

RAISE A GLASS FOR  
**ONTARIO**

FALL FOR  
**VALUE**



## **PERIOD 7 MARKETING & PRODUCT GUIDE**

SEPTEMBER 10 - OCTOBER 7, 2023

My Store #



Kudos to Store #17

# Period 7 Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	VQA & IDB Participating Stores List	2	<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	46
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 7	3	<input type="checkbox"/> <input type="checkbox"/>	Period 7 End Aisles	50
<input type="checkbox"/> <input type="checkbox"/>	P7 Aeroplan Promotion	4	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	60
<input type="checkbox"/> <input type="checkbox"/>	P7 Signage Gallery	8	<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	63
<input type="checkbox"/> <input type="checkbox"/>	Employee Engagement	18	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	64
<input type="checkbox"/> <input type="checkbox"/>	New Product Bin Tag Underlay	19	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported Shelf Talkers	65
<input type="checkbox"/> <input type="checkbox"/>	Food & Drink	24	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	66
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	25	<input type="checkbox"/> <input type="checkbox"/>	Vintages	68
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture	26	<input type="checkbox"/> <input type="checkbox"/>	Autumn Gift Bags	73
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	28	<input type="checkbox"/> <input type="checkbox"/>	Year-Round Gifting	74
<input type="checkbox"/> <input type="checkbox"/>	Entrance Table	30	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	82
<input type="checkbox"/> <input type="checkbox"/>	Cocktail of the Month	32	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	85
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	33	<input type="checkbox"/> <input type="checkbox"/>	Wine And Spirits Special Promotions Fixture	87
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	34	<input type="checkbox"/> <input type="checkbox"/>	Top Picks Impulse Displays	89
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	35	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display	90
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table	36	<input type="checkbox"/> <input type="checkbox"/>	Wine Fridge	91
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile A	39	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	92
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile B	43	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	93
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile C	44	<input type="checkbox"/> <input type="checkbox"/>	Beer Direct Delivery Products	128
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile D	45			

# VQA & IDB PARTICIPATING STORES

This will be a flighted campaign with each flight featuring a unique set of products; either Ontario VQA wines or International-Domestic Blends.

## VQA Participating Stores

3, 4, 5, 7, 10, 12, 15, 17, 18, 19, 21, 25, 26, 30, 31, 35, 36, 38, 40, 41, 51, 57, 60, 67, 72, 80, 83, 84, 85, 87, 90, 96, 98, 101, 102, 105, 106, 107, 111, 114, 115, 117, 119, 120, 124, 125, 129, 130, 131, 137, 140, 141, 143, 146, 148, 149, 150, 154, 156, 160, 161, 162, 164, 168, 173, 174, 177, 179, 180, 182, 187, 188, 189, 191, 197, 202, 203, 207, 208, 210, 211, 212, 213, 214, 217, 218, 219, 220, 221, 226, 232, 234, 237, 238, 241, 243, 245, 248, 251, 252, 253, 254, 255, 256, 258, 260, 264, 265, 267, 271, 272, 273, 274, 275, 276, 277, 278, 280, 282, 283, 284, 286, 288, 289, 290, 292, 293, 294, 295, 296, 299, 300, 307, 308, 310, 311, 314, 316, 318, 319, 321, 323, 326, 332, 333, 335, 339, 341, 344, 346, 347, 352, 353, 354, 355, 358, 360, 364, 367, 369, 370, 371, 372, 374, 379, 383, 384, 386, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 401, 402, 404, 407, 409, 410, 412, 413, 414, 415, 417, 420, 421, 423, 429, 431, 432, 437, 438, 439, 440, 443, 445, 446, 448, 449, 450, 452, 453, 455, 456, 457, 460, 462, 463, 471, 472, 473, 474, 475, 476, 477, 479, 481, 482, 483, 485, 486, 490, 491, 494, 495, 496, 497, 499, 500, 501, 503, 504, 509, 510, 511, 516, 519, 520, 521, 522, 523, 527, 528, 529, 530, 532, 533, 534, 536, 540, 541, 547, 548, 550, 551, 553, 554, 556, 557, 558, 562, 566, 569, 570, 573, 580, 585, 589, 590, 593, 594, 597, 598, 607, 610, 611, 612, 615, 619, 621, 623, 624, 626, 629, 630, 631, 632, 634, 635, 636, 637, 638, 639, 641, 643, 646, 648, 649, 650, 651, 656, 657, 658, 665, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 686, 690, 691, 693, 694, 695, 697, 699, 702, 741, 743, 744, 747, 748, 749, 751, 753, 754, 755, 758, 762, 772, 776



## IDB Participating Stores

1, 2, 6, 8, 9, 11, 13, 14, 16, 20, 22, 23, 24, 27, 28, 29, 32, 33, 34, 39, 42, 43, 44, 45, 46, 47, 48, 49, 50, 52, 53, 54, 55, 56, 58, 59, 61, 62, 63, 64, 65, 66, 68, 69, 70, 71, 73, 74, 75, 76, 77, 78, 79, 81, 82, 86, 88, 89, 91, 92, 93, 94, 95, 97, 99, 103, 104, 108, 109, 110, 112, 113, 116, 118, 121, 122, 123, 126, 127, 132, 133, 135, 136, 139, 142, 144, 145, 147, 151, 152, 153, 155, 157, 158, 159, 163, 165, 166, 167, 169, 170, 171, 172, 175, 176, 178, 181, 183, 184, 186, 190, 192, 193, 194, 195, 196, 198, 199, 200, 201, 205, 209, 216, 222, 223, 224, 225, 227, 228, 229, 230, 231, 233, 235, 236, 239, 240, 242, 244, 246, 247, 249, 250, 259, 261, 262, 263, 266, 268, 269, 270, 279, 281, 285, 287, 291, 297, 298, 301, 302, 303, 304, 305, 306, 309, 312, 313, 315, 317, 320, 322, 324, 325, 327, 328, 329, 330, 331, 334, 336, 337, 338, 340, 343, 345, 348, 349, 350, 351, 359, 361, 362, 363, 366, 368, 373, 375, 376, 377, 378, 380, 381, 382, 385, 387, 395, 400, 403, 405, 406, 408, 411, 416, 418, 419, 422, 424, 425, 426, 427, 428, 430, 433, 434, 435, 436, 441, 442, 444, 447, 451, 454, 458, 459, 461, 464, 465, 466, 467, 468, 469, 470, 478, 480, 484, 487, 488, 489, 492, 502, 505, 506, 507, 512, 513, 514, 515, 517, 524, 526, 531, 535, 537, 538, 539, 542, 544, 545, 546, 549, 552, 555, 559, 560, 561, 563, 564, 565, 567, 568, 571, 574, 575, 576, 577, 578, 579, 581, 582, 583, 584, 586, 587, 588, 591, 595, 596, 599, 601, 602, 603, 604, 605, 606, 609, 613, 614, 616, 617, 618, 622, 627, 633, 640, 642, 644, 645, 647, 652, 653, 654, 655, 660, 661, 667, 685, 696, 698, 700, 701, 703, 706, 746, 756, 757, 759, 760, 761, 771



# WHAT'S NEW FOR PERIOD 7



## Promotional Programs

**Feature Fixture A:** Gift Ontario Spirits

**New & Seasonal:** Game-Day Picks

**Entrance Table:** SOS Good Partners: Magnotta Venture Series

**Cocktail of the Month (EA1):** Crimson Lemonade

**Mini Thematic A:** Canadian Spirit Gifts

**Mini Thematic B:** VQA Wine Gifts – NEW VQA Focus

**Mini Thematic C:** Local OCB Beers

**Front Nesting Table:** VQA & IDB Flights

**Middle Nesting Table:** VQA & IDB Flights

**Block Pile A:** Raise a Glass for Local Craft

**Block Pile B:** One-Pour Favourites

**Block Pile C:** Aeroplan

**Block Pile D:** Dillon's

Aeroplan Offers & Shelf Talkers

New Name Badge Stickers

End Aisle Backer Cards

End Aisle Blade Signs

Wines Discovery End Aisle - Sparkling Wines

Wines Discovery End Aisle - Kosher

Front End Merchandisers

Top Picks Impulse Displays

The Cold Room Spirits Display

New Product Underlay Program

Wine Fridge

On Shelf

## Wine Programs

**ON1:** Go Local

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

Flex Space

## Beer Programs

Beer Excitement Zone

Ontario Craft Beer End Aisle

Craft Beer Imported Shelf Talkers

## Vintages Programs

Essentials On Offer End

LTO/Aeroplan Program

Our Buyer's Pick

# P7 Aeroplan SIGNAGE

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

## Key Dates: Period 7 (September 10 - October 7, 2023)

### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

#### Components

Image (example only)

#### Period 7 Aeroplan Exterior Banners

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

#### VQA:

ENG (Re-order# 24P7-EB7) / BIL (Re-order# 24P7-EB8)

#### IDB Fall for Value:

ENG (Re-order# 24P7-EB15) / BIL (Re-order# 24P7-EB16)

#### VQA



#### IDB



#### Aeroplan End Aisle Backer Card

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

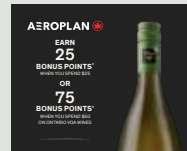
#### VQA:

ENG/BIL (24P7-BC-GEN6A)

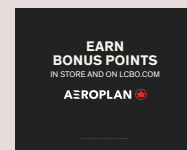
#### IDB Fall for Value:

ENG/BIL (24P7-BC-GEN6B)

#### VQA



#### IDB



# Signage Components & Merchandising Instructions

## Components

## Image (example only)

### NEW

#### Aeroplan Seasonal Banner Insert

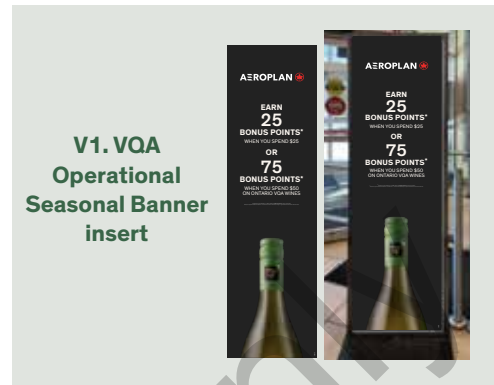
- Install the Operational Aeroplan seasonal banner insert.

#### V1. VQA Operational Seasonal Banner insert

ENG (Re-order# 24P7-SB1) / BIL (Re-order# 24P7-SB2)

#### V2. Fall for Value Operational Seasonal Banner insert

ENG (Re-order# 24P7-SB3) / BIL (Re-order# 24P7-SB4)



#### 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



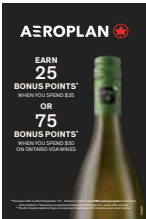
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order # 749359)



## P7 Ontario VQA Offer

Earn 75 bonus points when you spend \$50 or more or 25 bonus points when you spend \$25-\$49.99 on Ontario VQA wines September 10, 2023 to October 7, 2023 in one transaction in-store, on LCBO.com or the LCBO mobile app.

## Signage Components & Merchandising Instructions

Components	Image (example only)
<b>Category Sign Overlay:</b> ENG/BIL (Re-order # AIM-24P7-RAP1)	
<b>Category Sign Magnetic Overlay:</b> ENG/BIL (Re-order # AIM-24P7-RAP2)	
<b>Category Sign Extender:</b>	
<b>Right Facing</b> ENG/BIL (Re-order # AIM-24P7-RAP3) / BIL (Re-order # AIM-24P7-RAP4)	
<b>Left Facing</b> ENG/BIL (Re-order # AIM-24P7-RAP5) / BIL (Re-order # AIM-24P7-RAP6)	
<b>Perpendicular Shelftalker:</b> ENG (Re-order # AIM-24P7-RAP7) / BIL (Re-order # AIM-24P7-RAP8)	

**NOTE: Front and Middle Nesting tables should received two bundles of the shelftalkers. One bundle is for the VQA section and the other one is for those two tables.**

## FLEX SPACE OFFERS (See Flex Space for Signage Components and Re-order codes on pg. 79)

### P7 Rioja Offer

Earn 100 bonus points when you spend \$30 or more on select Rioja wines September 10, 2023 to October 7, 2023 in one transaction in-store, on LCBO.com or the LCBO mobile app.

### P7 Wolf Blass Offer

Earn 50 bonus points when you spend \$35 or more on select Wolf Blass wines September 10, 2023 to October 7, 2023 in one transaction in-store, on LCBO.com or the LCBO mobile app.

### P7 Thalia Bundled offer

Earn 25 bonus points when you buy any two (2) participating Thalia wines, Earn 75 bonus points when you buy any three (3) participating Thalia wines September 10, 2023 to October 7, 2023 in one transaction in-store, on LCBO.com or the LCBO mobile app.



## Participating Products

Please refer to the Aeroplan worksheets at the back of this guide for more information.

## Period 7 Aeroplan Offers

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

Promo code	LCBO#	Description	Size (mL)	BAP	LTO
	16180	Carlo Pellegrino, Marsala Superiore	750	100	\$2.75
	561100	Josh Cellars Chardonnay	750	50	\$2.00
	17150	Josh Cellars Pinot Noir	750	50	\$2.00
	22297	Ck Mondavi Chardonnay	750	40	\$1.00
LF	217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	40	\$3.00
	19338	Good Natured Crisp Chardonnay VQA	750	50	\$1.00
	19339	Good Natured Merlot Gamay Noir VQA	750	50	\$1.00
	479923	Stalk & Barrel Blue Blend	750	100	\$2.00
	95935	Grey Goose Vodka	750	200	\$5.00

## Period 7 Bundled Aeroplan Offers (LB)

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

Promo code	LCBO#	Description	Size (mL)	BAP	Offer Code
	19035	St Remy Xo	375	50	B0004217
LB	122952	Hpnotiq Liquor	375	50	B0004217

**Buy both products and receive 100 bonus Aeroplan Points.**

### 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.

# VQA & IDB SIGNAGE GALLERY

## Raise a Glass for Ontario (VQA)

### Overview

"Raise a Glass for Ontario" with a month-long celebration of VQA wines. We're taking the guesswork out of VQA and making it easier for customers to try, buy and serve Ontario VQA wines. It's all about helping them discover all that VQA wines have to offer. We have a full schedule of in-store VQA tastings, limited time offers and bonus Aeroplan rewards on VQA purchases, and new ideas and inspiration with our VQA and food pairings.

### Participating Stores

Please see page 2

## Fall for Value (IDB)

### Overview

Through our Fall for Value promotion (IDB flight), we help Ontarians make the most of every moment with wines that deliver value and formats perfect for everyday occasions. We'll highlight customer favourites that offer incredible value and feature unique formats.

### Participating Stores

Please see page 2

### Signage Ship Date

The Period 7 signage components will be shipped to stores beginning **September 8, 2023**.

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

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

### Music CD Reorder# AIM-24P7-MUSIC-CD | Music USB Reorder# AIM-24P7-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.

## VQA Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

- 1 Raise a Glass for Ontario
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Repeat Thematic Banner: Raise a Glass for Ontario



#### 1 Raise a Glass for Ontario



Re-order#  
24P7-EB1  
(English)

Re-order#  
24P7-EB2  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
24P7-EB7  
(English)

Re-order#  
24P7-EB8  
(Bilingual)

#### 3 Same Day Generic Ecomm



Re-order#  
24P7-EB3  
(English)

Re-order#  
24P7-EB4  
(Bilingual)

Re-order#  
24P7-EB5  
(English)

Re-order#  
24P7-EB6  
(Bilingual)

## IDB Exterior Banners

**Dimensions:** 28" w x 45" h

**Install:** Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

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



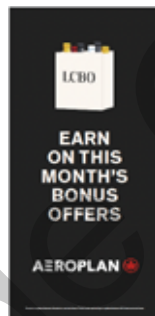
#### 1 Fall for Value



Re-order#  
24P7-EB9  
(English)

Re-order#  
24P7-EB10  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
24P7-EB15  
(English)

Re-order#  
24P7-EB16  
(Bilingual)

#### 3 Same Day Generic Ecomm



Re-order#  
24P7-EB11  
(English)

Re-order#  
24P7-EB12  
(Bilingual)



Re-order#  
24P7-EB13  
(English)

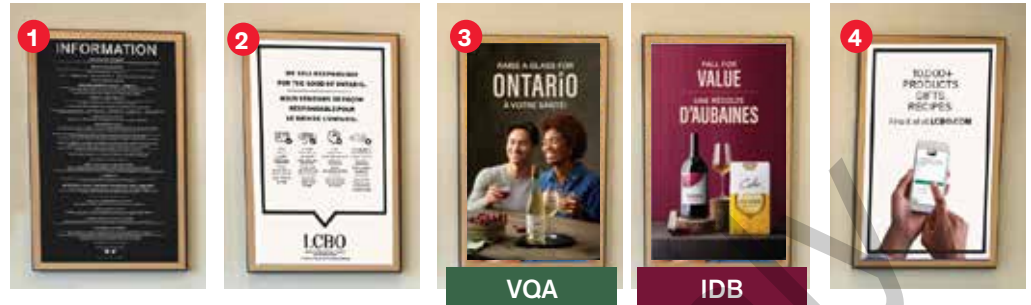
Re-order#  
24P7-EB14  
(Bilingual)

# Signage is to remain in place for the duration of P7

## 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 RAISE A GLASS FOR ONTARIO or FALL FOR VALUE (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# 24P7-WS1  
(English + Bilingual)



Re-order# 24P7-WS2  
(English + Bilingual)

#### 4 Same Day



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

#### Generic Ecomm



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

Signage is to remain in place for the duration of P7

# Transparencies

## VQA STORES

### 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 P7

# Transparencies

## IDB STORES

### 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 P7

## Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.

### VQA STORES



ENG Re-order #24P7-TB1  
BIL Re-order #224P7-TB3

### IDB STORES



ENG Re-order #24P7-TB2  
BIL Re-order #24P7-TB4

## NEW! Blade Signs

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

### ACTION REQUIRED:

- Remove P6 blade signs and replace with the following Period 7 versions.



### VQA STORES



EA1 Crimson Lemonade ENG (24P7-BS5A) BIL (24P7-BS1A)	EA9A Espresso Nitroni ENG (224P7-BS6A) BIL (24P7-BS2A)	EA2A-8A Aéroplan Bonus Points ENG (24P7-BS3A) BIL (24P7-BS7A)	EA10A-20A Food & Drink 30 Years ENG (224P7-BS4A) BIL (24P7-BS8A)
---	---	---	---

### IDB STORES



EA1 Crimson Lemonade ENG (24P7-BS5A) BIL (24P7-BS1A)	EA2-20 Food & Drink 30 Years ENG (24P7-BS2B) BIL (24P7-BS4B)
---	---



Signage is to remain in place for the duration of P7

## NEW! P7 End Aisles Backer Cards

Remove the Period 6 backer cards and replace with the new Period 7 versions below.

### VQA STORES

24P7-BC1A



EA1

24P7-BC2A



EA2A

24P7-BC3A



EA3A

24P7-BC4A



EA4A

24P7-BC5A



EA5A

24P7-BC6A



EA6A

24P7-BC7A



EA7A

24P7-BC8A



EA8A

24P7-BC9A



EA9A

24P7-BC10A



EA10A

### IDB STORES

24P7-BC1B



EA1

24P7-BC2B



EA2B

24P7-BC3B



EA3B

24P7-BC4B



EA4B

24P7-BC5B



EA5B

24P7-BC6B



EA6B

24P7-BC7B



EA7B

24P7-BC8B



EA8B

24P7-BC9B



EA9B

24P7-BC10B



EA10B

Signage is to remain in place for the duration of P7

## NEW! Generic Backer Cards (P7)

Remove the Period 6 backer cards and replace with the new Period 7 versions below.

### VQA STORES

24P7-BC-GEN2A



Food & Drink 30 Years

24P7-BC-GEN1A



Discretionary Promo All-Play

24P7-BC-GEN5A



In-Store Tastings

**Note: The VQA Tasting and VQA Aeroplan backer cards can only be merchandised with VQA products.**

24P7-BC-GEN4A



Generic Ecomm

24P7-BC-GEN3A



Same Day

24P7-BC-GEN6A



Aeroplan Bonus Offer

**These two backer cards should be the first two discretionary ends used where possible.**

### IDB STORES

24P7-BC-GEN1B



Promo

24P7-BC-GEN5B



Food & Drink 30 Years

24P7-BC-GEN2B



Promo All-Play

24P7-BC-GEN4B



Generic Ecomm

24P7-BC-GEN3B



Same Day

24P7-BC-GEN6B



Aeroplan Bonus Offer

# NEW! P7 Seasonal Banner Insert

Dimensions: 20" w x 70" h

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



## Operational Seasonal Banner Insert

### V1. VQA Operational Seasonal Banner insert

ENG (Re-order# 24P7-SB1) / BIL (Re-order# 24P7-SB2)

### V2. Fall for Value Operational Seasonal Banner insert

ENG (Re-order# 24P7-SB3) / BIL (Re-order# 24P7-SB4)

Trade

# EMPLOYEE ENGAGEMENT

## Ontario Wines Sales Tracker Poster & Name Badge Stickers

Stores will receive a new signage kit to highlight local products to our customers. These signage components will help to support local Ontario products in stores.

### Ontario Wines Sales Tracker Poster (All Stores)

#### Overview

A Wine Bottle Sales Tracker will be sent to all stores to drive excitement about the promotion and to see how your store ranks with our Ontario Wines Sales goal. Track your store's Ontario wine sales using this tracker on a weekly basis.

#### Key Dates (Sept 10 - October 7, 2023)

#### Participating Stores

All stores

#### Merchandising Instructions

- Place the poster in your lunch room. Use the poster to track Ontario wine sales for the month by setting targets, and colouring in the wine bottle (using a red Sharpie) as you work towards achieving that goal.

#### Signage Components

- Ontario Wines Sales Tracker Poster ENG (Re-order # AIM-23P7-VWG1)



### Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 7.

