

TASTE & TRAVEL



PERIOD 13 MARKETING & PRODUCT GUIDE

FEBRUARY 25 - MARCH 30, 2024

My Store #



Kudos to Store #434

Period 13

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 13



Promotional Programs

Period 13 Aeroplan Offers

P13 POP

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Mini Thematic A: Women Leading the Industry

Mini Thematic B: Easter Wine Gifts

Mini Thematic C: Local Beer for Winter

Front Nesting Table

Middle Nesting Table

Block Pile A:

Block Pile B:

Block Pile C: Aeroplan

Block Pile D: Diageo

Enhanced Block Pile Display: Single Malt

Enhanced Block Pile Display:
Bodacious x Pringles

Pop-Up Activation: Jameson Irish Whiskey +
Guinness

Enhanced Occasions: Wines for Easter

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

Seasonal Ready-To-Drink Program

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

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: February 25 - March 30, 2024

Participating Stores

All Stores

Signage Components & Merchandising Instructions

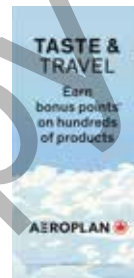
Components

Image (example only)

P12-13 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.

ENG (Re-order# 24P12-EB3) / BIL (Re-order# 24P12-EB4)



P13 Pre-printed and Blank Aeroplan Shelf Talkers

- Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required

Pre-Printed Aeroplan Shelf Talkers BIL (Re-order # AIM-24P13-ANS)

Blank Aeroplan Shelf Talkers ENG/BIL (Re-order # 749359)



P12 & P13 Aeroplan Ghost Card Kits

As a reminder, the following Ghost Card Kits are available to be ordered. The Areoplan Ghost Kit allow customers to sign up to the Aeroplan Rewards program immediately, without filling out any forms. Please have kits available at the Customer Information Desk for easy pick up.

Re-order	Description
23OP-AP22	English Ghost Card Kit (bundles of 25)
23OP-AP23	French Ghost Card Kit (bundles of 25)

Aeroplan Contest (P12 - P13)

Taste & Travel

Aeroplan Offer: Buy any product on bonus to be entered for a chance to win one of 9 weekly grand prizes.

Details can be found at LCBO.com/aeroplancontest.

Participating Stores

All Stores

Participating Products

All products with Aeroplan Offers

Signage Components & Merchandising Instructions

Components

Image (example only)

P12-13 Aeroplan Seasonal Banner Insert

- Install the Operational Aeroplan seasonal banner insert.

ENG (Re-order# 24P12-SB1)

BIL (Re-order# 24P12-SB2)



P12-13 Aeroplan End Aisle Backer Card

- Install the Aeroplan generic backer card on end aisles with Aeroplan offers.

ENG/BIL (Re-order# 24P12-BC-GEN6)



P12-13 Aeroplan End Aisle Blade Sign

- Install the Aeroplan Blade Sign on End Aisles 5-20 and discretionary End Aisles with Aeroplan offers.

ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)



P12-13 Aeroplan Contest Perpendicular Shelf Talker

ENG (Re-order# AIM-24P12-TTCAP1)

BIL (Re-order# AIM-24P12-TTCAP2)



P12-13 Aeroplan Contest Bin Channel Underlay

- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel
- Ensure the underlays message is visible to the customers.

LCBO Size ENG/BIL (Re-order# AIM-24P12-TTCAP3)

Vintages Size ENG/BIL (Re-order# AIM-24P12-TTCAP4)



P13 Aeroplan Combo Offers (LF)

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

Key Dates (February 26 - March 31, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	21434	Romeo Prosecco	750	50	\$2.00
	30946	Rocca Delle Macie Moonlite Toscana Igt	750	80	\$2.00
	34603	Patron Anejo Tequila	750	250	\$5.00
	111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	80	\$2.00
	143040	Hornitos Reposado Tequila	750	100	\$4.00
	267781	Voga Moscato Frizzante	750	20	\$1.00
	302380	Mezzacorona Pinot Grigio Trentino	750	25	\$2.00
LF	353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	100	\$3.00
	413179	>(V) Amarone Ci Valpolicella (Zenato)	750	40	\$2.00
	426718	Cesari Amarone Classico Doc	750	200	\$6.00
	434092	Crown Royal Northern Harvest Rye	750	90	\$2.00
	446021	Bacardi Coconut Rum	750	75	\$1.00
	467811	Ruffino Prosecco	750	25	\$2.00
	520312	Bacardi Gold (P.E.T.)	1750	100	\$2.00
	547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	100	\$5.00
	943613	>(V) Rocca Guicciarda Chnt Ci Rsv (Ricasoli)	750	40	\$2.00

Period 13 Aeroplan Bundling Pair Offers (LB)

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

Key Dates (February 25 - March 30, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP	Offer Code
	253914	Martini Dry Vermouth	1000		B0005581
LB	215343	Martini Rosso Vermouth	1000	100	B0005581

Buy both items get 100 BAP.

LB Offers:

No additional points are awarded on the LB offers, if a customer purchases multiples of the same item in the basket. For example, points will be calculated based on unique products in the basket with no additional points for multiples of the same product.

Period 12-13: Taste & Travel SIGNAGE GALLERY

Travel is back in a big way for Ontarians. After years of being stuck at home, we're dreaming about our next trip, whether it's revisiting a familiar favourite or a once-in-a-lifetime bucket list destination. Planning is part of the fun; it's all about finding the inspiration and new ideas that will lead us to the perfect destination.

What better way to get inspired than by exploring a new destination through wines, beers and spirits from the LCBO. Whether it's a hearty Malbec from Argentina, a tropical cocktail from Cuba or the peaty smoke of an Islay whisky, each sip conveys a sense of place and inspires us to discover more. And this winter, the LCBO + Aeroplan can get you even closer to your dream destination with more opportunities to maximize your bonus points.



Signage Ship Date

The Period 13 signage components will be shipped to stores beginning **February 16, 2024.**

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 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-24P13-MUSIC-CD | Music USB Reorder# AIM-24P13-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.

Exterior Banners





Dimensions: 28”w x 45”h

Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

- 1 Taste & Travel
 - 2 Aeroplan Rewards
 - 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- * Repeat ‘Taste & Travel’ Thematic Banner in the fourth banner spot



1 Taste & Travel	2 Aeroplan Rewards	3 Same Day	Generic Ecomm
			
<p>Re-order# 24P12-EB1 (English)</p> <p>Re-order# 24P12-EB2 (Bilingual)</p>	<p>Re-order# 24P12-EB3 (English)</p> <p>Re-order# 24P12-EB4 (Bilingual)</p>	<p>Re-order# 24P11-EB3 (English)</p> <p>Re-order# 24P11-EB4 (Bilingual)</p>	<p>Re-order# 24P11-EB5 (English)</p> <p>Re-order# 24P11-EB6 (Bilingual)</p>

Exterior Banners are to remain in place until the end of P13.

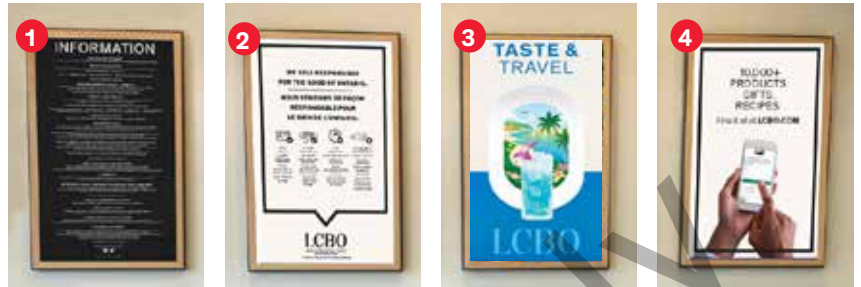
Signage is to remain in place for the duration of P12-13

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# 24P12-WS1
(Bilingual)

4 Same Day **OR** Generic Ecomm



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

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

Signage is to remain in place for the duration of P12-13

Transparencies

Square Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Horizontal Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



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

Signage is to remain in place for the duration of P13

P12-13 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 #24P12-TB1

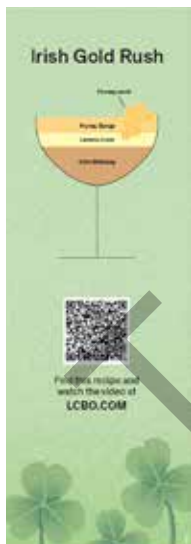
BIL Re-order #24P12-TB2



P13 Blade Signs

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

Remove the EA 1-3 blade signs and replace with the following Period 13 versions. The Aeroplan Contest blade signs from P12 on EA 5-20 will remain up until the end of P13.



EA1AB Irish Gold Rush
ENG (24P13-BS1)
BIL (24P13-BS6)



EA2 Texas Sipper
ENG (24P13-BS2)
BIL (24P13-BS7)



EA3 Women Leading
the Industry
ENG (24P13-BS3)
BIL (24P13-BS8)



EA4AB-EA20
Aeroplan Contest
ENG (24P12-BS5)
BIL (24P12-BS10)

The Aeroplan Contest blade signs from P12 on EA 5-20 will remain up until the end of P13.

P13 End Aisles Backer Cards

Remove the P12 EA 1-4 and 10 backer cards and replace with the new Period 13 versions below.

24P13-BC1



EA1AB

24P13-BC2



EA 2

24P13-BC3



EA 3

24P13-BC4A



EA 4A

24P13-BC4B



EA4B

24P13-BC10



EA 10

P11 - P13 Generic Backer Cards

Continue to display the generic backer cards below.

24P12-BC-GEN1



NOTE: Use this backer card with any product.

24P12-BC-GEN6



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

24P11-BC-GEN3



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

24P11-BC-GEN4



NOTE: Use this backer card with Wine products.

24P11-BC-GEN5



NOTE: Use this backer card with Spirit products.

24P11-BC-GEN6



NOTE: Use this backer card with any product.

24P11-BC-GEN7



P12-13 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# 24P12-SB1) / BIL (Re-order# 24P12-SB2)



Employee Engagement (P12 - P13)

Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 12-13.

- "Ask me about our Aeroplan Contest."
- 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 # 24P12-NT1) / BIL (Re-order # 24P12-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 (February 25 - March 30, 2024)

Participating Stores

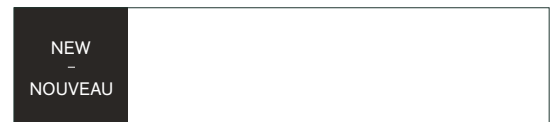
All Stores

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

Period 13 New Products

LCBO#	Description	Sub Set	Product Type
13041	Highland Park 25 YO	Whisky Shop	One-Shot
17662	Glenfarclas 40 YO	Whisky Shop	One-Shot
20105	Equiano Rum, Mauritius And Barbados	Rum	One-Shot
24411	Infinite Minds Supersonic Puppy Dreams	Coolers	Regular
25323	Woodford Reserve Kentucky Straight Wheat Whiskey	Whisky Shop	One-Shot
31248	Southside Gin Fizz By Aloette	Coolers	Regular
31263	Black Fly Vodka Frozen Raspberry	Coolers	Regular
31265	John Sleeman & Sons - Ginger & Lime Mule	Coolers	Regular
31276	Bangarang Tropical Bellini Hard Seltzer	Coolers	Regular
31303	Quik Shots Cinnamon Whisky	Coolers	Regular
31305	Palm Bay Rainbow Twist Pouch	Coolers	Regular
31306	Mike's Blue Freeze Pouch	Coolers	Regular
31332	Black Fly Vodka Frozen Grape	Coolers	Regular
31480	Coldstream Peach Iced Tea	Coolers	Regular
31851	Pink Gin Fizz	Coolers	Regular
31877	Nickel Brook Citrus Paloma	Coolers	Regular
31990	Reid's Gin & Tonic	Coolers	Regular
33954	Founder's Original Tequila Cocktail Box	Coolers	Regular
33972	Cottage Springs Punched Up Vodka Soda Mixed 8	Coolers	Regular
34720	Bartenura Moscato - Kpm Igt*	Italy White	Seasonal
35297	Glenfarclas 35 YO Highland Malt Whisky	Whisky Shop	One-Shot
35656	Emmanuel De Landtsheer Malheur 12 Belgian Dark Ale	Craft Beer	One-Shot
35896	Ceder's Crisp	Gin	One-Shot
35941	Woodford Reserve Historic Barrel Entry 700 mL	Whisky Shop	One-Shot
35945	Mconnells Irish Whisky Sherry Cask	Whisky Shop	One-Shot
35978	Clyde Mays's Straight Bourbon Whiskey	Whisky Shop	One-Shot
36043	Toro Bravo Oak Seleccion Red	Spain Red	Regular
36049	Marques De Toledo Tempranillo	Spain Red	Regular
36055	Saint Tourelle Aoc Bordeaux	France Red	Regular
36223	King Maui Sauvignon Blanc	New Zealand White	Regular
36224	Clonakilty Single Batch Double Oak Irish Whiskey	Whisky Shop	One-Shot
36225	Bacardi Caribbean Spiced	Rum	Seasonal
36230	J.J Corry The Hanson	Whisky Shop	One-Shot
36397	The Glenlivet 12YO 200 Year Anniversary Edition	Whisky Shop	One-Shot
36403	Chivas Royal Salute 21YO Lunar New Year Edition	Whisky Shop	One-Shot
36575	Absolut Berry Vodkarita	Coolers	Regular
36576	Jameson Whiskey & Lemonade	Coolers	Regular
36577	Malibu Pina Colada	Coolers	Regular
36578	Polar Ice Berry Blizzard	Coolers	Regular
36579	Casa Del Rey Tequila Cocktail Mixed 6 Pack	Coolers	Regular
36583	Cottage Springs Vodka Soda Dock Day Mixed 8 Pack	Coolers	Regular
36586	Nutrl Vodka Soda Lime	Coolers	Regular

Period 13 New Products Continued

LCBO#	Description	Sub Set	Product Type
36587	Georgian Bay Tropical Smash Passionfruit	Coolers	Regular
36588	Georgian Bay Cocktail Club Bees Knees	Coolers	Regular
36589	Georgian Bay Vodka Iced Tea	Coolers	Regular
36591	Georgian Bay Gin Smash Mixed Pack	Coolers	Regular
36592	Nutrl 7 Mixed Pack	Coolers	Regular
36594	Palm Bay Tiki Rum Punch Mango Guava	Coolers	Regular
36595	Sandbagger Mixer Pack	Coolers	Regular
36596	Cutwater Caesar	Coolers	Regular
36597	Seagram 13 Long Island Iced Tea	Coolers	Regular
36598	Cutwater Rum Mai Tai	Coolers	Regular
36600	Seagram 13 Cosmopolitan	Coolers	Regular
36601	Storyteller Singapore Sling	Coolers	Regular
36602	High Noon Tequila Variety Pack	Coolers	Regular
36603	White Claw Tequila Smash 8-Pack	Coolers	Regular
36604	Crazy Uncle Strawberry Cream Soda	Coolers	Regular
36605	White Claw Vodka Smash 8-Pack	Coolers	Regular
36606	Keg Spicy Horseradish Caesar	Coolers	Regular
36609	White Claw Strawberry	Coolers	Regular
36610	Cottage Springs Lemon Vodka Soda Springers	Coolers	Regular
36611	Cottage Springs Tequila Lemonade 2l Bib	Coolers	Regular
36612	White Claw Surge Green Apple	Coolers	Regular
36613	Dillon's Vodka Cocktails Variety Pack	Coolers	Regular
36614	Coors Seltzer Island Breeze Variety Pack	Coolers	Regular
36617	Vizzy Max Exotic Twist Variety Pack	Coolers	Regular
36618	Simply Spiked Peach Variety Pack	Coolers	Regular
36619	Captain Morgan Cocktail Collection Pack	Coolers	Regular
36620	Twisted Tea Slightly Sweet Blueberry Tall Can	Coolers	Regular
36621	Black Fly Vodka Lemonade Mixer Pack	Coolers	Regular
36622	Mott's Clamato Light	Coolers	Regular
36626	Blue Lobster Vodka Soda Blueberry Lemon	Coolers	Regular
36628	Truly Berry Mixed Pack 12 × 355mL	Coolers	Regular
36629	Pabst Strong Iced Tea	Coolers	Regular
36634	Twisted Tea Party Pack 24 × 355mL	Coolers	Regular
36635	Svns Hard Seven Up Original + Vodka	Coolers	Regular
36636	Social Lite Classics Tom Collins	Coolers	Regular
36637	Social Lite Italian Spritz Cocktail Seltzer	Coolers	Regular
36638	Social Lite Happy Hour Mixer	Coolers	Regular
36639	Social Lite Vodka Soda Mixer Pack	Coolers	Regular
36641	Nude Vodka Soda Mini 12 Pack	Coolers	Regular
36642	Matt & Steve's Caesar Sipper (4pk)	Coolers	Regular
36646	Jaw Drop Black Cherry Bombade	Coolers	Regular
36647	Black Fly Rum Mojito Raspberry	Coolers	Regular

Period 13 New Products Continued

LCBO#	Description	Sub Set	Product Type
36648	Black Fly Vodka Crushed Black Cherry	Coolers	Regular
36650	Black Fly Gin Lemon Drop	Coolers	Regular
36651	Black Fly Rum Runner	Coolers	Regular
36652	Smirnoff Ice Tea Lemon	Coolers	Regular
36653	Turtle Bay Rum Swizzle	Coolers	Regular
36654	Smirnoff Vodka & Soda Party Pack	Coolers	Regular
36655	Arizona Hard Peach Iced Tea	Coolers	Regular
36659	Twisted Tea Island Pack	Coolers	Regular
36674	Absolut Cocktails Vodka Mojito	Coolers	Regular
36675	Trader Vic's Mai Tai Cocktail	Coolers	Regular
36678	Aperol Spritz Ready To Serve	Coolers	Regular
36679	Twisted Shotz Buttery Swirl	Coolers	Regular
36682	Malibu Pineapple Bay Breeze	Coolers	Regular
36683	Jose Cuervo Authentic Tropical Paradise Marga	Coolers	Regular
36684	Bloodshot Strawberry Muerta Rita 4l	Coolers	Regular
36697	Mike's Harder Lemonade	Coolers	Regular
36982	Distl Vodka Seltzer Peach And Blueberry	Coolers	Regular
37081	Gin And Soda With Cherry Juice	Coolers	Regular
37082	Nutrl Vodka Soda Tropical Mixed Pack	Coolers	Regular
37083	Beattie's Blueberry Splash Alliston Ontario	Coolers	Regular
37106	Sandbagger Transfusion	Coolers	Regular
37107	Hard Brio Italian Soda	Coolers	Regular
37108	White Claw Lemonade Limon 473 mL	Coolers	Regular
37109	Jack Daniel's And Coca Cola	Coolers	Regular
37110	Jack Daniel's And Coca Cola Zero Sugar	Coolers	Regular
37115	Sunday Funday Orange Mimosa	Coolers	Regular
37116	Willibald Cherry Spritz Ontario	Coolers	Regular
37117	Svns Hard Seven Up Original + Vodka + Lemonade	Coolers	Regular
37120	Fling Cherry And Lime Vodka Soda	Coolers	Regular
37157	Ole Margarita	Coolers	Regular
37158	Ole Tequila Sunrise	Coolers	Regular
37187	Coco Rum Original - 473 mL (Single Can)	Coolers	Regular
37350	Happy Dad Hard Seltzer Fruit Punch	Coolers	Regular
37395	Triple Bogey Transfusion	Coolers	Regular
37573	Hennessy Paradis	Whisky Shop	One-Shot
37651	White Claw Variety 24 Pack	Coolers	Regular
345199	Glenfarclas 15YO Highland Malt Whisky (J&G Grant)	Whisky Shop	One-Shot
663427	Glenfarclas 30YO Malt Whiskey (J&G Grant)	Whisky Shop	One-Shot
906305	Glenfarclas 25YO Highland Malt (J&G Grant)	Whisky Shop	One-Shot

**Continue to merchandise
the New Product Underlays for the following P12 SKUs:**

LCBO#	Description
13955	Bushmills 16 Year Old Whiskey
18486	Bread & Butter Rosé
21164	Bud Light Chelada 6 × 355mL
24073	The Macallan Double Cask 30 YO
31176	Elijah Craig Barrel Proof
34430	Toasted Head Cabernet Sauvignon
34778	Rig Hand Craft Distillery Rocking R Rye Whisky
35475	Bad Shepherd Double Choc Hazelnut Brown
35573	Shot in the Dark Shiraz Petite Sirah
35577	Smoky Bay Pinot Grigio
35623	Squealing Pig Sauvignon Blanc
35870	The Macallan Harmony Release No. 3
35929	Lower West Side West Coast IPA
36273	Blood Oath Pact 9
36278	The Macallan Classic Cut 2023
36291	Laphroaig Cairdeas 2023 Release
36406	Laphroaig 10 YO Cask Strength Batch 16
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka
36492	Jefferson's Ocean Aged at Sea Bourbon Whiskey
435883	Bib & Tucker 6YO Small Batch Bourbon
494765	Writers' Tears Red Head Single Malt
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA
620914	Canadian Club Chronicles 41 Year Old

REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
31940	1792 Full Proof Single Barrel Select
31941	1792 Single Barrel, Single Barrel Select
31942	1792 Bottled In Bond, Single Barrel Select
34482	Remy Martin VSOP 300 Year Anniversary Giftpack
34621	Remy Martin XO 300 Year Anniversary Pack
34622	Remy Martin 1738 300 Year Anniversary Pack
36463	Hennessy XO LNY 2024
36464	Hennessy VSOP LNY 2024
433011	Michters US-1 Single Barrel Rye (Chatham Imports)
472662	Michters US-1 Small Batch Unblended

FOOD & DRINK

Spring Release Date

The Spring issue of *Food & Drink* should be distributed in stores starting Wednesday, March 20, 2024.

PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MARCH 20.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at lcbo.com.

NOTE: myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

Social Media

Encourage customers to follow *Food & Drink* on the following platforms:

- Instagram: [@lcbofoodanddrink](https://www.instagram.com/lcbofoodanddrink)
- Pinterest: www.pinterest.ca/lcbofoodanddrink

Additional Copies

- To request additional copies once your original supply has run out, please email foodanddrink@lcbo.com with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the initial distribution. As supply is limited, please understand that stores may not receive the quantity requested.

Merchandising Instructions

- Issues should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the aisle of the store in order to fully integrate into the customer shopping experience.
- If your store does not have a stand, please display *Food & Drink* at all checkouts, customer service and the Info Centre.
- Once your supply has been depleted, please store the fixture and signage until the next issue arrives. Do not use the stand to display other materials.

Signage

- Spring *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #24P13-FD1)
- Spring *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #24P13-FD2)
- Spring *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #24P13-FD3)



LOOKING AHEAD

The next issue, Early Summer 2024, will be released May 8.

