Cinnamon Whisky	1750	360
465419	Murphy's Law Apple Pie	750	50
467811	Ruffino Prosecco	750	50
468181	Brock Street Blonde	473	20
471318	Remy Pannier Sauvigon Blanc Igp Val De Loire	750	50
479980	Macallan 12 YO Double Cask	750	200
481366	High River Canadian Whisky	750	200
486381	Tag No.5 Vodka (P.E.T)	1750	120
486456	Joiy White Sparkling	250	40
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	90

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
488205	Jose Cuervo Reserva De La Familia	750	500
491829	Southern Comfort	1140	200
494369	Southern Comfort (P.E.T)	200	60
504340	Santa Carolina Merlot	1500	100
517136	Alberta Premium Whisky (P.E.T)	750	230
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	100
520312	Bacardi Gold (P.E.T)	1750	120
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	75
533026	Masi Modello Merlot Trevenezie Igt	750	100
534453	Dalmore Cigar Malt Reserve Scotch	750	200
535344	Santa Carolina Cabernet Sauvignon	750	85
536805	Spirit Of York Gin	750	150
540120	Rumchata Cream Liqueur	375	50
541607	The Sexton Single Malt Irish Whiskey	750	200
541755	Spirit Of York Vodka	750	150
545871	Ruffino Lumina Pinot Grigio Igt	1500	60
550715	Forty Creek Barrel Select	750	60
553917	Frontera After Midnight Dark Red Blend	750	70
558940	Miller Lite	6 × 473	60
577148	Villa Conchi Brut Seleccion	750	80
578401	Dalmore Port Wood	750	200
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	100
589523	Argento Estate Cabernet Sauvignon	750	50
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	40
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	100
604868	Grey Goose Vodka	1750	180
605063	Buffalo Trace Bourbon	750	200
605881	Disaronno Originale Amaretto	1140	200
620880	Masi Tupungato Passo Doble Organic	750	100
621227	Straccali Chianti Docg	750	80
631853	Maverick Barnburner Whisky	750	80
636845	Redbreast 12 Year Old Irish Whiskey	750	180
643114	Josh Cellars Sauvignon Blanc	750	100
645697	Levenswater Spring 34 Gin Ddp	750	120
897702	Bottega Vino Dei Poeti Prosecco Doc	750	50
906628	Coors Light	6 × 355	40
948158	> (V)San Vincenzo Vento Igt (Roberto Anselmi)	750	150



## UPDATED Value-Added Program

**Plant Applied/Mother Carton** – These Value-adds arrive packaged with the product.

**Sales Applied** – These Value-Adds are supplied by Trade Reps and are applied in store. They may be applied directly to the product(s) or merchandised in an LCBO approved Supplier Produced Merchandiser, or placed near the applicable product(s) on a display with LCBO approved signage to communicate the offer to customers.

**Near Packs** – These Value-Adds are merchandised in close proximity to the applicable product. They may sit on the shelf with corresponding signage or in an LCBO approved Supplier Produced Merchandiser.

**As per the Value-Added Products Policy RO-0102-09, a Value-add that is physically attached to a product is not to be removed from the selling floor and should continue to be sold until depleted, even after the promotion is over unless otherwise instructed. Any near pack item is to be handed out to any customer who makes any purchase the day after the promotion has finished until the product is exhausted, with the exception of alcohol near pack value-adds which should be given to customers making a purchase of the original product offered, or a product that is part of the same brand family (any size).**

**REMINDER: The Employee Purchase Policy RO-0310-01 must be followed for all purchases (with or without value-adds).**

### Near Packs

These Value-Adds are merchandised in close proximity to the applicable product. They may sit on the shelf with corresponding signage or in an LCBO approved Supplier Produced Merchandiser.

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Stella Chalice with the purchase of 2 x #17823	EZD	17823	Stella Artois	6 x 330
		24392	Smirnoff Ice Pink Lemonade	473
Can Carrier	EZH	31300	Smirnoff Ice Orange Blast	473
		553339	Smirnoff Berry Blast	473
Insulated Keg Wrap	EZA	56796	Heineken 5L Draught Keg	5000

## Value-Added Program - Plant Applied /Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
34579	Prince Igor Extreme Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	
242339	Alberta Pure Vodka (P.E.T)	1140	Alberta Pure 50 mL	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	Shelf Extender
463539	Aurora Crystal Head Vodka	750	1883 Bartender Syrups	
545343	Flor De Cana Anejo Clasico 5	1140	Flor De Cana 12YO 50 mL	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Flor De Cana 12YO 50 mL	BAP

## Value-Added Program - Sales (Rep) Applied

These Value-Adds are supplied by Trade Reps and are applied in store. They may be applied directly to the product(s) or merchandised in an LCBO approved Supplier Produced Merchandiser, or placed near the applicable product(s) on a display with LCBO approved signage to communicate the offer to customers.