- Encourage all team members to engage with customers and offer to help them find a great VQA wine by wearing the sticker on their name badge. It's an easy way to ask customers "Can I help you find a great VQA wine?", "Are you familiar with our VQA section of local wines?", and then show them a selection of wines.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".
- Local VQA Wine Badge Stickers: ENG (Re-order # 24P7-NT1) / BIL (Re-order # 24P7-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.**

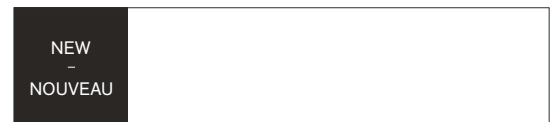
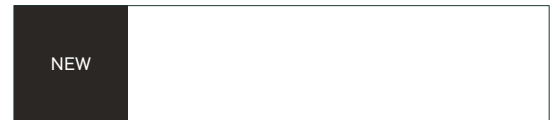
## Key Dates (September 10 - October 7, 2023)

## Participating Stores

All Stores

## Signage Components

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



## Merchandising Instructions

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



Example Only

## Period 7 New Products

LCBO#	Description	Sub Set	Product Type	Promotion
10571	Kronenbourg 1664 Blanc Fruits Rouges 4-pk can	Premium Beer	Regular	P8: BAP   Flex Space
15349	Jack Daniels Apple	Liqueurs	Seasonal	
18420	Loop Lime And Ginger Gin	Gin	Seasonal	
19825	Dead Mans Fingers Spiced Rum *1500 (300,400,400)	Rum	Seasonal	
20191	Flor De Cana ECO-15 *550 (100,150, 200)	Rum	Seasonal	
21621	Bread & Butter Prosecco Doc	Sparkling European	Regular	
21643	Veuve Clicquot Rose Ice Jacket	Gift Packs European	Year-Round Gifting	
22071	Amaro Quintessentia Nonino 2Litre	Brandy/Cognac	One-Shot	
23896	Haymans Charles Merser & Co. London Blended Rum *275 (50, 75, 100)	Rum	Seasonal	
24527	Redbreast 12YO Birdfeeder Gift Pack	Whisky Irish	One-Shot	
26867	VCP BRUT FRIDGE SMEG	Gift Packs European	Seasonal	
26869	VCP ROSE FRIDGE SMEG	Gift Packs European	Seasonal	
27467	Glenfiddich Orchard Experiment	Whisky Scotch	Seasonal	P8: BAM   EA
31246	Jack Daniel's & Ginger	Ready To Drink	Regular	P9 Impulse Zone w/ Aeroplan
31257	Black Fly Vodka Spiked Iced Coffee	Ready To Drink	Regular	
31258	Muskoka Spirits Nitro Espresso Martini	Ready To Drink	Regular	
31273	JP Wiser's Old Fashioned Sparkling Cocktail	Ready To Drink	Regular	P8 Front Nesting Table, P8 Paid Placement, P9 LTO
31554	Coppa Cocktail Strawberry Daiquiri	Liqueurs	Seasonal	
31705	Siempre Rebel Cask Tequila	Tequila	Seasonal	
31717	Siempre Supremo Tequila	Tequila	Seasonal	
31718	Olmecca Altos Anejo	Tequila	Seasonal	
31719	Avion Reserva Cristalino	Tequila	Seasonal	
31794	Doppio Pass Primitivo Igt Puglia	Italy Red	Regular	P10: LTO
31800	Folonari Sangiovese	Italy Red	Regular	P8: BAP   Flex Space
31805	Angelo Montepulciano D'abruzzo	Italy Red	Regular	P8: BAP   Flex Space
31854	Tresors De Loire Touraine Sauvignon Aoc	France White	Regular	P7: Wine Fridge
32164	Whistler Forager Gluten Free Lager	Premium Beer	Regular	
32233	Compass Box The Peat Monster	Whisky Shop	One-Shot	
32437	Angostura Tamboo Spiced Rum *300	Rum	One-Shot	
32444	Mermaid Zest Gin	Gin	Seasonal	
32535	Veuve De Vernay Brut Sparkling	Sparkling European	Regular	P7: Wine Fridge   Disc EA
32719	2007 Glenfarclas Family Cask Highland Malt Whisky	Whisky Shop	One-Shot	
32720	2001 Glenfarclas Family Cask Highland Malt Whisky	Whisky Shop	One-Shot	
32723	1995 Glenfarclas Family Cask Highland Malt Whisky	Whisky Shop	One-Shot	

## Period 7 New Products

LCBO#	Description	Sub Set	Product Type	Promotion
32913	1731 Fine & Rare Mauritius 7 Year Old Rum *95	Rum	One-Shot	
33058	El Abuelo Org Tempranillo Monastrell Almansa	Spain Red	Regular	
33445	Fresh Moscato Vidal VQA	Ontario White VQA	Regular	P7: BAP
33461	Wayne Gretzky Signature White VQA	Ontario White VQA	Regular	P7: Wine Fridge
33523	Wayne Gretzky Signature White VQA 3l	Ontario White VQA	Regular	P7: LTO   EA
33568	Vineland Estate Cabernet Merlot VQA	Ontario Red VQA	Regular	P7: MT-B   LTO
33780	Adictivo, Double Reposado Tequila	Tequila	Seasonal	
34304	County Cider Blackberry Peach	Cider	Regular	
34480	Cabot Trail Maple and Blueberry Cream	Liqueurs	Seasonal	
34618	E&J Gallo VS Brandy	Brandy/Cognac	Seasonal	
34625	Baileys Tiramisu	Liqueurs	Seasonal	
34639	Gordon and MacPhail Glen Grant 11YO	Whisky Shop	One-Shot	
34822	MOTT'S CLAMATO CAESAR ORIGINAL	Coolers	Regular	
34823	MOTT'S CLAMATO EXTRA SPICY	Coolers	Regular	
108704	Grand Marnier Cuvee du Centenaire	Brandy/Cognac	One-Shot	
185280	Cardinal Mendoza Solera Gr Rsv Brandy (S Ramote)	Brandy/Cognac	One-Shot	
319392	Provence Rose (Ch La Tour De L'leveque)	Rose Wines European	Seasonal	
341164	El Dorado Single Still Enmore Demerara Rum *112	Rum	One-Shot	
452573	Cotes De Prov Gr. Rsv. Rose (Breban Mim)	Rose Wines European	Seasonal	
513473	Vcp Yellow Arrow Magnet	Gift Packs European	Seasonal	
603795	Rioja Rose (Muga)	Rose Wines European	Seasonal	
605923	Glenfiddich Single Malt 12 Year Old	Whisky Scotch	Regular	
610170	Tres Generaciones Anejo	Tequila	Seasonal	
616698	Ilpoom Jinro Premium Soju	Asian Spirits	Seasonal	
648881	Grand Marnier Louis Alexandre	Brandy/Cognac	One-Shot	
662726	Amaro Vaca Mora (Poli)	Brandy/Cognac	One-Shot	

**Continue to merchandise  
the New Product Underlays for the following P6 SKUs:**

<b>LCBO#</b>	<b>Description</b>	<b>LCBO#</b>	<b>Description</b>
13600	Don Papa Rum	32538	Latte Miele Prosecco Doc Spumate
17804	Callaway Cellar Selection Cabernet Sauvignon	32542	Two Oceans Pinot Grigio
18627	Callaway Cellar Selection Chardonnay	32568	Cellier Du Chateau De La Chaume Chablis
19062	Sandbanks Sparkling Rose VQA*	32735	Somersby Wild Garden Crushed Apple Cider
23074	Bask Rose BIB	32753	Paul John Nirvana Indian Single Malt
25323	Woodford Reserve Kentucky Straight Wheat Whiskey	32759	Athletic Brewing Run Wild Non-Alcoholic IPA
26678	On The Rocks Effen Cosmopolitan	32794	Mindful Pinot Grigio Vidal VQA
27470	Tamdhu Speyside Single Malt 18YO	32828	One Pound Per Acre Chardonnay
27819	Glenfiddich 18 YO	32829	One Pound Per Acre Shiraz
28198	Belle De Brillet	32833	Naturalis Organic Sauvignon Blanc
30322	Royal Jamican Gold Rum	33147	Arniston Bay Sauvignon Blanc
30327	Trois Rivieres Cuvee De L'océan	33148	Arniston Bay Shiraz
30332	Kirk & Sweeney Reserva	33377	Forty Creek Cream Butter Tart
30724	Dillon's Melon Gin	33452	Our Story Charming White VQA
30749	Paul Mas Cabernet Sauvignon	33466	Keep Calm & Laugh Chardonnay
30798	Jinro Grapefruit Soju	33578	Honest Lot Pinot Grigio
30799	Jinro Plum Soju	33579	Xoxo Light Pinot Grigio
31352	Ukranian Spirit Vodka	33769	Angel's Envy Finished Rye
31524	Freixenet Pinot Grigio Doc*	33942	Hennessy Xo Kim Jones Limited Edition
31528	Grand Sud Sauvignon Blanc*	34166	Stampede Canadian Rye Whisky
31793	Collavini Villa Canlungo Cabernet Sauvignon	34260	Sync Cabernet Sauvignon
31824	Codigo 1530 Blanco	34261	Sync Sauvignon Blanc
32122	Kavalan Solist Oloroso Sherry	34425	Tom Gore Farmer's Red Blend
32123	Dos Hombres Espadin Mezcal	34433	Josh Cellars Pinot Noir
32129	Kavalan Solist Vinho Barrique	266015	Evan Williams Single Barrel Bourbon
32195	Wayne Gretzky Brut Sparkling VQA	341586	Featherstone Four Feathers
32217	Big Deal Golden Ale	414144	Essay Chenin Blanc Viognier Roussanne
32231	Sagamore Spirit Cask Strength Rye Whiskey	441048	Aberfeldy 16 Year Old
32397	Blue Lobster Vodka	631887	Dead Rabbit Irish Whiskey (First Ireland Spirits)
32459	Naturalis Organic Shiraz		
32460	Robertson Winery Tete De Lion Chenin Blanc		
32461	Robertson Winery Tete De Lion Cabernet Sauvignon		
32462	Headline Acts Shiraz		
32463	Headline Acts Sauvignon Blanc		
32497	Diablo Dark Red		
32498	Diablo Crystal Sauvignon Blanc		
32500	Dancing With The Stars Malbec		
32501	Dancing With The Stars Chardonnay		
32528	Velvet Cap Irish Whiskey		



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

LCBO#	Description
11234	Cote Des Rosés Rosé Hf (Gerard Bertrand)
13158	Nonino Grappa Monovitigno Il Moscato
13522	Gran Passione Rosato IGT Veneto
13548	Chateau De Berne Romance IGP Mediterranee
14665	Good Vines White Wine Spritz
14955	Martini Sparkling Rosé
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie
19253	JP Chenet Fashion Pineapple Sparkling
19297	Girls' Night Out Tropicolada
19517	Ciroc Summer Citrus
21046	Mionetto Prestige Prosecco Rosé
23757	S De La Sablette - Coteaux Varois Rosé
23760	Doppio Passo Primitivo Rosato Igt Puglia
25487	Darling Mimosa Sparkling Grapefruit
25793	Palm Rosé IGP Mediterranee (L'escarelle Diff
31052	Revelation Cabernet Merlot
31488	Babich Rosé
31546	Cowbell Brewing Hays Days IPA Strawberry Rhubarb

LCBO#	Description
31853	Bonpas Luberon Grande Reserve De Challieres
31979	Calirosa Rosa Blanco
31994	Brunch Red Field Blend VQA
32038	Bladnoch Vinaya Lowland Single Malt Scotch Whisky
32174	Good Fortune Mango Margarita Wine Beverage
32178	Saintly Sparkling Rosé VQA
32179	Girls' Night Out Lime Margarita 2L Astrapouch *
32180	Girls' Night Out Pink Flamingo 2L Astrapouch
32181	Darling Mimosa Sunshine Pack
32183	Saintly The Good Sauvignon Blanc VQA
32187	Hopetown Sauvignon Blanc VQA
32189	D'ont Poke The Bear Big Baco VQA
32190	Mindful Sparkling VQA
32194	Peller Family Reserve Secco Bubbles VQA
32274	The Kraken Gold Spiced Rum
32502	Juli Organic Cabernet Sauvignon
33585	Collective Arts Galaxy 2 Ways
69351	Imperial Apera
245134	Jack Daniels Sour Mash Dble Tin With 2 Glasses
279455	Moet & Chandon Ice Imperial Champagne
644526	Girls' Night Out Raspberry Rose Lemonade

# FOOD & DRINK

## Celebrating 30 Years of *Food & Drink*

In this special Autumn issue we celebrate the magazine's 30th anniversary by reimagining the past, exploring what's eating and drinking superbly in the present, and predicting what the future might bring.

**PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO SEPTEMBER 13.**

### Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com](http://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](http://www.pinterest.ca/lcbofoodanddrink)

### Additional Copies

- To request additional copies once your original supply has run out, please email [foodanddrink@lcbo.com](mailto: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

- Autumn *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #24P7-FD1)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #24P7-FD2)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #24P7-FD3)



### COMING SOON

The Holiday issue  
will be released  
November 8th.

# 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

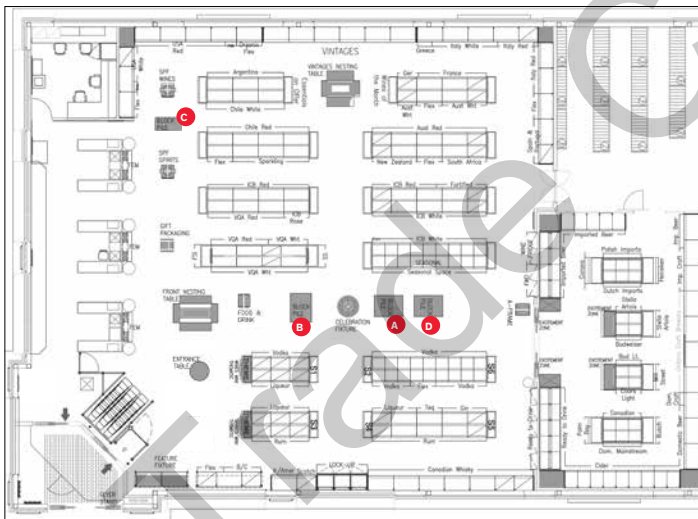
Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

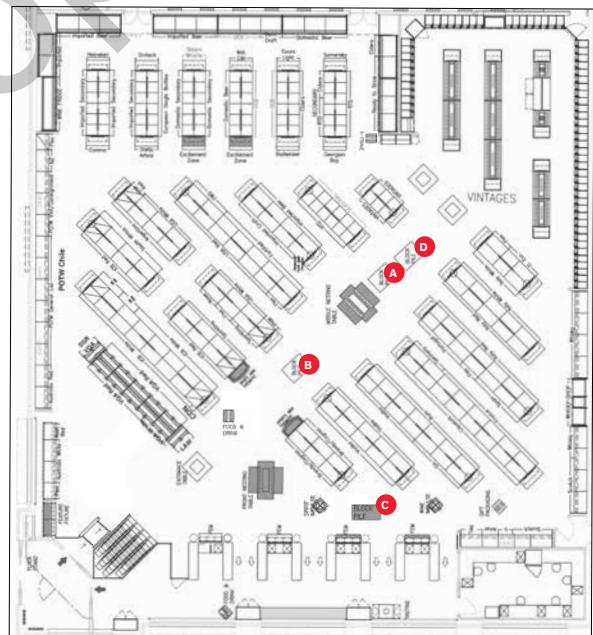
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Raise a Glass for Local Craft
- B** Block Pile B (SBB): One-Pour Favourites
- C** Block Pile C (SBC): Aeroplan
- D** Block Pile D (XBP): Dillon's



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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

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

# Key Display (FFA-A)

## FEATURE FIXTURE A

Gift Ontario Spirits

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

**Key Dates (September 10 - October 7, 2023)**

### Participating Stores

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

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

A selection of Ontario spirits – great for gifting!

### Participating Products (Period 7)

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
11423	Dillon's The Professors Negroni	4 x125	LTO	113456	Collective Arts Rhubarb & Hibiscus	750	LTO
11573	Vodkow	750	LTO	244186	Collingwood Whisky	750	BAP
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	LTO	446559	Georgian Bay Vodka	750	
13909	Georgian Bay Canadian Whisky	750		448597	Georgian Bay Gin	750	
14915	Dillon's Rye Whisky	750	LTO	465419	Murphy's Law Apple Pie	750	BAP, VA
19592	Ren Ultra Premium Vodka Ddp	750	LTO	497891	Kavi Reserve Coffee Blended Canadian Whisky	750	BAP
22492	Warheads Blue Raspberry	375	BAP	542910	Top Shelf Gin	750	BAP
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO	573857	Niagara Falls Craft Vodka	750	LTO
27604	Dixon's Silver Creek Vodka	750	BAP	631176	McGuinness Triple Sec	750	VA
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO	631200	McGuinness Blue Curacao	750	VA
33377	Forty Creek Cream Butter Tart	750		631853	Maverick Barnburner Whisky	750	
				638130	Dillon's Vodka	750	VA

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

LCBO# 465419: 50mL Green Apple Warheads

LCBO# 631176 & 631200: Polar Ice 50mL

LCBO# 638130: Dillon's Mini

### Signage Components

- Category Sign ENG/BIL (Re-order # 24P7-FF1)
- Category Sign- Filler (Re-order # 24P7-FF2)
- BIN Strip Blank Filler (Re-order # 24P7-FF3)
- Shelf Talkers ENG (Re-order # 24P7-FF11)  
BIL (Re-order # 24P7-FF12)

### Merchandising Instructions

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

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

## Game-Day Picks

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

**Key Dates (September 10 - October 7, 2023)**

### Participating Stores

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

Ready for game-night with these spirits and an NFL branded Value-Add.

### Participating Products (Period 7)

LCBO#	Description	Size (mL)	Offer
131391	Smirnoff Vodka (P.E.T)	1140	Value-Add
216929	Smirnoff Vodka	1140	Value-Add
217653	Captain Morgan Original Spiced Rum	1140	Value-Add
217950	Crown Royal	1140	Value-Add
276618	Crown Royal Black	1140	Value-Add
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	LTO
403519	Crown Royal Apple	750	LTO
500512	Captain Morgan Original Spiced Rum	750	LTO

**Value-Add (VA) - Rep Applied:** NFL team branded jigger

### Signage Components

- Category Sign ENG/BIL (Re-order # 24P7-NS1)
- Blank Category Sign - Filler (Re-order #24P7-NS2)
- Bin Strips - Filler (Re-order # 24P7-NS3)
- Shelf Talkers ENG (Re-order # 24P7-NS4) / BIL (Re-order # 24P7-NS5)
- Box Sign ENG/BIL (Re-order # 24P7-NS6)

### Merchandising Instructions

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



This 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



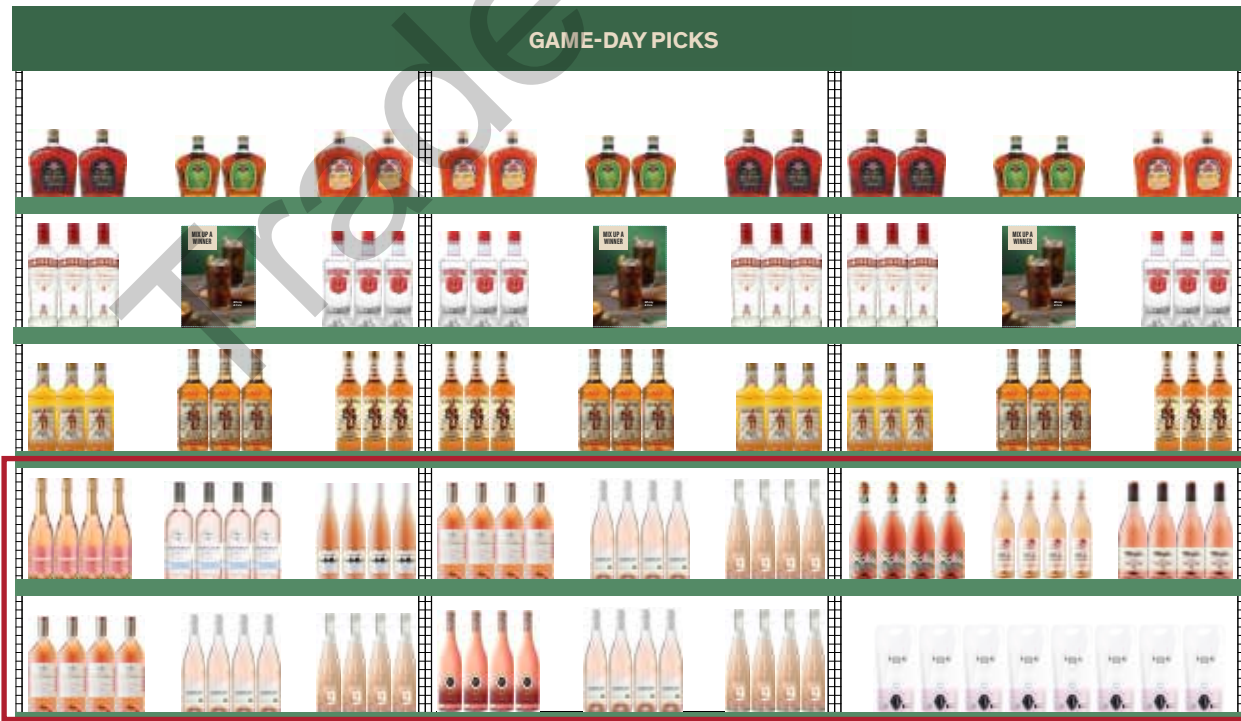
RESIDUAL ROSÉS

### 8ft. Feature Fixture



RESIDUAL ROSÉS

### 12ft. Feature Fixture



RESIDUAL ROSÉS

# Key Display (EA-S1)

## ENTRANCE TABLE

SOS Good Partners: Magnotta Venture Series

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

**Key Dates (September 10 - October 7, 2023)**

### Participating Stores

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

The Front Entrance Table will highlight our Spirit of Sustainability and feature Magnotta Venture Series wines and their support of the G Magnotta Foundation. With each bottle sold of Venture series wines, a portion is dedicated to supporting Lyme disease research at the University of Guelph to improve testing, diagnosis and treatment.

### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-S1	27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	LTO, Wine Fridge
	27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	LTO
	574533	Magnotta Pinot Grigio Venture Series VQA	750	LTO

### Merchandising Instructions

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

### Signage Components

- Entrance Table Sign ENG (Re-order # 24P7-ET1) / BIL (Re-order # 24P7-ET2)
- Shelf Talkers ENG (Re-order # 24P7-ET5) / BIL (Re-order # 24P7-ET6)



## Planogram - Square Table



## Planogram - Round Table



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

Crimson Lemonade



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

**Key Dates (September 10 - October 7, 2023)**

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

## Participating Stores

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

Ontario red wine and vodka harmonize in this harvest-coloured drink, which is an ideal welcome cocktail for fall entertaining.

## Participating Products

Promo Code	Merchandising Location	LCBO#	Description	Size (mL)	LTO/BAP
<b>BS-BSE Flight A &amp; B</b>	End Aisle #1	135566	Polar Ice Vodka	750	LTO
		357145	Open Smooth Red VQA	750	LTO

## 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

### Premium Flight

- End Aisle Backer Card ENG/BIL (Re-order # 24P7-BC1A)
- Blade Sign ENG (Re-order # 24P7-BS1A) / BIL (Re-order # 24P7-BS5A)
- End Aisle Shelf Talker Bundle ENG (Re-order # 24P7-ST1) / BIL (Re-order # 24P7-ST2)

### Standard Flight

- End Aisle Backer Card ENG/BIL (Re-order # 24P7-BC1B)
- Blade Sign ENG (Re-order # 24P7-BS1B) / BIL (Re-order # 24P7-BS3B)
- End Aisle Shelf Talker Bundle EA1,9-20: ENG (Re-order # 24P7-ST1) / BIL (Re-order # 24P7-ST2)



# Spirits (MI-A)

## MINI THEMATIC A

### Canadian Spirit Gifts

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

**Key Dates (September 10 - October 7, 2023)**

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16859	Dixon's Wicked Blueberry Gin	750	LTO
18224	Vodkow Cream	750	LTO
28460	Gray Jay Deluxe Canadian Whisky	750	BAP
350561	Forty Creek Cream Liquor	1140	LTO
358556	Dillon's Gin 22 Unfiltered	750	BAP
446625	Beatties Farm Crafted Vodka	750	BAP
462424	Cabot Trail Maple Cream	750	LTO
482612	Pike Creek Double Barreled Canadian Whisky	750	LTO
519298	Wayne Gretzky Cream Whisky	750	LTO
536946	J.P. Wiser's 15 Yo Canadian Whisky	750	LTO
545194	Top Shelf Vodka	750	BAP
573402	Bearface 7yo Triple Oak Canadian Whisky	750	LTO

#### Signage Components

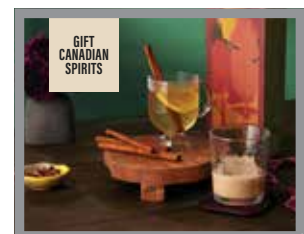
- Category sign ENG/BIL (Re-order # 24P7-MTA1)
- Backer card ENG/BIL (Re-order # 24P7-MTA2)
- Shelf talkers ENG (Re-order # 24P7-MTA3) / BIL (Re-order # 24P7-MTA4)

#### Merchandising Instructions

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

Canadian spirits to gift while celebrating thanksgiving.

GIFT CANADIAN SPIRITS



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

# Wines (MI-B)

## MINI THEMATIC B

VQA Wine Gifts – NEW VQA Focus

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

**Key Dates (September 10 - October 7, 2023)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
31994	Brunch Red Field Blend VQA	750	LTO
31995	Brunch White Blend VQA	750	LTO
32182	Lola Light Rose VQA	750	BAP
32183	Saintly The Good Sauvignon Blanc VQA	750	LTO
32187	Hopetown Sauvignon Blanc VQA	750	LTO
32189	D'Ont Poke The Bear Big Baco VQA	750	LTO
32190	Mindful Sparkling VQA	750	LTO
32195	Wayne Gretzky Brut Sparkling VQA	750	LTO
33568	Vineland Estate Cabernet Merlot VQA	750	LTO

### Signage Components

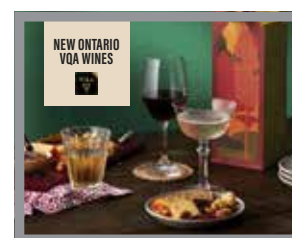
- Category sign ENG/BIL (Re-order # 24P7-MTB7)
- Backer card ENG/BIL (Re-order # 24P7-MTB8)
- Shelf talkers ENG (Re-order # 24P7-MTB9) / BIL (Re-order # 24P7-MTB10)

### 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.

Focusing on NEW VQA wines, these Red, White and Sparkling products will create the perfect opportunity for customers to discover their new favourite VQA wines. All have LTO or Aeroplan offers.

GIFT NEW VQA WINES



**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 OCB Beers

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

**Key Dates (September 10 - October 7, 2023)**

### Participating Stores

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

Discover an assortment of locally crafted and seasonally relevant IPA's that are great alternatives to wine or sparkling wine.