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

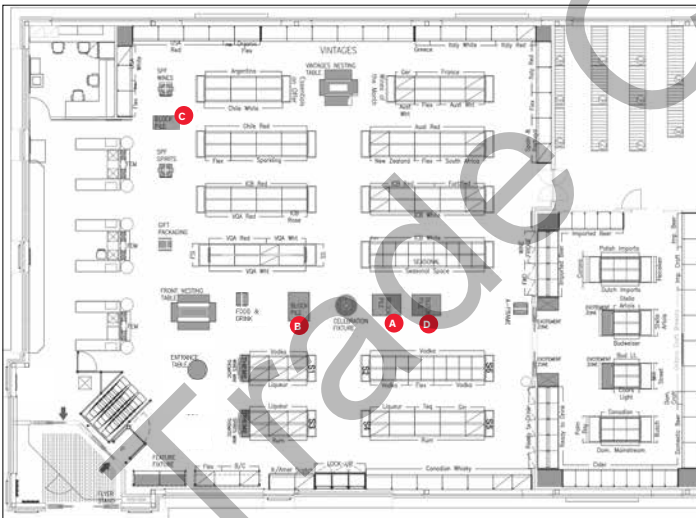
D Block Pile D: Diageo (XBP)

Single Malt (FSH-A)

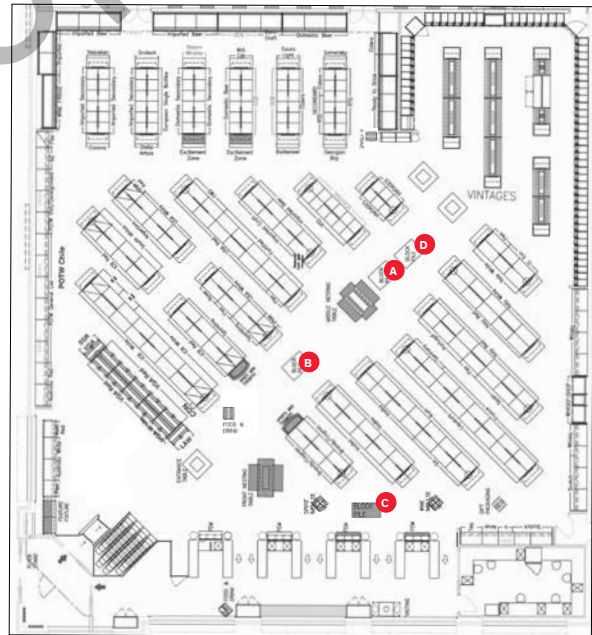
Bodacious x Pringles (FSK-A)

Pop-up Activation (FSM-A): Jameson Irish Whiskey + Guinness

Enhanced Occasions (FSN-A): Wines for Easter



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.

SEASONAL READY-TO-DRINK PROGRAM

2024 Program Details

Overview

The Ready-To-Drink business continues to experience impressive growth!

Building on this success, we will be growing cooler and planogram space in many locations as well as continuing to focus on promotional programs available for RTD from Period 1 through 6.

We will continue to merchandise our assortment by category (ie. Seltzers, Cocktails, Coolers, Teas) as we feel this is how our customers are shopping within the category.

We will also be increasing our large pack options and keeping them merchandised within their brand families to increase up-sell opportunities.

Our goal with the Ready-To-Drink merchandising strategy is:

- Improve Customer Experience
- Enhance the Shopper's Journey & Encourage Browsing
- Build Basket Size
- Enhance Customer Loyalty

Key Dates

Force of new products begin: week of February 12, 2024

Signage Ship Date: February 20, 2024

RTD Sections set to segment flow: week of May 4, 2024

Participating Stores

All stores



TIP!

Bookmark the RTD Hub for quick links to Planograms, New Seasonal Products, Product Flow, Signage Components and more!

Resources

2024 RTD Products

- Filter the list linked below by your store to view products being forced for the seasonal RTD program.
- The first force of RTD products to stores will beginning weeks 47/48 (February 12-18, 2024)
 - [Search "RTD 2024" on LCBO Central](#)

New 2024 RTD New Product Flash Sheet

- Refer to the Flash Sheet linked below for information on new RTD Products launching this season.
 - [Search "RTD 2024" on LCBO Central](#)



SEASONAL READY-TO-DRINK PROGRAM

Seasonal Gondola Merchandising

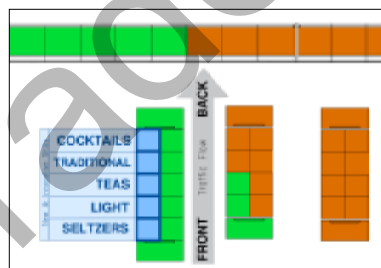
Seasonal Gondola Merchandising Instructions

- The Seasonal Gondola will be used to merchandise in-coming RTD SKUs. These areas are noted in blue on your store floorplan.
- Reminder that multi-packs are to be merchandised in-section, and large format ends can be used for excess top sellers.
- Keep any residual Holiday Gifting SKUs to one end of the gondola, to make condensing and filling in with arriving RTD SKUs easy.
- If needed, fill the space with best/fast selling RTD products that can be condensed back into the home section (i.e. White Claw 8-Pack)
- The new SKUs will remain in seasonal section until the week of **May 4th**. At that time stores will remerchandise RTD products by segment in-section (as shown on floorplan from Dashboard)
- The flow of product in the seasonal section will be from front of store:

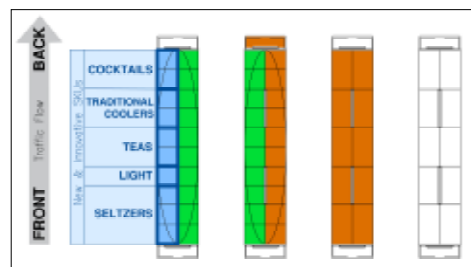
Seltzers → Light Coolers → Teas → Traditional Coolers → Cocktails

(see examples of Small, Medium and Large store floorplans below)

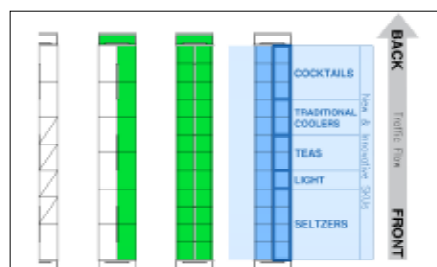
- The number of forced SKUs for each store were determined based on available capacity of seasonal space. If you choose to bring in SKUs that were not mandatory forced, please use 1 in 1 out. Your portfolio will always have 40% of your capacity as discretionary.
- This year there are 100 new SKUs coming for innovation
- Stores without a seasonal section, please merchandise the new SKUs within the correct segment, in the flow noted above
- Use the master planogram for the new SKUs to set the flow from front of the store to back of the store for the SKUs your store receives
- **Week of May 4th** all RTD products should be set to segment. Follow floorplan posted on the Dashboard for segment placement
- A forthcoming communication will be provided for the full BCRTD rollout plan in the next few weeks



Small Store Example



Medium Store Example



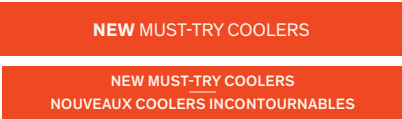



Large Store Example

SEASONAL READY-TO-DRINK PROGRAM

Signage Components

Signage Components & Merchandising Instructions

Components	Image
<p>End Aisle Backer Card</p> <ul style="list-style-type: none"> Install the backer card on end aisles with new Ready-To-Drink products. <p>ENG Re-order# AIM-24P13-RTD2 BIL Re-order# AIM-24P13-RTD3</p>	
<p>On-Shelf "New" Pop-out</p> <ul style="list-style-type: none"> Install the RTD "NEW" Pop-out sign in the bin tag channel to highlight new products. <p>ENG Re-order # AIM-24P13-RTD5 BIL Re-order# AIM-24P13-RTD5</p>	
<p>Category Sign</p> <ul style="list-style-type: none"> Install the category sign in the seasonal gondola, merchandising new RTD products. <p>ENG/BIL Re-order# AIM-24P13-RTD1</p>	
<p>P13 Pre-printed Shelf Talkers</p> <ul style="list-style-type: none"> Install the pre-printed shelf talkers with products merchandised on End Aisles and in the Seasonal Space. Store should print shelf talkers at store level using the AccessVia Web dSign Shop for products received in P12. <p>ENG Re-order# AIM-24P13-RTD6 BIL Re-order# AIM-24P13-RTD7</p>	

SEASONAL READY-TO-DRINK PROGRAM

Local Ontario RTD Merchandising

Overview

Continuing our strategy from 2023, 100 select RTD stores will merchandise Ontario produced RTD products in a location designated on their floorplans.

Participating Stores

1, 23, 25, 27, 31, 33, 35, 40, 44, 57, 64, 68, 82, 83, 90, 93, 115, 130, 132, 139, 150, 154, 187, 196, 200, 217, 221, 227, 228, 229, 233, 237, 252, 263, 270, 278, 287, 288, 298, 300, 310, 325, 329, 334, 340, 344, 346, 351, 359, 360, 361, 367, 370, 373, 378, 387, 391, 393, 407, 412, 417, 431, 432, 438, 459, 465, 470, 481, 484, 489, 490, 494, 495, 522, 536, 539, 545, 556, 559, 575, 579, 586, 602, 605, 609, 617, 619, 624, 627, 630, 632, 634, 641, 652, 653, 667, 684, 741, 771, 776

Participating Products

LCBO#	Description	Size (mL)	Retail
31276	Bangarang Tropical Bellini Hard Seltzer	355	\$3.00
37083	Beattie's Blueberry Splash Alliston Ontario	355	\$3.15
32081	Collective Arts Citrus Gin Collins	355	\$2.95
36982	DISTL Vodka Seltzer Peach and Blueberry	355	\$2.95
37120	Fling Cherry and Lime Vodka Soda	355	\$2.95
37081	Gin and Soda with Cherry Juice	355	\$3.95
37107	Hard Brio Italian Soda	355	\$2.95
31265	John Sleeman & Sons - Ginger & Lime Mule	473	\$3.15
31877	Nickel Brook Citrus Paloma	355	\$3.25
31851	Pink Gin Fizz	355	\$3.10
31248	Southside Gin Fizz by Aloette	355	\$2.95
37115	Sunday Funday Orange Mimosa	355	\$3.45
37116	Willibald Cherry Spritz Ontario	355	\$3.50



Merchandising Instructions

- Maintain the "Ontario Coolers" section in the location noted on your store's updated floorplan, found on the Dashboard.
- Merchandise participating products in the section.

Signage Components

- 2ft ONTARIO COOLERS Category Sign ENG/BIL (Re-order # CATSIGN-S57)

ONTARIO COOLERS

ONTARIO COOLERS
COOLERS DE L'ONTARIO

P13 ANTI-THEFT PROMOTIONAL PRODUCT SUBSTITUTIONS

ACTION: Participating Store Managers, please refer to the list below and substitute High-Theft products with the substitutions noted on Promotional Displays. Please also manually update your Promo Tree with the substitutions noted.

Key Dates (February 25 - March 30, 2024)

Participating Stores

5, 19, 41, 115, 163, 195, 200, 212, 214, 228, 243, 269, 279, 329, 346, 394, 398, 443, 444, 499, 505, 542, 547, 575, 627, 632, 698, 703

Promotional Display	ORIGINAL SKU			REPLACE WITH		
	LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
Feature Fixture A	417295	Ciroc Original Unflavoured	750	173542	Don Julio Blanco	750
	334128	Ciroc Red Berry	750	173559	Don Julio Reposado	750
	7880	Johnnie Walker Black 12 Yr	750	468116	Johnnie Walker Green Label Scotch Whisky	750
Mini-Thematic A	31828	Johnnie Walker Double Black	750	468116	Johnnie Walker Green Label Scotch Whisky	750
	7880	Johnnie Walker Black 12 Yr	750	468116	Johnnie Walker Green Label Scotch Whisky	750
End Aisle 4B	217802	Johnnie Walker Black Label	1140	217794	Johnnie Walker Red Label Scotch Whisky	1140
	422006	Johnnie Walker Black Label Scotch	1750			
End Aisle 12	388694	Casamigos Tequila Reposado	750	No substitutions. Please merchandise best-selling products at the Manager's discretion to fill the display.		
	425686	Casamigos Tequila Anejo	750			
End Aisle 19	417295	Ciroc Original Unflavoured	750	173542	Don Julio Blanco	750
	334128	Ciroc Red Berry	750	173559	Don Julio Reposado	750
	334110	Ciroc Peach	750	26978	Don Julio Blanco	375

**Display Program (FSO-A)
ENHANCED BLOCK PILE DISPLAY
Ciroc x Raptors
P12-13**

The following stores were removed from this display in Period 12: 346, 398, 632

The following stores were added: 416, 555, 703

Key Display (FFA-A)

FEATURE FIXTURE A

Diageo Brands - Takeover

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

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

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

The World Class program is a showcase of mixology at it's best and Diageo brings their premium portfolio to the FFA to share both the recipes and the inspiration to make World Class cocktails. With some great offers on the display this will be sure to provide great value for customers this winter.

Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	VA
30083	Don Julio 70th	750	VA, BAP
54866	Bulleit Bourbon Frontier Whiskey	750	VA, BAP
129940	Aviation Gin	750	VA, LTO
173559	Don Julio Reposado	750	VA, BAP
334128	Ciroc Red Berry	750	VA, LTO
363770	Ketel One Vodka	1140	VA, BAP
409490	Singleton Of Dufftown 12 Year Old	750	VA, BAP
417295	Ciroc Original Unflavoured	750	VA, VA
456095	Ketel One Vodka	750	VA, LTO
600163	Tanqueray No. Ten Gin	750	VA, BAP

Value-Add (VA) - Near Pack: World Class Glass



Signage Components

***Signage will remain the same as P12. Only Shelf Talkers are new for P13.**

- Category Sign ENG/BIL (Re-order # 24P12-FF1)
- Solid Colour Category Sign (Re-order # 24P12-FF2)
- Bin Strips - Solid Colour (Re-order # 24P12-FF3)
- Box Sign ENG/BIL (Re-order # 24P12-FF4)
- Shelf Talkers ENG (Re-order # 24P13-FF11) / BIL (Re-order # 24P13-FF12)
- Perpendicular Shelf Talkers ENG (Re-order # 24P13-FF13) / BIL (Re-order # 24P13-FF14)



Value Add Shelf Talker

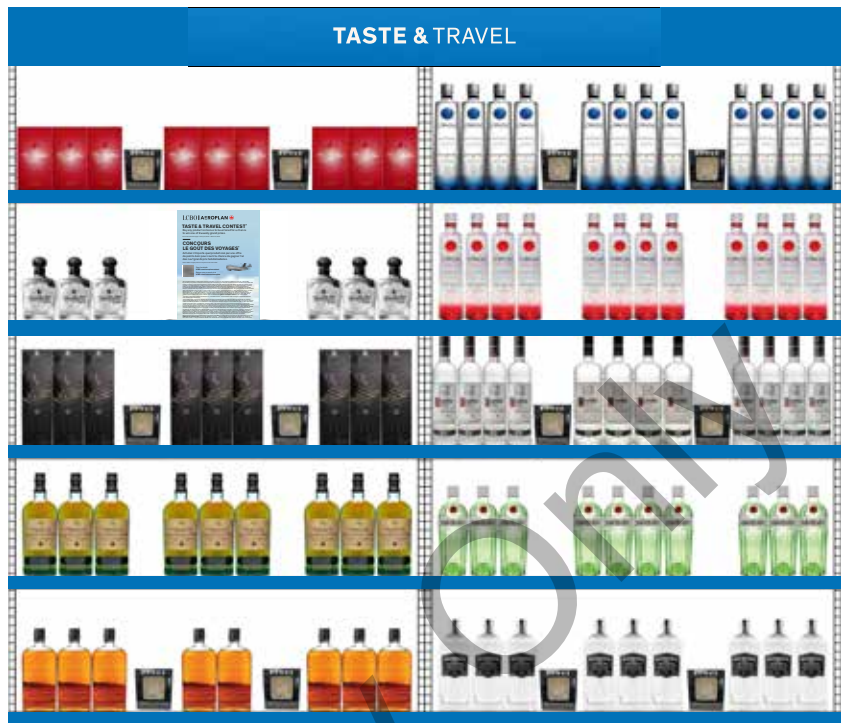
Merchandising Instructions

- Merchandise shelf talkers in front of the correct product on the feature fixture display and in-section.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs, at Manager's discretion.

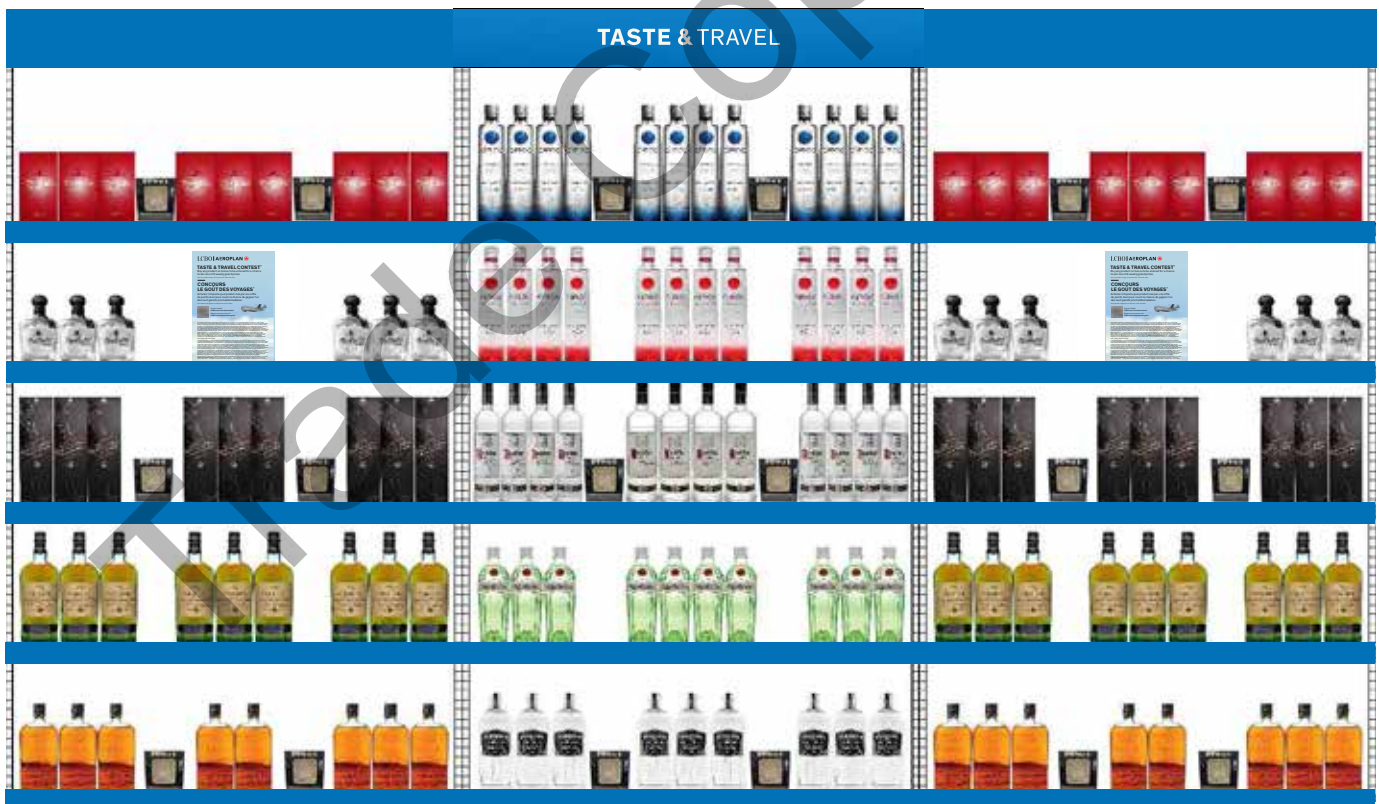
4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



NEW & SEASONAL FIXTURE

Hot Deals on Spirits

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

The Seasonal Fixture will feature a variety of Spirits with great offers.

Participating Products

LCBO#	Description	Size (mL)	Offer
1925	Courvoisier VS	750	BAP
2691	Tanqueray London Dry Gin	750	LTO
20220	Miyagikyo Single Malt Whisky	700	BAP
21996	Aviation Gin	1750	BAP
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	BAP
33544	Seagram's VO Select	750	LTO
34603	Patron Anejo Tequila	750	LTO
56622	Beefeater Dry	1750	LTO
143040	Hornitos Reposado Tequila	750	LTO
311928	Canadian Club Classic 12 Year Old	750	BAP
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	LTO
454686	Captain Morgan 100 Proof	750	BAP
518688	Sour Puss Apple Liquor	750	BAP, VA
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	LTO
605956	Baileys Irish Cream Liquor	1140	LTO
638130	Dillon's Vodka	750	BAP

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

Signage Components

***Signage will remain the same as P12. Only Shelf Talkers are new for P13.**

- Shelf Talkers ENG (Re-order # 24P13-NS4) / BIL (Re-order # 24P13-NS5)
- Category Sign ENG/BIL (Re-order # 24P12-NS1)
- Blank Category Sign - Solid Colour (Re-order #24P12-NS2)
- Bin Strips - Solid Colour (Re-order # 24P12-NS3)
- Box Sign ENG/BIL (Re-order # 24P12-NS6)

Merchandising Instructions

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

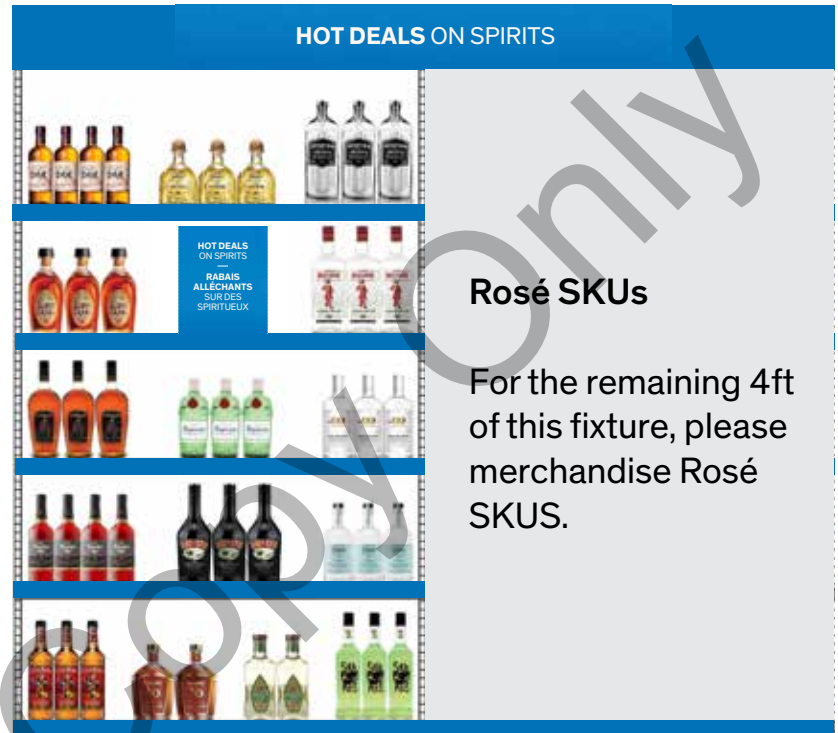


This planogram is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

4ft. Feature Fixture



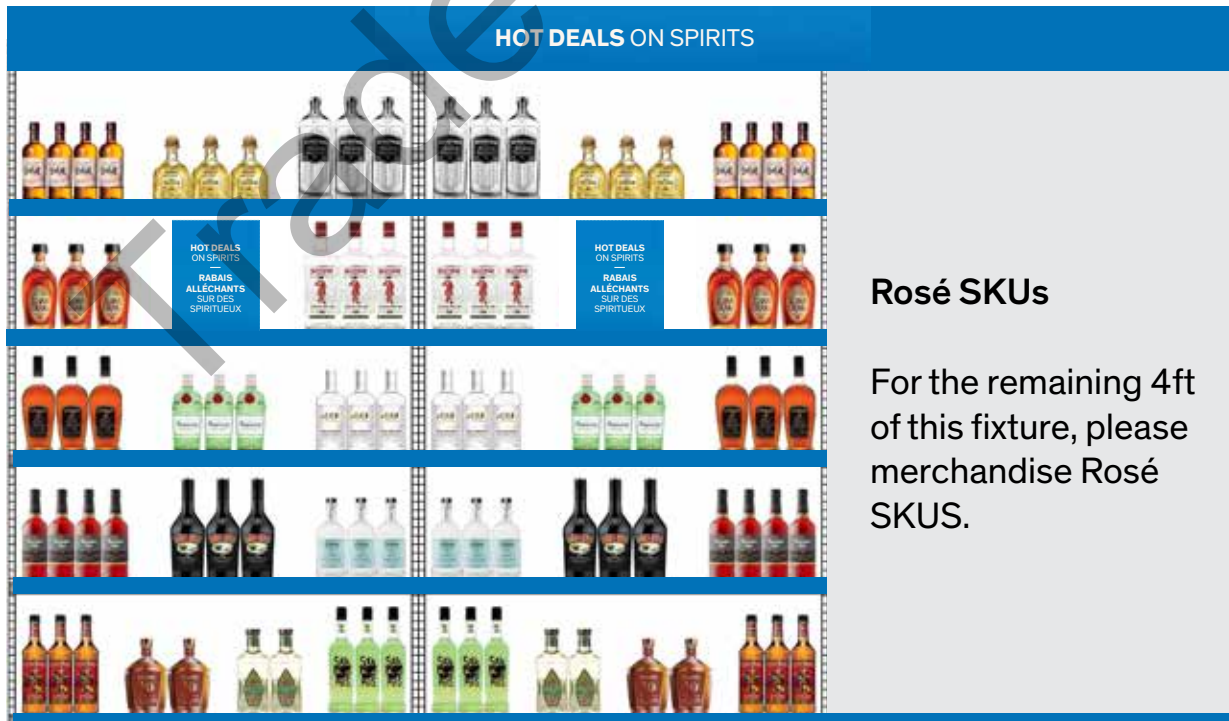
8ft. Feature Fixture



Rosé SKUs

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

12ft. Feature Fixture



Rosé SKUs

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

Key Display (EA-S1)