LCBO#	Description	Size (mL)	VA Approved	Display Program
992	Royal Reserve	1140	JP Wiser's Deluxe 50 mL	
1222	Wiser's Special Blend	750	JP Wiser's Deluxe 50 mL	
2691	Tanqueray London Dry Gin	750	Ciroc 50 mL	Seasonal Block Pile D
5959	Baileys Irish Cream	750	Hot Chocolate	End Aisle, BSE, FSH, FSJ
8284	Hennessy VS Cognac	750	Cardboard Gift Box	S1, Mini Thematic
8888	St Remy Brandy	750	St Remy Mulled Spices	
10217	Kahlua Coffee Liqueur	1750	Kahlua Branded Mittens	
11248	Baileys Espresso	750	Baileys Mug	
12197	Five Farms Single Batch Irish Cream Liqueur	750	Five Farm 50 mL	
12287	Jackson-Triggs Cabernet Sauvignon Light	750	Holiday Bow	
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	
13016	Jacob's Creek Moscato Rosé	1500	Malibu Watermelon Mojito 355 mL	
13244	Brockmans Gin	750	Brockmans Gin 50 mL	
13248	Woodbridge By Robert Mondavi Rosé	750	Holiday Bow	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Holiday Box	
13492	Riunite Lambrusco Frizzante	750	Chilled Gift Bag	
13597	Bumbu XO Rum	750	Branded Glassware	BAP
14355	Appleton Estate 12YO Rare	750	Holiday Greeting Card	
16546	On The Rocks Hornitos Margarita	375	Holiday Bow	
16580	Maker's Mark	1140	Bows	

## Value-Added Program - Sales (Rep) Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
16648	Jackson-Triggs Reserve Baco Noir VQA	750	Holiday Bow	
16767	Saintly Sparkling Rosé VQA	750	Cocktail Bomb	
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	Holiday Bow	
17804	Callaway Cellar Selection Cabernet Sauvignon	750	Golf Ball	
17823	Stella Artois	6 × 330	Purchase 2 Stella Artois 6 × 330 mL Bottle and receive a free Chalice	EZD
18627	Callaway Cellar Selection Chardonnay	750	Golf Balls	
18877	Cabot Trail Maple Cream	1140	Coffee Partnership	
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	Wine Personalization Pen	FSM, FSL
19276	Jacob's Creek Moscato Lower Sugar	750	Collectible Touque	
19388	Bombay Bramble	750	200mL Prosecco on Bombay - Sparkling Cocktails	
19419	Baileys Deliciously Light	750	Baileys Mug	
21876	Sheep Dog Peanut Butter Whiskey	750	Fireball 50 mL	
22296	Ck Mondavi Cabernet Sauvignon	750	Holiday Bow + Tag	
22885	Dillon's Manhattan	500	Bottle Opener	
24392	Smirnoff Ice Pink Lemonade	473	Can Carrier	EZH, LTO
25374	**21 Prosecco (Kim Crawford)	750	Wine Personalization Pen	FSL
25554	Dirty Devil Vodka	750	Shot Glass	
25698	Jacob's Creek Grenache Shiraz	750	Collectible Touque	
27562	Laneway No. 12 Vodka	750	Ever Gin 50 mL	
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	187 mL Ventutre Cab/Merlot	Wine Fridge
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	187 mL Venture Pinot Grigio/Chard	
28420	13th Street Blanc De Blanc	750	Gift Box	
29193	Wolfhead Cinnamon Whisky Ddp	750	Wolfhead Coffee Whisky	
30532	J-Harden Cabernet Sauvignon	750	J-Harden Basketball Socks	
30729	Bombay Citron Presse	750	200 mL Prosecco on Bombay - Sparkling Cocktails	
31062	Ruffino Orvieto Classico Doc	750	Tea Towel Wrap	Seasonal Block Pile C, BAP
31300	Smirnoff Ice Orange Blast	473	Can Carrier	EZH
31554	Coppa Cocktails Strawberry Daiquiri	750	Organza Bag	Discovery Extender
32187	Hopetown Sauvignon Blanc VQA	750	Bow	Wine Fridge
32274	The Kraken Gold Spiced Rum	750	Socks	
32397	Blue Lobster Vodka	750	Mini 50 mL	
32404	Empress Cocktail Gin	750	Bitters	
34063	Ciroc Passion	750	Ciroc Glass	Seasonal Block Pile D
34425	Tom Gore Farmer's Red Blend	750	Cork Box	