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
18773	Nickel Brook No Bad Daze Easy Going Lager	473		6699 - Nickel Brook Brewing
30033	Beau's Juiced Af IPA	473	LTO	9654 - Steam Whistle Brewing
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473		6309 - Flying Monkeys Craft Brewery
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	4 x 355	LTO	458 - Blyth Brewing/Cowbell
32793	Side Launch IPA Mixer Pack	4 x 473	BAP	3727 - Equals Brewing
32795	Muskoka IPA Mixer Pack 2023	6 x 473		LCBO Warehouse - Lakes Of Muskoka Cottage Brewery
450312	Collective Arts Ransack The Universe IPA	473		LCBO Warehouse - Collective Arts Brewing Limited
458273	Great Lakes Octopus Wants To Fight IPA	473	LTO	1929 - Great Lakes Brewing Co.
481515	Bench Brewing Balls Falls Session IPA	473		798 - Bench Brewing Co.

### Signage Components

- VQA Backer card ENG/BIL (Re-order# 24P7-BC10A)
- IDB Backer card ENG/BIL (Re-order# 24P7-BC10B)
- Shelf Talkers ENG (Re-order # 24P7-ST1) / BIL (Re-order # 24P7-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.

**VQA Stores**  
Backer Card



**IDB Stores**  
Backer Card



# Key Display (BS - BSF) FRONT NESTING TABLE

VQA Flight + IDB Flight

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

**Key Dates (September 10 - October 7, 2023)**

## Participating Stores

### VQA Flight

10, 19, 21, 31, 38, 41, 51, 83, 90, 102, 106, 115, 130, 148, 149, 150, 156, 164, 187, 217, 226, 243, 253, 288, 310, 326, 346, 367, 371, 390, 391, 392, 393, 394, 398, 401, 404, 407, 412, 417, 437, 438, 443, 445, 453, 485, 486, 490, 495, 497, 499, 500, 501, 511, 522, 523, 554, 556, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 641, 643, 649, 658, 670, 699, 702, 741, 748, 776

### IDB Flight

1, 22, 23, 44, 55, 74, 82, 145, 171, 195, 198, 227, 233, 250, 263, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 411, 436, 459, 489, 542, 575, 579, 587, 602, 609, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698, 703

## Signage Components

- Premium Table Sign ENG (Re-order # 24P7-FNT9) / BIL (Re-order # 24P7-FNT10)
- Premium Flight Shelf Talkers ENG (Re-order # 24P7-FNT13) / BIL (Re-order # 24P7-FNT14)
- Aeroplan Box Sign ENG (Re-order # AIM-24P7-RAP1) / BIL (Re-order # AIM-24P7-RAP2)
- Aeroplan Flat ST (Re-order # AIM-24P7-RAP7) / BIL (Re-order # AIM-24P7-RAP8)
- Standard Table Sign (Re-order # 24P7-FNT17) / BIL (Re-order # 24P7-FNT18)
- Standard Flight Shelf Talkers ENG (Re-order # 24P7-FNT21) / BIL (Re-order # 24P7-FNT22)

## Merchandising Instructions

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

### VQA Flight:

Ontario Wine: Certified Sustainable Ontario Winemakers Showcasing products from wineries that have been Sustainable Winegrowing Ontario (SWO) Certified, allowing consumers to make choices they feel good about with respect to local and sustainability. In 2021, the SWO Certified program was created and includes both winery and vineyard certification and ensures that the complete grape to glass cycle is sustainable. Consumers can look for the Sustainable Winegrowing Ontario Certified logo on their favourite Ontario VQA wine bottle.

### IDB Flight:

IDB Peller Family Vineyards brand re-fresh Peller Family Vineyards is a long-standing customer favourite and have recently refreshed their packaging for IDB Peller Family Vineyards, premiumizing the packaging, telling an authentic story and incorporating a sense of place, ultimately a connection to the Peller Family.

## Participating Product

	LCBO#	Description	Size (mL)	Offers
VQA Stores	1578	>(V)Twisted (Flat Rock Cellars)	750	LTO
	13904	Henry Of Pelham Pinot Noir VQA	750	LTO
	14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
	25652	Our Story Cabernet Merlot VQA	750	LTO
	38117	>(V) Riesling Elevation St Urban (Vineland)	750	LTO
	57349	Chateau Des Charmes Gamay Noir VQA	750	LTO
	135939	Pelee Island Pinot Noir VQA	750	LTO
	145417	Pelee Island Lighthouse Riesling VQA	750	LTO
	221804	Trius Sauvignon Blanc VQA	750	LTO
	228551	Cave Spring Chardonnay VQA	750	LTO
	295006	Cave Spring Dry Rosé VQA	750	LTO
IDB Stores	21387	Peller Family Vineyards Pinot Noir	750	LTO
	297101	Peller Family Vineyards Chardonnay	1500	LTO
	426908	Peller Family Vineyards Cab Sauv	1500	LTO
	589036	Peller Family Vineyards Cab Merlot	4000	LTO
	623322	Peller Family Vineyards Sauvignon BI	4000	LTO
	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO
	669440	Peller Family Vineyards Shiraz	1500	LTO
669465	Peller Family Vineyards Pinot Grigio	4000	LTO	

Trade Copy Only

# VQA Flight

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

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



Front View



Back View

Back View

Facings: 5x8 +57349		Facings: 5x7 +13904		Facings: 5x9 +25652	
---------------------------	--	---------------------------	--	---------------------------	--

Facings: 7x3 +14884		Facings: 7x3 +13904		Facings: 7x3 +135939	
SIGNAGE					
Facings: 8x3 +145417		Facings: 8x3 +221804		Facings: 8x3 +295006	

Facings: 5x8 +1578		Facings: 5x8 +228551		Facings: 5x8 +38117	
--------------------------	--	----------------------------	--	---------------------------	--

Front View

# IDB Flight

## 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/Back View

Back View

Facings: 2x6 +426908		Facings: 4x9 +21387		Facings: 4x6 +669440	
----------------------------	--	---------------------------	--	----------------------------	--

Facings: 4x3 +667097	Facings: 2x2 +623322	Facings: 2x2 +669465	Facings: 2x2 +589036	Facings: 3x2 +297101
SIGNAGE				
Facings: 4x3 +667097	Facings: 2x2 +623322	Facings: 2x2 +669465	Facings: 2x2 +589036	Facings: 3x2 +297101

Facings: 2x6 +426908		Facings: 4x9 +21387		Facings: 4x6 +669440	
----------------------------	--	---------------------------	--	----------------------------	--

Front View



# Display Program (BP-SBA)

## BLOCK PILE A

Raise a Glass for Local Craft

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

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

### Key Dates (September 10 - October 7, 2023)

#### Participating Stores

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

#### Group 1 - Northern Region

58, 102, 106, 130, 287, 359, 407, 501, 579, 602, 652

#### Group 2 - Central South Region

17, 19, 21, 23, 25, 148, 149, 164, 195, 198, 217, 233, 242, 249, 250, 253, 326, 334, 361, 371, 385, 411, 445, 481, 485, 497, 505, 542, 551, 566, 573, 619, 627, 631, 633, 640, 641, 643, 698

#### Group 3 - Central North Region

1, 31, 145, 156, 168, 171, 187, 209, 226, 227, 228, 248, 265, 279, 288, 298, 300, 329, 346, 360, 362, 383, 390, 391, 397, 404, 416, 428, 436, 444, 470, 523, 536, 554, 555, 564, 580, 585, 590, 601, 605, 623, 629, 630, 632, 635, 655, 658, 661, 700, 703, 748

#### Group 4 - Western Region

26, 33, 44, 47, 51, 74, 95, 110, 115, 150, 252, 310, 344, 367, 381, 393, 401, 417, 427, 438, 459, 490, 491, 495, 509, 522, 544, 549, 575, 586, 593, 617, 634, 702, 706, 741, 759

#### Group 5 - Eastern Region

38, 40, 41, 55, 65, 82, 90, 132, 154, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 412, 443, 499, 500, 569, 587, 609, 624, 653, 670, 694, 699, 776

#### Merchandising Instructions

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

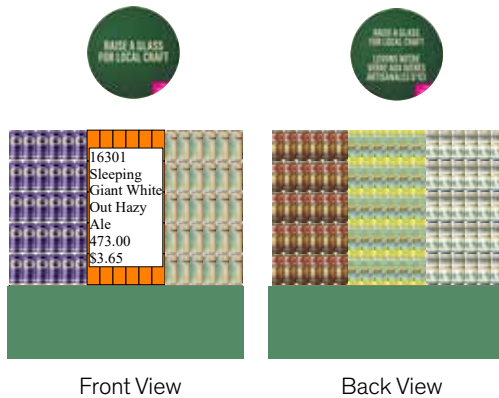
Celebrate your corner of Ontario, as we highlight the diversities of Craft Beers being produced in each Region. Northern, Central, Central North, Western and Eastern Region stores will each have their own local assortment of products to merchandise for this Block Pile.

## Group 1 - Northern Region

58, 102, 106, 130, 287, 359, 407, 501, 579, 602, 652

### Participating Products

LCBO#	Description	Size (mL)	Offers
15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	
16301	Sleeping Giant White Out Hazy Ale (7346)	473	
404368	Muskoka Detour (LCBO Warehouse)	473	
429712	Sultana Gold Ale (4277)	473	LTO
508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
540245	Trestle Brewing Company Golden Ale (1701)	473	



### Signage Components

- Pole Topper Sign ENG (Re-order # 24P7-BPA1)  
BIL (Re-order # 24P7-BPA2)
- Riser Wrap - solid colour (Re-order # 24P7-BPA3)
- Pricer Cards ENG (Re-order # 24P7-BPA4)  
BIL (Re-order # 24P7-BPA5)
- Shelf Talkers ENG (Re-order # 24P7-BPA6)  
BIL (Re-order # 24P7-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P7-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P7-BPA9)  
BIL (Re-order # 24P7-BPA10)

## Group 2 - Central South Region

17, 19, 21, 23, 25, 148, 149, 164, 195, 198, 217, 233, 242, 249, 250, 253, 326, 334, 361, 371, 385, 411, 445, 481, 485, 497, 505, 542, 551, 566, 573, 619, 627, 631, 633, 640, 641, 643, 698

### Participating Products

LCBO#	Description	Size (mL)	Offers
17396	Cameron's Cruising Through The Galaxy Hazy (413)	473	
22886	Cat Lady IPA (2990)	473	
485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
492017	Steam Whistle (5577)	6 x 473	LTO
556688	Collective Arts Life In The Clouds (LCBO Warehouse)	473	LTO
573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO



### Signage Components

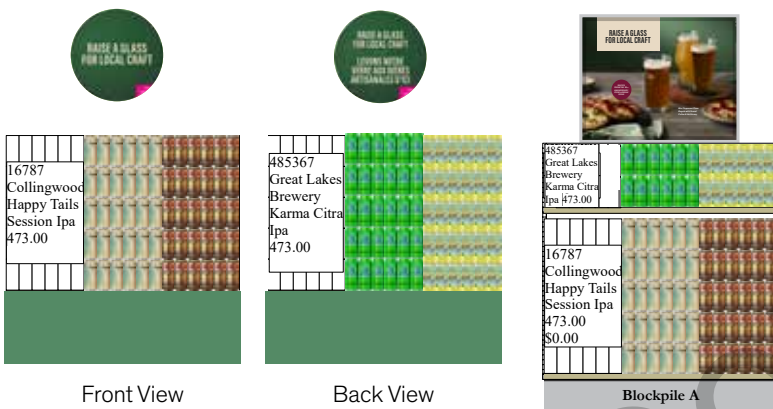
- Pole Topper Sign ENG (Re-order # 24P7-BPA1)  
BIL (Re-order # 24P7-BPA2)
- Riser Wrap - solid colour (Re-order # 24P7-BPA4)
- Pricer Cards ENG (Re-order # 24P7-BPA16)  
BIL (Re-order # 24P7-BPA17)
- Shelf Talkers ENG (Re-order # 24P7-BPA18)  
BIL (Re-order # 24P7-BPA19)
- End Aisle Backer Card BIL (Re-order # 24P7-BPA8)
- Metal Frame Insert Sign  
ENG (Re-order # 24P7-BPA9)  
BIL (Re-order # 24P7-BPA10)

### Group 3 - Central North Region

1, 31, 145, 156, 168, 171, 187, 209, 226, 227, 228, 248, 265, 279, 288, 298, 300, 329, 346, 360, 362, 383, 390, 391, 397, 404, 416, 428, 436, 444, 470, 523, 536, 554, 555, 564, 580, 585, 590, 601, 605, 623, 629, 630, 632, 635, 655, 658, 661, 700, 703, 748

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16787	Collingwood Happy Tails Session IPA (4205)	473	
404368	Muskoka Detour (LCBO Warehouse)	473	
429712	Sultana Gold Ale (4277)	473	LTO
485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
492017	Steam Whistle (5577)	6 × 473	LTO
508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO



#### Signage Components

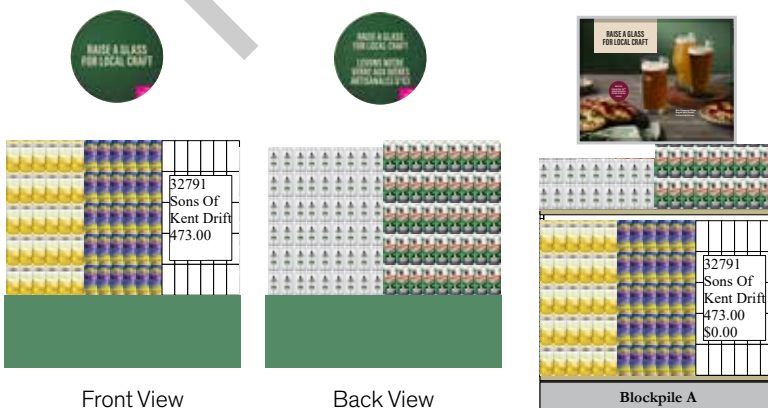
- Pole Topper Sign ENG (Re-order # 24P7-BPA1)  
BIL (Re-order # 24P7-BPA2)
- Riser Wrap - solid colour (Re-order # 24P7-BPA4)
- Pricer Cards ENG (Re-order # 24P7-BPA24)  
BIL (Re-order # 24P7-BPA25)
- Shelf Talkers ENG (Re-order # 24P7-BPA26)  
BIL (Re-order # 24P7-BPA27)
- End Aisle Backer Card BIL (Re-order # 24P7-BPA8)
- Metal Frame Insert Sign  
ENG (Re-order # 24P7-BPA9)  
BIL (Re-order # 24P7-BPA10)

### Group 4 - Western Region

26, 33, 44, 47, 51, 74, 95, 110, 115, 150, 252, 310, 344, 367, 381, 393, 401, 417, 427, 438, 459, 490, 491, 495, 509, 522, 544, 549, 575, 586, 593, 617, 634, 702, 706, 741, 759

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16954	Bench Brewing Lincoln Lager (798)	473	
30129	Catstronaut, Session Hazy IPA (5732)	473	LTO
32791	Sons Of Kent Drift (2218)	473	
494633	Anderson IPA (791)	6 × 355	
508580	Wellington Upside IPA (4826)	473	LTO



#### Signage Components

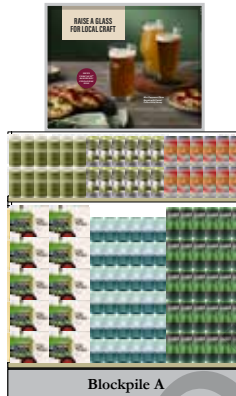
- Pole Topper Sign ENG (Re-order # 24P7-BPA1)  
BIL (Re-order # 24P7-BPA2)
- Riser Wrap - solid colour (Re-order # 24P7-BPA22)
- Pricer Cards ENG (Re-order # 24P7-BPA20)  
BIL (Re-order # 24P7-BPA21)
- Shelf Talkers ENG (Re-order # 24P7-BPA22)  
BIL (Re-order # 24P7-BPA23)
- End Aisle Backer Card BIL (Re-order # 24P7-BPA8)
- Metal Frame Insert Sign  
ENG (Re-order # 24P7-BPA9)  
BIL (Re-order # 24P7-BPA10)

## Group 5 - Eastern Region

38, 40, 41, 55, 65, 82, 90, 132, 154, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 412, 443, 499, 500, 569, 587, 609, 624, 653, 670, 694, 699, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
19266	Beau's Lug Tread (9654)	6 × 473	
22021	Matron Janky, IPA (4128)	355	
31345	Brock Street Tropical Thunder New England IPA (397)	473	
120626	Northern Lights Hazy IPA (462)	473	
446955	Big Rig Alpha Bomb (1188)	473	
485367	Great Lakes Brewery Karma Citra IPA (1929)	473	



### Signage Components

- Pole Topper Sign ENG (Re-order # 24P7-BPA1)  
BIL (Re-order # 24P7-BPA2)
- Riser Wrap - solid colour  
(Re-order # 24P7-BPA21)
- Pricer Cards ENG (Re-order # 24P7-BPA12)  
BIL (Re-order # 24P7-BPA13)
- Shelf Talkers ENG (Re-order # 24P7-BPA14)  
BIL (Re-order # 24P7-BPA15)
- End Aisle Backer Card BIL  
(Re-order # 24P7-BPA8)
- Metal Frame Insert Sign  
ENG (Re-order # 24P7-BPA9)  
BIL (Re-order # 24P7-BPA10)

B

# Display Program (BP-SBB)

## BLOCK PILE B

### One-Pour Favourites



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

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

**Key Dates (September 10 - October 7, 2023)**

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
15004	Twisted Tea Mix	12 × 355	LTO
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	
19122	White Claw Hard Seltzer Black Cherry	6 × 355	
19134	Absolut Mango Mule	355	LTO
24353	Cottage Springs Vodka Lemonade Mixed 8 Pack	8 × 355	
30103	White Claw Surge Variety Pack	12 × 355	
316323	Motts Original Caesar	458	
553339	Smirnoff Berry Blast	473	

From cocktails in cans to sugar-free seltzers and more, enjoy these one-pour favourites.



Front View

Back View

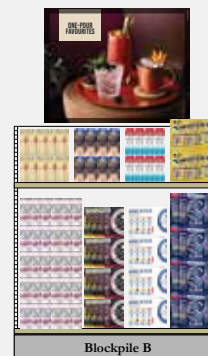
#### Signage Components

- Pole Topper Sign ENG (Re-order # 24P7-BPB1)  
BIL (Re-order # 24P7-BPB2)
- Riser Wrap - solid colour (Re-order # 24P7-BPB3)
- Pricer Cards ENG (Re-order # 24P7-BPB4)  
BIL (Re-order # 24P7-BPB5)
- Shelf Talkers ENG (Re-order # 24P7-BPB6)  
BIL (Re-order # 24P7-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P7-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P7-BPB9)  
BIL (Re-order # 24P7-BPB10)

#### Merchandising Instructions

- Please continue to use backcard, pole topper, and riser wrap provided in P5. Only new shelf talkers and pricer cards will be sent to update the display.
- Merchandise the participating products according to the planogram.

**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.



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

C

# Display Program (BP-SBC) BLOCK PILE C

Aeroplan



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

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

Ontario wines with great  
Aeroplan offers.

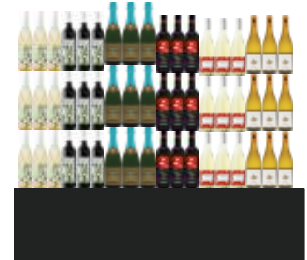
**Key Dates (September 10 - October 7, 2023)**

## Participating Stores

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

## Participating Products

LCBO#	Description	Size (mL)	Offers
14883	Pelee Island Lola Chardonnay VQA	750	BAP
19338	Good Natured Crisp Chardonnay VQA	750	BAP, LTO
19339	Good Natured Merlot Gamay Noir VQA	750	BAP, LTO
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	BAP, LTO
485128	Pelee Island Baco Noir VQA	750	BAP
669374	Vineland Estates Unoaked Chardonnay VQA	750	BAP



Front View



Back View

## Signage Components

- Pole Topper Sign ENG (Re-order # 24P7-BPC1)  
BIL (Re-order # 24P7-BPC2)
- Riser Wrap - solid colour (Re-order # 24P7-BPC3)
- Pricer Cards ENG (Re-order # 24P7-BPC4)  
BIL (Re-order # 24P7-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P7-BPC8)  
BIL (Re-order # 24P7-BPC9)

## Merchandising Instructions

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

D

# Display Program (XBP)

## BLOCK PILE D

Dillon's

### 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 (September 10 - October 7, 2023)

### Participating Stores

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

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

### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
XBP	11423	Dillon's The Professors Negroni	4 x125	LTO
	29726	Dillon's Gin Cocktails Variety Pack	12 x 355	
	413104	Dillon's Dry Gin	750	Value-Add
	638130	Dillon's Vodka	750	Value-Add

### Value-Add:

LCBO# 413104: Negroni VA

LCBO# 638130: Dillon's Mini VA

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P7-BPD1) / BIL (Re-order # 24P7-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.



# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

VQA Flight + IDB Flight

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

**Key Dates (September 10 - October 7, 2023)**

### Participating Stores

#### VQA Flight

4, 10, 15, 17, 19, 21, 25, 31, 38, 41, 51, 83, 90, 102, 106, 115, 130, 148, 149, 150, 156, 164, 187, 191, 211, 217, 221, 226, 243, 252, 253, 288, 300, 310, 326, 344, 346, 367, 371, 383, 390, 391, 393, 394, 397, 398, 401, 404, 407, 412, 437, 438, 443, 445, 457, 485, 486, 490, 491, 497, 499, 500, 501, 511, 522, 523, 536, 554, 556, 566, 569, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 634, 641, 643, 649, 658, 670, 686, 694, 699, 702, 741, 748, 776

#### IDB Flight

1, 22, 44, 55, 74, 82, 171, 195, 198, 209, 227, 228, 233, 250, 263, 279, 298, 334, 351, 359, 361, 373, 378, 381, 385, 411, 427, 436, 459, 470, 489, 542, 575, 579, 587, 602, 605, 609, 618, 627, 633, 640, 652, 653, 655, 661, 698, 700, 703, 706

### Participating Product

	LCBO#	Description	Size (mL)	Offers
VQA Stores	17472	Trius Baco Noir VQA	750	LTO
	19748	Grow Wild Ravishing Rosé VQA	750	LTO
	24133	> Riesling Thirty Bench (Andrew Peller)	750	LTO
	32794	Mindful Pinot Grigio Vidal VQA	750	LTO
	177824	>(V)Gamay Noir (Thirteenth Street)	750	LTO
	217679	Jackson-Triggs Sparkling Reserve VQA	750	LTO, Wine Fridge
	233635	Cave Spring Riesling Dry VQA	750	LTO
	308486	Angels Gate Pinot Noir VQA	750	LTO
	389411	> (V)Prop Res Vidal Icewine VQA (Jackson Triggs)	375	LTO
	433714	Pelee Island Cabernet Franc VQA	750	LTO
IDB Stores	536565	Lily Sparkling Rosé VQA	750	LTO
	582825	Peller Estates Family Series Chardonnay VQA	750	LTO
	12287	Jackson-Triggs Cabernet Sauvignon Light	750	Value-Add
	16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	LTO, Value-Add
	21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	LTO, Value-Add
	270892	Jackson-Triggs Merlot Bag In Box	4000	LTO, Value-Add
	305144	Jackson-Triggs Chardonnay Bag In Box	4000	LTO, Value-Add
	328518	Jackson-Triggs Chardonnay	750	Value-Add
	383711	Jackson-Triggs Merlot	750	Value-Add
	399410	Jackson-Triggs Sauvignon Blanc	750	Value-Add
619791	Jackson-Triggs Rosé	750	Value-Add	
637710	Jackson-Triggs Shiraz	750	Value-Add	

**Value-Add (VA) - Rep Applied: Popcorn Bag - Boom Chicka POP**



## Signage Components

### VQA Flight

- Table Sign ENG (Re-order # 24P7-MNT14) / BIL (Re-order # 24P7-MNT15)
- Celebration Fixture Drum Sign ENG (Re-order # 24P7-MNT18) / BIL (Re-order # 24P7-MNT19)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P7-MNT20)
- Shelf Talkers ENG (Re-order # 24P7-MNT21) / BIL (Re-order # 24P7-MNT22)
- Food & Drink Merchandiser ENG (Re-order # 24P7-MNT12) / FR (Re-order # 24P7-MNT13)
- Aeroplan Box Sign ENG (Re-order # AIM-24P7-RAP1) / BIL (Re-order # AIM-24P7-RAP2)
- Aeroplan Flat ST (Re-order # AIM-24P7-RAP7) / BIL (Re-order # AIM-24P7-RAP8)

### IDB Flight

- Table Sign ENG (Re-order # 24P7-MNT25) / BIL (Re-order # 24P7-MNT26)
- Celebration Fixture Drum Sign ENG (Re-order # 24P7-MNT29) / BIL (Re-order # 24P7-MNT30)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P7-MNT31)
- Shelf Talkers ENG (Re-order # 24P7-MNT32) / BIL (Re-order # 24P7-MNT33)
- Perpendicular Shelf Talkers ENG (Re-order # 24P7-MNT34) / BIL (Re-order # 24P7-MNT35)
- Food & Drink Merchandiser ENG (Re-order # 24P7-MNT12) / FR (Re-order # 24P7-MNT13)

### 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.
- Install the Food & Drink merchandiser once the magazine has launched.
- Install the Aeroplan box sign and flat shelf-talkers on the Flight A nesting table



VQA Flight



IDB Flight

## Middle Nesting Table Planograms

### VQA Flight



Front View



Back View

Facings: 5x8 +17472	Facings: 5x8 +308486	Facings: 5x8 +177824
---------------------------	----------------------------	----------------------------

Facings: 4x3 +19748	Facings: 4x3 +24133	Facings: 4x4 +389411	Facings: 4x3 +433714
SIGNAGE			
Facings: 6x3 +19748	Facings: 6x3 +24133	Facings: 6x4 +389411	Facings: 6x3 +433714

Facings: 5x7 +536565
----------------------------

Facings: 5x7 +217679
----------------------------

Facings: 5x8 +233635	Facings: 5x8 +32794	Facings: 5x8 +582825
----------------------------	---------------------------	----------------------------

### IDB Flight



Front View



Back View

Facings: 6x8 +12287	Facings: 6x8 +383711	Facings: 6x8 +637710
---------------------------	----------------------------	----------------------------

Facings: 3x2 +21391	Facings: 3x2 +305144	Facings: 3x2 +270892
SIGNAGE		
Facings: 3x2 +21391	Facings: 3x2 +305144	Facings: 3x2 +270892

Facings: 4x7 +619791
----------------------------

Facings: 4x7 +619791
----------------------------

Facings: 6x8 +16775	Facings: 6x8 +328518	Facings: 6x8 +399410
---------------------------	----------------------------	----------------------------

## Celebration Fixture Planograms

### VQA Flight



Front View



Back View

### IDB Flight



Front View



Back View

# Period 7 END AISLES

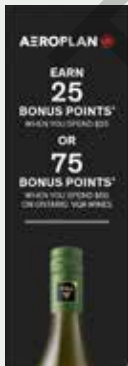
The Cocktail of the Month program is now merchandised on End Aisle 1. You will find the participating SKUs under Promo Code BS-BSE. There will NOT be any products listed under EA 1 in your store promo tree. Please refer to the Cocktail of the Month section of this guide for more information.