ENTRANCE TABLE

Captain Morgan Rum

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
935	Captain Morgan White Rum	750	BAP
64659	Captain Morgan Private Stock Rum	750	
217653	Captain Morgan Original Spiced Rum	1140	BAP
500512	Captain Morgan Original Spiced Rum	750	VA

Value-Add (VA) - Rep Applied: MLSE Jiggers

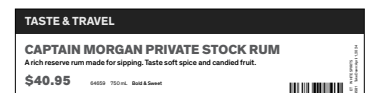
Merchandising Instructions

- 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

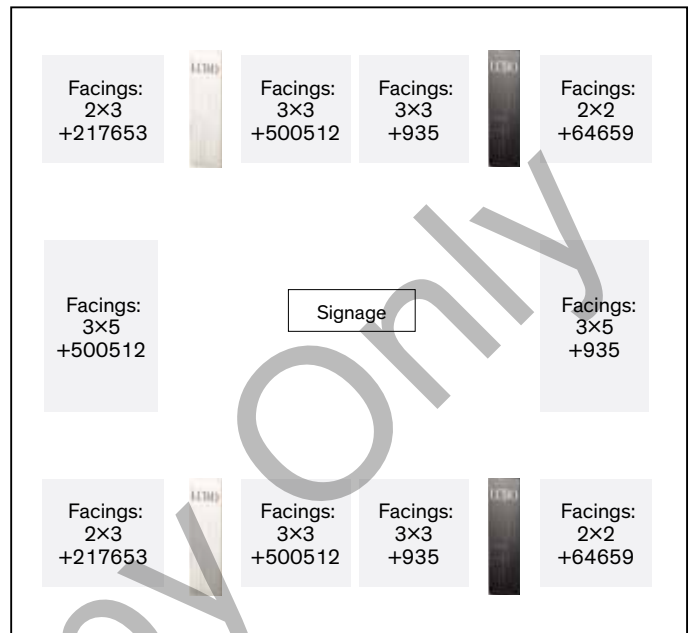
- Entrance Table Sign with Extension
ENG (Re-order # 24P13-ET3) / BIL (Re-order # 24P13-ET4)
- Shelf Talkers ENG (Re-order # 24P13-ET5) / BIL (Re-order # 24P13-ET6)

Travel to the tropics with a bottle of Captain Morgan and this Sunny Rum cocktail.

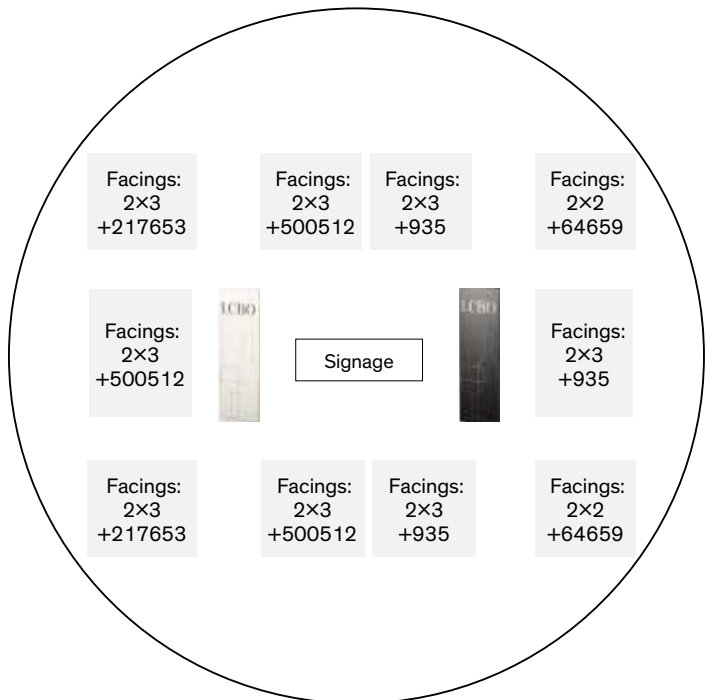


Shelf Talkers

Planogram - Square Table



Planogram - Round Table



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

Irish Gold Rush



This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

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

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

	LCBO#	Description	Size (mL)	Offers
Premium	14910	Bushmills Irish Whiskey	750	LTO
	61374	Bushmills Black Bush	750	
	131870	Bushmills Malt 10 Year Old	750	LTO
Standard	11945	Proper No. Twelve	750	VA
	13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
	428409	Powers Gold Irish Whiskey	750	LTO
	Value-Add (VA) - Rep Applied: Shot Glass			

The P13 COTM is the Irish Gold Rush. It's simple and delicious – a modern classic.



Premium

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 # 24P13-BC1)
- Blade Sign ENG (Re-order # 24P13-BS1) / BIL (Re-order # 24P13-BS6)
- End Aisle Shelf Talker Bundle
ENG (Re-order # 24P13-ST1) / BIL (Re-order # 24P13-ST2)



Standard

Spirits (MI-A)

MINI THEMATIC A

Cheers to Women Leading the Industry

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx

Participating Products

LCBO#	Description	Size (mL)	Offers
6502	Cointreau	750	VA, Necktag
14355	Appleton Estate 12YO Rare	750	LTO
31828	Johnnie Walker Double Black	750	
316844	Bombay Sapphire London Dry	750	VA, Necktag
369793	Mount Gay Eclipse Rum	750	LTO
434092	Crown Royal Northern Harvest Rye	750	LTO
479980	Macallan 12 YO Double Cask	750	LTO
480624	Woodford Reserve Distiller's Select Bourbon	750	LTO, Necktag
536946	J.P. Wiser's 15 YO Canadian Whisky	750	LTO
636845	Redbreast 12 Year Old Irish Whiskey	750	LTO
638197	Zirkova One Ultra Premium Vodka	750	LTO

Value-Add (VA) - Rep Applied:

LCBO #6502: Lime Squeezer
 LCBO #316844: St. Germain 50 mL

Signage Components

- Category sign ENG/BIL (Re-order # 24P13-MTA1)
- Backer card ENG/BIL (Re-order # 24P13-MTA2)
- Shelf talkers ENG (Re-order # 24P13-MTA3) / BIL (Re-order # 24P13-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.

A variety of Spirit products highlighted to cheer on industry leading women.



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

Wines (MI-B)

MINI THEMATIC B

Easter Wine Gifts

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

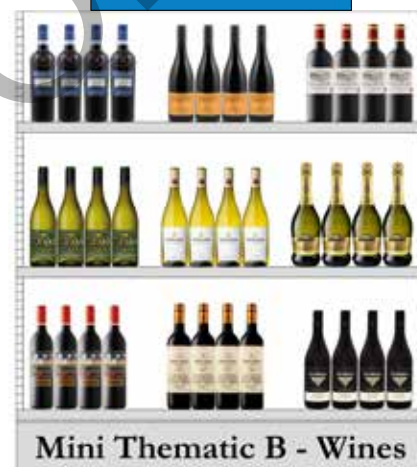
Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
20264	Popcorn Chardonnay VQA	750	LTO
28569	Selaks Sauvignon Blanc	750	BAP
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO
261099	Inniskillin Pinot Noir VQA	750	LTO
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO
394718	>Erath Pinot Noir	750	LTO
483263	Don David Reserve Malbec	750	LTO
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO

Highlighting a variety of gift-worthy wines for Easter.

Easter Wine Gifts



Signage Components

- Category sign ENG/BIL (Re-order # 24P13-MTB7)
- Backer card ENG/BIL (Re-order # 24P13-MTB8)
- Shelf talkers ENG (Re-order # 24P13-MTB9) / BIL (Re-order # 24P13-MTB10)

Merchandising Instructions

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



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

Beer (MI-C)

MINI THEMATIC C

Local Beer for Winter

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
16150	Niagara Cider Rose Gold Berry Soaked Cider	473		798 - Bench Brewing Company
20111	Lost Craft Dry Rose	473	BAP	179 - Lost Craft
24890	Cowbell Brewing Co. Original Cider	473	LTO	458 - Cowbell Brewing Co.
25065	Shiny Apple Cider Pineapple Mango	473	LTO	LCBO Warehouse
497651	Reinhart's Red Apple Light Cider	473		LCBO Warehouse
541219	Kw Craft Cider Can	473	LTO	LCBO Warehouse
635227	Liberty Village Dry Cider	473	LTO	LCBO Warehouse
645978	Ernest Cider Impeachment	473	LTO	LCBO Warehouse

Signage Components

- Backer card ENG/BIL (Re-order# 24P13-BC10)
- Shelf Talkers ENG (Re-order # 24P13-ST1) / BIL (Re-order # 24P13-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. .

This display will feature an assortment of local brews.



Key Display (BS - BSF) FRONT NESTING TABLE

Jameson Irish Whiskey

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Celebrate St. Patrick's Day
with the iconic Jameson Irish
Whiskey brand.

Participating Products

LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	LTO
34028	Jameson Family Miniature Pack	150	
36567	Jameson Single Pot Still	750	
36576	Jameson Whiskey & Lemonade	473	
207613	Jameson Irish Whiskey	1140	VA
275933	Jameson Irish Whiskey	1750	LTO
292615	Jameson Black Barrel	750	LTO
429258	Jameson Caskmates Stout Irish Whiskey	750	LTO
635391	Jameson Caskmates IPA Irish Whiskey	750	LTO

Value-Add (VA) - Merchandiser: Backpack

Signage Components

- Table Sign ENG (Re-order # 24P13-FNT1) / BIL (Re-order # 24P13-FNT2)
- Shelf Talkers ENG (Re-order # 24P13-FNT5) / BIL (Re-order # 24P13-FNT6)

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.

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

Facings: 5×8 +36576		Facings: 3×8 +34028		Facings: 5×8 +36576
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Facings: 7×3 +429258		Facings: 8×3 +36567		Facings: 7×3 +292615
SIGNAGE				
Facings: 5×2 +275933		Facings: 6×2 +207613		Facings: 6×3 +10157

Facings: 4×8 +635391		Facings: 3×8 +34028		Facings: 4×8 +635391
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Front

Display Program (BP-SBA)

BLOCK PILE A

Guinness and St Patrick's Day

This is a sold program. Participation is mandatory.

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

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page on the dashboard for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
30340	Guinness Nitro Cold Brew Coffee Beer	4 x 440	
33989	Guinness 0	4 x 440	BAP
270439	Smithwick's Ale	500	
270447	Guinness Draught Beer	500	
296244	Guinness Draught	4 x 440	LTO
442731	Kilkenny Irish Ale	4 x 500	
554469	Guinness Draught	8 x 440	VA

Value-Add (VA) - Merchandiser: Pint Glass

Signage Components

- Pole Topper Sign ENG (Re-order # 24P13-BPA1)
BIL (Re-order # 24P13-BPA2)
- Riser Wrap - solid colour (Re-order # 24P13-BPA3)
- Pricer Cards ENG (Re-order # 24P13-BPA4)
BIL (Re-order # 24P13-BPA5)
- Shelf Talkers ENG (Re-order # 24P13-BPA6)
BIL (Re-order # 24P13-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P13-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P13-BPA9)
BIL (Re-order # 24P13-BPA10)

Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.
- **NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.
- 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.

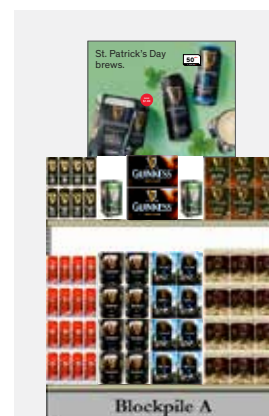
Get ready for St. Patrick's Day with some traditional Irish ales featuring Guinness with a branded glass Value Add.



Front View

Back View

NOTE: Pole Topper signs are provided to the Block Pile stores. As inventory depletes, stores can use the pole toppers to condense the block pile rather than empty-looking merchandisers as the period goes on.



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 Bestsellers

This is a sold program. Participation is mandatory.

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

Key Dates (February 25 - March 30, 2024)

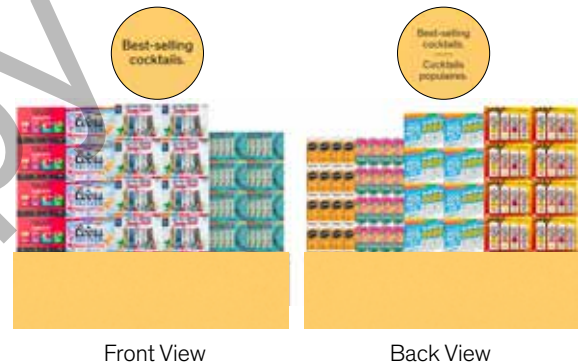
Participating Stores

Please refer to the Participation Lookup page on the dashboard for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
31218	Mikes Hard Orange N' Cream	473	BAP
31223	Truly Punch Mixed Pack	12 × 355	
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	LTO
31283	White Claw Surf Variety Pack	12 × 355	
31291	Tahiti Treat Fruit Punch Soda & Vodka	473	BAP
31315	Cottage Springs Mixed 15 Party Pack	15 × 355	
31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	
31358	High Noon Pool Pack	8 × 355	LTO

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

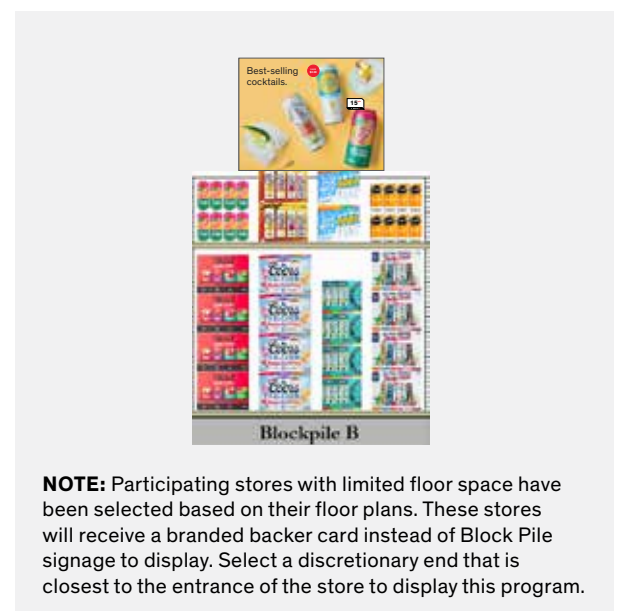


Signage Components

- Pole Topper Sign ENG (Re-order # 24P13-BPB1)
BIL (Re-order # 24P13-BPB2)
- Riser Wrap - solid colour (Re-order # 24P13-BPB3)
- Pricer Cards ENG (Re-order # 24P13-BPB4)
BIL (Re-order # 24P13-BPB5)
- Shelf Talkers ENG (Re-order # 24P13-BPB6)
BIL (Re-order # 24P13-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P13-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P13-BPB9)
BIL (Re-order # 24P13-BPB10)

Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.
- **NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.
- 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

GET CLOSER TO YOUR DREAM
DESTINATION WITH
BONUS POINTS
Until March 30
RAPPROCHEZ-VOUS DE LA
DESTINATION DE VOS RÊVES AVEC
DES POINTS-BONI
Jusqu'au 30 mars 2024

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.

Spirits and wines
with great
Aeroplan offers.

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

Key Dates (February 25 - March 30, 2024)

Participating Stores

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

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Wines Participating Products

LCBO#	Description	Size (mL)	Offer
17804	Callaway Cellar Selection Cabernet Sauvignon	750	100 BAP, VA
27001	Masi Modello Prosecco Doc Brut	750	100 BAP
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	85 BAP
524363	Santa Carolina Cabernet Sauvignon	1500	150 BAP
572107	The Grinder Pinotage	750	80 BAP
589010	Mezzacorona Pinot Grigio Trentino	1500	150 BAP

Value-Add (VA) - Rep Applied: Callaway Golf Tees

Spirits Participating Products

LCBO#	Description	Size (mL)	Offer
114934	Golden Wedding (P.E.T)	1750	150 BAP, VA
217687	Canadian Club Premium	1140	125 BAP
240150	Polar Ice Vodka	1140	100 BAP
258954	Spicebox	750	100 BAP
454686	Captain Morgan 100 Proof	750	60 BAP

Value-Add (VA) - Rep Applied: Evan William Whiskey 50 mL



Front View

Back View



Front View

Back View

Signage Components

- Pole Topper Sign ENG (Re-order # 24P13-BPC1) / BIL (Re-order # 24P13-BPC2)
- Riser Wrap (Re-order # 24P13-BPC3)
- Pricer Cards ENG (Re-order # 24P13-BPC4) / BIL (Re-order # 24P13-BPC5)
- Aeroplan Contest Pricer Cards ENG (Re-order # 24P13-BPC6) / BIL (Re-order # 24P13-BPC7)
- Metal Frame Insert Sign ENG (Re-order # 24P13-BPC8) / BIL (Re-order # 24P13-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.
- **NEW** Merchandise a contest pricer card in addition to the branded pricer card for each product on the display.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Display Program (XBP)

BLOCK PILE D

Diageo

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 P13 promotion, they will make arrangements to pick them up.

Key Dates (P11-P13)

Participating Stores

The following stores will receive branded merchandiser:

1, 15, 148, 156, 171, 195, 198, 217, 226, 253, 263, 329, 334, 371, 385, 404, 416, 437, 445, 511, 522, 523, 545, 555, 573, 590, 619, 623, 630, 631, 641, 698, 703, 751, 758, 776

The following stores will receive generic merchandiser:

21, 22, 31, 115, 130, 154, 187, 243, 288, 393, 394, 412, 438, 443, 499, 500, 624, 741

Participating Products

* New P13 products highlighted below

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	VA
1487	Crown Royal	750	VA
216929	Smirnoff Vodka	1140	BAP
217653	Captain Morgan Original Spiced Rum	1140	BAP
217950	Crown Royal	1140	LTO, VA
500512	Captain Morgan Original Spiced Rum	750	VA

Value-Add (VA) - Rep Applied: MLSE Jigger

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P13-BPD1)
BIL (Re-order # 24P13-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.
- NEW** Merchandise an Aeroplan contest pricer card in addition to the branded pricer cards for products that are on Aeroplan Bonus.



Supplied by Agent

Display Program (FSH-A)

ENHANCED BLOCK PILE DISPLAY

Single Malt

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 (February 25 - March 30, 2024)

Participating Stores

1, 171, 217, 329, 346, 355, 385, 523, 632, 703

Participating Products

LCBO#	Description	Size (mL)
35984	Lagavulin Islay Scotch Whisky 12 Year Old	750
35987	Oban 11 Year Old	750
35988	Roseisle 12 Year Old	750
35990	The Singleton Of Glendullan 14 Year Old	750
35991	Talisker Single Malt Scotch Whisky	750

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P13-BPD3) / BIL (Re-order # 24P13-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 (FSK-A)

ENHANCED BLOCK PILE DISPLAY

Bodacious x Pringles

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 (February 25 - March 30, 2024)

Participating Stores

23, 58, 74, 82, 132, 171, 211, 227, 228, 233, 298, 373, 378, 416, 428, 470, 490, 575, 579, 667

Participating Products

LCBO#	Description	Size (mL)	Offers
387159	Bodacious Smooth Red	1500	VA
429787	Bodacious Smooth White	1500	LTO
432732	Bodacious Smooth Red Bag In Box	4000	VA
523563	Bodacious Cabernet Sauvignon	1500	VA
523688	Bodacious Smooth White Bag In Box	4000	VA

Value-Add (VA) - Merchandiser: Pringles Chips

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Print the on-shelf signage in store.

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

POP-UP ACTIVATION (FSM-A)

Jameson Irish Whiskey + Guinness

Overview

A pop-up shop featuring Jameson Irish Whiskey and Guinness products will be taking place at stores 164, 217, and 511 during P13.

Key Dates (February 25 - March 30, 2024)

Participating Store: 164, 217, 511

Participating Products

LCBO#	Description	Size (mL)	Offers
30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	
33989	Guinness 0	4 × 440	BAP
270447	Guinness Draught Beer	500	
296244	Guinness Draught	4 × 440	LTO
554469	Guinness Draught	8 × 440	VA
10157	Jameson Irish Whiskey	750	LTO
34028	Jameson Family Miniature Pack	150	
36567	Jameson Single Pot Still	750	
36576	Jameson Whiskey & Lemonade	473	
207613	Jameson Irish Whiskey	1140	VA
275933	Jameson Irish Whiskey	1750	LTO
292615	Jameson Black Barrel	750	LTO
429258	Jameson Caskmates Stout Irish Whiskey	750	LTO
635391	Jameson Caskmates IPA Irish Whiskey	750	LTO

Value-Add (VA) - Merchandiser:

LCBO# 207613: Backpack

Value-Add (VA) - Rep Applied:

LCBO# 554469: Pint Glass



* Approved on shelf merchandiser for Jameson backpack.

Signage and Merchandising Instructions

- Signage will be supplied, installed, and dismantled by the supplier.
- Print the on-shelf signage in store.
- Digital content for screens at Stores 164 & 217.