## Value-Added Program - Sales (Rep) Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Holiday Bow	
42606	Ruffino Chianti	1500	Tea Towel Wrap	Seasonal Block Pile C, BAP
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	Tea Towel Wrap	Seasonal Block Pile C, BAP
56796	Heineken 5L Draught Keg	5000	Receive a Insulated Keg Wrap with purchase of a Heineken 5L Keg	EZA
61564	Royal Reserve (P.E.T)	1750	Royal Reserve 200 mL	
85316	Blu Giovello Prosecco	750	Champagne Stopper	Mini Thematic, LTO
94433	Louis Xiii Cognac (Remy Martin)	700	Twin Pack Christophe Pillet Crystal Glasses	
99408	Woodbridge By Robert Mondavi Chardonnay	750	Holiday Bow	
104299	>The Prisoner Red Blend	750	Gift Box	
109959	Jackson-Triggs Reserve Merlot VQA	750	Holiday Bow	
112672	Wiser's Special Blend (P.E.T)	1750	JP Wiser's Deluxe 2 x 50 mL	
113035	Nv Ice Cuvee Rosé Signature (Andrew Peller)	750	Gift Box	
114694	Crown Royal	1750	Crown Royal Peach 2 x 50 mL	End Aisle
114934	Golden Wedding (P.E.T)	1750	Carolans 50 mL	
130138	>Meiomi Pinot Noir	750	Gift Box	
131870	Bushmills Malt 10 Year Old	750	Glencairn Glass	
135566	Polar Ice Vodka	750	Polar Ice Berry Blizzard 50 mL	
143040	Hornitos Reposado Tequila	750	Holiday Bows	
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	Gift Box	LTO
160994	Trivento Malbec Reserve	750	Holiday Gift Box	
165308	Colio Extra Dry White	1500	Bow	
193490	Baileys Irish Cream	1750	Gift Card	End Aisle, FSH, FSJ
207613	Jameson Irish Whiskey	1140	Fingerless Gloves	End Aisle
209221	Absolut Vodka	1140	Earmuffs	End Aisle, Seasonal Block Pile C, BAP
216671	Wisers Special Blend	1140	JP Wiser's Deluxe 50 mL	
216929	Smirnoff Vodka	1140	Mini Cutting Board	End Aisle
217190	Grand Macnish	1140	Glassware	
217653	Captain Morgan Original Spiced Rum	1140	Smirnoff 50 mL	End Aisle
217950	Crown Royal	1140	Bulleit 50 mL	End Aisle
225698	The Kraken Black Spiced Rum	750	Black Bush 50 mL	Shelf Extender, BAP
227678	1800 Silver Tequila	750	Bow	
240150	Polar Ice Vodka	1140	Headband	
254631	Stoli Elit Vodka	750	Jiggers	
275933	Jameson Irish Whiskey	1750	Jameson Black Barrel 2 x 50 mL	