**Note: The VQA Tasting and VQA Aeroplan backer cards can only be merchandised with VQA products.**

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	135566	Polar Ice Vodka	750	LTO
	357145	Open Smooth Red VQA	750	LTO
<b>Crimson Lemonade Blade Sign</b> ENG (Re-order # 24P7-BS5A), BIL (Re-order # 24P7-BS1A) <ul style="list-style-type: none"> <li>• Install Cocktail Blade Sign on End Aisle 1.</li> <li>• Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul>				
<b>Crimson Lemonade Backer Card</b> ENG / BIL (Re-order # 24P7-BC1A)				



	LCBO#	Description	Size (mL)	Offers
<b>VQA End Aisle #2A</b>	18393	Wayne Gretzky Estate Cabernet Merlot VQA BIB	3000	LTO
	33523	Wayne Gretzky Signature White VQA	3000	LTO
	426528	Wayne Gretzky Baco Noir VQA	750	LTO
<b>Aeroplan Bonus Points Blade Sign</b> ENG (Re-order # 24P7-BS3A), BIL (Re-order # 24P7-BS7A) <ul style="list-style-type: none"> <li>• Install Blade Sign on End Aisle 2.</li> <li>• Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul>				
<b>Local Baco Noir with One-pot Chicken Backer Card</b> ENG / BIL (Re-order # 24P7-BC2A)				



**IDB**  
**End Aisle #2B**



LCBO#	Description	Size (mL)	Offers
28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO
28062	Keep Calm & Laugh Pinot Grigio	750	BAP, Wine Fridge
33466	Keep Calm & Laugh Chardonnay	750	LTO, Wine Fridge

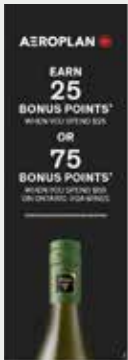
**Food & Drink 30 Years Blade Sign**  
ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)

- 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.

**Keep Calm Backer Card**  
ENG (Re-order # 24P7-BC2B)



**VQA**  
**End Aisle #3A**



LCBO#	Description	Size (mL)	Offers
110031	Sandbanks Estate Dunes White VQA	750	LTO
244616	Sandbanks Rosé VQA	750	LTO
346445	Sandbanks Dunes Red VQA	750	LTO

**Aeroplan Bonus Points Blade Sign**  
ENG (Re-order # 24P7-BS3A), BIL (Re-order # 24P7-BS7A)

- 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.

**Local White with Flaming Saganaki Backer Card**  
ENG / BIL (Re-order # 24P7-BC3A)



**IDB**  
**End Aisle #3B**



LCBO#	Description	Size (mL)	Offers
594168	Pelee Island Merlot	1500	LTO
614826	Pelee Island Pinot Grigio	1500	LTO
637199	Pelee Island Shiraz/Cabernet	750	LTO

**Food & Drink 30 Years Blade Sign**  
ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)

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

**Pelee Island Backer Card**  
ENG (Re-order # 24P7-BC3B)



**VQA**  
End Aisle #4A



LCBO#	Description	Size (mL)	Offers
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	BAP
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
518753	D'Ont Poke The Bear White VQA	750	LTO

**Aeroplane Bonus Points Blade Sign**  
ENG (Re-order # 24P7-BS3A), BIL (Re-order # 24P7-BS7A)

- 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.

**Local Cabernet Back Noir with Bavette Steak Backer Card**  
ENG / BIL (Re-order #24P7-BC4A)



**IDB**  
End Aisle #4B



LCBO#	Description	Size (mL)	Offers
23074	Bask Rosé Bib	3000	LTO
27727	Bask Cabernet Sauvignon	750	LTO
27728	Bask Pinot Grigio	750	LTO, Wine Fridge

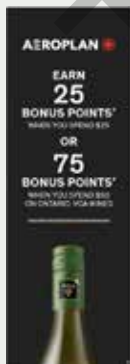
**Food & Drink 30 Years Blade Sign**  
ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)

- 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.

**Bask Wines Bask Backer Card**  
ENG (Re-order # 24P7-BC4B)



**VQA**  
End Aisle #5A



LCBO#	Description	Size (mL)	Offers
219543	Inniskillin Late Autumn Riesling VQA	750	LTO, Wine Fridge
261099	Inniskillin Pinot Noir VQA	750	Value-Add
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	LTO

**Value-Add (VA) - Rep Applied:** Wine Accessory - Dripless Pour Spot & Bottle Stopper + Ontario Wine Month EA5A


**Aeroplane Bonus Points Blade Sign**  
ENG (Re-order # 24P7-BS3A), BIL (Re-order # 24P7-BS7A)

- 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.

**Local Riesling with Glazed Roast Turkey Backer Card**  
ENG / BIL (Re-order # 24P7-BC5A)



**IDB**  
**End Aisle #5B**



LCBO#	Description	Size (mL)	Offers
214049	Girls' Night Out Strawberry Samba	1500	LTO
214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO

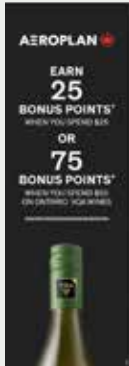
**Food & Drink 30 Years Blade Sign**  
**EENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)**

- 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.

**Girls Night Out Backer Card**  
**ENG (Re-order # 24P7-BC5B)**



**VQA**  
**End Aisle #6A**



LCBO#	Description	Size (mL)	Offers
450981	Pelee Island Lola Blush Sparkling VQA	750	LTO, Wine Fridge
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO
618231	Pelee Island Lola Gewurztraminer VQA	750	LTO


**Aeroplan Bonus Points Blade Sign**  
**ENG (Re-order # 24P7-BS3A), BIL (Re-order # 24P7-BS7A)**

- 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.

**Local Sparkling with Tumeric Lemon Squares Backer Card**  
**ENG / BIL (Re-order # 24P7-BC6A)**



**IDB**  
**End Aisle #6B**



LCBO#	Description	Size (mL)	Offers
27919	XOXO Sauvignon Blanc Light	750	LTO
132506	XOXO Pinot Grigio/ Chardonnay	1500	LTO
485995	XOXO Red Sangria	750	LTO

**Food & Drink 30 Years Blade Sign**  
**ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)**

- 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.

**XOXO Wines Backer Card**  
**ENG (Re-order # 24P7-BC6B)**



**VQA**  
End Aisle #7A



LCBO#	Description	Size (mL)	Offers
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	LTO
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	LTO
18667	Family Tree The Padre Cabernet Merlot	750	LTO

**Aeroplan Bonus Points Blade Sign**  
ENG (Re-order # 24P7-BS3A), BIL (Re-order # 24P7-BS7A)

- 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.

**Local Cabernet Merlot with Smash Burger Backer Card**  
ENG / BIL (Re-order # 24P7-BC7A)



**IDB**  
End Aisle #7B



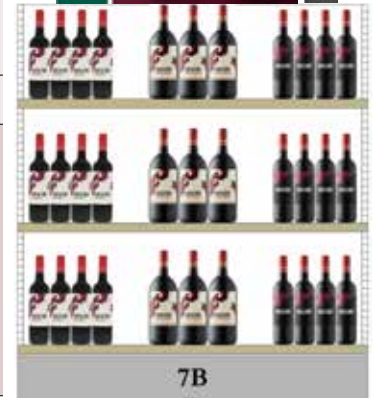
LCBO#	Description	Size (mL)	Offers
338855	Bodacious Smooth Red	750	LTO
522946	Bodacious Dark	750	Value-Add
523563	Bodacious Cabernet Sauvignon	1500	LTO

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

**Food & Drink 30 Years Blade Sign**  
ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)

- 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.

**Bodacious Wines Backer Card**  
BIL (Re-order # 24P7-BC7B)



**VQA**  
End Aisle #8A



LCBO#	Description	Size (mL)	Offers
303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO
307769	Rosehall Run Pinot Noir VQA	750	LTO
492959	Rosehall Run Pixie Sparkling Rosé VQA	750	LTO

**Aeroplan Bonus Points Blade Sign**  
ENG (Re-order # 24P7-BS3A), BIL (Re-order # 24P7-BS7A)


- 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.

**Local Pinot Noir with Vegan Fried Rice Backer Card**  
ENG / BIL (Re-order # 24P7-BC8A)





	LCBO#	Description	Size (mL)	Offers
<b>IDB</b> <b>End Aisle #8B</b>	85456	Colio Dry White	1500	LTO
	165308	Colio Extra Dry White	1500	LTO
	306001	Colio Dry White Bag In Box	4000	LTO




**Food & Drink 30 Years Blade Sign**  
**ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)**

- 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.

**Colio Wines Backer Card**  
**ENG / BIL (Re-order # 24P7-BC8B)**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	350629	Forty Creek Barrel Select Whisky	1140	LTO
	397091	Forty Creek Copper Bold Whisky	1750	LTO
	550715	Forty Creek Barrel Select	750	LTO



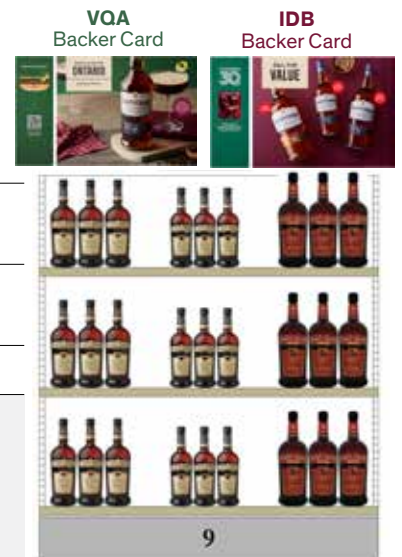

**VQA Espresso Nitroni Blade Sign**  
**ENG (Re-order # 224P7-BS6A), BIL (Re-order # 24P7-BS2A)**

**IDB Food & Drink Blade Sign**  
**ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)**

- 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.

**VQA Espresso Nitroni Backer Card**  
**ENG / BIL (Re-order # 24P7-BC9A)**

**IDB Forty Creek Backer Card** ENG / BIL (Re-order # 24P7-BC9B)



LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>			
18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	
30033	Beau's Juiced Af IPA (9654)	473	LTO
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 x 355	LTO
32795	Muskoka IPA Mixer Pack 2023 (LCBO Warehouse)	6 x 473	
32973	Side Launch IPA Mixer Pack (3827)	4 x 473	BAP
450312	Collective Arts Ransack The Universe IPA (LCBO Warehouse)	473	
458273	Great Lakes Octopus Wants To Fight IPA (1929)	473	LTO
481515	Bench Brewing Balls Falls Session IPA (798)	473	



VQA Blade Sign

IDB Blade Sign



Mini Thematic C - Beer

**VQA Food & Drink 30 Years Blade Sign**  
**ENG (Re-order # 224P7-BS4A), BIL (Re-order # 24P7-BS8A)**

**IDB Food & Drink 30 Years Blade Sign**  
**ENG (Re-order # 24P7-BS2B), BIL (Re-order # 24P7-BS4B)**

- Install Blade Sign on End Aisle 10.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**VQA Local Craft Brews Backer Card**  
**ENG / BIL (Re-order # 24P7-BC10A)**

**IDB Beer Backer Card ENG / BIL (Re-order # 24P7-BC10B)**

LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>			
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	LTO
454686	Captain Morgan 100 Proof	750	LTO
500512	Captain Morgan Original Spiced Rum	750	LTO

**VQA Food & Drink 30 Years Backer Card**  
**ENG / BIL (Re-order # 24P7-BC-GEN2A)**

**IDB Food & Drink 30 Years Backer Card ENG**  
**(Re-order # 24P7-BC-GEN5B)**



11

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	189217	Gibson's Finest Sterling Edition	750	
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
<p>VQA Discretionary Promo All-Play Backer Card  ENG / BIL (Re-order # 24P7-BC-GEN1A)  IDB Promo All-Play Backer Card ENG / BIL  (Re-order # 24P7-BC-GEN2B)</p>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	32936	Kamora Coffee Liqueur	1140	LTO
	545160	Tito's Handmade Vodka	1750	LTO
	597559	Tito's Handmade Vodka	750	Value-Add
<p>Value-Add (VA) - Rep Applied: Tito's 50mL</p>				
<p>VQA Same Day Backer Card ENG / BIL (Re-order # 24P7-BC-GEN3A)  VQA Generic Ecomm Backer Card ENG / BIL  (Re-order # 24P7-BC-GEN4A)</p>				
<p>IDB Same Day Backer Card ENG (Re-order # 24P7-BC-GEN3B)  IDB Generic Ecomm Backer Card ENG (Re-order # 24P7-BC-GEN4B)</p>				

**NOTE: If you do not have Same-Day pickup, please use Ecomm backer card.**

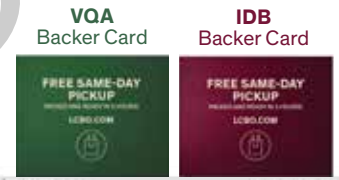


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	21378	Jim Beam White Label Bourbon	750	Value-Add, Necktag
	103747	Maker's Mark Kentucky Bourbon	750	LTO, Necktag
	326025	Basil Hayden Straight Bourbon	750	BAP, Value-Add, Necktag
<p>Value-Add (VA) - Rep Applied: Teaspressa Cocktail Cubes</p>				
<p>VQA Food &amp; Drink 30 Years Backer Card  ENG / BIL (Re-order # 24P7-BC-GEN2A)  IDB Aeroplan EARN BONUS POINTS Backer Card  ENG / BIL (Re-order # 24P7-BC-GEN6B)</p>				





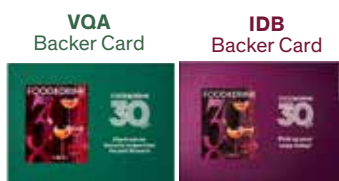
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	307	Seagrams V.O.	750	Value-Add
	31930	Seagrams V.O.	1750	Value-Add
	216978	Seagrams V.O.	1140	Value-Add
<b>Value-Add (VA) - Rep Applied: Golf Balls</b>				
<b>VQA Discretionary Promo All-Play Backer Card ENG / BIL (Re-order # 24P7-BC-GEN1A)</b>				
<b>IDB Promo All-Play Backer Card ENG / BIL (Re-order # 24P7-BC-GEN2B)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	Value-Add
	125187	Cazadores Reposado Tequila	750	Value-Add
	570366	Bacardi Spiced Rum	1140	Value-Add
<b>Value-Add (VA) - Rep Applied: Mulled Cider Mix</b>				
<b>VQA Same Day Backer Card ENG / BIL (Re-order # 24P7-BC-GEN3A)</b>				
<b>VQA Generic Ecomm Backer Card ENG / BIL (Re-order # 24P7-BC-GEN4A)</b>				
<b>IDB Same Day Backer Card ENG (Re-order # 24P7-BC-GEN3B)</b>				
<b>IDB Generic Ecomm Backer Card ENG (Re-order # 24P7-BC-GEN4B)</b>				



**NOTE: If you do not have Same-Day pickup, please use Ecomm backer card.**



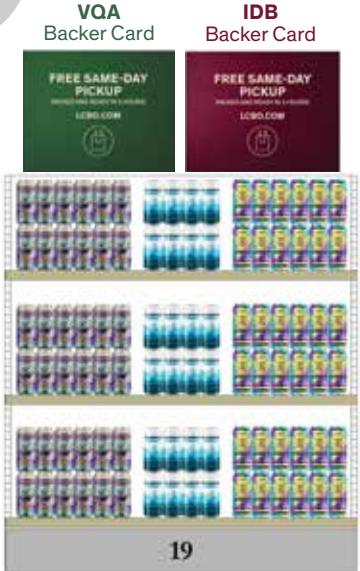
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	11248	Baileys Espresso	750	
	400259	Baileys Salted Caramel	750	LTO
	605956	Baileys Irish Cream Liquor	1140	Value-Add
<b>Value-Add (VA) - Rep Applied: Baileys Espresso 50mL</b>				
<b>VQA Food &amp; Drink 30 Years Backer Card ENG / BIL (Re-order # 24P7-BC-GEN2A)</b>				
<b>IDB Food &amp; Drink 30 Years Backer Card ENG (Re-order # 24P7-BC-GEN5B)</b>				



LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>			
333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
571786	Thornbury Craft Cranberry Cider (LCBO Warehouse)	473	BAP
688671	Thornbury Craft Wild Blueberry Elderflower Cider (LCBO Warehouse)	473	
VOA Discretionary Promo All-Play Backer Card ENG / BIL (Re-order # 24P7-BC-GEN1A)			
IDB Aeroplan EARN BONUS POINTS Backer Card ENG / BIL (Re-order # 24P7-BC-GEN6B)			



LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>			
20118	Collective Arts Good Monster (LCBO Warehouse)	473	
21271	Collingwood Downhill Pale Ale (4205)	473	
25043	Lost Craft Coastal Wave IPA (179)	473	
VOA Same Day Backer Card ENG / BIL (Re-order # 24P7-BC-GEN3A)			
VOA Generic Ecomm Backer Card ENG / BIL (Re-order # 24P7-BC-GEN4A)			
IDB Same Day Backer Card ENG (Re-order # 24P7-BC-GEN3B)			
IDB Generic Ecomm Backer Card ENG (Re-order # 24P7-BC-GEN4B)			



**NOTE: If you do not have Same-Day pickup, please use Ecomm backer card.**

LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>			
31451	Ace Hill Ultra (LCBO Warehouse)	6 x 355	
552687	Nickel Brook Black Light All Night Stout (6699)	473	
628875	Macleans Cherry Porter (9719)	473	
VOA Food & Drink 30 Years Backer Card ENG / BIL (Re-order # 24P7-BC-GEN2A)			
IDB Food & Drink 30 Years Backer Card ENG (Re-order # 24P7-BC-GEN5B)			



# Wines Discovery End Aisles

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

**Key Dates: September 10 - October 7, 2023**

## Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
<b>EA-W5</b> <b>Participating Stores:</b> 1, 10, 15, 18, 31, 38, 149, 164, 214, 217, 243, 329, 346, 355, 360, 367, 383, 385, 398, 417, 445, 481, 486, 499, 511, 528, 623, 624, 632, 641	21046	Mionetto Prestige Prosecco Rosé	750	Wine Fridge
	21621	Bread & Butter Prosecco Doc	750	Wine Fridge
	21624	Josh Cellars Prosecco Rosé	750	
	32535	Veuve De Vernay Brut Sparkling	750	Wine Fridge
	32537	Villa Sandi Blanc De Blancs Il Fresco Brut	750	Wine Fridge
	32538	Latte Miele Prosecco Doc Spumate	750	Wine Fridge
	302752	> (V) Santa Margherita Rosé Brut	750	
<b>EA-W6</b> <b>Participating Stores:</b> 360, 523, 635, 642, 657	Please merchandise any Kosher SKUs from the Continuously Available Portfolio or the Vintages Release Program at managers discretion.			

## Signage Components

- Sparkling Wines from Europe End Aisle Backer Card ENG/BIL (Re-order # AIM-24P7-DBC2)
- Kosher End Aisle Backer Card ENG/BIL (Re-order # AIM-24P7-DBC1)
- Shelf Talkers - print at store level

## Merchandising Instructions

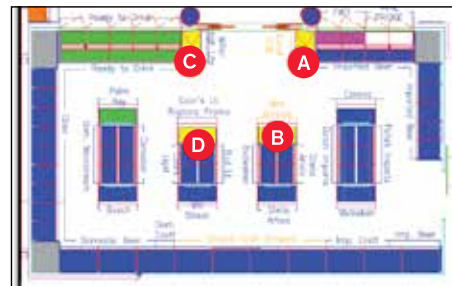
- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.



**W6**

# 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.**

## Participating Stores

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

## Key Dates (September 10 - October 7, 2023)

## Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	351429	Amsterdam Boneshaker	473	3842 - Amsterdam Brewing Company	
	667790	Amsterdam Boneshaker IPA	6 × 473	3842 - Amsterdam Brewing Company	VA
	<b>VA/Merchandiser:</b> Free Boneshaker Bobblehead With Purchase of two 6-packs of Boneshaker IPA.				
<b>B</b> Plinth (EA - EZB)	34853	Flying Monkeys Psychedelic Puzzle Factory DIPA	473	6309 - Flying Monkeys Craft Brewery	
	32808	Muskoka Stein Sized Fest Bier	568	LCBO Warehouse	
	34927	Lake Of Bays Moonstruck Dark Lager	473	8958 - Lake Of Bays Brewing	
<b>C</b> Plinth (EA - EZH)	32061	Mill St Ultimate Patio Pack	6 × 473	1950 - Trillium Beverage Inc.	
	32062	Mill St. Cold IPA	473	1950 - Trillium Beverage Inc.	LTO
	516880	Mill Street Original Organic	6 × 473	1950 - Trillium Beverage Inc.	VA
<b>VA/Merchandiser:</b> Que Pasa Tortilla Chips					
<b>D</b> End Aisle (EA - EZD)	25054	Creemore Pale Ale	473	1757 - Creemore Springs Brewery	
	32717	Creemore Springs Savour Winter Collection	6 × 473	1757 - Creemore Springs Brewery	VA
	541243	Creemore Springs Premium Lager	6 × 473	1757 - Creemore Springs Brewery	LTO
<b>VA/Merchandiser:</b> Purchase a 6 pack of the Creemore Winter Pack and receive a branded appetizer & drink tray.					

**Beer Excitement Zone A:** Crafted locally. Free Boneshaker Bobblehead With Purchase of 2 × 6 packs of Boneshaker IPA.

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

**Beer Excitement Zone C:** Celebrate Ontario's Original Organic Beer with Mill Street. Get a free bag of Que Pasa Tortilla Chips with purchase of TWO six-packs of Mill Street Original Organic (516880 | 6×473).