Store 164 & 217



(Jameson will be in the front pod and Guinness will be in the back pod)

Store 511



(Jameson will be in the front two pods)



(Guinness will be in the back two pods)

ENHANCED OCCASIONS (FSN-A)

Wines for Easter

Overview

The Enhanced Occasions fixture will showcase an assortment of wine brands perfect for Easter entertaining. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P13.

Key Dates (February 25 - March 30, 2024)

Participating Store: 164, 217, 511

Nesting Table Stores: 10, 38, 149, 355, 452, 486

Participating Products

LCBO#	Description	Size (mL)	Offers
20214	Fontanafredda Barolo Docg	750	LTO
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	LTO
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	BAP
145920	>Tenuta Frescobaldi Di Castiglioni Toscana	750	LTO
212480	Georges Duboeuf Beaujolais Aoc	750	LTO
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO
263574	Errazuriz Estate Series Sauvignon Blanc	750	LTO
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	BAP
363622	Bolla Pinot Grigio Delle Venezie	750	BAP
394718	>Erath Pinot Noir	750	LTO
426601	Villa Maria Private Bin Sauvignon Blanc	750	BAP
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	BAP
483263	Don David Reserve Malbec	750	LTO
487496	Leftfield Sauvignon Blanc	750	LTO
487819	Melini Chianti Classico Riserva Docg	750	BAP
633560	Three Thieves Chardonnay	750	BAP
650432	>(V) Castelgiocondo Brunello (Marchesi Frescobaldi)	750	LTO

Signage and Merchandising Instructions

- Stretch fabric graphics for Stores 164 & 217 and Large signs for Store 511 will be installed by Visual Merchandising.
- Nesting Table Sign ENG (Re-order # 24P13-EO1) / BIL (Re-order # 24P13-EO2)
- Shelf Talkers Bundle ENG (Re-order # 24P13-EO5) / BIL (Re-order # 24P13-EO6)

Store 164 & 217



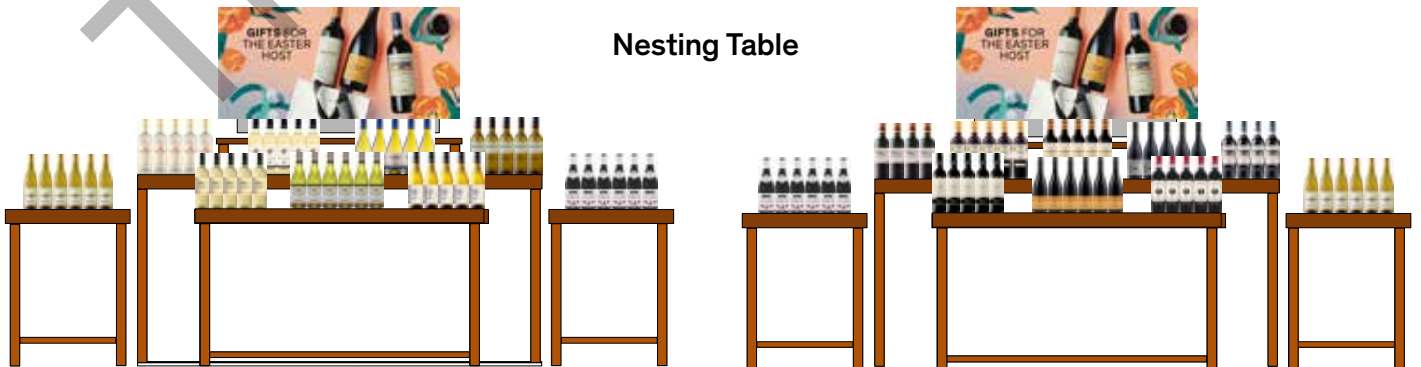
Right View

Left View

Store 511



Nesting Table



Front

Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
16840	Bolla Valpolicella Classico	750	BAP
21434	Romeo Prosecco	750	LTO
30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	BAP
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
267781	Voga Moscato Frizzante	750	LTO
302380	Mezzacorona Pinot Grigio Trentino	750	LTO
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	LTO
413179	>(V) Amarone CI Valpolicella (Zenato)	750	LTO
426718	Cesari Amarone Classico Doc	750	LTO
467811	Ruffino Prosecco	750	LTO
943613	>(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	LTO



Front



Back

Signage Components

- Table Sign ENG (Re-order # 24P13-MNT1)
BIL (Re-order # 24P13-MNT2)
- Celebration Fixture Drum Sign
ENG (Re-order # 24P13-MNT5)
BIL (Re-order # 24P13-MNT6)
- Celebration Fixture Bin Strip - solid colour
(Re-order # 24P13-MNT7)
- Shelf Talkers ENG (Re-order # 24P13-MNT8)
BIL (Re-order # 24P13-MNT9)

Merchandising Instructions

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

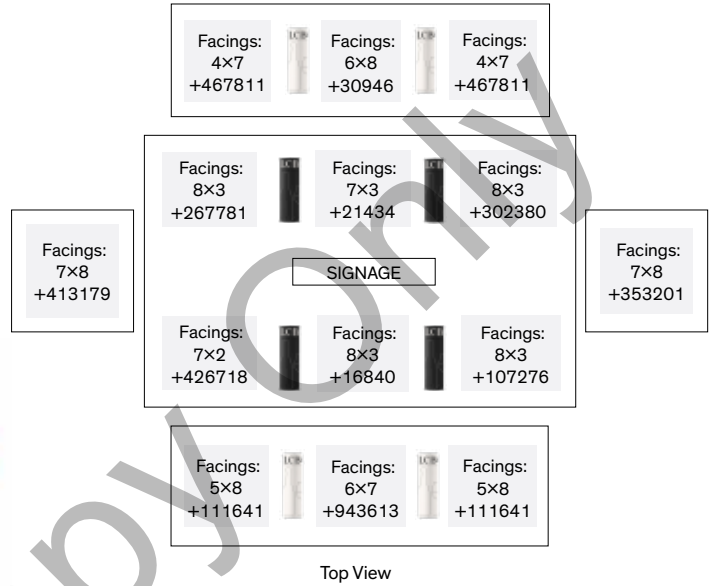
Middle Nesting Table Planograms



Front View



Back View



Celebration Fixture Planograms



Front View



Back View

Period 13 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
End Aisle #1 Cocktail of the Month (BS-BSE-A) Premium	14910	Bushmills Irish Whiskey	750	LTO
	61374	Bushmills Black Bush	750	
	131870	Bushmills Malt 10 Year Old	750	LTO



**Irish Gold Rush Blade Sign
ENG (Re-order # 24P13-BS1) / BIL (Re-order # 24P13-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.

Irish Gold Rush Backer Card ENG / BIL (Re-order # 24P13-BC1)



	LCBO#	Description	Size (mL)	Offers
End Aisle #1 Cocktail of the Month (BS-BSE-B) Standard	11945	Proper No. Twelve	750	VA
	13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
	428409	Powers Gold Irish Whiskey	750	LTO



Value-Add (VA) - Rep Applied: Shot Glass

**Irish Gold Rush Blade Sign
ENG (Re-order # 24P13-BS1) / BIL (Re-order # 24P13-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.

Irish Gold Rush Backer Card ENG / BIL (Re-order # 24P13-BC1)



LCBO#	Description	Size (mL)	Offers
End Aisle #2			
545160	Tito's Handmade Vodka	1750	VA
597559	Tito's Handmade Vodka	750	LTO
628990	Tito's Handmade Vodka	1140	BAP

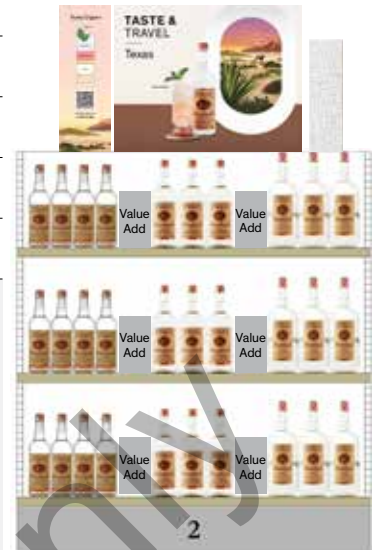


Value-Add (VA) - Near Pack: Gldn Hour Sparkling Water

Texas Sipper Blade Sign
ENG (Re-order# 24P13-BS2) / BIL (Re-order# 24P13-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.

Texas Backer Card
ENG / BIL (Re-order# 24P13-BC2)



LCBO#	Description	Size (mL)	Offers
End Aisle #3			
53983	Barefoot Pinot Grigio	750	LTO, Necktag
234369	Apothic Red	750	LTO, Necktag
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	BAP, Necktag
633347	Longshot Cabernet Sauvignon	750	LTO, Necktag



Women Leading the Industry Blade Sign
ENG (Re-order# 24P13-BS3) / BIL (Re-order# 24P13-BS8)

- Install 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.

California Backer Card
ENG / BIL (Re-order# 24P13-BC3)



LCBO#	Description	Size (mL)	Offers
End Aisle #4A			
1099	Johnnie Walker Red Label	750	VA
33168	Johnnie Walker Red Label	1750	LTO, VA
217794	Johnnie Walker Red Label	1140	VA

Premium



Value-Add (VA)/Merchandiser: Johnnie Walker Red Jigger

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

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

Scotland Backer Card
ENG / BIL (Re-order# 24P13-BC4A)



**End Aisle #4B
Standard**



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

Value-Add (VA)/Near Pack: Rocks Glass

**Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

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

**Scotland Backer Card
ENG / BIL (Re-order# 24P13-BC4B)**



End Aisle #5

LCBO#	Description	Size (mL)	Offers
155051	Masi Campofiorin Igt	750	LTO
317057	Masi Costasera Amarone Classico Doc	750	LTO
620773	Masi Masianco Pinot Grigio	750	LTO

**Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Blade Sign on End Aisle 5.

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

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.



End Aisle #6

LCBO#	Description	Size (mL)	Offers
16363	Cono Sur Pinot Noir Organic	750	LTO
230565	Cono Sur Chardonnay Organic	750	LTO
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	LTO

**Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Blade Sign on End Aisle 6.

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

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO
	298505	La Vieille Ferme Luberon Blanc Aoc	750	LTO
	622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	LTO



* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)
 Install Blade Sign on End Aisle 7.

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #8	5959	Baileys Irish Cream	750	VA
	193490	Baileys Irish Cream	1750	
	605956	Baileys Irish Cream Liquor	1140	LTO



* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)
 Install Blade Sign on End Aisle 8.

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #9	225243	Stoli Vodka	750	LTO
	225250	Stoli Vodka	1140	BAP
	272716	Stoli Vodka	1750	LTO



* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)
 Install Blade Sign on End Aisle 9.

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

LCBO#	Description	Size (mL)	Offers
End Aisle #10			
16150	Niagara Cider Rose Gold Berry Soaked Cider (798)	473	
20111	Lost Craft Dry Rose (179)	473	BAP
24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
25065	Shiny Apple Cider Pineapple Mango (LCBO Warehouse)	473	LTO
497651	Reinhart's Red Apple Light Cider (LCBO Warehouse)	473	
541219	Kw Craft Cider Can (LCBO Warehouse)	473	LTO
635227	Liberty Village Dry Cider (LCBO Warehouse)	473	LTO
645978	Ernest Cider Impeachment (LCBO Warehouse)	473	LTO

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.



Ontario Backer Card ENG / BIL (Re-order # 24P13-BC10)

LCBO#	Description	Size (mL)	Offers
End Aisle #11			
225698	The Kraken Black Spiced Rum	750	VA
318683	The Kraken Black Spiced Rum	1140	
366534	The Kraken Black Spiced Rum	375	BAP

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

Value-Add (VA) - Rep Applied: Black Bush Mini 50 mL

**Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)**

Install Blade Sign on End Aisle 11.

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



11

	LCBO#	Description	Size (mL)	Offers
End Aisle #12	388694	Casamigos Tequila Reposado	750	VA
	425686	Casamigos Tequila Anejo	750	VA
	609362	Casamigos Mezcal	750	VA

Value-Add (VA) - Rep Applied: Premium Wooden Coasters

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 12.

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

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	66738	>The Black Chook Shiraz Viognier	750	LTO
	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO
	461053	Josh Cellars Cabernet Sauvignon	750	LTO

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 13.

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

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	491803	Southern Comfort (P.E.T)	375	BAP
	491811	Southern Comfort	750	VA
	491829	Southern Comfort	1140	LTO

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

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 14.

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

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	20768	Irish Mist	750	LTO, VA
	30082	Carolans Irish Cream	1750	BAP, VA
	108357	Carolans Irish Cream	750	LTO, VA

Value-Add (VA) - Rep Applied: Coffee

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 15.

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



* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

	LCBO#	Description	Size (mL)	Offers
End Aisle #16	10157	Jameson Irish Whiskey	750	LTO
	207613	Jameson Irish Whiskey	1140	VA
	275933	Jameson Irish Whiskey	1750	LTO

Value-Add (VA) - Near Pack: Backpack

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 16.

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



* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

	LCBO#	Description	Size (mL)	Offers
End Aisle #17	27348	La Vieille Ferme Luberon Blanc Aoc	3000	LTO
	27373	Folonari Valpolicella Classico Doc	3000	LTO
	27682	Oggi Botter Pinot Grigio Doc	3000	

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 17.

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



* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

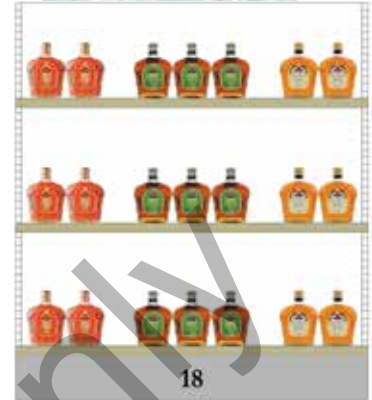
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	10357	Crown Royal Peach	750	
	403519	Crown Royal Apple	750	BAP
	434092	Crown Royal Northern Harvest Rye	750	LTO, BAP

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 18.

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	334110	Ciroc Peach	750	VA
	334128	Ciroc Red Berry	750	LTO
	417295	Ciroc Original Unflavoured	750	VA

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

Value-Add (VA) - Rep Applied:
 LCBO# 334110: Ciroc Apple 50mL

Value-Add (VA) - Near Pack:
 LCBO# 417295: World Class Glass

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

Install Blade Sign on End Aisle 19.

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	331371	Peller Family Vineyards Cabernet Sauv	4000	LTO
	589051	Peller Family Vineyards Dry White	4000	LTO
	607903	Peller Family Vineyards Cabernet Merlot	1500	LTO

* The Aeroplan Contest blade sign from P12 will remain up until the end of P13.

Aeroplan Contest Blade Sign
ENG (Re-order# 24P12-BS5) / BIL (Re-order# 24P12-BS10)

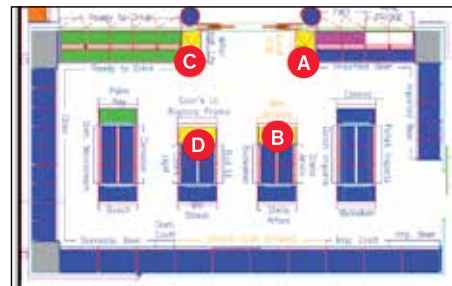
Install Blade Sign on End Aisle 20.

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



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 (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
A Plinth (EA - EZA)	27824	Peroni Nastro Azzurro 0.0	6 × 330	LCBO Warehouse	VA
	143891	Peroni Nastro Azzurro	500	LCBO Warehouse	BAP
	525188	Peroni Nastro Azzurro	6 × 330	LCBO Warehouse	LTO
	Value-Add/Rep Applied: Glass				
B Plinth (EA - EZB)	37782	Wellington Brewery Queen Of Craft IPA W Nectaron	473	4826 - Wellington County Brewery Inc.	
	37809	Cowbell Brewing Co. Paradise Lime Wheat Ale	473	458 - Cowbell Brewing Co.	
C Plinth (EA - EZH)	18	Heineken Lager	6 × 330	LCBO Warehouse	LTO
	302810	Heineken	6 × 500	LCBO Warehouse	VA
	337949	Heineken Lager	500	LCBO Warehouse	BAP
	Value-Add/Merchandiser: Purchase a 6 × 500 mL pack of Heineken and receive F1 and Heineken branded Metal Cup				
D End Aisle (EA - EZD)	17819	Stella Artois	6 × 473	275 - The Beer Store	LTO
	17820	Stella Artois	473	275 - The Beer Store	BAP
	17823	Stella Artois	6 × 330	275 - The Beer Store	VA
	Value-Add/Merchandiser: Purchase 2 Stella Artois 6 × 330mL and receive free Olive Oil				

Beer Excitement Zone A: Discover Italy's leading beer brand. Free branded glass with purchase of 1 × Peroni Nastro Assurro 0.0 (27824 | 6 × 330 mL).

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

Beer Excitement Zone C: Try an iconic international beer from the Netherlands. Purchase a 6 × 500mL pack of Heineken and receive F1 and Heineken branded Metal Cup.

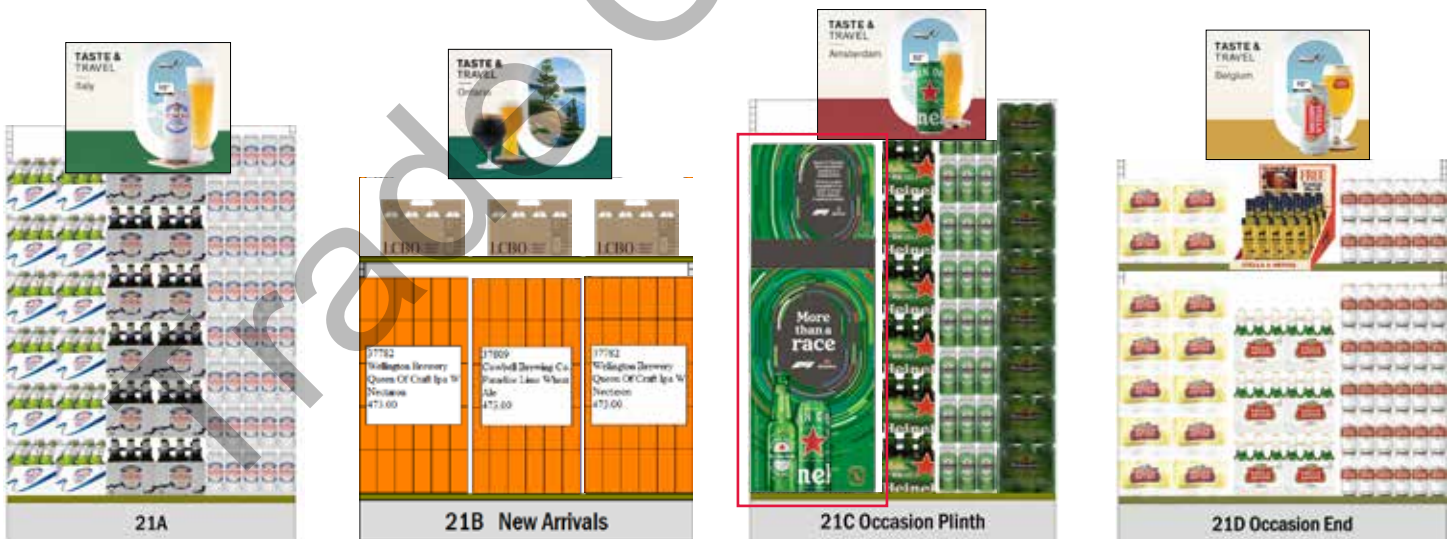
Beer Excitement Zone D: Stella Artois is famously known from Belgian. Purchase 2 Stella Artois 6 × 330mL and receive free Olive Oil.

Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P13-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P13-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P13-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P13-BEZ5) / BIL (Re-order # 24P13-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P13-BEZ9) / BIL (Re-order # 24P13-BEZ10)
- D. Generic Aeroplan Contest Pricer Cards ENG (Re-order # 24P13-BEZ7) / BIL (Re-order # 24P13-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 (P11-P13)

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 (P11-P13)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 24P11-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P11-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P11-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 (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
18314	Fixed Gear Breakaway IPA	473	3031 - Fixed Gear Brewing
26086	Haliburton Forest Amber Logger	473	115 - Boshkung Brewery
28735	Beau's Lug Lite	473	LCBO Warehouse
34048	Thornbury Blue Mountain Light Lager	473	275 - The Beer Store
453985	Walkerville Easy Stout	473	4643 - Walkerville Brewery
481572	Four Fathers The Starter	473	794 - Four Fathers 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-24P13-OCB1)
BIL (Re-order #AIM-24P13-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx

Participating Products

LCBO#	Description	Size (mL)
13966	Sweetwater IPA	473
18474	LA MONEUSE	375
34427	Jolly Pumpkin Oro	473
35925	Grandauer Weissbier	500
35928	Siren Pompelmoello	440
35939	Doppel Hirsch Doppel Bock 500mL	500
406439	Gregorius Trappist Beer	330
642835	TROUBADOUR - MAGMA	330

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
 ENG (Re-order #AIM-24P13-ICB1 / BIL (Re-order #AIM-24P13-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 (February 25 - March 30, 2024)

Participating Products

LCBO#	Description	Size (mL)	Offers
18667	Family Tree The Padre Cabernet Merlot	750	LTO
60707	20 Bees Pinot Grigio VQA	750	LTO, Wine Fridge
183061	Megalomaniac Homegrown Riesling VQA	750	LTO
587956	Trius Cabernet Sauvignon VQA	750	LTO

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/aspx/MEG_Store_Participation_Lookup.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-24P13-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-24P13-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 (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
32189	D'Ont Poke The Bear Big Baco VQA	750	100 BAP
303040	Fielding Fireside White VQA	750	60 BAP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # 24P13-OWP1)
- Ontario Buyer's Pick Backer Card
ENG (Re-order # 24P13-OWP2) / BIL (Re-order # 24P13-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 (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx

Participating Products

LCBO#	Description	Size (mL)	Offers
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca)	750	LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-24P13-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P13-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P13-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 (March 2 & March 16 Release)

Mandatory Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.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)
March 2 Release		
17183	Domaine de Courteillac Merlot/Cabernet Sauvignon 2016	750
478271	Sister's Run Old Testament Cabernet Sauvignon 2021	750
March 16 Release		
14278	Invivo X, by Sarah Jessica Parker Sauvignon Blanc 2023	750
37235	Ramón Bilbao Reserva 2016	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 (February 25 - March 30, 2024)

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-24P13-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
50203	Beronia Reserva	750	\$2.00
661892	Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00
650432	Castelgiocondo Brunello Di Montalcino	750	\$5.00
160143	Castello Di Neive Barbaresco	750	\$2.00
668202	Château Philippe Le Hardi Vieilles Vignes Mercurey	750	\$2.00
226035	Château Teyssier	750	\$2.00
337238	Concha Y Toro Marques De Casa Concha Cabernet Sauvignon	750	\$3.00
167189	Dandelion Vineyards Lionheart of The Barossa Shiraz	750	\$2.00
636613	Duca di Saragnano Alchymia Primitivo	750	\$2.00
63891	Emiliana Coyam Organic Red Blend	750	\$5.00
394718	Erath Pinot Noir	750	\$3.00
20491	Hedges CMS Cabernet Sauvignon	750	\$3.00
656561	J. Lohr Seven Oaks Cabernet Sauvignon	750	\$2.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$3.00
35386	Kim Crawford Sauvignon Blanc	750	\$3.00
522672	Lakeview Cellars Vidal Icewine	200	\$3.00
964221	Le Volte dell'Ornellaia	750	\$2.00
168716	M. Chapoutier Les Vignes De Bila-Haut Côtes du Roussillon-Villages	750	\$3.00
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00
405175	Michael David Freakshow Cabernet Sauvignon	750	\$2.00
326090	Oyster Bay Pinot Grigio	750	\$3.00
590414	Oyster Bay Pinot Noir	750	\$3.00
33298	Paul Cluver Village Chardonnay	750	\$3.00
636159	Pesquié Édition 1912M Ventoux	750	\$2.00
373373	Pierre Sparr Gewurztraminer	750	\$2.00
943613	Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$2.00
741769	Rocca delle Macie Chianti Classico	750	\$2.00
111641	Rocca delle Macie Riserva Chianti	750	\$2.00
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00
353201	Ruffino Riserva Ducale Oro Gran Selezione Chianti Classico	750	\$3.00
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$2.00
106450	Santa Margherita Pinot Grigio	750	\$2.00
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$3.00
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$3.00

LTO Offers:

LCBO#	Description	Size (mL)	LTO
66738	The Black Chook Shiraz/Viognier	750	\$2.00
149237	The Foreign Affair The Conspiracy	750	\$3.00
24133	Thirty Bench Winemaker'S Blend Riesling	750	\$3.00
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.50
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$3.00
303800	Trius Red	750	\$3.00
12619	Vilmart et Cie Grande Réserve 1er Cru Champagne	750	\$5.00
943787	Wakefield Estate Shiraz	750	\$2.00
413179	Zenato Amarone della Valpolicella Classico	750	\$2.00
479766	Zenato Ripassa Valpolicella Ripasso Superiore	750	\$3.00
32281	Ziraldo Valdobbiadene Superiore Brut Prosecco	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
652883	Belle Glos Clark & Telephone Pinot Noir	750	200
417642	Cave Spring Pinot Noir	750	90
991950	Kim Crawford Chardonnay	750	100
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	100
999946	Remo Farina Ripasso Valpolicella Classico Superiore	750	50
942151	Seghesio Zinfandel	750	150
104299	The Prisoner Red Blend	750	110
59311	The Seven Deadly Zins Old Vine Zinfandel	750	120

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 (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Product

LCBO#	Description	Size (mL)	Offers
522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-24P13 -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)

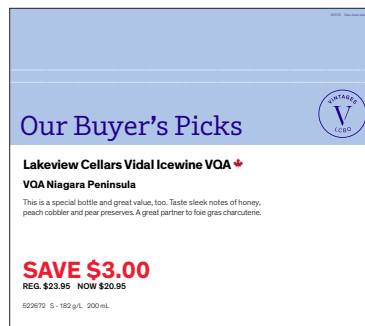
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

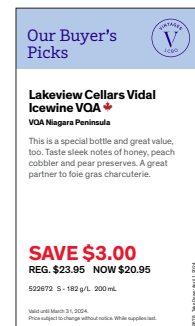
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

SPRING GIFTING (P13-P1)

The Spring Gift Bags will be shipped to participating stores during period 13 in order to take advantage of Easter holiday entertaining. Complete line-up and merchandising information will be shared in the P1 MPG.