## Value-Added Program - Sales (Rep) Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
277004	Plymouth English Gin	750	Mini 50 mL	
277731	Yealands Sauvignon Blanc Marlborough	750	Holiday Bow	
277954	Campari Aperitivo	750	Mother of Valley of God Gin 50 mL	
282228	Ron Matusalem Gran Reserva Rum	750	Bushmills 50 mL	
284547	Ice Cuvee Signature Series (Peller Estates)	750	Gift Box	
307025	Ruffino Aziano Chianti Classico Docg	750	Tea Towel Wrap	Seasonal Block Pile C, BAP
316844	Bombay Sapphire London Dry	750	200mL Prosecco on Bombay - Sparkling Cocktails	
318683	The Kraken Black Spiced Rum	1140	Socks	
328518	Jackson-Triggs Chardonnay	750	Holiday Bow	
334110	Ciroc Peach	750	Ciroc Glass	Seasonal Block Pile D
334128	Ciroc Red Berry	750	Ciroc Glass	Seasonal Block Pile D
341347	Fresh Possibilities Sparkling Rosé VQA	750	Holiday Gift Box	Mini Thematic, LTO, Wine Fridge
342428	>Bonterra Cabernet Sauvignon Organic	750	Holiday Bow	LTO
350561	Forty Creek Cream Liquor	1140	Scented Candle	
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	Single Gift Box	Seasonal Block Pile C, BAP
358192	Bruichladdich The Botanist Islay Dry Gin	750	Botanist 50 mL	BAP
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	Holiday Bow	
371872	Girls' Night Out Sangria	750	Bow	
374231	Ungava Gin	750	Ungava Branded Toque	
383711	Jackson-Triggs Merlot	750	Holiday Bow	
384651	Martini Prosecco Sparkling	750	Martini Bottle Stopper	Shelf Extender, LTO
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 2 × 50 mL	
398479	1800 Reposado	750	Bow	
399410	Jackson-Triggs Sauvignon Blanc	750	Holiday Bow	
400259	Baileys Salted Caramel	750	Baileys Mugs	
406843	Jacob's Creek Moscato	1500	Malibu Watermelon Mojito 355 mL	
417196	Grey Goose Vodka	1140	Martini Shaker	End Aisle, BAP
436279	Hornitos Plata	750	Holiday Bows	
436956	Casillero Del Diablo Devil's Collection Red	750	Holiday Bow	
447466	Santa Carolina Cabernet Sauvignon/Merlot	1500	Lesley Stowe Raincoast Crisps 20g	Flex Space
454710	The Kraken Black Spiced Rum	1750	Socks	
465484	Toki	750	Straw	
467811	Ruffino Prosecco	750	Tea Towel Wrap	Seasonal Block Pile C, BAP
492454	1800 Coconut Tequila	750	Bow	
494492	Woodbridge By Robert Mondavi Merlot	750	Holiday Bow	

## Value-Added Program - Sales (Rep) Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	Gift Box	End Aisle, LTO
520304	Bacardi Gold	1140	Bacardi Rum Cake	End Aisle
520320	Bacardi Superior	1140	Bacardi Rum Cake	End Aisle
526251	Jackson-Triggs Reserve Chardonnay VQA	750	Holiday Bow	
541094	Wayne Gretzky Ice Cask Whisky	750	Ice Storm Vodka 50 mL	
545871	Ruffino Lumina Pinot Grigio lgt	1500	Tea Towel Wrap	Seasonal Block Pile C, BAP
550715	Forty Creek Barrel Select	750	Forty Creek Copper Bold 50 mL	BAP
553339	Smirnoff Berry Blast	473	Can Carrier	EZH, LTO
561100	Josh Cellars Chardonnay	750	Holiday Gift Box	Flex Space
570366	Bacardi Spiced Rum	1140	Bacardi Rum Cake	End Aisle, LTO
574533	Magnotta Pinot Grigio Venture Series VQA	750	187 mL Venture Cab/Merlot	
594341	RH Phillip Toasted Head Chardonnay	750	Holiday Bow	
614669	Trapiche Reserve Cabernet Sauvignon	750	Silicone Glass On Pack	
617233	Haymans London Dry Gin	750	Cocktail Spoon	
619791	Jackson-Triggs Rosé	750	Holiday Bow	
626390	>Kim Crawford Pinot Noir	750	Wine Personalization Pen	FSL
630152	Jackson-Triggs Reserve Rich & Robust Red VQA	750	Holiday Bow	
630913	Tia Maria	750	Tia Maria 50 mL	
633347	Longshot Cabernet Sauvignon	750	Holiday Bow	
633354	Longshot Pinot Grigio	750	Holiday Bow	
637710	Jackson-Triggs Shiraz	750	Holiday Bow	
638262	Tito's Handmade Vodka	200	Holiday Bow	
638734	Deep Eddy Lemon	750	Elijah Craig 50 mL	
646729	Bumbu Original Rum	750	Branded Glasswear	LTO
656561	>J.Lohr Seven Oaks Cabernet Sauvignon	750	Gift Box	
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	Espresso Cup	
991950	>Kim Crawford Marlborough Chardonnay	750	Wine Personalization Pen	FSL

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
15009	New Amsterdam Pink Whitney Vodka	750	Hockey Neck Tag	LTO
15806	Sky Vodka	750	Holiday Classic Cocktail Recipe	BAP
21159	New Amsterdam Pink Whitney Vodka	375	Hockey Neck Tag	
21474	Bread & Butter Cabernet Sauvignon	1500	Bread & Butter X Daily Bread Food Bank	End Aisle
28558	Bread & Butter Merlot	750	Bread & Butter X Daily Bread	End Aisle
31809	Prugneto Romagna Doc Sangiovese Superiore	750	Product Knowledge	
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	Premium Gift Tags	Middle Nesting Table, FSL, FSM
216689	J.P. Wiser's Deluxe	1140	Paramount Subscription	End Aisle
444059	>Joel Gott 815 Cabernet Sauvignon	750	FeedOntario Necktag with Donation pin	VL1, Middle Nesting Table, LTO
478628	>Z.Alexander Brown Uncaged Cabernet Sauvignon	750	Owl Sanctuary Sponsorship	