**Beer Excitement Zone D:** Make a toast and cheers with the best of Creemore. Purchase a 6 pack of the Creemore Winter Pack and receive a branded appetizer & drink tray.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P7-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P7-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P7-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P7-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P7-BEZ5) / BIL (Re-order # 24P7-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P7-BEZ7) / BIL (Re-order # 24P7-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 (P7)

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 (P7)

### Participating Stores

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

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 24P7-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P7-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P7-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

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

# Ontario Craft Beer

## END AISLE

### Overview

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

### Key Dates (September 10 - October 7, 2023)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
17396	Cameron's Cruising Through The Galaxy Hazy	473	413 - Cameron's Brewing Co.
20870	Van Full Of Weirdos IPA	473	5732 - Refined Fool Brewing Company
25564	Lake Of Bays Italian Pilsner	473	8958 - Lake Of Bays Brewing
513044	Henderson's Brewing Co. Henderson's Best +	473	798 - Bench Brewing Company
921296	Wellington Helles Lager	473	4826 - Wellington County Brewery Inc
27126	Whitewater North Meets South Nordic Pale Ale	473	8454 - Whitewater Brewing Company

### Merchandising Instructions

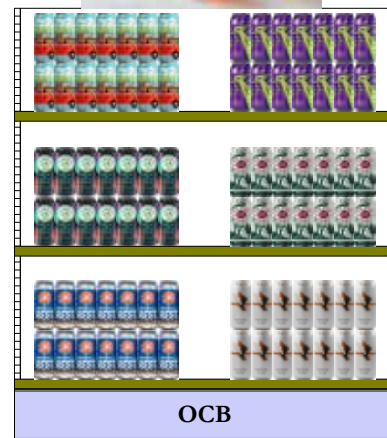
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 8-Pack Carrier stores:

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

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-24P7-OCB1) / BIL (Re-order #AIM-24P7-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (September 10 - October 7, 2023)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)
402578	Rodenbach Vintage	750
322065	Brasserie Dupont Moinette Brune	330
32773	Troubadour - Obscura	330
22577	Duvel 666	330
107672	Ola Dubh 12YO	330
21058	Founders Porter	355
32778	Erdinger Oktoberfest	500
17767	Schneider Aventinus Eisbock	330
32792	Schneider Festweisse	500
84889	Hofbrau Oktoberfestbier	500
32767	Grandauer Festbier	500

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-24P7-ICB1 / BIL (Re-order #AIM-24P7-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 (September 10 - October 7, 2023)**

### Participating Products

LCBO#	Description	Size (mL)	Offers
4705	20 Bees Chardonnay Unoaked VQA	750	LTO
609701	Muskoka Lakes Cranberry Wine	750	LTO
613471	Henry Of Pelham Rose VQA	750	LTO
620104	Angels Gate Sussreserve Riesling VQA	750	LTO

### Participating Stores

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

### PARTICIPATING STORES – VQA CUBE FIXTURE

#### Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-24P7-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-24P7-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 (September 10 - October 7, 2023)

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
357418	Megalomaniac Local Squeeze Riesling VQA	750 mL	BAP
20258	Hopetown Wine Co. Hill House Craft Red VQA	750 mL	BAP



#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # 24P7-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # 24P7-OWP2) / BIL (Re-order # 24P7-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 (September 11 - October 8, 2023)

#### Participating Stores

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

#### Participating Products

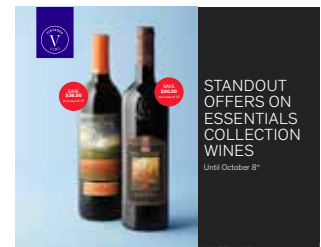
LCBO#	Description	Size (mL)	Offers
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00 LTO
378257	>(V) Brunello Di Montalcino (Banfi)	750	\$5.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-24P7-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P7-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P7-VINT3)

#### Merchandising Instructions

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



Essentials on Offer

## 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 (September 23 Release)

#### Mandatory Participating Stores

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

#### Important Note

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

#### Participating Products

LCBO#	Description	Size (mL)
<b>September 23 Release</b>		
13181	Rcabernet Sauvignon	750
12407	Luciano Arduini Ripasso Valpolicella Classico Superiore	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 (September 10 - October 7, 2023)

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

### Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- Shelf Talkers (Re-order# AIM-24P7 -VLTO1)

### Participating Products

#### LTO Offers:

LCBO#	Description	Size (mL)	LTO
177824	13th Street Gamay VQA	750	\$2.00
378257	Banfi Brunello Di Montalcino	750	\$5.00
250696	Banfi Principessa Gavia Gavi	750	\$3.00
898569	Baron Herzog Cabernet Sauvignon KPM	750	\$1.00
84988	Beringer Napa Valley Chardonnay	750	\$3.00
16081	Caffo Vecchio Amaro Del Capo	750	\$2.50
294298	Conundrum Red	750	\$3.00
167189	Dandelion Vineyards Lionheart Of The Barossa Shiraz	750	\$3.00
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$1.00
63891	Emiliana Coyam Organic Red Blend	750	\$3.00
394718	Erath Pinot Noir	750	\$3.00
1578	Flat Rock Twisted White VQA	750	\$2.00
25080	Hess Select Cabernet Sauvignon	750	\$3.00
388306	Inniskillin Vidal Icewine VQA	375	\$5.00
686584	J. Lohr Hilltop Cabernet Sauvignon	750	\$5.00
27516	J. Lohr Los Osos Merlot	750	\$2.00
389411	Jackson-Triggs Reserve Vidal Icewine VQA	375	\$5.00
78063	Jeunesse Cabernet Sauvignon KPM	750	\$1.00
10465	Klinker Brick Winery Brickmason Red Blend	750	\$2.00
166538	Lan Crianza	750	\$2.00
292110	La Mascota Cabernet Sauvignon	750	\$2.00
587154	Magnotta Vidal Icewine	375	\$3.00
633545	Michael David Freakshow Red	750	\$2.00
322586	Montes Alpha Cabernet Sauvignon	750	\$3.00
326728	Oyster Bay Chardonnay	750	\$3.00
590414	Oyster Bay Pinot Noir	750	\$3.00
741769	Rocca Delle Macie Chianti Classico	750	\$2.00
449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00
106450	Santa Margherita Pinot Grigio	750	\$2.00
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$2.00
1834	Susana Balbo Crios Torrontés	750	\$2.00
130989	Tawse Growers Blend Pinot Noir	750	\$2.00
121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$6.00



LCBO#	Description	Size (mL)	LTO
149237	The Foreign Affair The Conspiracy VQA	750	\$3.00
59311	The Seven Deadly Zins Old Vine Zinfandel	750	\$3.00
24133	Thirty Bench Winemaker's Blend Riesling	750	\$3.00
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00
419770	Wines Of Substance Cabernet Sauvignon	750	\$3.00

**Aeroplan Offers:**

LCBO#	Description	Size (mL)	BAP
522672	Lakeview Cellars Vidal Icewine	200	100
18519	Langmeil Prime Cut Shiraz	750	80
130138	Meiomi Pinot Noir	750	100
255513	Robert Mondavi Winery Napa Valley Cabernet Sauvignon	750	110
221887	Robert Mondavi Winery Napa Valley Sauvignon Blanc	750	100
350900	Robert Oatley Signature Series Chardonnay	750	100

Trade Copy Only

## 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 (September 10 - October 7, 2023)

#### Participating Stores

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

#### Participating Product

LCBO#	Description	Size (mL)	Offers
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00 LTO

#### Signage Components & Merchandising Instructions

##### Signage re-order code: AIM-24P7 -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)

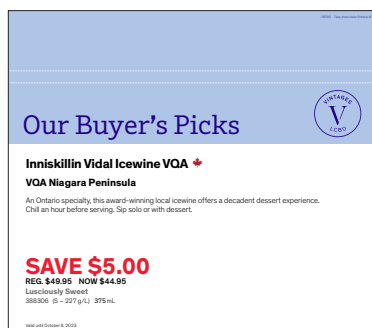
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

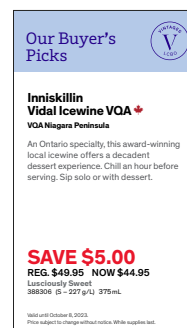
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

# AUTUMN GIFT BAGS

The Autumn Enhanced Gift Bag and \$2.95 Hot Button signage shipped to participating stores for set up with the start of P7.

**Install Date:** Week of September 10<sup>th</sup>



Please refer to the P7 online worksheets posted on the portal for information on Autumn Enhanced Gift Bags stores & allocation.

## Signage Re-order Codes

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



Autumn Enhanced 1 Bottle Bag 2023  
LCBO# 33314 • \$2.95

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	24P7-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Mini Thematic A

GIFT CANADIAN SPIRITS



### Mini Thematic B

GIFT NEW VQA WINES



### Cash Ends



- Install the Autumn Gift Bags on the Mini Thematic fixtures the week of September 10<sup>th</sup>.
- Refer to the Mini Thematic A/B sections for more details.
- Merchandise the new Autumn gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

# YEAR-ROUND GIFTING

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

LCBO#	Component	Retail	LCBO#	Component
<b>Gift Packaging</b>			<b>Gift Cards &amp; Presenters</b>	
<b>NEW</b> 35421	2 Bottle Reusable Bag	\$1.25	27053	Soft Black Gift Card
27353	LCBO "Our Favourite" Bag	\$1.50	27054	Warm White Gift Card
27354	Enhanced 2 Bottle Paper Gift Bag	\$4.95	27055	Gift Card Carrier
27355	Year-Round 1 Bottle Rigid Box	\$7.95	647271	Vintages Gift Card Carrier (English)
27396	Reusable Bag 6 Bottle	\$2.95	657882	Vintages Gift Card Carrier (French)
27397	Large Reusable Bag	\$2.95	647222	Vintages Gift Card
16877	Organic Cotton Canvas 4 Pocket Bag	\$14.95		
16679	Vintages Gift Box	\$7.95		
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95		
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95		
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95		
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95		



## NEW! 2 Bottle Reusable Bag



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

The new 2 Bottle Reusable Bags will be merchandised in two (2) areas:

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

Description	Reorder #
  \$1.25 Reusable Bag Hot Button Signs	24P7-GFT2
Hot Button Sign Clip (bundles of 10)	NIHK102

# LCBO \$1.50 "Our Favourite" Gift Bag

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

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



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



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

## Signage Re-order Codes

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

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

## Merchandising Options:

### Front Facing End Aisles



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

### Cash Ends



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

### Wooden Gift Packaging Merchandiser: Select Stores



# LCBO Enhanced 2 Bottle Paper Gift Bag

## LCBO 1 Bottle Rigid Gift Tube



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

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

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

### Signage Re-order Codes

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

	Description	Reorder #
	\$4.95 Bag Hot Button Signs	23OP-GFT3
	Hot Button Sign Clip (bundles of 10)	NIHK102
	\$7.95 Bag Hot Button Signs	23OP-GFT4



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



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

### Merchandising Options:

#### Metal Reusable Bag Fixture



#### Wooden Gift Packaging Merchandiser: Select Stores



# Organic Cotton Canvas 4 Pocket Bag Seasonal Hanging Bag Stand

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

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

## Seasonal Hanging Bag Stand:

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



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

## 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.

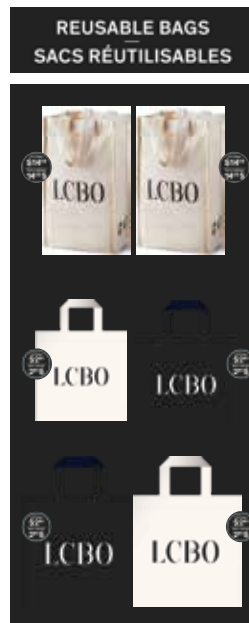
	Description	Reorder #
	\$14.95 Bag Hot Button Signs	23OP-GFT5
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Year Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG: 24P7-GFT5 BIL: 24P7-GFT6

## Merchandising Options:

### Metal Reusable Bag Fixture



### Gift Packaging Floor Merchandiser (Metal)



# LCBO Reusable Gift Bags Gift Packaging Floor Merchandiser (Metal)

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

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

- Metal Reusable Bag Fixture
- Wooden Gift Packaging Merchandiser
- Gift Packaging Floor Merchandiser

Gift Packaging Floor Merchandiser (Metal): Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish the fixture throughout the promotion.

## Signage Re-order Codes

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

	Description	Reorder #
	\$1.25 Reusable Bag Hot Button Signs	24P7-GFT2
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	\$14.95 Bag Hot Button Signs	23OP-GFT5
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Reusable Bags Insert Sign	ENG/ENG: 23OP-GFT13
		BIL/BIL: 23OP-GFT15
	Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14



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



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



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

## Merchandising Options:

### Metal Reusable Bag Fixture



### Gift Packaging Floor Merchandiser (Metal)



Reusable 2 Bottle Bag  
Case Packed 50  
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
27354	Year-Round Enhanced 2 Bottle Bag (2V)	\$4.95
652842	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
657650	Year-Round 1 Bottle Rigid Box (2V)	\$7.95
657338	Year-Round 2 Bottle Rigid Box (2V)	\$9.95
11206	Vintages "Our Favourite" Gift Bag	\$1.50
16679	Vintages Single Bottle Rigid Gift Box	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95

### 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: 24P7-GFT7 BIL/BIL: 24P7-GFT8



Front view



Back view

**SIDE A:**

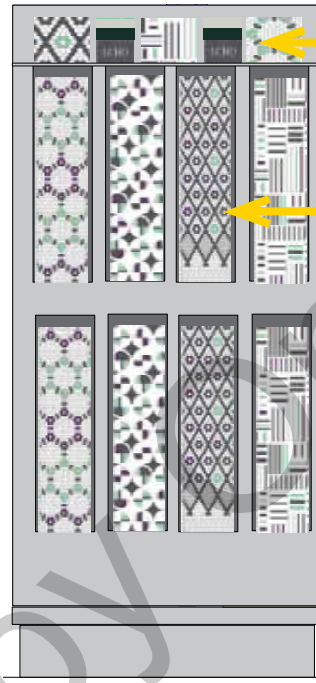


Residual LCBO Gift Cards & Presenters

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

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

**SIDE B:**



Residual LCBO Gift Cards & Presenters

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

**SIDE C:**



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

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

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

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

**SIDE D:**






LCBO Gift Cards & Presenters




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

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

# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards & Carriers

LCBO#	Description	Image
27053	Soft Black	
27054	Warm White	
647222	Vintages	

LCBO#	Description	Image
27055	LCBO Year-Round Carrier	
647271	Vintages (English)	
657882	Vintages (French)	

## Receiving Instructions

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

## Merchandising Instructions

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

### 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 (September 10 - October 7, 2023)

## Participating Stores

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

## Merchandising Instructions

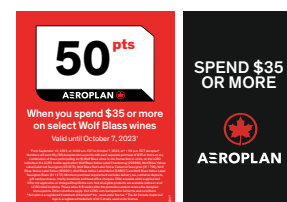
- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides 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.
- Merchandise the Aeroplan Flat Shelf-talkers on the FSA (Rose/Sparkling), FSD (Australia & New Zealand) and FSE (South America & South Africa) display.

## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P7-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P7-FS2)
- FSC Europe Flex Space Box Sign - Shop & Earn with Fantini Wines ENG/BIL (Re-order # 24P7-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - Crisp White Wines ENG/BIL (Re-order # 24P7-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - Two Oceans ENG/BIL (Re-order # 24P7-FS5)
- Shelf Talkers ENG (Re-order # 24P7-FS6) / BIL (Re-order # 24P7-FS7)

- Rioja Wines Bin Tag Underlay ENG/BIL (Re-order # 24P7-FS11)
- Rioja Wines Perpendicular ST English Bundle (Re-order # 24P7-FS14)
- Rioja Wines Perpendicular ST Bilingual Bundle (Re-order # 24P7-FS17)

- Wolf Blass Bin Tag Underlay Eng/Bil (Re-order # 24P7-FS9)
- Wolf Blass Perpendicular ST English Bundle (Re-order # 24P7-FS12)
- Wolf Blass Perpendicular ST Bilingual Bundle (Re-order # 24P7-FS15)



- Thalia Wines Bin Tag Underlay (Re-order # 24P7-FS10)
- Thalia Wines Perpendicular ST English Bundle (Re-order # 24P7-FS13)
- Thalia Wines Perpendicular ST Bilingual Bundle (Re-order # 24P7-FS16)



## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space “DISCOVER THALIA, GREAT WINES FROM GREECE ”</b>				
	15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	BAP
	27148	Thalia Rosé	750	BAP
	273490	Thalia White Assyrtiko Sauvignon Blanc	750	BAP
<b>(FSB) USA - California Flex Space “J. LOHR”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	27516	>J.Lohr Los Osos Merlot	750	LTO
	258699	>J.Lohr Riverstone Chardonnay	750	
	313817	>J.Lohr Seven Oaks Cabernet Sauvignon	375	
	656561	>J.Lohr Seven Oaks Cabernet Sauvignon	750	
	686584	>J.Lohr Hilltop Cabernet Sauvignon	750	LTO
<b>(FSC) Europe - Italy/SE Flex Space “WINES OF RIOJA”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	22617	La Maldita Garnacha Red	750	LTO
	32656	Marques De Riscal Rioja Reserva	750	
	144493	Montecillo Crianza Rioja	750	LTO
	166538	>(V) Crianza Rioja (Bodegas Lan)	750	LTO
	177345	>(V) Muga Reserva Rioja (Bodegas Muga)	750	
	342006	Campo Viejo Rioja Tempranillo	750	LTO
	426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO
	976662	>(V)Faustino I Gran Reserva Rioja (Bod Faust)	750	
<b>(FSD) Australia/New Zealand Flex Space “WOLF BLASS AEROPLAN AND HOCKEY”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	226860	Wolf Blass Yellow Label Chardonnay	750	LTO, Wine Fridge
	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	Value-Add
	311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	
	506691	Wolf Blass Yellow Label Shiraz	750	
	538637	Wolf Blass Yellow Label Merlot	750	LTO
	611475	Wolf Blass Yellow Label Sauvignon Blanc	750	
	VA - Rep-Applied: Hockey Player Glasswear			

**(FSE) Chile/Argentina Flex Space “DISCOVER THE DIVERSITY OF ARGENTINA”**

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



1834	>Susana Balbo Crios Torrontes	750	LTO
26546	Finca Las Moras Pinot Grigio	750	LTO
160952	Domaine Bousquet Malbec Organic	750	LTO
162610	Pascual Toso Malbec Limited Edition	750	LTO
292110	>La Mascota Cabernet Sauvignon	750	LTO
483263	Don David Reserve Malbec	750	LTO
614651	Trapiche Reserve Malbec	750	BAP
614669	Trapiche Reserve Cabernet Sauvignon	750	LTO

**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 (September 10 - October 7, 2023)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
385286	Iceberg Vodka (P.E.T)	375	BAP
397976	Dr. McGillicuddy Intense Peach	375	BAP, Value-Add

Value-Add (VA) - Rep Applied: Hair Scrunchie

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P7-SP2) / BIL (Re-order #AIM-24P7-SP3)
- "Mix With Soda" Shelf Talker ENG (Re-order #AIM-24P7-SP4) / BIL (Re-order #AIM-24P7-SP6)

### Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser closest to the entrance of the store.
- Install the shelf talkers in front of the participating products.
- Ensure the "Mix with Soda" 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 (September 10 - October 7, 2023)**

## Participating Stores

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

## Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	19035	St Remy XO	375	
	180570	Finlandia Vodka	375	LTO
Wines/Wine in Cans (FEM2)	19295	Pelee Island Lola Pinot Grigio VQA	250	
	19296	Pelee Island Lola Sparkling Blush VQA	250	
Brown Spirits/Liqueurs (FEM3)	19013	Casamigos Blanco Tequila	375	LTO
	540229	Angostura Bitters	100	BAP

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P7-FEM1) / BIL (Re-order #AIM-24P7-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P7-FEM3) / BIL (Re-order #AIM-24P7-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P7-FEM5) / BIL (Re-order #AIM-24P7-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 (Period 7)

### Participating Stores

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

### Merchandising Instructions

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

### Signage Components

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



## Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

### Participating Products

	LCBO#	Description	Size (mL)
Whisky	187047	Johnnie Walker Black 12 YO	375
	230987	Jameson Irish Whiskey	375
	12195	Grand Marnier Cordon Rouge	375
Brown Spirits	61408	Jagermeister	375
	74393	Baileys Irish Cream	375
	245688	Hennessy Vs Cognac.	375
	398776	Fireball Whisky Shooter	375
	2808	Bacardi Gold Rum (P.E.T)	375
	12596	Empress Gin	375
	21159	New Amsterdam Pink Whitney Vodka	375
White Spirits	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)
14665	Good Vines White Wine Spritz	355
24998	Bask Rose Spritz	355
24999	Bask Green Tea Peach Hard Sparkling Water	355
25487	Darling Mimosa Sparkling Grapefruit	355
31472	Bread & Butter Rose Can	250
31653	Gaze Black Cherry Moscato Wine Beverage	375
32174	Good Fortune Mango Margarita Wine Beverage	355
32175	Lively Peach Cherry Rose Wine Beverage	341
647313	Joiy Rose Sparkling	250



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 (September 10 - October 7, 2023)

#### Participating Stores

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

#### Merchandising Instructions

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

#### Signage Components

- Pricer Card ENG (Re-order #AIM-24P7-FEM7) / BIL (Re-order #AIM-24P7-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



TOP  
PICK

LCBO# 24328  
Jaw Drop Blue Blast Vodka  
Cooler  
473 mL | 10 BAP

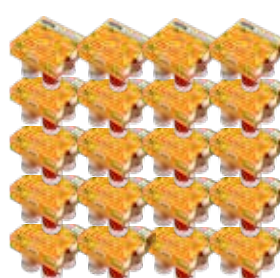
CE4



TOP  
PICK

LCBO# 19121  
White Claw Hard Seltzer  
Watermelon  
473 mL | 15 BAP

CE5



TOP  
PICK

LCBO# 558098  
Twisted Shotz Sex On The  
Beach  
4 x 30mL | 25 BAP

CE6



TOP  
PICK

LCBO# 19096  
Matt & Steve's Caesar -  
Hot & Spicy  
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 (September 10 - October 7, 2023)**

## Participating Stores

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

## Participating Products

LCBO#	Description	Size (mL)	Offers
15009	New Amsterdam Pink Whitney Vodka	750	Necktag
21159	New Amsterdam Pink Whitney Vodka	375	\$1.00 LTO

## Signage Components

- A-Frame Sign ENG (Re-order# 24P7-AF1) / BIL (Re-order# 24P7-AF2)
- Shelf Talkers English Bundle ENG (Re-order# 24P7-AF3)  
Shelf Talkers Bilingual Bundle ENG (Re-order# 24P7-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.



# Turn 2

## WINE FRIDGE

Period 7 - Period 11

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 2 guide for participating products. **This is a sold program. Participation is mandatory.**

### Participating Stores

#### Group A Stores

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

#### Group B Stores

14, 23, 26, 27, 33, 34, 45, 50, 51, 52, 55, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 197, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744, 759

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 236, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 87, 153, 157, 160, 161, 167, 175, 181, 186, 146, 199, 217, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 277, 281, 284, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 366, 370, 372, 374, 386, 402, 403, 404, 406, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 507, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 696, 701, 703, 706, 746, 749, 754, 755, 756, 757, 758, 760, 761

#### Group D Stores














1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 200, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 450, 455, 462, 467, 468, 477, 482, 483, 484, 492, 500, 519, 522, 523, 527, 529, 530, 540, 549, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 629, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762, 772

### Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of 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.