Install Date: P13 Upon receipt

Please refer to the P13 online worksheets posted on the portal for information on Spring Gifting stores & allocation.

Signage Re-order Codes

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

Description	Reorder #
\$2.95 Bag Hot Button Signs	24P11-GFT17



Gifted Items	Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Mini-Thematics	Metal Gift Fixture	Wooden Gift Fixture	Vintages Nesting Tables	Vintages End Aisles	Vintages Feature Fixture	Small Acrylic Gift Card Merchandiser
Spring Enhanced 1 Bottle Bag - Blue	✓				✓		✓				
Spring Enhanced 1 Bottle Bag - Apricot	✓				✓		✓				
Spring Enhanced 2 Bottle Bag - Apricot			✓	✓			✓				
Spring Gift Card & Carrier	✓										

*** NOTE:** Print shelf talkers at store level and display in front of the Spring Enhanced 2 Bottle Bag. \$3.95 hot button will be available in P1.



Spring Enhanced 2 Bottle Bag - Apricot
\$3.95



Spring Enhanced 1 Bottle Bag - Apricot
\$2.95



Spring Enhanced 1 Bottle Bag - Blue
\$2.95



Spring Gift Card & Carrier

YEAR-ROUND GIFTING

ACTION: Stores are to pack up and box any residual Holiday gifting (packaging and/or cards/carriers), and mark clearly for use next year. Only Year-Round packaging and gift cards/presenters are to be displayed on the designated fixtures.

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

LCBO#	Component	Case Pack	Retail
Gift Packaging			
27353	LCBO "Our Favourite" Bag	100	\$1.50
27354	Enhanced 2 Bottle Paper Gift Bag	24	\$4.95
35049	Year Round 1 Bottle Gift Box Black 2023	24	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	24	\$5.95
27355*	Year-Round 1 Bottle Rigid Box	24	\$5.95
35421	2 Bottle Reusable Bag	50	\$1.25
27396	Reusable Bag 6 Bottle	50	\$2.95
27397	Large Reusable Bag	50	\$2.95
16877	Organic Cotton Canvas 4 Pocket Bag	50	\$14.95
16679*	Vintages 1 Bottle Box	24	\$5.95
34381	Vintages Enhanced Gift Bag	50	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	24	\$5.95
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	3	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95

LCBO#	Component
Gift Cards & Presenters	
27053	Soft Black Gift Card
27054	Warm White Gift Card
27055	Gift Card Carrier
33823	Vintages Gift Card
33824	Vintages Carrier

* NOTE: Inventory is limited, please order as needed while inventory is available in the warehouse and merchandise on Nesting Tables and the Wooden Gift Fixture.

Year Round 1 Bottle Gift Boxes





Year Round 1 Bottle Gift Box Warm White 2023
Case packed 24
LCBO# 35050 • \$5.95



Year Round 1 Bottle Gift Box Black 2023
Case packed 24
LCBO# 35049 • \$5.95

The new Year Round 1 Bottle Gift Boxes will be merchandised in three (3) areas: Nesting Tables, Mini-Thematics, Wooden Gift Fixture

Description	Reorder #
  \$5.95 Bag Hot Button Signs	24P11-GFT15

MERCHANDISING OPTIONS

		Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Mini-Thematics	Metal Gift Fixture	Wooden Gift Fixture	Vintages Nesting Tables	Vintages End Aisles	Vintages Feature Fixture	Small Acrylic Gift Card Merchandiser
Gifting Items												
27353	LCBO "Our Favourite" Bag	✓	✓					✓				
27354	Enhanced 2 Bottle Paper Gift Bag	✓		✓								
35049	Year Round 1 Bottle Gift Box Black 2023				✓	✓		✓				
35050	Year Round 1 Bottle Gift Box Warm White 2023				✓	✓		✓				
27355	Year-Round 1 Bottle Rigid Box				✓			✓				
35421	2 Bottle Reusable Bag	✓		✓			✓					
27396	Reusable Bag 6 Bottle			✓			✓					
27397	Large Reusable Bag			✓			✓					
16877	Organic Cotton Canvas 4 Pocket Bag	✓					✓					
16679	Vintages 1 Bottle Box							✓	✓		✓	
34381	Vintages Enhanced Gift Bag							✓	✓	✓	✓	
35051	Vintages 1 Bottle Folding Gift Box							✓	✓	✓	✓	
17373	Vintages Wooden Box - 1 Bottle Box							✓	✓		✓	
17377	Vintages Wooden Box - 2 Bottle Box							✓	✓		✓	
17374	Vintages Wooden Box - 3 Bottle Box							✓	✓		✓	
17378	Vintages Wooden Box - 6 Bottle Box							✓	✓		✓	
Gift Cards & Carriers												
27053	Soft Black Gift Card							✓				✓
27054	Warm White Gift Card							✓				✓
27055	Gift Card Carrier							✓				✓
33823	Vintages Gift Card							✓				✓
33824	Vintages Carrier							✓				✓

HOW TO MERCHANDISE

Reusable/Hanging Bag Stand

Merchandise 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.

Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the Year-Round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Boxes WILL NOT be allocated to you. Please order from your supplying warehouse.

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.

Image	Description	Reorder #
	Year Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG 24P11-GFT5 BIL 24P11-GFT6



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



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



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



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



Reusable 2 Bottle Bag
LCBO# 35421 • \$1.25

HOW TO MERCHANDISE






Gift Packaging Floor Merchandiser (Wood)

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

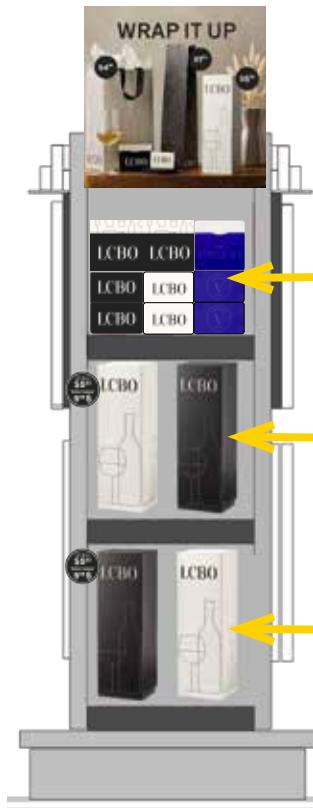
LCBO#	Component	Retail
27353	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
27355	Year-Round 1 Bottle Rigid Box	\$5.95
35049	Year Round 1 Bottle Gift Box Black 2023	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	\$5.95
16679	Vintages Single Bottle Rigid Gift Box	\$5.95
34381	Vintages Enhanced Gift Bag	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95

Signage Re-order Codes

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

Signage	Description	Reorder #
	Wooden Gift Packaging Floor Merchandiser Sign	ENG/ENG: 24P11-GFT7 BIL/BIL: 24P11-GFT8
	\$1.25 Bag Hot Button Signs	24P11-GFT16
	\$1.50 Bag Hot Button Signs	24P11-GFT1
	\$5.95 Bag Hot Button Signs	24P11-GFT15
	\$2.95 Vintages Gift Bags Hot Button Signs	24P11-GFT19
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag Holder	749390

SIDE A:



Residual LCBO Gift Cards & Presenters

Year Round 1 Bottle Gift Box Black 2023
Case packed 24
LCBO# 35049 • \$5.95

Year Round 1 Bottle Gift Box Warm White 2023
Case packed 24
LCBO# 35050 • \$5.95

SIDE B:



Residual LCBO Gift Cards & Presenters

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

LCBO# 27353 • \$1.50

SIDE C:



Vintages 1 Bottle Folding Gift Box
Case Packed 24
LCBO# 35051 • \$5.95

Vintages Enhanced Gift Bag (1 Bottle Box)
Case Packed 50
LCBO# 34381 • \$2.95

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

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

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

SIDE D:



Residual LCBO Gift Cards & Presenters

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

LCBO# 27353 • \$1.50

Reusable 2 Bottle Bag
Case Packed 50
LCBO# 35421 • \$1.25

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Metal)

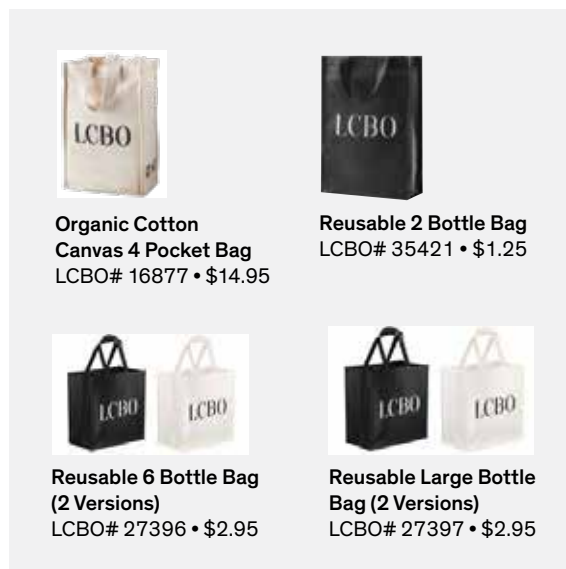
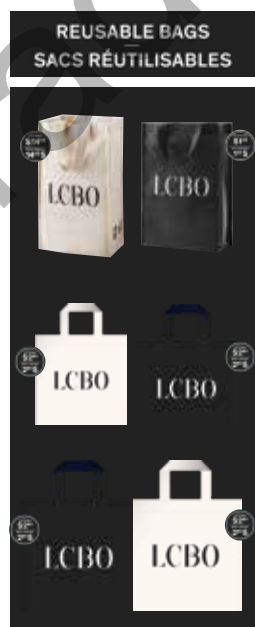
Continue to merchandise the operational signage for this fixture.

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: 23OP-GFT13 BIL/BIL: 23OP-GFT15
	Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14
	\$1.25 Reusable Bag Hot Button Signs	24P11-GFT16
	\$14.95 Reusable Bag Hot Button Signs	24P11-GFT18
	\$2.95 Reusable Bag Hot Button Signs	24P11-GFT17
	Hot Button Sign Clip (bundles of 10)	NIHK102



HOW TO MERCHANDISE LCBO Gift Cards

Gift Cards & Carriers

LCBO#	Description	Image	LCBO#	Description	Image
27053	Soft Black		27055	LCBO Year-Round Carrier	
27054	Warm White				
33823	Vintages Gift Card		33824	Vintages Carrier	

Receiving Instructions

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

Merchandising Instructions

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

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

FLEX SPACE

Overview

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

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Merchandising Instructions

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

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P13-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P13-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 24P13-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 24P13-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 24P13-FS5)
- Shelf Talkers ENG (Re-order # 24P13-FS6) / BIL (Re-order # 24P13-FS7)
- Bin Strip ENG/BIL (Re-order # 24P13-FS8)

***Please note that there will be five different coloured bin strips, one to match each box sign.**

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
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(FSA) Sparkling/Rosé Flex Space "EASTER DEALS"

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



36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
50203	>(V) Beronia Reserva (Gonzales Byass)	750	LTO
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	LTO
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	LTO
479766	>(V) Ripassa Valpolicella Sup (Zenato)	750	LTO
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	LTO
650432	>(V) Castelgiocondo Brunello (Marchesi Frecoba	750	LTO
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	LTO
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	LTO

(FSB) USA - California Flex Space "SPOTLIGHT ON WOMEN WINEMAKERS"

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



13686	Bread & Butter Pinot Noir	750	LTO
34432	Bread & Butter Chardonnay	1500	BAP
269753	Raymond Classic Chardonnay	750	LTO
269761	Raymond Classic Cabernet Sauvignon	750	LTO

(FSC) Europe - Italy/SE Flex Space "SAVE ON NEW ITALIAN WINES"

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



31795	Feudo Arancio Cabernet Sauvignon	750	
31801	Zensa Nero D'Avola Appassimento Doc Sicily	750	LTO
31803	Zensa Primitivo Igp Puglia	750	LTO
31804	Sistina Montepulciano D'Abruzzo Doc	750	LTO
31809	Prugneto Romagna Doc Sangiovese Superiore	750	LTO
31810	Michele Chiarlo Palas Barolo	750	LTO
32158	Cantine De Falco Primitivo Salento Igp	750	BAP
32159	Senza Tempo Montepulciano D'Abruzzo Dop	750	LTO
32160	Golden Gufo Primitivo Puglia Igp	750	LTO

(FSD) Australia/New Zealand Flex Space "SAVE AND EARN: SUSTAINABLE NEW ZEALAND WINES"

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



35386	>Kim Crawford Marlborough Sauvignon Blanc	750	LTO
237255	Saint Clair Family Estate Sauvignon Blanc	750	LTO
308288	Whitehaven Sauvignon Blanc	750	LTO
426601	Villa Maria Private Bin Sauvignon Blanc	750	BAP
487496	Leftfield Sauvignon Blanc	750	LTO
590414	>Oyster Bay Pinot Noir Marlborough	750	LTO
620054	Babich Sauvignon Blanc	750	LTO
991950	>Kim Crawford Marlborough Chardonnay	750	BAP

(FSE) Chile/Argentina Flex Space "SAVE AND EARN ON CASILLERO DEL DIABLO"

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



32497	Diablo Dark Red	750	LTO
483255	Casillero Del Diablo Reserva Pinot Grigio	750	BAP
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	LTO
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	LTO
620666	Casillero Del Diablo Reserva Carmenere	750	BAP

Sparkling/Rosé Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space




Australia/New Zealand Flex Space



Chile/Argentina Flex Space




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

FRONT END MERCHANDISER

Spirited Picks Program

Promo Code: CE1

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

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

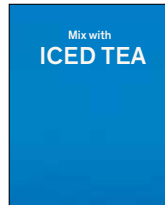
LCBO#	Description	Size (mL)	Offers
398776	Fireball Cinnamon Whisky (PET)	375	LTO

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P13-SP2) / BIL (Re-order #AIM-24P13-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-24P13-SP4) / BIL (Re-order #AIM-24P13-SP5)

Merchandising Instructions

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



Shelf Talker



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx

Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	21159	New Amsterdam Pink Whitney Vodka	375	LTO
	479964	Tequila Tromba Blanco	200	LTO
Wines/Wine in Cans (FEM2)	25266	Josh Cellars Chardonnay	375	BAP
	34433	Josh Cellars Pinot Noir	375	BAP
Brown Spirits/Liqueurs (FEM3)	540120	Rumchata Cream Liqueur	375	LTO
	540229	Angostura Bitters	100	BAP

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P13-FEM1) / BIL (Re-order #AIM-24P13-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P13-FEM3) / BIL (Re-order #AIM-24P13-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P13-FEM5) / BIL (Re-order #AIM-24P13-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)

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 (ongoing)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.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
Brown Spirits	12195	Grand Marnier Cordon Rouge	375
	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
White Spirits	12596	Empress Gin	375
	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 (February 25 - March 30, 2024)

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

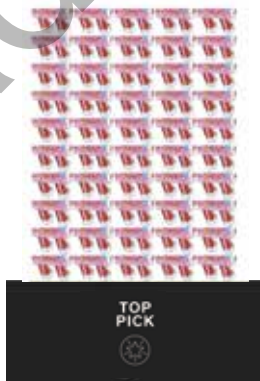
- Pricer Card ENG (Re-order #AIM-24P13-FEM7) / BIL (Re-order #AIM-24P13-FEM8)
All participating stores will receive the same set of pricer cards. Only use what you need and recycle the ones that do not apply to your store.

CE3



LCBO# 14484
Arizona Hard Green Tea
473 mL | 25 BAP

CE4



LCBO# 19113
Twisted Shot PussyCat
4 x 30 mL | 25 BAP

CE5



LCBO# 31288
White Claw Surge
Blood Orange
473 mL | 15 BAP

CE6



LCBO# 24319
Dillon's Tangerine,
Lemon & A Hint Of Mint
473 mL | 15 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 (February 25 - March 30, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx

Participating Products

LCBO#	Description	Size (mL)	Offers
31112	Grant's Triple Wood Blended Scotch Whisky	750	BAP
36807	Innis & Gunn Irish Whisky Cask	473	
216606	Grant's Triple Wood Blended Scotch Whisky	375	BAP

Signage Components














- A-Frame Sign ENG (Re-order# 24P13-AF1) / BIL (Re-order# 24P13-AF2)
- Shelf Talkers English Bundle (Re-order# 24P13-AF3)
Shelf Talkers Bilingual Bundle (Re-order# 24P13-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: 24P13-ST1 BIL: 24P13-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P13-ST12 BIL: 24P13-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P13-ST14 BIL: 24P13-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P13-ST3 BIL: 24P13-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P13-ST5 BIL: 24P13-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P13-ST7 BIL: 24P13-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P13-ST9 BIL: 24P13-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-24P13-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P13-AS1 BIL: AIM-24P13-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P13-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 <https://lcbo.sharepoint.com/:f:/r/sites/marketing/Marketing%20%20Digital/Marketing%20%26%20Product%20Guidelines?csf=1&web=1&e=CnnvCP> page on the Portal.