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## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
<b>Beer Excitement Zone - 21A (Plinth EZA)</b>	18	Heineken Lager	6 × 330	LCBO Warehouse	Store Order
	56796	Heineken 5L Draught Keg	5000	LCBO Warehouse	Store Order
	302810	Heineken	6 × 500	LCBO Warehouse	Store Order
<b>Beer Excitement Zone - 21B (New/ Seasonal)</b>	32067	Winter Wizard Magical IPA	473	6699 - Nickel Brook Brewing Company	Store Order
	36704	Two Vans Full Of Weirdos, Double Juicy Dipa	473	5732 - Refined Fool Brewing Company	Store Order
	36709	Bellwoods Monogamy New Zealand Hop Series IPA	473	2990 - Bellwoods Brewery	Store Order
<b>Beer Excitement Zone - 21D (End EZD)</b>	17819	Stella Artois	6 × 473	275 - The Beer Store	Store Order
	17820	Stella Artois	473	275 - The Beer Store	Store Order
	17823	Stella Artois	6 × 330	275 - The Beer Store	Store Order
<b>Ontario Craft Beer End Aisle</b>	14178	Silversmith The Black Lager	473	1181 - Silversmith Brewing Co	Store Order
	25092	Cameron's Bad Robot New England Dipa	473	413 - Cameron's Brewing Co.	Store Order
	28535	Brock Street Milk Chocolate Stout	473	397 - Brock Street Brewing	Store Order
	30606	Dark Streets Of London Esb	473	837 - Clifford Brewing Company	Store Order
	296269	Wellington Imperial Stout	473	4826 - Wellington County Brewery Inc	Store Order
	688507	Flying Monkeys Sparklepuff Triple IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order
<b>Seasonal Block Pile A</b>	17818	Corona Extra	6 × 330	275 - The Beer Store	Forced
	296244	Guinness Draught	4 × 440	LCBO Warehouse	Forced
	300681	Coors Light	6 × 473	275 - The Beer Store	Forced
	311787	Budweiser	6 × 473	275 - The Beer Store	Forced
	418590	Modelo Especial	6 × 355	LCBO Warehouse	Forced
	422345	Moosehead Lager	6 × 473	275 - The Beer Store	Forced
	459818	Sapporo	6 × 500	275 - The Beer Store	Forced
	525188	Peroni Nastro Azzurro	6 × 330	LCBO Warehouse	Forced
<b>R57: Ontario Beer A</b>	15261	Angry Orchard Crisp Apple	473	LCBO Warehouse	Forced
<b>R58: Ontario Beer B</b>	32928	Grolsch Premium Pilsner	6 × 473	275 - The Beer Store	Forced
<b>R59: Beer 1</b>	13814	Shawn & Ed Lagershed Original	4 × 473	902	Forced
<b>R60: Beer 2</b>	558940	Miller Lite	6 × 473	275 - The Beer Store	Forced
<b>R61: Beer 3</b>	27683	Amsterdam Winter Entertainer	4 × 473	3842 - Amsterdam Brewing Company	Forced
<b>R62: Beer 4</b>	508572	Flying Monkeys Juicy Ass IPA	473	6309 - Flying Monkeys Craft Brewery	Forced
<b>D4: Discovery BSM 1</b>	469981	Cowbell Absent Landlord	473	458 - Cowbell Brewing Co.	Forced





## Questions?

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

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# PERIOD 10

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 26 <b>Start of Period 10</b> <b>P10 BAP START DATE</b>	27 <b>P10 LTO START DATE</b>	28 Ontario's Four Children's Hospital Fundraising Campaign Begins	29	30	DECEMBER 1	2 Vintages Release
3	4	5	6	7 Happy Chanukah (Hanukkah) (Dec 7 - 15)	8	9
10 Vintages Build A Case Promotion (Dec 10 - 23)	11	12	13	14	15	16 Vintages Release
17	18	19	20	21	22	23
24	25 Happy Holidays (Stores are closed) 	26 Boxing Day (Select Stores open) Boxing Day One Day Sale 	27	28	29	30 End of Period 10 <b>P10 BAP END DATE</b>