# 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: 24P7-ST1 BIL: 24P7-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P7-ST12 BIL: 24P7-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P7-ST14 BIL: 24P7-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P7-ST3 BIL: 24P7-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P7-ST5 BIL: 24P7-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P7-ST7 BIL: 24P7-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P7-ST9 BIL: 24P7-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	24P7-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-24P7-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P7-AS1 BIL: AIM-24P7-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P7-LTO	

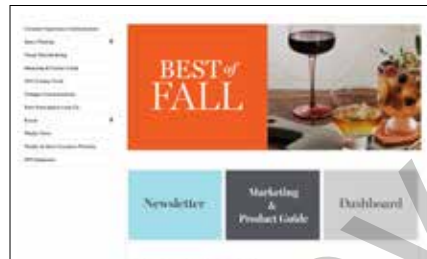
# Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Trade Copy

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1 A /B (Promo code is BSE not EA 1)	135566	Polar Ice Vodka	750	BSE, LTO
			357145	Open Smooth Red VQA	750	BSE, LTO
<input type="checkbox"/>	<input type="checkbox"/>	2A	18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	LTO
			33523	Wayne Gretzky Signature White VQA	3000	LTO
			426528	Wayne Gretzky Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2B	28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO
			28062	Keep Calm & Laugh Pinot Grigio	750	BAP, Wine Fridge
			33466	Keep Calm & Laugh Chardonnay	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	3A	110031	Sandbanks Estate Dunes White VQA	750	End Aisle, LTO, Wine Fridge
			244616	Sandbanks Rosé VQA	750	End Aisle, LTO
			346445	Sandbanks Dunes Red VQA	750	End Aisle, LTO
<input type="checkbox"/>	<input type="checkbox"/>	3B	594168	Pelee Island Merlot	1500	LTO
			614826	Pelee Island Pinot Grigio	1500	LTO
			637199	Pelee Island Shiraz/Cabernet	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4A	18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	BAP
			518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
			518753	D'Ont Poke The Bear White VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4B	23074	Bask Rosé Bib	3000	LTO
			27727	Bask Cabernet Sauvignon	750	LTO
			27728	Bask Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	5A	219543	Inniskillin Late Autumn Riesling VQA	750	LTO, Wine Fridge
			261099	Inniskillin Pinot Noir VQA	750	Value-Add
			485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5B	214049	Girls' Night Out Strawberry Samba	1500	LTO
			214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
			411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A	450981	Pelee Island Lola Blush Sparkling VQA	750	LTO, Wine Fridge
			618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO
			618231	Pelee Island Lola Gewurztraminer VQA	750	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	6B	27919	XOXO Sauvignon Blanc Light	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		132506	XOXO Pinot Grigio/Chardonnay	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		485995	XOXO Red Sangria	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7A	16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16792	Speck Bros. The Goat Lady Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		18667	Family Tree The Padre Cabernet Merlot	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7B	338855	Bodacious Smooth Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		522946	Bodacious Dark	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		523563	Bodacious Cabernet Sauvignon	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8A	303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		307769	Rosehall Run Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		492959	Rosehall Run Pixie Sparkling Rosé VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8B	85456	Colio Dry White	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		165308	Colio Extra Dry White	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		306001	Colio Dry White Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9A/B	350629	Forty Creek Barrel Select Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		397091	Forty Creek Copper Bold Whisky	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		550715	Forty Creek Barrel Select	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	Mini Thematic
<input type="checkbox"/>	<input type="checkbox"/>		30033	Beau's Juiced Af IPA (9654)	473	Mini Thematic, LTO
<input type="checkbox"/>	<input type="checkbox"/>		31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	Mini Thematic
<input type="checkbox"/>	<input type="checkbox"/>		31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355	Mini Thematic, LTO
<input type="checkbox"/>	<input type="checkbox"/>		32795	Muskoka IPA Mixer Pack 2023 (LCBO Warehouse)	6 × 473	Mini Thematic
<input type="checkbox"/>	<input type="checkbox"/>		32973	Side Launch Ipa Mixer Pack (3827)	1892	Mini Thematic, BAP
<input type="checkbox"/>	<input type="checkbox"/>		450312	Collective Arts Ransack The Universe IPA (LCBO Warehouse)	473	Mini Thematic
<input type="checkbox"/>	<input type="checkbox"/>		458273	Great Lakes Octopus Wants To Fight IPA (1929)	473	Mini Thematic, LTO
<input type="checkbox"/>	<input type="checkbox"/>		481515	Bench Brewing Balls Falls Session IPA (798)	473	Mini Thematic

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	11	318709	Captain Morgan Original Spiced Rum (P.E.T)	750	LTO, Feature Fixture B
			454686	Captain Morgan 100 Proof	750	LTO
			500512	Captain Morgan Original Spiced Rum	750	LTO, Feature Fixture B
<input type="checkbox"/>	<input type="checkbox"/>	12	189217	Gibson's Finest Sterling Edition	750	End Aisle
			215038	Gibson's Finest Sterling Edition	1750	LTO
			215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	32936	Kamora Coffee Liqueur	1140	LTO
			545160	Tito's Handmade Vodka	1750	LTO
			597559	Tito's Handmade Vodka	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	14	21378	Jim Beam White Label Bourbon	750	Value-Add, Necktag
			103747	Maker's Mark Kentucky Bourbon	750	LTO, Necktag
			326025	Basil Hayden Straight Bourbon	750	BAP, Value-Add, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	15	307	Seagrams V.O.	750	Value-Add
			31930	Seagrams V.O.	1750	Value-Add
			216978	Seagrams V.O.	1140	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	16	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	Value-Add
			125187	Cazadores Reposado Tequila	750	Value-Add
			570366	Bacardi Spiced Rum	1140	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	17	11248	Baileys Espresso	750	End Aisle
			400259	Baileys Salted Caramel	750	LTO
			605956	Baileys Irish Cream Liquor	1140	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	18	333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
			571786	Thornbury Craft Cranberry Cider (LCBO Warehouse)	473	BAP
			688671	Thornbury Craft Wild Blueberry Elderflower Cider (LCBO Warehouse)	473	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	19	20118	Collective Arts Good Monster (LCBO Warehouse)	473	End Aisle
			21271	Collingwood Downhill Pale Ale (4205)	473	End Aisle
			25043	Lost Craft Coastal Wave IPA (179)	473	End Aisle

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			31451	Ace Hill Ultra (LCBO Warehouse)	6 × 355	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	20	552687	Nickel Brook Black Light All Night Stout (6699)	473	End Aisle
			628875	Maclean's Cherry Porter (9719)	473	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	LTO, Wine Fridge
			27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	LTO
			574533	Magnotta Pinot Grigio Venture Series VQA	750	LTO
			11423	Dillon's The Professors Negroni	4 x125	Seasonal Block Pile D, LTO
			11573	Vodkow	750	LTO
			13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	LTO
			13909	Georgian Bay Canadian Whisky	750	
			14915	Dillon's Rye Whisky	750	LTO
			19592	Ren Ultra Premium Vodka Ddp	750	LTO
			22492	Warheads Blue Raspberry	375	BAP
			27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO
			27604	Dixon's Silver Creek Vodka	750	BAP
			30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO
			33377	Forty Creek Cream Butter Tart	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture A	113456	Collective Arts Rhubarb & Hibiscus	750	LTO
			244186	Collingwood Whisky	750	BAP
			446559	Georgian Bay Vodka	750	
			448597	Georgian Bay Gin	750	
			465419	Murphy's Law Apple Pie	750	BAP, Value-Add
			497891	Kavi Reserve Coffee Blended Canadian Whisky	750	BAP
			542910	Top Shelf Gin	750	BAP
			573857	Niagara Falls Craft Vodka	750	LTO
			631176	McGuinness Triple Sec	750	Value-Add
			631200	McGuinness Blue Curacao	750	Value-Add
			631853	Maverick Barnburner Whisky	750	
			638130	Dillon's Vodka	750	Seasonal Block Pile D, Value-Add

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		11423	Dillon's The Professors Negroni	4 x125	Seasonal Block Pile D, LTO
		11573	Vodkow	750	LTO
		13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	LTO
		13909	Georgian Bay Canadian Whisky	750	
		14915	Dillon's Rye Whisky	750	LTO
		19592	Ren Ultra Premium Vodka Ddp	750	LTO
		22492	Warheads Blue Raspberry	375	BAP
		27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO
		27604	Dixon's Silver Creek Vodka	750	BAP
		30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO
		33377	Forty Creek Cream Butter Tart	750	
<input type="checkbox"/>	<input type="checkbox"/> <b>Feature Fixture B - New &amp; Seasonal</b>	113456	Collective Arts Rhubarb & Hibiscus	750	LTO
		244186	Collingwood Whisky	750	BAP
		446559	Georgian Bay Vodka	750	
		448597	Georgian Bay Gin	750	
		465419	Murphy's Law Apple Pie	750	BAP, Value-Add
		497891	Kavi Reserve Coffee Blended Canadian Whisky	750	BAP
		542910	Top Shelf Gin	750	BAP
		573857	Niagara Falls Craft Vodka	750	LTO
		631176	McGuinness Triple Sec	750	Value-Add
		631200	McGuinness Blue Curacao	750	Value-Add
		631853	Maverick Barnburner Whisky	750	
		638130	Dillon's Vodka	750	Seasonal Block Pile D, Value-Add
		16859	Dixon's Wicked Blueberry Gin	750	LTO
		18224	Vodkow Cream	750	LTO
		28460	Gray Jay Deluxe Canadian Whisky	750	BAP
		350561	Forty Creek Cream Liquor	1140	LTO
		358556	Dillon's Gin 22 Unfiltered	750	BAP
<input type="checkbox"/>	<input type="checkbox"/> <b>Mini Thematic A</b>	446625	Beatties Farm Crafted Vodka	750	BAP
		462424	Cabot Trail Maple Cream	750	LTO
		482612	Pike Creek Double Barreled Canadian Whisky	750	LTO
		519298	Wayne Gretzky Cream Whisky	750	LTO
		536946	J.P. Wiser's 15 YO Canadian Whisky	750	LTO
		545194	Top Shelf Vodka	750	BAP
		573402	Bearface 7YO Triple Oak Canadian Whisky	750	LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Mini Thematic B	31994	Brunch Red Field Blend VQA	750	LTO
		31995	Brunch White Blend VQA	750	LTO
		32182	Lola Light Rosé VQA	750	BAP, Wine Fridge
		32183	Saintly The Good Sauvignon Blanc VQA	750	LTO
		32187	Hopetown Sauvignon Blanc VQA	750	LTO, Wine Fridge
		32189	D'Ont Poke The Bear Big Baco VQA	750	LTO
		32190	Mindful Sparkling VQA	750	LTO, Wine Fridge
		32195	Wayne Gretzky Brut Sparkling VQA	750	LTO
		33568	Vineland Estate Cabernet Merlot VQA	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	Mini Thematic C	18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	
		30033	Beau's Juiced Af IPA (9654)	473	LTO
		31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
		31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager (458)	4 × 355	LTO
		32793	Side Launch IPA Mixer Pack (3727)	4 × 473	BAP
		32795	Muskoka IPA Mixer Pack 2023 (LCBO Warehouse)	6 × 473	
		450312	Collective Arts Ransack The Universe IPA (LCBO Warehouse)	473	
		458273	Great Lakes Octopus Wants To Fight IPA (1929)	473	LTO
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table - Flight A	481515	Bench Brewing Balls Falls Session IPA (798)	473	
		1578	>(V)Twisted (Flat Rock Cellars)	750	LTO
		13904	Henry Of Pelham Pinot Noir VQA	750	LTO
		14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
		25652	Our Story Cabernet Merlot VQA	750	LTO
		38117	>(V) Riesling Elevation St Urban (Vineland)	750	LTO
		57349	Chateau Des Charmes Gamay Noir VQA	750	LTO
		135939	Pelee Island Pinot Noir VQA	750	LTO
		145417	Pelee Island Lighthouse Riesling VQA	750	LTO
		221804	Trius Sauvignon Blanc VQA	750	LTO
		228551	Cave Spring Chardonnay VQA	750	LTO
		295006	Cave Spring Dry Rosé VQA	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			21387	Peller Family Vineyards Pinot Noir	750	LTO
			297101	Peller Family Vineyards Chardonnay	1500	LTO
			426908	Peller Family Vineyards Cab Sauv	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table - Flight B	589036	Peller Family Vineyards Cab Merlot	4000	LTO
			623322	Peller Family Vineyards Sauvignon BI	4000	LTO
			667097	Peller Family Vineyards Sauvignon Blanc	750	LTO
			669440	Peller Family Vineyards Shiraz	1500	LTO
			669465	Peller Family Vineyards Pinot Grigio	4000	LTO
			15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
			15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	
		16301	Sleeping Giant White Out Hazy Ale (7346)	473		
		16787	Collingwood Happy Tails Session IPA (4205)	473		
		16954	Bench Brewing Lincoln Lager (798)	473		
		17396	Cameron's Cruising Through The Galaxy Hazy (413)	473		
		19266	Beau's Lug Tread (9654)	6 × 473		
		22021	Matron Janky, IPA (4128)	355		
		22886	Cat Lady IPA (2990)	473		
		30129	Catstronaut, Session Hazy IPA (5732)	473	LTO	
		31345	Brock Street Tropical Thunder New England IPA (397)	473		
		32791	Sons Of Kent Drift (2218)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	120626	Northern Lights Hazy IPA (462)	473	
			404368	Muskoka Detour (LCBO Warehouse)	473	
			429712	Sultana Gold Ale (4277)	473	LTO
			446955	Big Rig Alpha Bomb (1188)	473	
			450239	Whitewater Brewing Farmer's Daughter (8454)	473	
			485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
			492017	Steam Whistle (5577)	6 × 473	LTO
			494633	Anderson IPA (791)	6 × 355	
			508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
			508580	Wellington Upside IPA (4826)	473	LTO
			540245	Trestle Brewing Company Golden Ale (1701)	473	
			556688	Collective Arts Life In The Clouds (LCBO Warehouse)	473	LTO
			573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile B	15004	Twisted Tea Mix	12 × 355	LTO
			15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	
			19122	White Claw Hard Seltzer Black Cherry	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		19134	Absolut Mango Mule	355	LTO
			24353	Cottage Springs Vodka Lemonade Mixed 8 Pack	8 × 355	
			30103	White Claw Surge Variety Pack	12 × 355	
			316323	Motts Original Caesar	458	
			553339	Smirnoff Berry Blast	473	
		Block Pile C	14883	Pelee Island Lola Chardonnay VQA	750	BAP
			19338	Good Natured Crisp Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19339	Good Natured Merlot Gamay Noir VQA	750	LTO
			217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	LTO
			485128	Pelee Island Baco Noir VQA	750	BAP
			669374	Vineland Estates Unoaked Chardonnay VQA	750	BAP
		Block Pile D (XBP)	11423	Dillon's The Professors Negroni	4 x125	Feature Fixture A, LTO
<input type="checkbox"/>	<input type="checkbox"/>		29726	Dillons Gin Cocktails Variety Pack	12 × 355	
			413104	Dillon's Dry Gin	750	Value-Add
			638130	Dillon's Vodka	750	Feature Fixture A, Value-Add
		Middle Nesting Table/ Celebration Fixture Flight A	17472	Trius Baco Noir VQA	750	LTO
			19748	Grow Wild Ravishing Rosé VQA	750	LTO
			24133	> Riesling Thirty Bench (Andrew Peller)	750	LTO
			32794	Mindful Pinot Grigio Vidal VQA	750	LTO
			177824	>(V)Gamay Noir (Thirteenth Street)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		217679	Jackson-Triggs Sparkling Reserve VQA	750	LTO, Wine Fridge
			233635	Cave Spring Riesling Dry VQA	750	LTO
			308486	Angels Gate Pinot Noir VQA	750	LTO
			389411	> (V)Prop Res Vidal Icewine VQA (Jackson Triggs)	375	LTO
			433714	Pelee Island Cabernet Franc VQA	750	LTO
		536565	Lily Sparkling Rosé VQA	750	LTO	
		582825	Peller Estates Family Series Chardonnay VQA	750	LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Middle Nesting Table/ Celebration Fixture Flight B	12287	Jackson-Triggs Cabernet Sauvignon Light	750	Value-Add
			16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	LTO, Value-Add
			21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	LTO, Value-Add
			270892	Jackson-Triggs Merlot Bag In Box	4000	LTO, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		305144	Jackson-Triggs Chardonnay Bag In Box	4000	LTO, Value-Add
			328518	Jackson-Triggs Chardonnay	750	Value-Add
			383711	Jackson-Triggs Merlot	750	Value-Add
			399410	Jackson-Triggs Sauvignon Blanc	750	Value-Add
			619791	Jackson-Triggs Rosé	750	Value-Add
			637710	Jackson-Triggs Shiraz	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	351429	Amsterdam Boneshaker (3842)	473	EZA
			667790	Amsterdam Boneshaker IPA (3842)	6 × 473	EZA, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	32808	Muskoka Stein Sized Fest Bier (LCBO Warehouse)	568	
			34853	Flying Monkeys Psychedelic Puzzle Factory DIPA (6309)	473	
			34927	Lake Of Bays Moonstruck Dark Lager (8958)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	32061	Mill St Ultimate Patio Pack (1950)	6 × 473	EZH
			32062	Mill St. Cold IPA (1950)	473	EZH, LTO
			516880	Mill Street Original Organic (1950)	6 × 473	EZH, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	25054	Creemore Pale Ale (1757)	473	EZD
			32717	Creemore Springs Savour Winter Collection (1757)	6 × 473	EZD, Value-Add
			541243	Creemore Springs Premium Lager (1757)	6 × 473	EZD, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	17396	Cameron's Cruising Through The Galaxy Hazy	473	
			20870	Van Full Of Weirdos IPA	473	
			25564	Lake Of Bays Italian Pilsner	473	
			513044	Henderson's Brewing Co. Henderson's Best +	473	
			921296	Wellington Helles Lager	473	
			27126	Whitewater North Meets South Nordic Pale Ale	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	4705	20 Bees Chardonnay Unoaked VQA	750	LTO
			609701	Muskoka Lakes Cranberry Wine	750	LTO
			613471	Henry Of Pelham Rose VQA	750	LTO
			620104	Angels Gate Sussreserve Riesling VQA	750	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	357418	Megalomaniac Local Squeeze Riesling VQA	750 mL	BAP
			20258	Hopetown Wine Co. Hill House Craft Red VQA	750 mL	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO
			378257	>(V) Brunello Di Montalcino (Banfi)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: September 23	13181	Rcabernet Sauvignon	750	
			12407	Luciano Arduini Ripasso Valpolicella Classico Superiore	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	385286	Iceberg Vodka (P.E.T)	375	CE1, BAP
			397976	Dr. McGillicuddy Intense Peach	375	CE1, BAP, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2)	14665	Good Vines White Wine Spritz	355	
			24998	Bask Rose Spritz	355	
			24999	Bask Green Tea Peach Hard Sparkling Water	355	
			25487	Darling Mimosa Sparkling Grapefruit	355	
			31472	Bread & Butter Rose Can	250	
			31653	Gaze Black Cherry Moscato Wine Beverage	375	
			32174	Good Fortune Mango Margarita Wine Beverage	355	
			32175	Lively Peach Cherry Rose Wine Beverage	341	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	24328	Jaw Drop Blue Blast Vodka Cooler	473	CE3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	19121	White Claw Hard Seltzer Watermelon	473	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	558098	Twisted Shotz Sex On The Beach	4 x 30	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	19096	Matt & Steve's Caesar - Hot & Spicy	473	CE6, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	19035	St Remy XO	375	FEM1
			180570	Finlandia Vodka	375	FEM1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	19295	Pelee Island Lola Pinot Grigio VQA	250	FEM2
			19296	Pelee Island Lola Sparkling Blush VQA	250	FEM2
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	19013	Casamigos Blanco Tequila	375	FEM3, LTO
			540229	Angostura Bitters	100	FEM3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	15009	New Amsterdam Pink Whitney Vodka	750	Necktag
			21159	New Amsterdam Pink Whitney Vodka	375	LTO

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders													
					15	20	30	40	45	50	55	60	65	94	95			
R1	Vodka A	15806	Skyvodka	750	LTO												Y	Y
R2	Vodka B	257238	Absolut Citron Vodka	750	LTO							Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	32117	White Claw Premium Vodka	750	BAP							Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	212282	Luksusowa Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	209221	Absolut Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	486316	Bacardi Spiced Rum (P.E.T.)	375	LTO													Y
R7	Rum B	30331	Myers's Original Dark Rum	750	LTO									Y	Y	Y	Y	Y
R8	Rum C	633271	Gosling's Bermuda Black Seal Rum	750	LTO							Y	Y	Y	Y	Y	Y	Y
R9	Rum D	117	Bacardi Superior White Rum	750	BAP							Y	Y	Y	Y	Y	Y	Y
R10	Rum E	13587	Bacardi Gold (P.E.T.)	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	479923	Stalk & Barrel Blue Blend	750	Digital Value Flyer												Y	Y
R12	Canadian Whisky B	572552	Signal Hill Canadian Whisky	750	LTO							Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	30834	Canadian Club Classic 12 Year Old	1140	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	42	Canadian Club Premium*	750	Value-Add		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	114694	Crown Royal	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	38927	Jura 12 Year Old Single Malt	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	112896	Johnnie Walker Red Label	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	316844	Bombay Sapphire London Dry	750	BAP			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	2253	Disaronno Amaretto	750	Value-Add									Y	Y	Y	Y	Y
R20	Liqueurs B	277954	Campari Aperitivo	750	Necktag							Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	108357	Carolans Irish Cream	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	25999	Jagermeister	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	14944	Marquis De Villard Brandy	750	LTO													Y
R24	Brandy B	24493	Courvoisier Vsop Cognac	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	19749	Teremana Blanco Tequila	750	BAP									Y	Y	Y	Y	Y
R26	Ontario Blend A	21442	Honest Lot Cabernet Sauvignon	750	LTO							Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	33578	Honest Lot Pinot Grigio	750	LTO							Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	355933	Black Cellar Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	587964	Trius Cabernet Franc Vqa	750	LTO									Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	14870	Wayne Gretzky Rose Vqa	750	FSN, LTO							Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	25517	Peller Family Reserve Rose Bubbles Vqa	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	33579	Xoxo Light Pinot Grigio	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	376756	Peninsula Ridge Pinot Grigio Vqa	750	LTO											Y	Y	Y
R34	Ontario VQA B	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc Vqa	750	LTO											Y	Y	Y
R35	Australia/New Zealand A	619395	Red Knot Shiraz	750	LTO											Y	Y	Y
R36	Australia/New Zealand B	470062	Yalumba Y Series Viognier	750	LTO										Y	Y	Y	Y
R37	Australia/New Zealand C	106377	Jacob's Creek Shiraz/Cabernet	750	LTO							Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	621623	Yellow Tail Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	15760	Slow Press Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R40 USA B	483321	Noble Vines 337 Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	322586	>Montes Alpha Cabernet Sauvignon	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	17779	Belleruche Rouge Cote Du Rhone	750	LTO										Y	
R44 France Blend B	30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO									Y	Y	
R46 France South B	30961	Lavis Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	668228	Sangre De Toro Tempranillo	750	LTO									Y	Y	
R48 Italy Central A	491118	Radio Boka Tempranillo Vdespana Bib	3000	LTO									Y	Y	
R49 Italy Central B	28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	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	
R51 Italy North B	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO										Y	
R53 Southern Europe B	19779	Cusumano Merlot	750	LTO									Y	Y	
R54 Germany A	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	27658	Peller Family Vineyards Sparkling Pinot Grigio	750	LTO									Y	Y	
R56 Sparkling B	170134	Banrock Station Pink Moscato Rose	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	17289	Hacker Pschorr Weisse Bier	500	LTO									Y	Y	
R58 Ontario Beer B	614909	Kozel Beer +	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	461616	Boshkung Brewing Co 35 & 118 Cream Ale	473											Y	
R60 Beer 2	32927	Grosch Premium Pilsner 473ml+	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	568287	No Boats On Sunday Cider	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	28735	Beau's Lug Lite	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	26548	Walter Craft Caesar - Classic	458	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	4606	Vodka Mudshake Creamy Vanilla	1080	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	450130	Smirnoff Ice Light Raspberry & Soda 4 Pk-C	1420	LTO		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	BAP	BEAM SUNTORY
C2: Canadian Whisky	54213	Alberta Premium Whisky (P.E.T)	1750	BAP	BEAM SUNTORY
C3: Ontario Non VQA Blend	27757	High Road Cellars Pinot Grigio	750	LTO	COLIO ESTATE WINES
C4: French Blend	569095	Ogier Cotes Du Ventoux Aoc	750	LTO	SELECT WINE MERCHANTS INC.
C5: Fixed Store Location	13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	LTO	CORBY SPIRIT AND WINE LIMITED
C6: Vodka	358192	Bruichladdich The Botanist Islay Dry Gin	750	BAP, Value-Add	GLAZER'S OF CANADA
C7: Scotch	398032	Dr. McGillicuddy Intense Butterscotch	750	BAP	CHARTON HOBBS INC
C8: Liqueurs	14910	Bushmills Irish Whiskey	750	LTO	PROXIMO SPIRITS CANADA INC.
C9: Ontario Blends	223610	Fielding Pinot Grigio Vqa	750	LTO	FIELDING ESTATE WINERY
C10: France Red	22303	Barefoot Fruitscato Strawberry	750	Value-Add	E&J GALLO WINERY CANADA LTD.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	27732	High Road Cellars Cabernet Merlot	750	LTO	COLIO ESTATE WINES
D2: Discovery Wines 2	19452	Waterdog Red	750	LTO	PHILIPPE DANDURAND WINES LTD.
D3: Discovery Wines 3	21968	Lapis Luna Pinot Noir	750	LTO	FWM CANADA
D4: Discovery BSM 1	573832	Clear Lake Session Ale	473	LTO	METABOLIC MEDIA
D5: Discovery BSM 2	45955	Tecate+	473	LTO	HEINEKEN CANADA INC.
D6: Discovery BSM 3	448779	Crazy Uncle Hard Root Beer For Grown Ups	473	LTO	CHURCHILL CELLARS LTD.
D7: Discovery Spirits 1	10899	Jose Cuervo Tradicional Plata	750	LTO	PROXIMO SPIRITS CANADA INC.
D8: Discovery Spirits 2	638197	Zirkova One Ultra Premium Vodka	750	LTO	DIONYSUS WINES & SPIRITS LTD.
D9: Discovery Spirits 3	267302	Crystal Head Vodka	750	LTO	FWM CANADA