Weekly Newsletter

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Merchandising-Com.aspx>



Customer Experience Portal Site

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Customer-Exp.aspx?csf=1&web=1&e=32QInI&cid=44f986a6-2252-48a2-95f6-74352cc901b2>



Marketing & Product Guidelines

<https://lcbo.sharepoint.com/:u:/r/sites/marketing/SitePages/Marketing%20Product-Guides.aspx?csf=1&web=1&e=DtHQCG>

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1 A (Promo code is BSE not EA 1)	14910	Bushmills Irish Whiskey	750	LTO
			61374	Bushmills Black Bush	750	
			131870	Bushmills Malt 10 Year Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	1 B (Promo code is BSE not EA 1)	11945	Proper No. Twelve	750	Value-Add
			13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
			428409	Powers Gold Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2 A/B	545160	Tito's Handmade Vodka	1750	Value-Add
			597559	Tito's Handmade Vodka	750	LTO
			628990	Tito's Handmade Vodka	1140	BAP
<input type="checkbox"/>	<input type="checkbox"/>	3 A/B	53983	Barefoot Pinot Grigio	750	LTO, Necktag
			234369	Apothic Red	750	LTO, Necktag
			292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	BAP, Necktag
			633347	Longshot Cabernet Sauvignon	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	4 A	1099	Johnnie Walker Red Label	750	Value-Add
			33168	Johnnie Walker Red Label	1750	LTO, Value-Add
			217794	Johnnie Walker Red Label	1140	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	4 B	7880	Johnnie Walker Black 12 Yr	750	Feature Fixture A, Value-Add
			217802	Johnnie Walker Black Label	1140	LTO, Value-Add
			422006	Johnnie Walker Black Label Scotch	1750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	5 A/B	155051	Masi Campofiorin Igt	750	LTO
			317057	Masi Costasera Amarone Classico Doc	750	LTO
			620773	Masi Masiatico Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6 A/B	16363	Cono Sur Pinot Noir Organic	750	LTO
			230565	Cono Sur Chardonnay Organic	750	LTO
			553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7 A/B	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO
			298505	La Vieille Ferme Luberon Blanc Aoc	750	LTO
			622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8 A/B	5959	Baileys Irish Cream	750	Value-Add
			193490	Baileys Irish Cream	1750	
			605956	Baileys Irish Cream Liquor	1140	Feature Fixture B, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		9 A/B	225243	Stoli Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		225250	Stoli Vodka	1140	BAP
			272716	Stoli Vodka	1750	LTO
		10	16150	Niagara Cider Rose Gold Berry Soaked Cider (798)	473	
			20111	Lost Craft Dry Rose (179)	473	BAP
			24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25065	Shiny Apple Cider Pineapple Mango (LCBO Warehouse)	473	LTO
			497651	Reinhart's Red Apple Light Cider (LCBO Warehouse)	473	
			541219	Kw Craft Cider Can (LCBO Warehouse)	473	LTO
			635227	Liberty Village Dry Cider (LCBO Warehouse)	473	LTO
			645978	Ernest Cider Impeachment (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	225698	The Kraken Black Spiced Rum	750	Value-Add
			318683	The Kraken Black Spiced Rum	1140	
			366534	The Kraken Black Spiced Rum	375	BAP
<input type="checkbox"/>	<input type="checkbox"/>	12	388694	Casamigos Tequila Reposado	750	Value-Add
			425686	Casamigos Tequila Anejo	750	Value-Add
			609362	Casamigos Mezcal	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	13	66738	>The Black Chook Shiraz Viognier	750	LTO
			407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO
			461053	Josh Cellars Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	491803	Southern Comfort (P.E.T)	375	BAP
			491811	Southern Comfort	750	Value-Add
			491829	Southern Comfort	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	20768	Irish Mist	750	LTO, Value-Add
			30082	Carolans Irish Cream	1750	BAP, Value-Add
			108357	Carolans Irish Cream	750	LTO, Value-Add
		16	10157	Jameson Irish Whiskey	750	Front Nesting Table, FSM, LTO
<input type="checkbox"/>	<input type="checkbox"/>		207613	Jameson Irish Whiskey	1140	Front Nesting Table, FSM, Value-Add
			275933	Jameson Irish Whiskey	1750	Front Nesting Table, FSM, LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	17	27348	La Vieille Ferme Luberon Blanc Aoc	3000	LTO
		27373	Folonari Valpolicella Classico Doc	3000	LTO
		27682	Oggi Botter Pinot Grigio Doc	3000	
<input type="checkbox"/> <input type="checkbox"/>	18	10357	Crown Royal Peach	750	
		403519	Crown Royal Apple	750	BAP
		434092	Crown Royal Northern Harvest Rye	750	Mini Thematic, LTO
<input type="checkbox"/> <input type="checkbox"/>	19	334110	Ciroc Peach	750	Value-Add
		334128	Ciroc Red Berry	750	Feature Fixture A, LTO
		417295	Ciroc Original Unflavoured	750	Feature Fixture A, Value-Add
<input type="checkbox"/> <input type="checkbox"/>	20	331371	Peller Family Vineyards Cabernet Sauv	4000	LTO
		589051	Peller Family Vineyards Dry White	4000	LTO
		607903	Peller Family Vineyards Cabernet Merlot	1500	LTO
<input type="checkbox"/> <input type="checkbox"/>	Entrance Table (EA-S1)	935	Captain Morgan White Rum	750	S1 S2, BAP
		64659	Captain Morgan Private Stock Rum	750	S1 S2
		217653	Captain Morgan Original Spiced Rum	1140	S1 S2, Seasonal Block Pile D, BAP
		500512	Captain Morgan Original Spiced Rum	750	S1 S2, Seasonal Block Pile D, Value-Add
		6502	Cointreau	750	Value-Add, Necktag
		14355	Appleton Estate 12YO Rare	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	Mini Thematic A	31828	Johnnie Walker Double Black	750	
		316844	Bombay Sapphire London Dry	750	Value-Add, Necktag
		369793	Mount Gay Eclipse Rum	750	LTO
		434092	Crown Royal Northern Harvest Rye	750	End Aisle, LTO
		479980	Macallan 12 YO Double Cask	750	LTO
		480624	Woodford Reserve Distiller's Select Bourbon	750	LTO, Necktag
		536946	J.P. Wiser's 15 YO Canadian Whisky	750	LTO
		636845	Redbreast 12 Year Old Irish Whiskey	750	LTO
638197	Zirkova One Ultra Premium Vodka	750	LTO		

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		20264	Popcorn Chardonnay VQA	750	LTO
		28569	Selaks Sauvignon Blanc	750	BAP
		149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
		226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	FSN, LTO
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic B	261099	Inniskillin Pinot Noir VQA	750	LTO
		394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO
		394718	>Erath Pinot Noir	750	FSN, LTO
		483263	Don David Reserve Malbec	750	FSN, LTO
		910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO
		16150	Niagara Cider Rose Gold Berry Soaked Cider	473	
		20111	Lost Craft Dry Rose	473	BAP
		24890	Cowbell Brewing Co. Original Cider	473	LTO
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic C	25065	Shiny Apple Cider Pineapple Mango	473	LTO
		497651	Reinhart's Red Apple Light Cider	473	
		541219	Kw Craft Cider Can	473	LTO
		635227	Liberty Village Dry Cider	473	LTO
		645978	Ernest Cider Impeachment	473	LTO
		10157	Jameson Irish Whiskey	750	End Aisle, Front Nesting Table, FSM, LTO
		34028	Jameson Family Miniature Pack	150	Front Nesting Table, FSM
		36567	Jameson Single Pot Still	750	Front Nesting Table, FSM
		36576	Jameson Whiskey & Lemonade	473	Front Nesting Table, FSM
<input type="checkbox"/>	<input type="checkbox"/> Front Nesting Table	207613	Jameson Irish Whiskey	1140	End Aisle, Front Nesting Table, FSM, Value-Add
		275933	Jameson Irish Whiskey	1750	End Aisle, Front Nesting Table, FSM, LTO
		292615	Jameson Black Barrel	750	Front Nesting Table, FSM, LTO
		429258	Jameson Caskmates Stout Irish Whiskey	750	Front Nesting Table, FSM, LTO
		635391	Jameson Caskmates Ipa Irish Whiskey	750	Front Nesting Table, FSM, LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		7880	Johnnie Walker Black 12 Yr	750	End Aisle, Value-Add
		30083	Don Julio 70th	750	BAP
		54866	Bulleit Bourbon Frontier Whiskey	750	BAP
		129940	Aviation Gin	750	LTO
		173559	Don Julio Reposado	750	BAP
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture A (FFA)	334128	Ciroc Red Berry	750	End Aisle, LTO
		363770	Ketel One Vodka	1140	BAP
		409490	Singleton Of Dufftown 12 Year Old	750	BAP
		417295	Ciroc Original Unflavoured	750	End Aisle, Value-Add
		456095	Ketel One Vodka	750	Shelf Extender, LTO
		600163	Tanqueray No. Ten Gin	750	BAP

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Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		1925	Courvoisier VS	750	Shelf Extender, Feature Fixture B, BAP
		2691	Tanqueray London Dry Gin	750	Feature Fixture B, LTO
		20220	Miyagikyo Single Malt Whisky	700	Feature Fixture B, BAP
		21996	Aviation Gin	1750	Feature Fixture B, BAP
		27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	Feature Fixture B, BAP
		33544	Seagram's VO Select	750	Feature Fixture B, LTO
		34603	Patron Anejo Tequila	750	Feature Fixture B, LTO
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture B (FFB)	56622	Beefeater Dry	1750	Feature Fixture B, LTO
		143040	Hornitos Reposado Tequila	750	Feature Fixture B, LTO
		311928	Canadian Club Classic 12 Year Old	750	Feature Fixture B, BAP
		366666	El Dorado 8 YO Cask Aged Demerara Rum.	750	Feature Fixture B, LTO
		454686	Captain Morgan 100 Proof	750	Seasonal Block Pile C, Feature Fixture B, BAP
		518688	Sour Puss Apple Liquor	750	Feature Fixture B, BAP, Value-Add
		547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	Feature Fixture B, LTO
		605956	Baileys Irish Cream Liquor	1140	End Aisle, Feature Fixture B, LTO
		638130	Dillon's Vodka	750	Feature Fixture B, BAP
<input type="checkbox"/>	<input type="checkbox"/> Block Pile A	30340	Guinness Nitro Cold Brew Coffee Beer	4 x 440	FSM
		33989	Guinness 0	4 x 440	FSM, BAP
		270439	Smithwick's Ale	500	
		270447	Guinness Draught Beer	500	FSM
		296244	Guinness Draught	4 x 440	FSM, LTO
		442731	Kilkenny Irish Ale	4 x 500	
		554469	Guinness Draught	8 x 440	FSM, Value-Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile B	31218	Mikes Hard Orange N' Cream	473	BAP
			31223	Truly Punch Mixed Pack	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		31224	Coors Seltzer Slushie Flavour Pack	12 × 355	LTO
			31283	White Claw Surf Variety Pack	12 × 355	
			31291	Tahiti Treat Fruit Punch Soda & Vodka	473	BAP
			31315	Cottage Springs Mixed 15 Party Pack	15 × 355	
			31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	
			31358	High Noon Pool Pack	8 × 355	LTO
		Block Pile C	17804	Callaway Cellar Selection Cabernet Sauvignon	750	BAP, Value-Add
			27001	Masi Modello Prosecco Doc Brut	750	BAP
			114934	Golden Wedding (P.E.T)	1750	BAP, Value-Add
			217687	Canadian Club Premium	1140	BAP
			240150	Polar Ice Vodka	1140	BAP
<input type="checkbox"/>	<input type="checkbox"/>		245282	Santa Carolina Cabernet Sauvignon/Merlot	750	BAP
			258954	Spicebox	750	BAP
			454686	Captain Morgan 100 Proof	750	Feature Fixture B, BAP
			524363	Santa Carolina Cabernet Sauvignon	1500	BAP
			572107	The Grinder Pinotage	750	BAP
		589010	Mezzacorona Pinot Grigio Trentino	1500	BAP	
		Block Pile D (XBP)	67	Smirnoff Vodka	750	Seasonal Block Pile D, Value Ad
			1487	Crown Royal	750	Seasonal Block Pile D, Value Ad
<input type="checkbox"/>	<input type="checkbox"/>		216929	Smirnoff Vodka	1140	Seasonal Block Pile D, BAP
			217653	Captain Morgan Original Spiced Rum	1140	S1 S2, Seasonal Block Pile D, BAP
			217950	Crown Royal	1140	Seasonal Block Pile D, LTO, Value-Add
		500512	Captain Morgan Original Spiced Rum	750	S1 S2, Seasonal Block Pile D, Value-Add	
		Enhanced Block Pile Display Single Malt (FSH-A)	35984	Lagavulin Islay Scotch Whisky 12 Year Old	750	
<input type="checkbox"/>	<input type="checkbox"/>		35987	Oban 11 Year Old	750	
			35988	Roseisle 12 Year Old	750	
			35990	The Singleton Of Glendullan 14 Year Old	750	
			35991	Talisker Single Malt Scotch Whisky	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			387159	Bodacious Smooth Red	1500	Value-Add
		Enhanced Block Pile Display Bodacious x Pringles (FSK-A)	429787	Bodacious Smooth White	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		432732	Bodacious Smooth Red Bag In Box	4000	Value-Add
			523563	Bodacious Cabernet Sauvignon	1500	Value-Add
			523688	Bodacious Smooth White Bag In Box	4000	Value-Add
			20214	Fontanafredda Barolo Docg	750	FSN, LTO
			106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	FSN, LTO
			107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	Middle Nesting Table, FSN, BAP
			145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	Flex Space, FSN, LTO
			212480	Georges Duboeuf Beaujolais Aoc	750	FSN, LTO
			226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	Mini Thematic, FSN, LTO
			263574	Errazuriz Estate Series Sauvignon Blanc	750	FSN,LTO
			272609	Las Mulas Sauvignon Blanc Reserva Organic	750	FSN, BAP
			363622	Bolla Pinot Grigio Delle Venezie	750	FSN, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Enhanced Occasions (FSN-A)	394718	>Erath Pinot Noir	750	Mini Thematic, FSN, LTO
			426601	Villa Maria Private Bin Sauvignon Blanc	750	Flex Space, FSN, BAP, Wine Fridge
			465146	Les Jamelles Sauvignon Blanc Pays Doc	750	FSN, BAP, Wine Fridge
			483263	Don David Reserve Malbec	750	Mini Thematic, FSN, LTO
			487496	Leftfield Sauvignon Blanc	750	Flex Space, FSN, LTO
			487819	Melini Chianti Classico Riserva Docg	750	FSN, BAP
			633560	Three Thieves Chardonnay	750	FSN, BAP
			650432	>(V) Castelgiocondo Brunello (Marchesi Frecobaldi)	750	Flex Space, FSN, LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
		10157	Jameson Irish Whiskey	750	End Aisle, Front Nesting Table, FSM, LTO	
		30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	Seasonal Block Pile A, FSM	
		33989	Guinness O	4 × 440	Seasonal Block Pile A, FSM, BAP	
		34028	Jameson Family Miniature Pack	150	Front Nesting Table, FSM	
		36567	Jameson Single Pot Still	750	Front Nesting Table, FSM	
		36576	Jameson Whiskey & Lemonade	473	Front Nesting Table, FSM	
<input type="checkbox"/>	<input type="checkbox"/>	Pop-up Activation (FSM-A)	207613	Jameson Irish Whiskey	1140	End Aisle, Front Nesting Table, FSM, Value-Add
			270447	Guinness Draught Beer	500	Seasonal Block Pile A, FSM
			275933	Jameson Irish Whiskey	1750	End Aisle, Front Nesting Table, FSM, LTO
			292615	Jameson Black Barrel	750	Front Nesting Table, FSM, LTO
			296244	Guinness Draught	4 × 440	Seasonal Block Pile A, FSM, LTO
			429258	Jameson Caskmates Stout Irish Whiskey	750	Front Nesting Table, FSM, LTO
			554469	Guinness Draught	8 × 440	Seasonal Block Pile A, FSM, Value-Add
			635391	Jameson Caskmates IPA Irish Whiskey	750	Front Nesting Table, FSM, LTO
			16840	Bolla Valpolicella Classico	750	BAP
			21434	Romeo Prosecco	750	LTO
			30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO
			107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	FSN, BAP
			111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	267781	Voga Moscato Frizzante	750	LTO
			302380	Mezzacorona Pinot Grigio Trentino	750	LTO
			353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	LTO
			413179	>(V) Amarone CI Valpolicella (Zenato)	750	LTO
			426718	Cesari Amarone Classico Doc	750	LTO
			467811	Ruffino Prosecco	750	LTO
			943613	>(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	27824	Peroni Nastro Azzurro 0.0	6 × 330	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		143891	Peroni Nastro Azzurro	500	BAP
			525188	Peroni Nastro Azzurro	6 × 330	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	37809	Cowbell Brewing Co. Paradise Lime Wheat Ale	473	
			37782	Wellington Brewery Queen Of Craft IPA W Nectaron	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	18	Heineken Lager	6 × 330	LTO
			302810	Heineken	6 × 500	Value-Add
			337949	Heineken Lager	500	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	17819	Stella Artois	6 × 473	LTO
			17820	Stella Artois	473	BAP
			17823	Stella Artois	6 × 330	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	18314	Fixed Gear Breakaway IPA	473	
			26086	Haliburton Forest Amber Logger	473	
			28735	Beau's Lug Lite	473	
			34048	Thornbury Blue Mountain Light Lager	473	
			453985	Walkerville Easy Stout	473	
			481572	Four Fathers The Starter	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	18667	Family Tree The Padre Cabernet Merlot	750	LTO
			60707	20 Bees Pinot Grigio VQA	750	LTO, Wine Fridge
			183061	Megalomaniac Homegrown Riesling VQA	750	LTO
			587956	Trius Cabernet Sauvignon VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	32189	D'Ont Poke The Bear Big Baco VQA	750	BAP
			303040	Fielding Fireside White VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
			425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: March 2	17183	Domaine de Courteillac Merlot/Cabernet Sauvignon 2016	750	
			478271	Sister's Run Old Testament Cabernet Sauvignon 2021	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: March 16	14278	Invivo X, by Sarah Jessica Parker Sauvignon Blanc 2023	750	
			37235	Ramón Bilbao Reserva 2016	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	522672	>(V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	398776	Fireball Cinnamon Whisky (PET)	375	CE1, LTO
			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"/>	Special Promotions Fixture (CE2)	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	
<input type="checkbox"/>	<input type="checkbox"/>		RTD Impulse 1 (CE3)	166090	Jack Daniel's And Cola Tall Can	473
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	19113	Pussycat Twisted Shot	4 x 30	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	31288	White Claw Surge Blood Orange	473	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	CE6, BAP
			21159	New Amsterdam Pink Whitney Vodka	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	479964	Tequila Blanco Mini Tromba	200	LTO
			25266	Josh Cellars Chardonnay	375	BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	34433	Josh Cellars Pinot Noir	375	BAP
			540120	Rumchata Cream Liqueur	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	540229	Angostura Bitters	100	BAP
			31112	Grant's Triple Wood Blended Scotch Whisky	750	Cold Room Spirits, BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	216606	Grant's Triple Wood Blended Scotch Whisky	375	Cold Room Spirits, BAP

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders								
					15	20	30	40	45	50	55	60	65
R1	Vodka A	557827 Stolli Gold Vodka	750	LTO								Y	Y
R2	Vodka B	400754 Iceberg Vodka	750	Value-Add					Y	Y	Y	Y	Y
R3	Vodka C	456095 Ketel One Vodka	750	Feature Fixture A, LTO				Y	Y	Y	Y	Y	Y
R4	Vodka D	253302 Luksusowa Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	110056 Absolut Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	398552 Bacardi Limon	750	LTO									Y
R7	Rum B	225615 Brugal Anejo	750	LTO					Y	Y	Y	Y	Y
R8	Rum C	602920 Flor De Cana 5 Year Rum Anejo Clasico	750	LTO				Y	Y	Y	Y	Y	Y
R9	Rum D	446021 Bacardi Coconut Rum	750	LTO			Y	Y	Y	Y	Y	Y	Y
R10	Rum E	520312 Bacardi Gold (P.E.T)	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	667071 Green Spot Irish Whiskey	750	LTO								Y	Y
R12	Canadian Whisky B	465484 Toki	750	BAP				Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	28460 Gray Jay Deluxe Canadian Whisky	750	LTO			Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	54213 Alberta Premium Whisky (P.E.T)	1750	Value-Add	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	457572 Gibson's Finest Bold 8YO	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	71746 Tullamore Dew Irish Whiskey	750	LTO, Value-Add				Y	Y	Y	Y	Y	Y
R17	Scotch B	330803 Bowmore 12 Year Old Islay Single Malt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	557470 Empress 1908 Gin	750	LTO			Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	2253 Disaronno Amaretto	750	LTO					Y	Y	Y	Y	Y
R20	Liqueurs B	314856 Fireball Whisky Shooter	1140	Value-Add				Y	Y	Y	Y	Y	Y
R21	Liqueurs C	25999 Jagermeister	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	176834 Aperol	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	623678 Carolans Irish Cream	1140	BAP, Value-Add									Y
R24	Brandy B	1925 Courvoisier VS	750	Feature Fixture B, BAP			Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	450932 Jose Cuervo Tradicional Reposado	750	LTO					Y	Y	Y	Y	Y
R26	Ontario Blend A	518746 D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO			Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	34261 Sync Sauvignon Blanc	750	LTO			Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	526228 Jackson-Triggs Reserve Meritage VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	556951 Chateau Des Charmes Cabernet Merlot VQA	750	LTO				Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	33461 Wayne Gretzky Signature White 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
R32	Ontario Non-VQA D	27658 Peller Family Vineyards Sparkling Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	81653 Chateau Des Charmes Barrel Fermentd Chard VQA	750	LTO							Y	Y	Y
R34	Ontario VQA B	200584 Konzelmann Pinot Noir VQA	750	LTO					Y	Y	Y	Y	Y
R35	Australia/New Zealand A	624544 Yellow Tail Shiraz	750	LTO							Y	Y	Y
R36	Australia/New Zealand B	251876 Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO							Y	Y	Y
R37	Australia/New Zealand C	461525 19 Crimes Cabernet Sauvignon	750	LTO			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	
R38 Australia/New Zealand D	13016	Jacob's Creek Moscato Rosé	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39 USA A	541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40 USA B	56366	Sterling Vintner's Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	429761	Santa Julia Reserva Malbec	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	19239	Porta 6 White	750	LTO										Y
R44 France Blend B	621003	Montecillo Rioja Reserva	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	215483	Harveys Bristol Cream Sherry	750	LTO									Y	Y
R46 France South B	31793	Collavini Villa Canlungo Cabernet Sauvignon	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	33340	Collavini Pinot Grigio	750	LTO									Y	Y
R48 Italy Central A	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO									Y	Y
R49 Italy Central B	32566	Moillard Bougogne Pinot Noir	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	31809	Prugneto Romagna Doc Sangiovese Superiore	750	Flex Space, LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO										Y
R53 Southern Europe B	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO									Y	Y
R54 Germany A	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	19774	Cesari Valpolicella Doc Essere	750	LTO									Y	Y
R56 Sparkling B	30835	Yellow Tail Bubbles	750	LTO, Wine Fridge				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	22570	Singha Beer	490	LTO									Y	Y
R58 Ontario Beer B	33531	Innis & Gunn Original	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	571208	Riverside Pilsner	473											Y
R60 Beer 2	572313	Asahi Super Dry	500	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	617647	Amsterdam Blonde	568	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	25664	Flying Monkeys Blueberry Sour	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	31355	Nutrl Grape	473	BAP			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	31320	Nutrl N7 Black Raspberry	473	BAP			Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	31284	White Claw Blackberry	473	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	350397	Banff Ice Vodka	750	Value-Add	VIN VINO WINE MERCHANTS INC.
C2: Canadian Whisky	34637	Canadian Club Premium	1750	LTO	UNIVINS AND SPIRITS CANADA INC.
C3: Ontario Non VQA Blend	485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	LTO	CORBY SPIRIT AND WINE LIMITED
C4: French Blend	19954	Tommasi Valpolicella Doc	750	LTO	BEAM SUNTORY
C5: Fixed Store Location	413070	Two Oceans Sauvignon Blanc	1500	LTO	BEAM SUNTORY
C6: Vodka	358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO	GLAZER'S OF CANADA
C7: Scotch	30104	Malibu Coconut Rum	1750	LTO	PMA CANADA LTD.
C8: Liqueurs	438960	Canadian Club 100% Rye	1140	LTO	BEAM SUNTORY
C9: Ontario Blends	534693	Kittling Ridge White Zinfandel/Vidal	750	LTO, Wine Fridge	ARTERRA WINES CANADA INC.
C10: France Red	13305	Solid Ground Cabernet Sauvignon	750	LTO	MAGNOTTA WINERY

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO	UNIVINS AND SPIRITS CANADA INC.
D2: Discovery Wines 2	31805	Angelo Montepulciano D'Abruzzo	750	LTO	SELECT WINE MERCHANTS INC.
D3: Discovery Wines 3	33147	Arniston Bay Sauvignon Blanc	750	LTO	SELECT WINE MERCHANTS INC.
D4: Discovery BSM 1	142364	Side Launch Northbound Lager	473	LTO	VON TERRA ENTERPRISES LTD.
D5: Discovery BSM 2	531400	Estrella Damm	500	LTO	PMA CANADA LTD.
D6: Discovery BSM 3	15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO	MATT AND STEVES TASTY BEV CO.
D7: Discovery Spirits 1	282277	Pimm's No. 1 Cup	750	LTO	DIAGEO CANADA INC.
D8: Discovery Spirits 2	401307	Maestro Dobel Tequila	750	BAP	PROXIMO SPIRITS CANADA INC.
D9: Discovery Spirits 3	18869	Hornitos Black Barrel	750	LTO	BEAM SUNTORY