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
596	Bacardi Superior White Rum (P.E.T.)	375	\$1.00	
828	Folonari Valpolicella Doc	750	\$2.00	
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	Front Nesting Table
1743	Ruffino Chianti*	750	\$2.00	
1834	>Susana Balbo Crios Torrontes	750	\$2.00	Flex Space
4606	Vodka Mudshake Creamy Vanilla	1080	\$1.00	Shelf Extender
4705	20 Bees Chardonnay Unoaked Vqa	750	\$1.50	goLOCAL
10147	Mortlach 16 Year Old	750	\$6.00	
10212	Kahlua Coffee Liquor	375	\$1.50	
10322	Cointreau	375	\$1.00	
10465	19 Brickmason Lodi (Klinker Brick Winery)	750	\$2.00	
10717	Carnivor Shiraz	750	\$3.00	
10899	Jose Cuervo Tradicional Plata	750	\$2.00	Discovery Extender
11423	Dillon's The Professors Negroni 4 X 125ml	500	\$1.00	Feature Fixture A
11573	Vodkow	750	\$3.00	Feature Fixture A
11933	The Black Shiraz	750	\$2.00	
12565	Junction 56 Distillery Mint Smoothie	375	\$1.00	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	\$4.00	Feature Fixture A
13587	Bacardi Gold (P.E.T.)	1140	\$1.00	Shelf Extender
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$3.00	Comm. Extender
13904	Henry Of Pelham Pinot Noir Vqa	750	\$2.00	Front Nesting Table
13967	Writers Tears Double Oak Whiskey	700	\$5.00	
14400	Coors Original 6×473ml Can	2838	\$1.45	
14870	Wayne Gretzky Rose Vqa	750	\$2.00	Shelf Extender
14884	Pelee Island Lola Secco Sparkling Vqa	750	\$2.00	Front Nesting Table
14910	Bushmills Irish Whiskey	750	\$2.00	Comm. Extender
14915	Dillon's Rye Whisky	750	\$3.00	Feature Fixture A
14944	Marquis De Villard Brandy	750	\$1.00	
15004	Twisted Tea Mix 12×355ml	4260	\$3.00	Seasonal Block Pile B
15012	Northern Keep Vodka	750	\$2.25	
15118	The Glenlivet 18yo Single Malt Scotch Whisky	750	\$20.00	
15369	Mike's Hard Cranberry	2130	\$1.00	
15506	Miller Lite 30×355ml	10650	\$3.00	
15760	Slow Press Cabernet Sauvignon	750	\$2.00	Shelf Extender
15806	Skyvodka	750	\$1.20	Shelf Extender
16081	Vecchio Amaro Del Capo	750	\$2.50	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.20	
16180	Carlo Pellegrino, Marsala Superiore	750	\$2.75	
16648	Jackson-Triggs Reserve Baco Noir Vqa	750	\$2.00	
16741	Jj Mcwilliam Shiraz/Cabernet	750	\$2.00	
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	Middle Nesting Table, Value-Add
16791	Speck Bros. F. Tree The Bootlegger Baco Noir Vqa	750	\$2.00	
16792	Speck Bros. The Goat Lady Chardonnay Vqa	750	\$2.00	
16859	Dixon's Wicked Blueberry Gin	750	\$2.00	Mini Thematic
17150	Josh Cellars Pinot Noir	750	\$2.00	
17289	Hacker Pschorr Weisse Bier	500	\$0.20	Shelf Extender
17472	Trius Baco Noir Vqa	750	\$2.00	Middle Nesting Table
17559	Disaronno Velvet	750	\$2.00	
17690	Trius Brut Rose Sparkling (Andrew Peller)	750	\$3.00	
17779	Belleruche Rouge Cote Du Rhone	750	\$3.00	Shelf Extender
17817	Corona Extra 6pk Tc+	2838	\$1.00	
17819	Stella Artois 6-Pk Tc	2838	\$1.00	
18224	Vodkow Cream	750	\$3.00	Mini Thematic
18393	Wayne Gretzky Estate Cabernet Merlot Vqa Bib	3000	\$3.00	End Aisle
18667	Family Tree The Padre Cabernet Merlot	750	\$2.00	End Aisle
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	
19013	Casamigos Blanco Tequila	375	\$2.00	FEM3
19134	Absolut Mango Mule	355	\$0.30	Seasonal Block Pile B
19338	Good Natured Crisp Chardonnay Vqa	750	\$1.00	Seasonal Block Pile C
19339	Good Natured Merlot Gamay Noir Vqa	750	\$1.00	Seasonal Block Pile C
19452	Waterdog Red	750	\$2.00	Discovery Extender
19592	Ren Ultra Premium Vodka Ddp	750	\$2.00	Feature Fixture A
19748	Grow Wild Ravishing Rose Vqa	750	\$2.00	Middle Nesting Table
19779	Cusumano Merlot	750	\$2.00	Shelf Extender
19894	Cracked Canoe 6 X 473ml Cans	2838	\$1.00	
19988	Kw Craft Cider Wild Cherry	473	\$0.25	
20321	Yellow Tail Chardonnay	1500	\$2.00	
20928	Mighty Moose Canadian Vodka Ddp	750	\$2.00	
21159	New Amsterdam Pink Whitney Vodka 375ml	375	\$1.00	Cold Room Spirits
21387	Peller Family Vineyards Pinot Noir	750	\$1.00	Front Nesting Table
21391	Jackson-Triggs Proprietors' Rose Bag In Box	4000	\$3.00	Middle Nesting Table, Value-Add
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
21968	Lapis Luna Pinot Noir	750	\$2.00	Discovery Extender
22297	Ck Mondavi Chardonnay	750	\$1.00	
22617	La Maldita Garnacha Red	750	\$2.50	Flex Space
23074	Bask Rose Bib	3000	\$3.00	End Aisle
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	Middle Nesting Table
24493	Courvoisier Vsop Cognac	750	\$10.00	Shelf Extender
24494	Courvoisier Xo Cognac	750	\$15.00	
24627	Apothic Merlot	750	\$2.00	
25080	(V)Cabernet Sauvignon Select (Hess)	750	\$3.00	
25100	Dixon's Wicked Citrus Gin	750	\$3.00	
25137	818 Tequila Reposado	750	\$6.00	
25462	Mindful Rose Vqa	750	\$1.50	
25515	Saintly Sparkling Brut Vqa	750	\$2.00	Wine Fridge
25517	Peller Family Reserve Rose Bubbles Vqa	750	\$2.00	Shelf Extender, Wine Fridge
25652	Our Story Cabernet Merlot Vqa	750	\$2.00	Front Nesting Table
25843	California Roots Cabernet Sauvignon	750	\$2.00	
25844	California Roots Chardonnay	750	\$2.00	
25999	Jagermeister	1140	\$4.00	Shelf Extender
26546	Finca Las Moras Pinot Grigio	750	\$1.00	Flex Space
26548	Walter Craft Caesar - Classic	458	\$0.25	Shelf Extender
27389	Apothic Red Blend Bib	3000	\$5.00	
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	\$2.00	Feature Fixture A
27516	>J.Lohr Los Osos Merlot	750	\$2.00	Flex Space
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	Shelf Extender
27727	Bask Cabernet Sauvignon	750	\$1.00	End Aisle
27728	Bask Pinot Grigio	750	\$1.00	End Aisle, Wine Fridge
27729	Pelee Island Best In Show Pinot Grigio	750	\$2.00	
27731	Pelee Island Best In Show Cabernet Sauvignon	750	\$2.00	
27732	High Road Cellars Cabernet Merlot	750	\$2.00	Discovery Extender
27751	Magnotta Pinot Grigio Chardonnay Venture Series Vq	750	\$2.00	S1, Wine Fridge
27752	Magnotta Cabernet Sauvignon Merlot V. Series Vqa	750	\$2.00	S1
27757	High Road Cellars Pinot Grigio	750	\$2.00	Comm. Extender
27919	Xoxo Sauvignon Blanc Light	750	\$1.00	End Aisle
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	End Aisle
28420	13th Street Blanc De Blanc	750	\$2.00	
28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
28556	Three Thieves Cabernet Sauvignon	1500	\$3.00	
28636	Vizzy Signature Variety Pack	4260	\$2.00	
28672	Speck Bros. Free Bird Riesling Vqa	750	\$3.00	
28735	Beau's Lug Lite	473	\$0.20	Shelf Extender
30033	Beau's Juiced Af Ipa	473	\$0.25	Mini Thematic
30129	Catstronaut, Session Hazy Ipa	473	\$0.50	Seasonal Block Pile A
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	\$3.00	Feature Fixture A
30331	Myers's Original Dark Rum	750	\$3.00	Shelf Extender
30694	With Love From The Cape Chenin Blanc	750	\$2.00	
30721	Open Coast Gin	750	\$3.00	
30834	Canadian Club Classic 12 Year Old	1140	\$3.00	Shelf Extender
30946	Rocca Delle Macie Moonlite Toscana Igt	750	\$2.00	Shelf Extender
30961	Lavis Pinot Grigio	750	\$1.50	Shelf Extender
31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	1420	\$0.50	Mini Thematic
31587	Polar Ice Berry Blizzard	750	\$2.00	
31994	Brunch Red Field Blend Vqa	750	\$1.00	Mini Thematic
31995	Brunch White Blend Vqa	750	\$1.00	Mini Thematic
32062	Mill St. Cold Ipa	473	\$0.25	Ezh
32183	Saintly The Good Sauvignon Blanc Vqa	750	\$2.00	Mini Thematic
32187	Hopetown Sauvignon Blanc Vqa	750	\$2.00	Mini Thematic, Wine Fridge
32189	D'Ont Poke The Bear Big Baco Vqa	750	\$1.00	Mini Thematic
32190	Mindful Sparkling Vqa	750	\$2.00	Mini Thematic, Wine Fridge
32195	Wayne Gretzky Brut Sparkling Vqa	750	\$2.00	Mini Thematic
32794	Mindful Pinot Grigio Vidal Vqa	750	\$1.50	Middle Nesting Table
32927	Grolsch Premium Pilsner 473ml+	473	\$0.25	Shelf Extender
32936	Kamora Coffee Liqueur	1140	\$1.00	End Aisle
33466	Keep Calm & Laugh Chardonnay	750	\$2.00	End Aisle, Wine Fridge
33523	Wayne Gretzky Signature White Vqa 3l	3000	\$3.00	End Aisle
33568	Vineland Estate Cabernet Merlot Vqa	750	\$2.00	Mini Thematic
33578	Honest Lot Pinot Grigio	750	\$1.00	Shelf Extender
33579	Xoxo Light Pinot Grigio	1500	\$2.00	Shelf Extender
37861	Pabst Blue Ribbon	473	\$0.25	
38117	>V) Riesling Elevation St Urban (Vineland)	750	\$3.00	Front Nesting Table
38927	Jura 12 Year Old Single Malt	750	\$8.00	Shelf Extender
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	Shelf Extender
44784	Negrar Amarone Classico Docg	750	\$4.00	



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
45955	Tecate+	473	\$0.30	Discovery Extender
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$3.00	Shelf Extender
56622	Beefeater Dry	1750	\$1.50	
57349	Chateau Des Charmes Gamay Noir Vqa	750	\$1.00	Front Nesting Table
58438	Jackson-Triggs Reserve Sauvignon Blanc Vqa	750	\$2.00	Wine Fridge
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
63891	>Coyam Red Blend Organic	750	\$3.00	
64287	Cono Sur Bicicleta Viognier	750	\$2.50	Wine Fridge
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc Vqa	750	\$1.00	Shelf Extender
71647	Polar Ice Vodka (P.E.T.)	750	\$1.00	
78063	Baron Herzog Jeunesse Kpm	750	\$1.00	
84988	>Beringer Napa Valley Chardonnay	750	\$3.00	Wine Fridge
85456	Colio Dry White	1500	\$1.00	End Aisle
95935	Grey Goose Vodka	750	\$5.00	
103747	Maker's Mark Kentucky Bourbon	750	\$5.00	End Aisle, Necktag
106377	Jacob's Creek Shiraz/Cabernet	750	\$3.00	Shelf Extender
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	
108357	Carolans Irish Cream	750	\$2.00	Shelf Extender
110031	Sandbanks Estate Dunes White Vqa	750	\$2.00	End Aisle, Wine Fridge
112896	Johnnie Walker Red Label	1750	\$2.50	Shelf Extender
112946	Konzelmann Cabernet Sauvignon Reserve Vqa	750	\$2.00	
113456	Collective Arts Rhubarb & Hibiscus	750	\$2.00	Feature Fixture A
114694	Crown Royal	1750	\$3.00	Shelf Extender
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	\$6.00	
129726	Fish Hoek Sauvignon Blanc	750	\$1.00	
130989	>Tawse Pinot Noir Growers Blend Pinot Noir	750	\$2.00	
132506	Xoxo Pinot Grigio/Chardonnay	1500	\$2.00	End Aisle
135566	Polar Ice Vodka	750	\$1.00	Front Entrance Table
135939	Pelee Island Pinot Noir Vqa	750	\$2.00	Front Nesting Table
140509	James Ready 5.5 6 Pk-Tbc	2838	\$0.60	
144493	Montecillo Crianza Rioja	750	\$3.00	Flex Space
145417	Pelee Island Lighthouse Riesling Vqa	750	\$2.00	Front Nesting Table
145458	Inniskillin Riesling Pinot Grigio Vqa	750	\$2.00	
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00	VL1
155051	Masi Campofiorin Igt	750	\$4.00	
160952	Domaine Bousquet Malbec Organic	750	\$1.50	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
162610	Pascual Toso Malbec Limited Edition	750	\$2.00	Flex Space
164087	Sandbanks Sleeping Giant Vqa	750	\$2.00	
165308	Colio Extra Dry White	1500	\$1.00	End Aisle
166538	>(V) Crianza Rioja (Bodegas Lan)	750	\$2.00	Flex Space
167189	>Dandelion Lionheart Of The Barossa Shiraz	750	\$3.00	
170134	Banrock Station Pink Moscato Rose	750	\$2.00	Shelf Extender
172387	Boutari Moschofilero White	750	\$1.00	
177808	Appleton Estate V/X Signature Blend	750	\$2.20	
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	Middle Nesting Table
180570	Finlandia Vodka	375	\$1.00	FEM1
185249	Mirassou Pinot Noir	750	\$2.00	
201715	Erdinger Weissbier	500	\$0.20	
207514	Remy Martin 375	375	\$7.15	
209221	Absolut Vodka	1140	\$1.00	Shelf Extender
211326	Dujardin Vsop Brandy	1140	\$1.00	
212282	Luksusowa Vodka	1140	\$2.00	Shelf Extender
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	End Aisle
214056	Girls' Night Out Pineapple Mango Tango	1500	\$2.00	End Aisle
215038	Gibson's Finest Sterling Edition	1750	\$3.00	End Aisle
215889	Gibson's Finest Sterling Edition Whisky	1140	\$3.00	End Aisle
216820	Finlandia Vodka	1140	\$2.00	
217521	Henry Of Pelham Cuv. Catharine Brut Vqa	750	\$3.00	Seasonal Block Pile C
217679	Jackson-Triggs Sparkling Reserve Vqa	750	\$2.00	Middle Nesting Table, Wine Fridge
219543	Inniskillin Late Autumn Riesling Vqa	750	\$2.00	End Aisle, Wine Fridge
221804	Trius Sauvignon Blanc Vqa	750	\$2.00	Front Nesting Table
223610	Fielding Pinot Grigio Vqa	750	\$1.00	Comm. Extender
225904	Palm Bay Key Lime Cherry 6 Pk-C	2130	\$1.00	
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.00	Flex Space, Wine Fridge
228551	Cave Spring Chardonnay Vqa	750	\$2.00	Front Nesting Table
229583	Kronenbourg 1664 Blanc 6pk-B+	1980	\$1.50	
233635	Cave Spring Riesling Dry Vqa	750	\$2.00	Middle Nesting Table
242107	No. 3 London Dry Gin	750	\$5.00	
244616	Sandbanks Rose Vqa	750	\$2.00	End Aisle
247627	Mill Street Original Organic Lager	473	\$0.25	
250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$3.00	
257238	Absolut Citron Vodka	750	\$1.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
267302	Crystal Head Vodka	750	\$5.00	Discovery Extender
269761	Raymond Classic Cabernet Sauvignon	750	\$2.00	
270439	Smithwick's Ale+	500	\$0.25	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$4.00	Middle Nesting Table, Value-Add
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	Wine Fridge
272807	Crabbies Original Alcoholic Ginger Beer	500	\$0.50	
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender
284539	Trius Brut Vqa	750	\$3.00	Wine Fridge
286195	Jp Azeitao Red	750	\$1.00	
292110	>La Mascota Cabernet Sauvignon	750	\$2.00	Flex Space
294298	>Conundrum California Red	750	\$3.00	
295006	Cave Spring Dry Rose Vqa	750	\$2.00	Front Nesting Table
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	Front Nesting Table
300681	Coors Light 6 Pk-Tc	2838	\$2.00	
303776	Rosehall Run Unoaked Chardonnay Vqa	750	\$1.00	End Aisle
305144	Jackson-Triggs Chardonnay Bag In Box	4000	\$3.00	Middle Nesting Table, Value-Add
306001	Colio Dry White Bag In Box	4000	\$2.00	End Aisle
307769	Rosehall Run Pinot Noir Vqa	750	\$2.00	End Aisle
308486	Angels Gate Pinot Noir Vqa	750	\$1.50	Middle Nesting Table
311779	Bud Light 6 Pk Tc	2838	\$1.00	
318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	\$1.00	Feature Fixture B, End Aisle
321786	Smirnoff Ice 4 Pk-B	1320	\$1.00	
322586	>Montes Alpha Cabernet Sauvignon	750	\$3.00	Shelf Extender
326728	>Oyster Bay Chardonnay Marlborough	750	\$3.00	Wine Fridge
326975	Kacaba Unoaked Chardonnay Vqa	750	\$1.00	
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	
333583	Thornbury Premium Apple Cider	473	\$0.30	End Aisle
335059	Super Bock 6 Pk-B	1980	\$1.00	
337949	Heineken Lager +	500	\$0.20	
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
339168	Bodacious Smooth White	750	\$1.00	Wine Fridge
340398	Two Oceans Cabernet Sauvignon Merlot	750	\$2.00	
342006	Campo Viejo Rioja Tempranillo	750	\$2.00	Flex Space
346247	Dab Maibock+	500	\$0.20	
346445	Sandbanks Dunes Red Vqa	750	\$2.00	End Aisle
350561	Forty Creek Cream Liquor	1140	\$1.50	Mini Thematic
350629	Forty Creek Barrel Select Whisky	1140	\$1.15	End Aisle
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
357145	Open Smooth Red Vqa	750	\$1.00	Front Entrance Table
363192	Argento Estate Reserva Organic Malbec	750	\$2.50	
366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	\$3.00	
369967	Inception Deep Layered Red	750	\$2.00	
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	
376756	Peninsula Ridge Pinot Grigio Vqa	750	\$2.00	Shelf Extender
378257	>(V) Brunello Di Montalcino (Banfi)	750	\$5.00	VL1
380865	Rumchata	750	\$3.00	
383059	Sleeman Original Lager 6 Pk-C	2838	\$2.00	
383216	Talisker Storm	750	\$6.00	
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$1.50	Shelf Extender
386789	Casamigos Tequila Blanco	750	\$2.00	
388306	>(V) Vidal Icewine Vqa (Inniskillin.	375	\$5.00	OWS
389411	> (V)Prop Res Vidal Icewine Vqa (Jackson T.	375	\$5.00	Middle Nesting Table
390583	Canadian Club 100% Rye	750	\$2.00	Value-Add
394718	>Erath Pinot Noir	750	\$3.00	
397091	Forty Creek Copper Bold Whisky	1750	\$2.50	End Aisle
398677	St Ambrose Oatmeal Stout	473	\$0.35	
398776	Fireball Whisky Shooter	375	\$1.50	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
400259	Baileys Salted Caramel	750	\$1.00	End Aisle
403519	Crown Royal Apple	750	\$2.00	Feature Fixture B, Value-Add
407775	Snapple Spiked Peach Tea Vodka	458	\$0.25	
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	End Aisle
417295	Ciroc Original Unflavoured	750	\$3.00	
419770	>Wines Of Substance Cabernet Sauvignon	750	\$3.00	
423442	Courvoisier Vs	375	\$3.00	
425686	Casamigos Tequila Anejo	750	\$5.00	
426528	Wayne Gretzky Baco Noir Vqa	750	\$2.00	End Aisle
426908	Peller Family Vineyards Cab Sauv	1500	\$2.00	Front Nesting Table
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	Flex Space
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00	
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	\$2.00	Wine Fridge
429712	Sultana Gold Ale	473	\$0.35	Seasonal Block Pile a
433714	Pelee Island Cabernet Franc Vqa	750	\$2.00	Middle Nesting Table
443945	>(V) Goru (Gsd Winesl)	750	\$1.00	
444497	American Vintage Lemon Hard Iced Tea	2130	\$1.00	
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	\$0.25	Discovery Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	\$2.00	Wine Fridge
450130	Smirnoff Ice Light Raspberry & Soda 4 Pk-C	1420	\$1.00	Shelf Extender
450981	Pelee Island Lola Blush Sparkling Vqa	750	\$2.00	End Aisle, Wine Fridge
454686	Captain Morgan 100 Proof	750	\$2.00	
454967	Chateau Des Charmes Pinot Noir Estate Bottled Vqa	750	\$1.00	Green Extender
458273	Great Lakes Octopus Wants To Fight Ipa	473	\$0.30	Mini Thematic
459818	Sapporo 6-Pk-Can Shrink	3000	\$2.00	
462424	Cabot Trail Maple Cream	750	\$2.00	Mini Thematic
465385	Landshark Lager 6-Pk Can +	2838	\$2.00	
470062	Yalumba Y Series Viognier	750	\$2.00	Shelf Extender
472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	\$2.00	Shelf Extender
479923	Stalk & Barrel Blue Blend	750	\$2.00	Shelf Extender
482612	Pike Creek Double Barreled Canadian Whisky	750	\$2.00	Mini Thematic
483263	Don David Reserve Malbec	750	\$2.00	Flex Space
483321	Noble Vines 337 Cabernet Sauvignon	750	\$2.00	Shelf Extender
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	
485144	Inniskillin Sauvignon Blanc Niagara Est Series Vqa	750	\$2.00	End Aisle
485995	Xoxo Red Sangria	750	\$2.00	End Aisle
486316	Bacardi Spiced Rum (P.E.T.)	375	\$1.00	Shelf Extender
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00	Shelf Extender
491324	Motts Clamato Pickled Caesar	458	\$0.15	
492017	Steam Whistle 6x473 +	2838	\$1.00	Seasonal Block Pile A
492256	Tag No.5 Vodka (P.E.T.)	1140	\$1.00	
492314	Vieni Bruce Trail White Vqa	750	\$1.00	
492959	Rosehall Run Pixie Sparkling Rose Vqa	750	\$2.00	End Aisle
497339	Kona Big Wave Golden Ale +	2130	\$1.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	Feature Fixture B, End Aisle
506741	Kronenbourg 1664 +	500	\$0.25	
508572	Flying Monkeys Juicy Ass Ipa	473	\$0.20	Seasonal Block Pile A
508580	Wellington Upside Ipa	473	\$0.25	Seasonal Block Pile A
518746	D'Ont Poke The Bear Cabernet Baco Noir Vqa	750	\$1.00	End Aisle
518753	D'Ont Poke The Bear White Vqa	750	\$1.00	End Aisle
519298	Wayne Gretzky Cream Whisky	750	\$4.00	Mini Thematic
523563	Bodacious Cabernet Sauvignon	1500	\$2.00	End Aisle
524520	El Abuelo Organic Tempranillo Monastrell Almansa	750	\$1.00	
536565	Lily Sparkling Rose Vqa	750	\$1.00	Middle Nesting Table
536789	Golden Pheasant Beer	500	\$0.50	
536946	J.P. Wiser's 15 Yo Canadian Whisky	750	\$3.00	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
538637	Wolf Blass Yellow Label Merlot	750	\$2.00	Flex Space
541243	Creemore Springs Premium Lager 6pk C	2838	\$2.00	EZD
545160	Tito's Handmade Vodka	1750	\$4.00	End Aisle
545392	Smirnoff Berry Blast	750	\$1.00	
550715	Forty Creek Barrel Select	750	\$1.70	End Aisle
556688	Collective Arts Life In The Clouds	473	\$0.25	Seasonal Block Pile A
556746	Lurton Piedra Negra Pinot Grigio Organic	750	\$2.00	
560532	Strongbow Cider	500	\$0.20	
561100	Josh Cellars Chardonnay	750	\$2.00	
568287	No Boats On Sunday Cider	500	\$1.00	Shelf Extender
569095	Ogier Cotes Du Ventoux Aoc	750	\$2.00	Comm. Extender
570283	Twisted Tea Original	473	\$0.50	
572552	Signal Hill Canadian Whisky	750	\$3.00	Shelf Extender
573402	Bearface 7yo Triple Oak Canadian Whisky	750	\$3.00	Mini Thematic
573428	D'Ont Poke The Bear Cider.	473	\$0.20	
573550	Nickel Brook Wicked Awesome New England Ipa	473	\$0.25	Seasonal Block Pile A
573857	Niagara Falls Craft Vodka	750	\$2.00	Feature Fixture A
574533	Magnotta Pinot Grigio Venture Series Vqa	750	\$2.00	S1
582825	Peller Estates Family Series Chardonnay Vqa	750	\$1.00	Middle Nesting Table
587154	>(V)Vidal Icewine Vqa Ltd Edition(Magnotta	375	\$3.00	
587956	Trius Cabernet Sauvignon Vqa	750	\$2.00	
587964	Trius Cabernet Franc Vqa	750	\$2.00	Shelf Extender
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589036	Peller Family Vineyards Cab Merlot .4l.	4000	\$3.00	Front Nesting Table
589549	Clausthaler Premium Non Alcoholic	500	\$0.20	
590414	>Oyster Bay Pinot Noir Marlborough	750	\$3.00	
594168	Pelee Island Merlot	1500	\$2.00	End Aisle
594341	Rh Phillip Toasted Head Chardonnay	750	\$2.00	
602029	Caol Ila 12 Year Old Islay Single Malt	750	\$3.00	
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$10.00	
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$2.00	Wine Fridge
609701	Muskoka Lakes Cranberry Wine	750	\$1.00	goLOCAL
613471	Henry Of Pelham Rose Vqa	750	\$2.00	goLOCAL
614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50	Flex Space
614826	Pelee Island Pinot Grigio	1500	\$2.00	End Aisle
614909	Kozel Beer +	500	\$0.20	Shelf Extender
617233	Haymans London Dry Gin	750	\$3.00	
618223	Pelee Island Lola Cab Franc Cabernet Sauv Vqa	750	\$2.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
618231	Pelee Island Lola Gewurztraminer Vqa	750	\$2.00	End Aisle
619395	Red Knot Shiraz	750	\$2.00	Shelf Extender
620104	Angels Gate Sussreserve Riesling Vqa	750	\$1.50	goLOCAL
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Shelf Extender
621888	Relax Riesling, Mosel	750	\$2.00	
623322	Peller Family Vineyards Sauvignon BI 4l	4000	\$3.00	Front Nesting Table
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender
633545	20 Freakshow Red (Michael David)	750	\$2.00	
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	End Aisle
638197	Zirkova One Ultra Premium Vodka.	750	\$2.00	Discovery Extender
639880	Bodacious Rose	750	\$1.00	
646729	Bumbu Original Rum	750	\$3.00	
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	
649194	Twisted Tea Half & Half	473	\$0.50	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Front Nesting Table
668228	Sangre De Toro Tempranillo	750	\$2.00	Shelf Extender
668954	Banrock Station Chardonnay Carton	1000	\$2.00	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	Front Nesting Table
669465	Peller Family Vineyards Pinot Grigio 4l	4000	\$3.00	Front Nesting Table
678698	Gnarly Head Old Vine Zinfandel	750	\$3.00	
686584	>J.Lohr Hilltop Cabernet Sauvignon	750	\$5.00	Flex Space
697623	Michelob Ultra	2130	\$1.00	
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$2.00	
898569	Baron Herzog Cabernet Sauvignon Kp M	750	\$1.00	
904144	Molson Canadian 6 Pk-C	2130	\$2.00	
904334	Budweiser 6 Pk-Can	2130	\$1.00	