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	621151	Barone Montalto Nero D'Avola-Cab Ter Sicilane	750	LTO	SELECT WINE MERCHANTS INC.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	EZH
828	Folonari Valpolicella Doc	750	\$2.00	
1107	Bud Light	473	\$0.25	
2253	Disaronno Amaretto	750	\$3.00	Shelf Extender
2691	Tanqueray London Dry Gin	750	\$1.00	Feature Fixture B
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle, Front Nesting Table, FSM
10558	Roe & Co Blended Irish Whiskey	750	\$5.00	
11248	Baileys Espresso	750	\$1.00	
12619	Grande Reserve Premier Cru Champagne (Vilmart)	750	\$5.00	
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
13016	Jacob's Creek Moscato Rosé	1500	\$3.00	Shelf Extender
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	BSE End Aisle 1
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	Comm. Extender
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	\$1.00	
13686	Bread & Butter Pinot Noir	750	\$2.00	Flex Space
13967	Writers Tears Double Oak Whiskey	700	\$5.00	
14355	Appleton Estate 12YO Rare	750	\$4.00	Mini Thematic
14910	Bushmills Irish Whiskey	750	\$3.00	BSE End Aisle 1
14988	Muskoka Detour	6 × 473	\$1.25	
15012	Northern Keep Vodka	750	\$2.70	
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.25	Discovery Extender
15875	Moselland Bernkasteler Kurfurstlay Riesling	750	\$1.00	Wine Fridge
16363	Cono Sur Pinot Noir Organic	750	\$2.00	End Aisle
16778	Bask Crisp Rosé	750	\$1.00	
16859	Dixon's Wicked Blueberry Gin	750	\$3.00	
17289	Hacker Pschorr Weisse Bier	500	\$0.25	
17819	Stella Artois	6 × 473	\$1.00	EZD
17853	Corona Extra	473	\$0.20	
18667	Family Tree The Padre Cabernet Merlot	750	\$2.00	goLOCAL
18869	Hornitos Black Barrel	750	\$4.00	Discovery Extender
18877	Cabot Trail Maple Cream	1140	\$5.00	
19098	Founder's Original Gin Bramble	355	\$0.15	
19158	Laphroaig Quarter Cask Single Islay Malt	750	\$10.00	
19239	Porta 6 White	750	\$1.00	Shelf Extender
19266	Beau's Lug Tread	6 × 473	\$1.00	
19535	Skyy Vodka	1140	\$1.00	
19774	Cesari Valpolicella Doc Essere	750	\$2.50	Shelf Extender
19826	Appleton Estate 15 Year Old	750	\$5.00	
19954	Tommasi Valpolicella Doc	750	\$2.00	Comm. Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
20013	O'Hara's Irish Stout Nitro	440	\$0.20	
20214	Fontanafredda Barolo Docg	750	\$4.00	FSN
20264	Popcorn Chardonnay VQA	750	\$1.00	Mini Thematic
20491	20Cab Sauv Cms Columbia Vly Ava (Hedges)	750	\$3.00	
20768	Irish Mist	750	\$3.00	End Aisle, Value-Add
21159	New Amsterdam Pink Whitney Vodka	375	\$1.00	FEM1
21434	Romeo Prosecco	750	\$2.00	Middle Nesting Table
21437	Wayne Gretzky Red Cask Whisky	1140	\$4.00	
22547	Castillo De Almansa Org Verdejo Sauv Blanc	750	\$2.00	Wine Fridge
22570	Singha Beer	490	\$0.25	Shelf Extender
22612	Bread & Butter Sauvignon Blanc	750	\$2.00	Wine Fridge
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	
24365	Nutrl Vodka Soda Raspberry	473	\$0.20	
24890	Cowbell Brewing Co. Original Cider	473	\$0.20	Mini Thematic
25065	Shiny Apple Cider Pineapple Mango	473	\$0.30	Mini Thematic
25227	Smirnoff Peach Lemonade	750	\$1.00	
25229	Pontificis Gsm	750	\$2.00	
25396	Sleeman Clear 2.0 Lime	473	\$0.25	
25424	Sam Adams Wicked Easy	473	\$0.20	
25649	Family Tree The Soldier's Wife Sauvignon Blanc VQA	750	\$2.00	
25652	Our Story Cabernet Merlot VQA	750	\$2.00	
25664	Flying Monkeys Blueberry Sour	473	\$0.20	Shelf Extender
25819	Moosehead Lager	473	\$0.20	
25999	Jagermeister	1140	\$3.00	Shelf Extender
27348	La Vieille Ferme Luberon Blanc Aoc	3000	\$3.50	End Aisle
27373	Folonari Valpolicella Classico Doc	3000	\$5.00	End Aisle
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	Shelf Extender
27816	Chivas Regal 12YO	1750	\$5.00	
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	Discovery Extender
28460	Gray Jay Deluxe Canadian Whisky	750	\$4.00	Shelf Extender,
30104	Malibu Coconut Rum	1750	\$3.00	Comm. Extender
30645	The Busker Triple Cask Triple Smooth	750	\$5.00	Value-Add
30749	Paul Mas Cabernet Sauvignon	750	\$2.00	
30835	Yellow Tail Bubbles	750	\$2.00	Shelf Extender, Wine Fridge
30946	Rocca Delle Macie Moonlite Toscana Igt	750	\$2.00	Middle Nesting Table
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	\$1.00	Seasonal Block Pile B
31225	Simply Spiked Lemonade Variety Pack	12 × 355	\$2.00	
31358	High Noon Pool Pack	8 × 355	\$2.00	Seasonal Block Pile B
31702	Espolon Anejo	750	\$5.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	\$2.00	Shelf Extender
31801	Zensa Nero D'Avola Appassimento Doc Sicily	750	\$3.00	Flex Space
31803	Zensa Primitivo Igp Puglia	750	\$3.00	Flex Space
31804	Sistina Montepulciano D'Abruzzo Doc	750	\$2.00	Flex Space
31805	Angelo Montepulciano D'Abruzzo	750	\$2.00	Discovery Extender
31809	Prugneto Romagna Doc Sangiovese Superiore	750	\$2.00	Shelf Extender, Flex Space
31810	Michele Chiarlo Palas Barolo	750	\$3.00	Flex Space
31991	Junction 56 Distillery Vodka Ddp	750	\$3.00	
32019	Radeberger Pilsner	6 × 500	\$1.50	
32054	Paulaner Weissbier Dunkel	500	\$0.20	
32159	Senza Tempo Montepulciano D'Abruzzo Dop	750	\$1.00	Flex Space
32160	Golden Gufo Primitivo Puglia Igp	750	\$1.00	Flex Space
32195	Wayne Gretzky Brut Sparkling VQA	750	\$2.00	Shelf Extender
32281	Ziraldino Prosecco Valdobbiadene Sup. Brut (Ziraldino)	750	\$2.00	
32425	Tanqueray Dry Gin	375	\$1.00	
32497	Diablo Dark Red	750	\$2.00	Flex Space
32563	Moillard Chablis	750	\$3.00	Wine Fridge
32566	Moillard Bougogne Pinot Noir	750	\$3.00	Shelf Extender
32928	Grolsch Premium Pilsner	6 × 473	\$1.00	
33147	Arniston Bay Sauvignon Blanc	750	\$2.00	Discovery Extender
33168	Johnnie Walker Red Label	1750	\$2.50	End Aisle, Value-Add
33298	22 Paul Cluver Village Chardonnay	750	\$3.00	
33340	Collavini Pinot Grigio	750	\$2.00	Shelf Extender
33461	Wayne Gretzky Signature White VQA	750	\$2.00	Shelf Extender
33531	Innis & Gunn Original	473	\$0.25	Shelf Extender,
33544	Seagram's VO Select	750	\$3.00	Feature Fixture B
33948	Grand Sud Chardonnay Vdfrance	1000	\$1.00	
34101	Absolut Mosaic Limited Edition Bottle	750	\$1.00	
34261	Sync Sauvignon Blanc	750	\$1.00	Shelf Extender
34425	Tom Gore Farmer's Red Blend	750	\$2.00	
34434	Miller High Life	6 × 355	\$1.00	
34603	Patron Anejo Tequila	750	\$5.00	Feature Fixture B
34637	Canadian Club Premium	1750	\$1.00	Comm. Extender
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00	Flex Space
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$3.00	Flex Space
37102	Faxe Amber	473	\$0.20	
38927	Jura 12 Year Old Single Malt	750	\$8.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$3.00	Shelf Extender
50203	>(V) Beronia Reserva (Gonzales Byass)	750	\$2.00	Flex Space
53983	Barefoot Pinot Grigio	750	\$2.00	End Aisle, Necktag
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Shelf Extender
56622	Beefeater Dry	1750	\$1.50	Feature Fixture B
60707	20 Bees Pinot Grigio VQA	750	\$2.00	goLOCAL, Wine Fridge
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00	
63891	>Coyam Red Blend Organic	750	\$5.00	
66654	Creekside Syrah/Shiraz VQA	750	\$1.50	
66738	>The Black Chook Shiraz Viognier	750	\$2.00	End Aisle
68924	Gnarly Head Cabernet Sauvignon	750	\$2.00	
71746	Tullamore Dew Irish Whiskey	750	\$4.00	Shelf Extender, Value-Add
75291	Weihenstephaner Hefeweissbier	500	\$0.50	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	Shelf Extender
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.00	Shelf Extender
91702	Red Knot Cabernet Sauvignon	750	\$2.00	
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	FSN
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$7.00	
108357	Carolans Irish Cream	750	\$3.00	End Aisle, Value-Add
110056	Absolut Vodka	750	\$1.00	Shelf Extender
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	Middle Nesting Table
111799	Reif Riesling VQA	750	\$2.00	
114967	Finlandia Vodka	1750	\$2.00	
125187	Cazadores Reposado Tequila	750	\$2.00	
129940	Aviation Gin	750	\$2.00	Feature Fixture A
131870	Bushmills Malt 10 Year Old	750	\$5.00	BSE End Aisle 1
137810	Campo Viejo Rioja Reserva	750	\$3.00	
142364	Side Launch Northbound Lager	473	\$0.20	Discovery Extender
143040	Hornitos Reposado Tequila	750	\$4.00	Feature Fixture B
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	Flex Space, FSN
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00	Mini Thematic
155051	Masi Campofiorin Igt	750	\$4.00	End Aisle
160143	>(V)Castello Di Neive Barbaresco Docg	750	\$2.00	
167189	>Dandelion Lionheart Of The Barossa Shiraz	750	\$2.00	
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$3.00	Flex Space
176834	Aperol	750	\$3.00	Shelf Extender
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00	goLOCAL
190025	Champagne Victoire Brut Prestige	750	\$3.00	Wine Fridge

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
198069	Chimay Premiere	750	\$0.50	
200584	Konzelmann Pinot Noir VQA	750	\$2.00	Shelf Extender
204560	Highland Park 12 Yr Old Single Malt	750	\$6.00	
212480	Georges Duboeuf Beaujolais Aoc	750	\$2.00	FSN
215483	Harveys Bristol Cream Sherry	750	\$2.00	Shelf Extender
215814	Codorniu Brut Clasico Sparkling	750	\$2.00	
217281	Bombay Sapphire London Dry	1140	\$1.00	
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle, Value-Add
217950	Crown Royal	1140	\$1.00	Seasonal Block Pile D, Value-Add
218875	Domaine Bousquet Cabernet Sauv Organic	750	\$2.00	
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Shelf Extender
221804	Trius Sauvignon Blanc VQA	750	\$2.00	
225243	Stoli Vodka	750	\$2.00	End Aisle
225615	Brugal Anejo	750	\$1.75	Shelf Extender
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	\$2.00	Mini Thematic, FSN
230565	Cono Sur Chardonnay Organic	750	\$2.00	End Aisle
230987	Jameson Irish Whiskey	375	\$1.00	
232033	Vineland Estates Semi Dry Riesling VQA	750	\$2.00	Wine Fridge
234369	Apothic Red	750	\$2.00	End Aisle, Necktag
237255	Saint Clair Family Estate Sauvignon Blanc	750	\$3.00	Flex Space
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
253302	Lukusowa Vodka	750	\$1.00	Shelf Extender
254631	Stoli Elit Vodka	750	\$10.00	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	Mini Thematic
263574	Errazuriz Estate Series Sauvignon Blanc	750	\$2.00	FSN
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$1.50	End Aisle
265157	Jacob's Creek Moscato	750	\$2.00	
267781	Voga Moscato Frizzante	750	\$1.00	Middle Nesting Table
269753	Raymond Classic Chardonnay	750	\$2.00	Flex Space
269761	Raymond Classic Cabernet Sauvignon	750	\$2.00	Flex Space
270934	Jackson-Triggs Shiraz	4000	\$2.00	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$2.00	
271619	Harp Lager	500	\$0.25	
272716	Stoli Vodka	1750	\$3.00	End Aisle
275172	Nickel Brook Head Stock West Coast-Style IPA	473	\$0.25	
275933	Jameson Irish Whiskey	1750	\$2.00	End Aisle, Front Nesting Table, FSM
277004	Plymouth English Gin	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender
282277	Pimm's No. 1 Cup	750	\$1.00	Discovery Extender
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	
291674	Fetzer Chardonnay	750	\$2.00	
292615	Jameson Black Barrel	750	\$5.00	Front Nesting Table, FSM
296244	Guinness Draught	4 × 440	\$1.00	Seasonal Block Pile A, FSM
298505	La Vieille Ferme Luberon Blanc Aoc	750	\$1.50	End Aisle
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Middle Nesting Table
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00	
308288	Whitehaven Sauvignon Blanc	750	\$2.00	Flex Space, Wine Fridge
312959	Ketel One	1750	\$4.00	
317057	Masi Costasera Amarone Classico Doc	750	\$5.00	End Aisle
321760	Smirnoff Ice (P.E.T)	1000	\$1.00	
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$3.00	VL1
328518	Jackson-Triggs Chardonnay	750	\$1.00	Wine Fridge
330803	Bowmore 12 Year Old Islay Single Malt	750	\$7.00	Shelf Extender
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	End Aisle
334128	Ciroc Red Berry	750	\$3.00	End Aisle, Feature Fixture A
337238	>Marques De Casa Concha Cabernet Sauvignon	750	\$3.00	
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	\$3.00	Middle Nesting Table
358192	Buichladdich The Botanist Islay Dry Gin	750	\$2.00	Comm. Extender
360198	Tromba Anejo Tequila	750	\$5.00	
364349	Tomatin 12YO Highland Single Malt	750	\$3.00	
366666	El Dorado 8 YO Cask Aged Demerara Rum.	750	\$3.00	Feature Fixture B
369793	Mount Gay Eclipse Rum	750	\$3.00	Mini Thematic
373373	>(V) Pierre Sparr Gewurztraminer	750	\$2.00	
374520	Angry Orchard Hard Crisp Apple	6 × 355	\$1.00	
378711	Daura Damm	6 × 330	\$1.00	
383711	Jackson-Triggs Merlot	750	\$1.00	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Mini Thematic
394718	>Erath Pinot Noir	750	\$3.00	Mini Thematic, FSN
398552	Bacardi Limon	750	\$1.00	Shelf Extender
400671	Havana Club Original 3 Year Old	1140	\$5.00	
405175	>Michael David Freakshow Cabernet Sauvignon	750	\$2.00	
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	End Aisle
408286	Lolea No 1 Red Sangria Spain	750	\$2.00	
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
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	\$2.00	Middle Nesting Table
414144	Essay Chenin Blanc Viognier Roussanne	750	\$1.50	Wine Fridge
421420	Fielding Estate Fireside Red VQA	750	\$1.00	
425488	> (V) Cannonau Riserva Sardinia (Sella & Mosca)	750	\$3.00	VL1
426718	Cesari Amarone Classico Doc	750	\$6.00	Middle Nesting Table
426908	Peller Family Vineyards Cab Sauv	1500	\$2.00	
428409	Powers Gold Irish Whiskey	750	\$3.00	BSE End Aisle 1
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00	Front Nesting Table, FSM
429761	Santa Julia Reserva Malbec	750	\$2.00	Shelf Extender
429787	Bodacious Smooth White	1500	\$2.00	FSK
434092	Crown Royal Northern Harvest Rye	750	\$2.00	End Aisle, Mini Thematic
438960	Canadian Club 100% Rye	1140	\$2.00	Comm. Extender
444059	> Joel Gott 815 Cabernet Sauvignon	750	\$3.00	
446021	Bacardi Coconut Rum	750	\$1.00	Shelf Extender
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Shelf Extender
452573	Cotes De Prov Gr. Rsv. Rosé (Breban Mim)	750	\$3.00	
456095	Ketel One Vodka	750	\$3.00	Shelf Extender, Feature Fixture A
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	End Aisle
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
467811	Ruffino Prosecco	750	\$2.00	Middle Nesting Table
472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	\$2.00	Shelf Extender
475145	Zonin Valpolicella Classico Doc	750	\$2.00	
479766	> (V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	Flex Space
479964	Tequila Blanco Mini Tromba	200	\$1.00	FEM1
479980	Macallan 12 YO Double Cask	750	\$5.00	Mini Thematic
480624	Woodford Reserve Distiller's Select Bourbon	750	\$3.00	Mini Thematic, Necktag
481515	Bench Brewing Balls Falls Session IPA	473	\$0.30	
483263	Don David Reserve Malbec	750	\$2.00	Mini Thematic, FSN
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	\$2.00	Comm. Extender
485995	XOXO Red Sangria	750	\$2.00	
487496	Leftfield Sauvignon Blanc	750	\$2.00	Flex Space, FSN
491829	Southern Comfort	1140	\$5.00	End Aisle
492017	Steam Whistle	6 × 473	\$1.00	
493676	Unapologetically Brash White VQA	750	\$1.00	
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$4.00	Shelf Extender
508580	Wellington Upside IPA	473	\$0.25	
513044	Henderson's Brewing Co. Henderson's Best	473	\$0.40	
516096	Glendalough Double Barrel Irish Whiskey	750	\$3.00	
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	\$1.00	Shelf Extender
518795	Omnipollo Zodiak IPA	473	\$0.20	
520312	Bacardi Gold (P.E.T)	1750	\$2.00	Shelf Extender
522359	Torres Brandy 10	750	\$2.00	Value-Add
522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$3.00	OWS
525188	Peroni Nastro Azzurro	6 × 330	\$1.50	EZA
526228	Jackson-Triggs Reserve Meritage VQA	750	\$2.00	Shelf Extender
531400	Estrella Damm	500	\$0.50	Discovery Extender
534693	Kittling Ridge White Zinfandel/Vidal	750	\$0.80	Comm. Extender, Wine Fridge
536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$4.00	Mini Thematic
540120	Rumchata Cream Liqueur	375	\$1.00	FEM3
541219	Kw Craft Cider Can	473	\$0.25	Mini Thematic
541243	Creemore Springs Premium Lager	6 × 473	\$1.45	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	Shelf Extender
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	
546408	Dragon Stout	4 × 426	\$1.00	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	Feature Fixture B
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	\$2.00	End Aisle
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	Shelf Extender
557470	Empress 1908 Gin	750	\$3.00	Shelf Extender
557827	Stoli Gold Vodka	750	\$3.00	Shelf Extender
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	\$3.00	Flex Space
572313	Asahi Super Dry	500	\$0.25	Shelf Extender
574533	Magnotta Pinot Grigio Venture Series VQA	750	\$2.00	
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	\$2.00	Flex Space
581256	Absolut Rainbow Limited Edition Bottle	750	\$1.00	
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	goLOCAL
589028	Peller Family Vineyards Rosé Bag In Box	4000	\$1.00	
589051	Peller Family Vineyards Dry White	4000	\$2.00	End Aisle
590414	>Oyster Bay Pinot Noir Marlborough	750	\$3.00	Flex Space
597559	Tito's Handmade Vodka	750	\$2.00	End Aisle
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	Shelf Extender
605600	Grand Marnier Cordon Rouge	1 140	\$3.00	
605816	St Remy Brandy	1 140	\$4.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
605956	Baileys Irish Cream Liquor	1140	\$2.00	End Aisle, Feature Fixture B
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	End Aisle
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$3.00	Necktag
610170	Tres Generaciones Anejo	750	\$10.00	
610196	Tres Generaciones Plata	750	\$8.00	
617647	Amsterdam Blonde	568	\$0.30	Shelf Extender
620054	Babich Sauvignon Blanc	750	\$2.00	Flex Space, Wine Fridge
620773	Masi Masianco Pinot Grigio	750	\$2.00	End Aisle
621003	Montecillo Rioja Reserva	750	\$3.00	Shelf Extender
621151	Barone Montalto Nero D'Avola-Cab Ter Sicilane	750	\$1.00	Green Extender
622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	\$1.50	End Aisle
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender
633347	Longshot Cabernet Sauvignon	750	\$2.00	End Aisle, Necktag
635227	Liberty Village Dry Cider	473	\$0.20	Mini Thematic
635375	Lake Of Bays Brewing Starboard New England IPA	473	\$0.30	
635391	Jameson Caskmates Ipa Irish Whiskey	750	\$3.00	Front Nesting Table, FSM
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	
636159	21 Edition 1912 M Chateau Pesquie (Chaudiere	750	\$2.00	
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	\$2.00	Flex Space
636845	Redbreast 12 Year Old Irish Whiskey	750	\$5.00	Mini Thematic
638197	Zirkova One Ultra Premium Vodka	750	\$2.00	Mini Thematic
639047	Wolfhead Grapefruit Vodka	750	\$3.00	
645978	Ernest Cider Impeachment	473	\$0.20	Mini Thematic
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	
649723	Adesso Merlot D'Italia	1500	\$2.00	
650432	>(V) Castelgiocondo Brunello (Marchesi Frecobaldi)	750	\$5.00	Flex Space, FSN
656561	>J.Lohr Seven Oaks Cabernet Sauvignon	750	\$2.00	
661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00	
667071	Green Spot Irish Whiskey	750	\$3.00	Shelf Extender
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	
668202	20 Mercurey Vieilles Vignes (Ch. Hardi	750	\$2.00	
676585	Chimay White Cap	330	\$0.25	
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$2.00	Flex Space
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.50	Mini Thematic
943613	>(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	\$2.00	Middle Nesting Table
943787	>Wakefield Estate Label Shiraz Clare Valley	750	\$2.00	
954834	>Rodney Strong Pinot Noir Russian River	750	\$3.00	
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	Flex Space

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
42	Canadian Club Premium	750	125
935	Captain Morgan White Rum	750	60
984	Alberta Premium Whisky	750	150
1222	Wiser's Special Blend	750	50
1925	Courvoisier VS	750	350
2089	Lamb's Palm Breeze	750	50
2360	J & B Rare	750	60
7617	Chivas Regal 12 Year Old	750	120
8599	Bell's Original Scotch Whisky	750	60
10912	Gran Centenario Anejo	750	150
11850	Buffalo Trace Bourbon	375	200
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	250
14484	Arizona Hard Green Tea	473	25
14754	Whitley Neil Handcrafted Blood Orange Gin	750	100
15754	Josh Cellars Pinot Grigio	750	100
15822	Nestor Avarino White	750	50
16551	Olmecca Altos Tequila Reposado	750	100
16833	Goldschlager	750	230
16840	Bolla Valpolicella Classico	750	80
17804	Callaway Cellar Selection Cabernet Sauvignon	750	100
17820	Stella Artois	473	10
18942	Spade & Sparrows Rosé	750	100
19113	Pussycat Twisted Shot	4 x 30	25
19303	Crown Royal Whisky & Cola	473	10
19309	Shiny Apple Peach Light Cider	473	20
19423	Madre Mezcal	750	180
19515	Absolut Watermelon	750	60
19523	Tag No.5 Vodka (P.E.T)	375	60
19592	Ren Ultra Premium Vodka Ddp	750	100
19749	Teremana Blanco Tequila	750	100
19750	Teremana Reposado Tequila	750	125
20060	Sensi Chianti Dal Campo Docg	750	40
20111	Lost Craft Dry Rose	473	10
20220	Miyagikyo Single Malt Whisky	700	250
21082	Yoichi Single Malt Whisky	700	250
21876	Sheep Dog Peanut Butter Whiskey	750	200
21996	Aviation Gin	1750	200
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	15

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
24437	Sailor Jerry Spiced Rum	1750	250
25266	Josh Cellars Chardonnay	375	25
25462	Mindful Rosé VQA	750	40
27001	Masi Modello Prosecco Doc Brut	750	100
27386	Franzia Cabernet Sauvignon Bib	3000	150
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	100
27892	Cabot Trail Maple Whisky	750	120
28569	Selaks Sauvignon Blanc	750	100
28803	Misterio Malbec	750	50
30082	Carolans Irish Cream	1750	300
30083	Don Julio 70th	750	200
30591	Twin Fin Coconut Lychee Rum	700	100
30603	Larceny Kentucky Straight Bourbon	750	100
30834	Canadian Club Classic 12 Year Old	1140	200
31112	Grant's Triple Wood Blended Scotch Whisky	750	100
31218	Mikes Hard Orange N' Cream	473	10
31284	White Claw Blackberry	473	15
31288	White Claw Surge Blood Orange	473	15
31290	Mott's Clamato Caesar Variety Pack	12 × 341	60
31291	Tahiti Treat Fruit Punch Soda & Vodka	473	15
31320	Nutrl N7 Black Raspberry	473	10
31355	Nutrl Grape	473	10
31360	Mikes Hard Iced Tea Mixer	12 × 355	50
31381	Bud Light Seltzer Hard Soda Flavour Pack	12 × 355	60
31510	Lakefront New Grist Gluten Free	4 × 473	25
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	60
32158	Cantine De Falco Primitivo Salento Igp	750	25
32189	D'Ont Poke The Bear Big Baco VQA	750	100
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	80
33989	Guinness 0	4 × 440	50
34432	Bread & Butter Chardonnay	1500	150
34433	Josh Cellars Pinot Noir	375	25
34480	Cabot Trail Maple And Blueberry Cream	750	120
34489	Canadian Club Classic 12 Year Old	375	75
41384	Jack Daniel's Tennessee Whiskey	750	100
54866	Bulleit Bourbon Frontier Whiskey	750	90
59311	>Seven Deadly Zins Old Vine Zinfandel	750	120

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
104299	>The Prisoner Red Blend	750	110
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	100
112672	Wiser's Special Blend (P.E.T)	1750	120
114934	Golden Wedding (P.E.T)	1750	150
116426	Frontera Cabernet Sauvignon	750	60
131391	Smirnoff Vodka (P.E.T)	1140	75
133439	Captain Morgan White Rum (P.E.T)	1750	120
143891	Peroni Nastro Azzurro	500	10
158014	Flor De Cana Centenario 12 Rum	750	100
162610	Pascual Toso Malbec Limited Edition	750	100
166090	Jack Daniel's And Cola Tall Can	473	20
173559	Don Julio Reposado	750	180
191239	Grahams Late Bottled Vintage Port	750	75
192922	Seagram's 83	1140	350
215343	Martini Rosso Vermouth	1000	50
216226	Alberta Premium Whisky	1140	200
216606	Grant's Triple Wood Blended Scotch Whisky	375	100
216903	Banff Ice Vodka	1140	200
216929	Smirnoff Vodka	1140	75
217166	Gordons Gin	1140	75
217653	Captain Morgan Original Spiced Rum	1140	90
217687	Canadian Club Premium	1140	125
219816	Catedral Reserva Dao	750	100
225250	Stoli Vodka	1140	100
231571	Seagrams 83 (P.E.T)	1750	500
239046	Quatro Ventos Douro	750	40
240135	Lamb's Navy Rum (P.E.T)	1140	75
240143	Lamb's Classic White Rum (P.E.T)	1140	75
240150	Polar Ice Vodka	1140	100
240416	Montresor Amarone Della Valpolicella Doc	750	100
241943	Glenmorangie Lasanta Extra Matured Scotch Whi	750	300
242339	Alberta Pure Vodka (P.E.T)	1140	125
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	85
253914	Martini Dry Vermouth	1000	50
258954	Spicebox	750	100
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	80
277954	Campari Aperitivo	750	75
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
303040	Fielding Fireside White VQA	750	60
311910	Canadian Club Classic 12 Year Old	375	75
311928	Canadian Club Classic 12 Year Old	750	150
311944	Canadian Club Classic 12 Year Old	1750	200
326025	Basil Hayden Straight Bourbon	750	400
329342	Prince Igor Vodka (P.E.T)	375	40
336529	Black Tower Rivaner	1500	150
337949	Heineken Lager	500	20
338053	Alize Red Passion Liquor	750	150
363622	Bolla Pinot Grigio Delle Venezie	750	70
363770	Ketel One Vodka	1140	110
366534	The Kraken Black Spiced Rum	375	60
369009	Pinnacle Vodka	750	100
382713	Nederburg Sauvignon Blanc	750	100
395582	Auchentoshan American Oak, Lowland	750	200
396234	E&J VSOP Brandy	750	100
398024	Dr. McGillicuddy Intense Peach	1140	240
401307	Maestro Dobel Tequila	750	200
403519	Crown Royal Apple	750	60
404566	JP Azeitao Syrah Rosé Bacalhoa	750	40
407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	80
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	80
409490	Singleton Of Dufftown 12 Year Old	750	150
410852	Woodford Reserve Double Oaked	750	400
413294	Grey Goose Le Citron	750	90
413575	La Trappe Tripel	750	75
417642	>Cave Spring Pinot Noir VQA	750	90
426148	Old Forester	750	250
426601	Villa Maria Private Bin Sauvignon Blanc	750	80
441543	Wakefield Promised Land Shiraz	750	100
454686	Captain Morgan 100 Proof	750	60
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	60
465484	Toki	750	200
478222	Laphroaig Select	750	300
480616	Jack Daniel's Single Barrel Whiskey	750	300
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80
486456	Joiy White Sparkling	250	40
487819	Melini Chianti Classico Riserva Docg	750	90

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
491803	Southern Comfort (P.E.T)	375	100
497339	Kona Big Wave Golden Ale	6 × 355	50
510008	Luxardo Sambuca Dei Cesari	1140	100
515205	St Germain Elderflower Liqueur	200	40
517904	Wiser's Special Blend Canadian Whisky	750	50
518688	Sour Puss Apple Liquor	750	100
519298	Wayne Gretzky Cream Whisky	750	200
521963	Chopin Potato Vodka	750	250
524363	Santa Carolina Cabernet Sauvignon	1500	150
540229	Angostura Bitters	100	50
541011	Wayne Gretzky Red Cask Whisky	375	40
541607	The Sexton Single Malt Irish Whiskey	750	200
550749	Absolut Mandrin	750	60
561100	Josh Cellars Chardonnay	750	100
572107	The Grinder Pinotage	750	80
589010	Mezzacorona Pinot Grigio Trentino	1500	150
600163	Tanqueray No. Ten Gin	750	90
601146	Glen Breton Rare Canadian Single Malt	750	400
602615	Angus The Bull Cabernet Sauvignon	750	100
605964	O'Darby's Irish Cream Liquor	1140	75
609248	Moosehead Radler	473	10
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	88
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	90
620666	Casillero Del Diablo Reserva Carmenere	750	80
623678	Carolans Irish Cream	1140	150
628990	Tito's Handmade Vodka	1140	125
633560	Three Thieves Chardonnay	750	80
633677	McGuinness Creme De Menthe Green	750	50
638130	Dillon's Vodka	750	150
638221	Josh Cellars Merlot	750	100
644237	Teeling Small Batch Irish Whiskey	750	90
652883	>Belle Glos Clark & Telephone Pinot Noir	750	200
669408	Wolfhead Coffee Whisky Liqueur	750	250
894014	El Dorado Demerara 5 Year Old Rum	750	150
942151	>Seghesio Zinfandel Sonoma County	750	150
991950	>Kim Crawford Marlborough Chardonnay	750	100
999946	>(V) Valpolicella CI Sup Ripasso (Farina)	750	50

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)
Gldn Hour Sparkling Water	End Aisle 2, Value-Add	545160	Tito's Handmade Vodka	1750
Johnnie Walker Red Jigger	End Aisle 4A, Value-Add	1099	Johnnie Walker Red Label	750
	End Aisle 4A, LTO, Value-Add	33168	Johnnie Walker Red Label	1750
	End Aisle 4A, Value-Add	217794	Johnnie Walker Red Label	1140
	End Aisle 4B, Feature Fixture A, Value-Add	7880	Johnnie Walker Black 12 Yr	750
Rocks Glass	End Aisle 4B, LTO, Value-Add	217802	Johnnie Walker Black Label	1140
	End Aisle 4B, Value-Add	422006	Johnnie Walker Black Label Scotch	1750
Backpack	End Aisle 16, Front Nesting Table, Pop-Up Activation, Value-Add	207613	Jameson Irish Whiskey	1140
World Class Glass	End Aisle 19, Feature Fixture A, Value-Add	417295	Ciroc Original Unflavoured	750
Pint Glass	Seasonal Block Pile A, Pop-Up Activation	554469	Guinness Draught	8 × 440
		387159	Bodacious Smooth Red	1500
Pringles Can	Bodacious × Pringles Block Pile	432732	Bodacious Smooth Red Bag In Box	4000
		523563	Bodacious Cabernet Sauvignon	1500
		523688	Bodacious Smooth White Bag In Box	4000
Purchase a 6 × 500 mL pack of Heineken and receive F1 and Heineken Branded Metal Cup	Beer Excitement Zone C, Value-Add	302810	Heineken	6 × 500
Purchase 2 Stella Artois 6 × 330 mL and receive free Olive Oil	Beer Excitement Zone D, Value-Add	17823	Stella Artois	6 × 330

Value-Added Program - Plant Applied /Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
24437	Sailor Jerry Spiced Rum	1750	Hula Air Freshener	BAP
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	Shelf Extender, Value-Add
71746	Tullamore Dew Irish Whiskey	750	Gift Box with Custom Label Inside	Shelf Extender, LTO, Value-Add
88799	Alberta Pure Vodka (P.E.T.)	750	Alberta Pure 50 mL	
103341	Canadian Club Premium (P.E.T)	750	Reifel Rye 50 mL	
158014	Flor De Cana Centenario 12 Rum	750	FdC 15YO 50 mL	BAP
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8 Year Old Reserve 50 mL	
350397	Banff Ice Vodka	750	Alberta Pure 50 mL	Comm. Extender, Value-Add
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL	
390583	Canadian Club 100% Rye	750	Reifel Rye 50 mL	
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	
398032	Dr. McGillicuddy Intense Butterscotch	750	Fireball 50 mL	
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	
491811	Southern Comfort	750	Fireball 50 mL	End Aisle, Value-Add
517136	Alberta Premium Whisky (P.E.T)	750	Reifel Rye 50 mL	
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL	

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
67	Smirnoff Vodka	750	MLSE Jiggers	Seasonal Block Pile D
1487	Crown Royal	750	MLSE Jigger	Seasonal Block Pile D
5959	Baileys Irish Cream	750	Baileys Espresso 50 mL	End Aisle, Value-Add
6502	Cointreau	750	Lime Squeezer	Mini Thematic, Value-Add, Necktag
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme Vodka 50 mL	
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Barrel Select 200 mL	
10946	Fireball 6 Pack Carrier	6 × 50	Fireball 50 mL	
11423	Dillon's The Professors Negroni	4 × 125	Bottle Opener	
11945	Proper No. Twelve	750	Shot Glass	BSE End Aisle 1, Value-Add
15009	New Amsterdam Pink Whitney Vodka	750	Shot Glass	

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
15282	18.8 Vodka	750	Gray Jay Deluxe Whisky 50 mL	
16544	St Remy Signature	750	Cocktail Spoon	
16546	On The Rocks Hornitos Margarita	375	Ice Cube Ball	
16952	Robert Mondavi Priv.Sel. Rye Barrel Red	750	Wooden BBQ Scraper	
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	Cadbury Chocolate	
17804	Callaway Cellar Selection Cabernet Sauvignon	750	Callaway Golf Tees	Seasonal Block Pile C, BAP
18574	Jim Beam Honey	750	Jim Beam Black 50 mL	
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL	
20768	Irish Mist	750	Coffee	End Aisle, LTO, Value-Add
24437	Sailor Jerry Spiced Rum	1750	Hula Air Freshener	BAP
24796	Dixons Wicked Raspberry Gin	750	Dixon's Branded Glass	
26678	On The Rocks Effen Cosmopolitan	375	Ice Cube Ball	
26679	On The Rocks Knob Creek Old Fashioned	375	Ice Cube Ball	
27665	Wayne Gretzky Butter Pecan Cream	750	WG Ice Storm 50 mL	
27824	Peroni Nastro Azzurro 0.0	6 × 330	Glass	EZA, Value-Add
30082	Carolans Irish Cream	1750	Coffee	End Aisle, BAP, Value-Add
30282	18.8 Gin	750	Gray Jay Deluxe Whisky 50 mL	
30645	The Busker Triple Cask Triple Smooth	750	Tia Maria 50 mL	LTO
31585	White Claw Black Cherry Flavoured Vodka	750	Mini Shaker	
32190	Mindful Sparkling VQA	750	FRESH Rose 200 mL	
32274	The Kraken Gold Spiced Rum	750	Kraken Black Spiced Rum 50 mL	
34534	Shanky's Whip	750	Shanky's Whip 50 mL	
49726	Yukon Jack	750	Fireball 2 × 50 mL	
61564	Royal Reserve (P.E.T)	1750	Royal Reserve 200 mL	
71746	Tullamore Dew Irish Whiskey	750	Gift Box with Custom Label Inside	Shelf Extender, LTO, Value-Add
108357	Carolans Irish Cream	750	Coffee	End Aisle, LTO, Value-Add
114934	Golden Wedding (P.E.T)	1750	Evan Williams 50 mL	Seasonal Block Pile C, BAP
158014	Flor De Cana Centenario 12 Rum	750	FdC 15YO 50 mL	BAP
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8 Year Old Reserve 50 mL	
180695	St-Germain Elderflower Liqueur	750	Cazadores Blanco 50 mL	
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL	
217950	Crown Royal	1140	MLSE Jiggers	Seasonal Block Pile D, LTO
225698	The Kraken Black Spiced Rum	750	Black Bush 50 mL	End Aisle, Value-Add
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL	

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
273326	Jagermeister	1750	Shot Glass 4 pack	
284539	Trius Brut VQA	750	Cadbury Chocolate	
314856	Fireball Whisky Shooter	1140	Sheep Dog 2 × 50 mL	Shelf Extender, Value-Add
316844	Bombay Sapphire London Dry	750	St. Germain 50 mL	Mini Thematic, Value-Add, Necktag
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Jim Beam Black 50 mL	
334110	Ciroc Peach	750	Ciroc Apple 50 mL	End Aisle, Value-Add
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL	
369777	19 Crimes Shiraz Durif	750	Earbuds	
388694	Casamigos Tequila Reposado	750	2 Wooden Coasters	End Aisle, Value-Add
390260	Appleton Estate V/X Signature Blend	1750	Forty Creek Barrel Select 200 mL	
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	Wooden BBQ Scraper	
397976	Dr. McGillicuddy Intense Peach	375	Sheep Dog 50 mL	
400754	Iceberg Vodka	750	Stalk & Barrel 50 mL	Shelf Extender, Value-Add
405753	Robert Mondavi Private Selection Sauv Blanc	750	Wooden BBQ Scraper	
425686	Casamigos Tequila Anejo	750	Premium Wooden Coasters	End Aisle, Value-Add
454710	The Kraken Black Spiced Rum	1750	Black Bush 2 × 50 mL	
464149	Vint Bourbon Barrels Cab Sauv By Robert Mondavi	750	Wooden BBQ Scraper	
469643	Rossi D'Asiago Limoncello Snaps	750	Valley of Mother God Gin 50 mL	Necktag
500512	Captain Morgan Original Spiced Rum	750	MLSE Jiggers	S1 S2, Seasonal Block Pile D, Value-Add
518688	Sour Puss Apple Liquor	750	Iceberg 50 mL	Feature Fixture B, BAP
522359	Torres Brandy 10	750	Tia Maria 50 mL	LTO
532341	Julia Florista White	750	Vodka 50 mL	
532358	Julia Florista Red	750	Vodka 50 mL	
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL	
601484	Amaro Montenegro Liqueur	750	Green Glassware	
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Signature Glass	
605881	Disaronno Originale Amaretto	1140	Busker Whiskey 50 mL	
609362	Casamigos Mezcal	750	Premium Wooden Coasters	End Aisle, Value-Add
623678	Carolans Irish Cream	1140	Coffee	Shelf Extender, BAP, Value-Add
630913	Tia Maria	750	Torres 10 50 mL	

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
6502	Cointreau	750	Women in Spirits	Mini Thematic, Value-Add
13510	Herradura Silver Tequila	750	Women Who Raise our Spirits (Karina Henriquez Hertado - Master Blender)	
21200	Somersby Apple Cider	4 × 473	St Patricks - Get Gome Save - Uber Discount	
26622	Somersby Cider Mixer 8-Pack	8 × 473	St Patricks - Get Gome Save - Uber Discount	
27561	Laneway No. 11 Gin	750	International Womens Day Charity Donation	
27562	Laneway No. 12 Vodka	750	International Womens Day	
32735	Somersby Wild Garden Crushed Apple Cider	4 × 355	St Patricks - Get Gome Save - Uber Discount	
53983	Barefoot Pinot Grigio	750	Women Behind the Wine NT	End Aisle, LTO
58339	>Kaiken Malbec	750	Brand Story	
204099	> Cherry Liq Luksusowa Wisniowa (Wyborowa)	750	Cocktail Recipe	
234369	Apothic Red	750	Women Behind the Wine NT	End Aisle, LTO
277731	Yealands Sauvignon Blanc Marlborough	750	Earth Month	
292128	Firestone Cabernet Sauvignon	750	Women in Wine - Lorna	
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	Women Behind the Wine NT	End Aisle, BAP
316844	Bombay Sapphire London Dry	750	World's First fully Sustainable Gin - Master Distiller Feature Dr. Anne Brock	Mini Thematic, Value-Add
410852	Woodford Reserve Double Oaked	750	Women who Raise Our Spirits (Elizabeth McCall-Master Distiller)	BAP
426148	Old Forester	750	Women Who Raise our Spirits (Melissa Rift - Master Taster)	BAP
452615	Herradura Reposado Tequila	750	Women Who Raise our Spirits (Karina Henriquez Hertado - Master Blender)	
469643	Rossi D'Asiago Limoncello Snaps	750	Cocktail Recipe-Lemon Fizz	Value-Add
480129	Woodford Reserve Straight Rye Whiskey	750	Women who Raise Our Spirits (Elizabeth McCall-Master Distiller)	
480616	Jack Daniel's Single Barrel Whiskey	750	Women who Raise Our Spirits (Lexie Phillips- Assistant Master Distiller)	BAP
480624	Woodford Reserve Distiller's Select Bourbon	750	Women who Raise Our Spirits (Elizabeth McCall-Master Distiller)	Mini Thematic, LTO
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	Women of Grapes & Grains	LTO
633347	Longshot Cabernet Sauvignon	750	Women Behind the Wine NT	End Aisle, LTO

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	27824	Peroni Nastro Azzurro 0.0	6 × 330	LCBO Warehouse	Store Order
	143891	Peroni Nastro Azzurro	500	LCBO Warehouse	Store Order
	525188	Peroni Nastro Azzurro	6 × 330	LCBO Warehouse	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	37782	Wellington Brewery Queen Of Craft IPA W Nectaron	473	4826 - Wellington County Brewery Inc	Store Order
	37809	Cowbell Brewing Co. Paradise Lime Wheat Ale	473	458 - Cowbell Brewing Co.	Store Order
Beer Excitement Zone - 21C (End EZH)	18	Heineken Lager	6 × 330	LCBO Warehouse	Store Order
	302810	Heineken	6 × 500	LCBO Warehouse	Store Order
	337949	Heineken Lager	500	LCBO Warehouse	Store Order
Beer Excitement Zone - 21D (End EZD)	17819	Stella Artois (275/TBS)	6 × 473	275 - The Beer Store	Store Order
	17820	Stella Artois (275/TBS)	473	275 - The Beer Store	Store Order
	17823	Stella Artois (275/TBS)	6 × 330	275 - The Beer Store	Store Order
Ontario Craft Beer End Aisle	18314	Fixed Gear Breakaway IPA	473	3031 - Fixed Gear Brewing	Store Order
	26086	Haliburton Forest Amber Logger	473	115 - Boshkung Brewery	Store Order
	28735	Beau's Lug Lite	473	LCBO Warehouse	Store Order
	34048	Thornbury Blue Mountain Light Lager	473	8609 - Thornbury Village Inc.	Store Order
	453985	Walkerville Easy Stout	473	4643 - Walkerville Brewery	Store Order
	481572	Four Fathers The Starter	473	794 - Four Fathers Brewery	Store Order
Seasonal Block Pile A	30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	LCBO Warehouse	Forced
	33989	Guinness 0	4 × 440	LCBO Warehouse	Forced
	270439	Smithwick's Ale	500	LCBO Warehouse	Forced
	270447	Guinness Draught Beer	500	LCBO Warehouse	Forced
	296244	Guinness Draught	4 × 440	LCBO Warehouse	Forced
	442731	Kilkenny Irish Ale	4 × 500	LCBO Warehouse	Forced
	554469	Guinness Draught	8 × 440	LCBO Warehouse	Forced
End Aisle #10/Mini Thematic C	16150	Niagara Cider Rose Gold Berry Soaked Cider	473	798 - Bench Brewing Company	Store Order
	20111	Lost Craft Dry Rose	473	179 - Lost Craft	Store Order
	24890	Cowbell Brewing Co. Original Cider	473	458 - Cowbell Brewing Co.	Store Order
	25065	Shiny Apple Cider Pineapple Mango	473	LCBO Warehouse	Store Order
	497651	Reinhart's Red Apple Light Cider	473	LCBO Warehouse	Store Order
	541219	Kw Craft Cider Can	473	LCBO Warehouse	Store Order
	635227	Liberty Village Dry Cider	473	LCBO Warehouse	Store Order
	645978	Ernest Cider Impeachment	473	LCBO Warehouse	Store Order

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
R57: Ontario Beer A	22570	Singha Beer	490	LCBO Warehouse	Forced
R58: Ontario Beer B	33531	Innis & Gunn Original	473	LCBO Warehouse	Forced
R59: Beer 1	571208	Riverside Pilsner	473	2211 - Saulters Street Brewery	Forced
R60: Beer 2	572313	Asahi Super Dry	500	LCBO Warehouse	Forced
R61: Beer 3	617647	Amsterdam Blonde	568	3842 - Amsterdam Brewing Company	Forced
R62: Beer 4	25664	Flying Monkeys Blueberry Sour	473	6309 - Flying Monkeys Craft Brewery	Forced
D4: Discovery BSM 1	142364	Side Launch Northbound Lager	473	3827 - Side Launch Brewing	Forced
D5: Discovery BSM 2	531400	Estrella Damm	500	LCBO Warehouse	Forced

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Questions?

Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com

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PERIOD 13

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FEBRUARY 25 Start of Period 13	26	27	28	29	MARCH 1	2 Vintages Release
3	4	5	6	7	8 INTERNATIONAL WOMEN'S DAY 	9
10	11	12	13	14	15	16 Vintages Release
17 ST. PATRICK'S DAY 	18	19	20 Food & Drink Release 	21	22	23
24	25	26	27	28	29 GOOD FRIDAY (Stores are closed)	30 End of Period 13

LCBO