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
117	Bacardi Superior White Rum	750	100
2527	Mouton Cadet Bordeaux White Aoc	750	80
4622	Newfoundland Screech Rum*	750	100
10075	Side Launch Wheat Beer	473	10
10217	Kahlua Coffee Liquor	1750	120
10393	Legent	750	350
10946	Fireball 50ml 6 Pack Carrier	300	80
11868	Whitley Neill Rhubarb & Ginger	750	200
12618	Stoneleigh Lighter Sauvignon Blanc	750	120
12781	Sogrape Mateus Rose	1500	100
13244	Brockmans Gin	750	200
13248	Woodbridge By Robert Mondavi Rose	750	50
14066	Molson Ultra 6×473ml	2838	30
14484	Arizona Hard Green Tea	473	25
14488	White Claw Hard Seltzer Natural Lime	473	15
14883	Pelee Island Lola Chardonnay Vqa	750	120
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	25
16225	Bees Knees	355	10
16363	Cono Sur Pinot Noir Organic	750	100
18342	Ix Poets Hazy Mariner Cloudy Ipa	473	10
18412	D'Ont Poke The Bear Cabernet Baco Noir Vqa 3l	3000	150
18519	21 Shiraz Prime Cut (Langmeil Winery)	750	80
19096	Matt & Steve's Caesar - Hot & Spicy	473	15
19098	Founder's Original Gin Bramble	355	7
19110	Seagram Island Time Coconut Lime	2130	25
19121	White Claw Hard Seltzer Watermelon	473	15
19239	Porta 6 White	750	80
19370	Stock And Row Slow & Low Dry Cider	355	20
19472	Sandbagger Hard Seltzer	355	10
19749	Teremana Blanco Tequila	750	200
20258	Hopetown Wine Co. Hill House Craft Red Vqa	750	80
20807	Tribute Cabernet Sauvignon	750	100
21200	Somersby Apple Cider 4×473ml Cans	1892	40
21441	Honest Lot Sauvignon Blanc	750	50
22492	Warheads Blue Raspberry	375	50
24318	White Claw Iced Tea Lemon	473	15
24328	Jaw Drop Blue Blast Vodka Cooler	473	10



## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
24391	Vizzy Strawberry Lemonade	473	23
24392	Smirnoff Ice Pink Lemonade	473	10
24809	Truly Strawberry Lemonade	473	20
25135	Carlsberg Danish Pilsner Snap Pack	1980	30
25901	Taittinger Prestige Rose Champagne	750	160
26082	Big Buck Ipa	473	5
27001	Masi Modello Prosecco Doc Brut	750	150
27148	Thalia Rose*	750	25
27604	Dixon's Silver Creek Vodka	750	100
27668	Pj's Original Cream 1.14l	1140	80
28062	Keep Calm & Laugh Pinot Grigio	750	75
28198	Belle De Brillet	700	200
28460	Gray Jay Deluxe Canadian Whisky	750	100
28535	Brock Street Milk Chocolate Stout	473	10
28587	Suntory World Whisky Ao	700	500
31585	White Claw Black Cherry Flavoured Vodka	750	100
31824	Codigo 1530 Blanco	750	250
32006	Smirnoff Creamsicle Blast	750	60
32117	White Claw Premium Vodka	750	100
32182	Lola Light Rose Vqa	750	100
32194	Peller Family Reserve Secco Bubbles Vqa	750	80
32973	Side Launch Ipa Mixer Pack	1892	30
33445	Fresh Moscato Vidal Vqa	750	40
40626	Charm Soju Liquor	360	15
54213	Alberta Premium Whisky (P.E.T)	1750	300
75291	Weihenstephaner Hefeweissbier +	500	35
86439	Waterloo Dark	473	10
88799	Alberta Pure Vodka (P.E.T.)	750	125
89912	Loios Red	750	60
90860	Kittling Ridge Kingsgate Reserve Apera	750	20
92791	La Trappe Quadrupel Ale	750	70
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	480
130138	>Meiomi Pinot Noir	750	100
146761	Fielding Riesling Vqa	750	40
157586	Ferreira Dona Antonia Tawny Reserve Port	750	75
183582	Captain Morgan Dark Rum (P.E.T.)	1750	120
188193	Gato Negro Cabernet Sauvignon	750	60

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
189415	Wyndham Estate Bin 555 Shiraz	750	80
190363	Prince Igor Vodka (P.E.T)	1750	120
191866	Pknt Cabernet Sauvignon Reserve	750	50
192922	Seagram's 83	1140	300
207613	Jameson Irish Whiskey	1140	120
209213	Beefeater London Dry Gin	1140	100
215012	Black Tower Rivaner	1000	136
215020	El Dorado 5 Year Old Rum	1140	200
215558	Cattos Rare Blended Scotch	1140	200
216903	Banff Ice Vodka.	1140	300
217992	Dewar's White Label.	1140	75
221887	>Robert Mondavi Napa Valley Sauvignon Blanc	750	100
226316	Hiram Walker Special Old Rye Whisky Pet	1140	100
230565	Cono Sur Chardonnay Organic	750	100
231571	Seagrams 83 (P.E.T)	1750	400
240416	Montesor Amarone Della Valpolicella Doc	750	100
244186	Collingwood Whisky	750	200
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	110
267773	Hop City Barking Squirrel Lager	473	10
273490	Thalia White Assyrtiko Sauvignon Blanc	750	25
277004	Plymouth English Gin	750	150
281311	The Pavillion Chenin Blanc	750	100
285585	Masi Bonacosta Valpolicella Classico Doc	750	124
302380	Mezzacorona Pinot Grigio Trentino	750	80
305607	Seagrams 83	750	200
314856	Fireball Whisky Shooter 1140ml	1140	240
316844	Bombay Sapphire London Dry	750	120
326025	Basil Hayden Straight Bourbon	750	110
330803	Bowmore 12 Year Old Islay Single Malt	750	300
350397	Banff Ice Vodka	750	300
350900	>Robert Oatley Signature Series Chardonnay	750	100
353334	Spicebox Pumpkin	750	75
357418	Megalomaniac Local Squeeze Riesling Vqa	750	50
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
358556	Dillon's Gin 22 Unfiltered	750	150
361741	Santa Carolina Merlot	750	50
365205	Cono Sur Sparkling Rose	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
369009	Pinnacle Vodka	750	200
377622	Laroche Viognier De La Chevaliere	750	100
381962	Smirnoff Green Apple Flavoured Vodka	750	60
382713	Nederburg Sauvignon Blanc	750	100
385286	Iceberg Vodka (P.E.T.)	375	40
388694	Casamigos Tequila Reposado	750	180
392597	Chloe Chardonnay	750	100
397539	Boodles Gin	750	100
397976	Dr. Mcgillicuddy Intense Peach	375	40
398024	Dr Mcgillicuddy Intense Peach	1140	160
398032	Dr. Mcgillicuddy Intense Butterscotch	750	120
407544	Philippe De Rothschild Merlot Vdp	750	80
421420	Fielding Estate Fireside Red Vqa	750	40
427377	Porta 6, Vr Lisboa	750	80
438960	Canadian Club 100% Rye	1140	100
446625	Beatties Farm Crafted Vodka	750	100
454462	Banff Ice Vodka (P.E.T.)	1750	300
465419	Murphy's Law Apple Pie	750	75
475145	Zonin Valpolicella Classico Doc	750	100
478909	Blue Moon 473	473	10
485128	Pelee Island Baco Noir Vqa	750	120
487181	Spier Bay View Chardonnay	750	100
491803	Southern Comfort (P.E.T.)	375	100
491811	Southern Comfort	750	200
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80
514463	Whitley Neill Original London Dry Gin	750	200
521963	Chopin Potato Vodka	750	250
522672	> (V)Vidal Icewine Vqa Nia(Lakeview Cellars)	200	100
531400	Estrella Damm+	500	25
532341	Julia Florista White	750	50
532358	Julia Florista Red	750	50
536805	Spirit Of York Gin	750	150
539312	Josh Cellars Rose	750	100
540229	Angostura Bitters	100	40
541011	Wayne Gretzky Red Cask Whisky	375	50
542910	Top Shelf Gin	750	100
545194	Top Shelf Vodka	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
545343	Flor De Cana Anejo Clasico 5	1140	100
550749	Absolut Mandrin	750	80
553917	Frontera After Midnight Dark Red Blend	750	70
558098	Twisted Shotz Sex On The Beach	120	25
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	75
571786	Thornbury Craft Cranberry Cider	473	20
572107	The Grinder Pinotage	750	80
582411	Gato Negro Merlot	1500	100
589432	Louis Bernard Cotes Du Rhone White Aoc	750	100
593855	Astoria Prosecco La Robinia	750	80
600833	Pitu Cachaca	750	100
601518	Sour Puss Blue Liquor	750	75
614651	Trapiche Reserve Malbec	750	80
618132	Sarah Cole Whip Cider	473	27
620880	Masi Tupungato Passo Doble Organic	750	100
638239	Alario Sauvignon Blanc	750	50
649541	Seagram Island Time Anytime	2130	25
665471	Jacob's Creek Reserve Shiraz	750	80
669226	Voga Pinot Grigio	750	55
669374	Vineland Estates Unoaked Chardonnay Vqa	750	80
676841	Red Stripe Lager 6 Pk-B+	1980	30

## Value-Added Program

### Value-Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
42	Canadian Club Premium	750	Canadian Club 100% Rye 50 mL	Shelf Extender
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
13443	Mermaid Gin	700	Mini Cocchi Bottles	
24437	Sailor Jerry Spiced Rum	1750	Neck Tags	
32717	Creemore Springs Savour Winter Collection	6 × 473	Purchase a 6 pack of the Creemore Winter Pack and receive a Branded Appetizer & Drink Tray	EZD
34637	Canadian Club Premium	1750	Reifel Rye 2 × 50 mL	
80127	Sailor Jerry Spiced Rum	750	Sailor Jerry Art Sleeve	
158014	Flor De Cana Centenario 12 Rum	750	15YO 50 mL	
217687	Canadian Club Premium	1140	Reifel Rye 50 mL	
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL	LTO
447953	Fireball Whisky Shooter	750	Fireball 50 mL	

### Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
42	Canadian Club Premium	750	Canadian Club 100% Rye 50 mL	Shelf Extender
307	Seagrams V.O.	750	Golf Balls	End Aisle
463	Canadian Club Premium	375	Reifel Rye 50 mL	
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
1925	Courvoisier Vs	750	Glassware	
2253	Disaronno Amaretto	750	Tia Maria 50 mL	Shelf Extender
5322	Aveleda Vinho Verde	750	Branded Ice Bag On Pack	
6502	Cointreau	750	St. Remy Signature 50 mL	
10715	Malfy Gin Con Arancia	750	Malfy Rosa 50 mL	
12287	Jackson-Triggs Cabernet Sauvignon Light	750	Pop Corn - Boom Chica Pop	Middle Nesting Table
13443	Mermaid Gin	700	Mini Cocchi Bottles	
14996	Hollandia Lager 4 Pack	4 × 500	Bonus Hollandia Beer	
15282	18.8 Vodka	750	Gray Jay Whisky 50 mL	
15440	Dab Ultimate	6 × 500	DAB Ultimate Koozie	
16544	St Remy Signature	750	Cointreau 50 mL	
16546	On The Rocks Hornitos Margarita	375	Ice Cube Mold	
16580	Maker's Mark 1140ml	1140	Socks	

## Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	Boom Chika Pop Popcorn	Middle Nesting Table, LTO
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	Mulled Cider Mix	End Aisle
19994	Muskoka Tread Lightly	6 × 473	Muskoka Brewery x Pinty's Partnership - \$5.00 OFF ANY Pinty's Chicken Wings Grocery Coupon	
21378	Jim Beam White Label Bourbon	750	Teaspressa Cocktail Cubes	End Aisle, Necktag
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	Boom Chika Pop Popcorn	Middle Nesting Table, LTO
21537	Stockyards Brewing Iron Horse Trail IPA	473	Free Coffee Sample with Purchase of a 473 mL Can	
21876	Sheep Dog Peanut Butter Whiskey	750	Fireball 50 mL	
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	UFC 30th Anniversary Glassware	
22302	Barefoot Fruitscato Peach	750	Flavoured Sparkling Water 355 mL Can with Cocktail Recipe On Pack	
22303	Barefoot Fruitscato Strawberry	750	Flavoured Sparkling Water 355 mL Can with Cocktail Recipe On Pack	Comm. Extender
24437	Sailor Jerry Spiced Rum	1750	Neck Tags	
24492	Lolea No2 White Sangria	750	Lolea Branded Bottle Opener	
26678	On The Rocks Effen Cosmopolitan	375	Ice Cube Mold	
26679	On The Rocks Knob Creek Old Fashioned	375	Ice Cube Mold	
27605	Reifel Rye	750	Glassware	
27678	Patron Reposado	375	St. Germain 50 mL	
30282	18.8 Gin	750	Gray Jay Whisky 50 mL	
30575	Guinness Extra Stout	6 × 330	Recipe Booklet	
31930	Seagrams V.O.	1750	Golf Balls	End Aisle
32397	Blue Lobster Vodka	750	Mini 50 mL	
32717	Creemore Springs Savour Winter Collection	6 × 473	Purchase a 6 pack of the Creemore Winter Pack and receive a Branded Appetizer & Drink Tray	EZD
33928	J.P. Wiser's Deluxe	1750	JP Wiser's Old Fashioned 50 mL	
34637	Canadian Club Premium	1750	Reifel Rye 2 × 50 mL	
49726	Yukon Jack	750	Fireball 50 mL	
80127	Sailor Jerry Spiced Rum	750	Sailor Jerry Art Sleeve	
125187	Cazadores Reposado Tequila	750	Mulled Cider Mix	End Aisle
131391	Smirnoff Vodka (P.E.T)	1140	NFL Team Branded Jigger	Feature Fixture B
143040	Hornitos Reposado Tequila	750	Rock Skull Rock Glass	
158014	Flor De Cana Centenario 12 Rum	750	15YO 50 mL	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	Business Card Holder	

## Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
216226	Alberta Premium Whisky	1140	Rocks Glass	
216929	Smirnoff Vodka	1140	NFL Team Branded Jigger	Feature Fixture B
216978	Seagrams V.O.	1140	Golf Balls	End Aisle
217653	Captain Morgan Original Spiced Rum	1140	NFL Team Branded Jigger	Feature Fixture B
217687	Canadian Club Premium	1140	Reifel Rye 50 mL	
217786	Jim Beam White Label Bourbon	1140	iiCiNG Flavor Drop	
217950	Crown Royal	1140	NFL Team Branded Jigger	Feature Fixture B
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL	
237792	Icebox Long Island Iced Tea	1140	Mixing Glass	
240150	Polar Ice Vodka	1140	Polar Ice Berry Blizzard 50 mL	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	Hockey Player Glassware	Flex Space
261099	Inniskillin Pinot Noir VQA	750	Wine Accessory - Dripless Pour Spot & Bottle Stopper	End Aisle
270892	Jackson-Triggs Merlot Bag In Box	4000	Boom Chika Pop Popcorn	Middle Nesting Table, LTO
276618	Crown Royal Black	1140	NFL Team Branded Jigger	Feature Fixture B
276816	Fonseca White Port	750	Fonseca Bin 27 50 mL	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	Mini Pepper Grinder	
292615	Jameson Black Barrel	750	Premium Rocks Glass	
305144	Jackson-Triggs Chardonnay Bag In Box	4000	Boom Chika Pop Popcorn	Middle Nesting Table, LTO
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	iiCiNG Flavor Drop	
326025	Basil Hayden Straight Bourbon	750	Teaspressa Cocktail Cubes	End Aisle, BAP, Necktag
328518	Jackson-Triggs Chardonnay	750	Popcorn Bag	Middle Nesting Table
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	Aerator	
358192	Bruichladdich The Botanist Islay Dry Gin	750	50 mL	Comm. Extender, BAP
382747	Tequila Rose Strawberry Cream Liqueur	750	Strawberry Bathbomb On Pack	
383711	Jackson-Triggs Merlot	750	Popcorn Bag	Middle Nesting Table
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL	LTO
397976	Dr. McGillicuddy Intense Peach	375	Fireball 50 mL	CE1, BAP
399410	Jackson-Triggs Sauvignon Blanc	750	Popcorn Bag	Middle Nesting Table
403519	Crown Royal Apple	750	NFL Team Branded Jigger	Feature Fixture B, LTO
408286	Lolea No 1 Red Sangria Spain	750	Lolea Branded Bottle Opener	
413104	Dillon's Dry Gin	750	Negroni	Seasonal Block Pile D
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
465419	Murphy's Law Apple Pie	750	Green Apple Warheads 50 mL	Feature Fixture A, BAP
465484	Toki	750	Fever Tree	
484204	Malfy Gin Con Limone	750	Malfy Rosa 50 mL	

## Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
488429	Hobgoblin Ruby Ale	500	Branded Coaster	
508721	Inniskillin Baco Noir VQA	750	Wine Accessory - Dripless Pour Spot & Bottle Stopper	
516880	Mill Street Original Organic	6 × 473	Que Pasa Tortilla Chips	EZH
520353	Bacardi Spiced Rum	750	Bacardi Limon 50 mL	
522946	Bodacious Dark	750	Hair Scrunchie	End Aisle
570366	Bacardi Spiced Rum	1140	Mulled Cider Mix	End Aisle
579979	Bodacious Bubbles	750	Hair Scrunchie	
597559	Tito's Handmade Vodka	750	Tito's 50 mL	End Aisle
604926	Prince Igor Extreme Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	
605881	Disaronno Originale Amaretto	1140	Disaronno Velvet 50 mL	
605956	Baileys Irish Cream Liqueur	1140	Baileys Espresso 50 mL	End Aisle
619791	Jackson-Triggs Rose	750	Popcorn Bag	Middle Nesting Table
630913	Tia Maria	750	Disaronno 50 mL	
631176	McGuinness Triple Sec	750	Polar Ice 50 mL	Feature Fixture A
631200	McGuinness Blue Curacao	750	Polar Ice 50 mL	Feature Fixture A
637710	Jackson-Triggs Shiraz	750	Popcorn Bag - Boom Chicka POP	Middle Nesting Table
638130	Dillon's Vodka	750	Dillon's 50 mL	Feature Fixture A
648402	Bodacious Moscato	750	Hair Scrunchie	
666883	Henninger Lager	6 × 500	Henninger Bonus Beer	
667790	Amsterdam Boneshaker IPA	6 × 473	Free With Purchase of 2 × 6 packs of Boneshaker IPA. Boneshaker Bobble-head	EZA
669408	Wolfhead Coffee Whisky Liqueur	750	Wolfhead Cinnamon	



## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
13597	Bumbu XO Rum	750	QR code for cocktail suggestions	
15009	New Amsterdam Pink Whitney Vodka	750	Pink Whitney Hockey NT	Cold Room Spirits, Necktag
21378	Jim Beam White Label Bourbon	750	Bourbon Education Neck Tag	End Aisle, Value-Add, Necktag
28728	Somrus Mango Cream Liqueur	750	Neckhanger w/ QR code for recipes	
30532	J-Harden Cabernet Sauvignon	750	Enter to Win Contest- Signed Jersey	
103747	Maker's Mark Kentucky Bourbon	750	Bourbon Education Neck Tag	End Aisle, LTO, Necktag
215251	Cinzano Rosso Sweet Vermouth	1000	Campari Negroni Family Tree Recipe	
277954	Campari Aperitivo	750	Campari Negroni Family Tree Recipe	
326025	Basil Hayden Straight Bourbon	750	Bourbon Education Neck Tag	End Aisle, BAP, Value-Add, Necktag

Trade Copy Only

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	351429	Amsterdam Boneshaker 473 -Tc	473	3842 - Amsterdam Brewing Company	Store Order
	667790	Amsterdam Boneshaker Ipa 6 Pk-Cans	2838	3842 - Amsterdam Brewing Company	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	34853	Flying Monkeys Psychedelic Puzzle Factory DIPA	473	6309 - Flying Monkeys Craft Brewery	Store Order
	32808	Muskoka Stein Sized Fest Bier	568	Lcbo Warehouse	Store Order
	34927	Lake Of Bays Moonstruck Dark Lager	473	8958 - Lake Of Bays Brewing	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	32061	Mill St Ultimate Patio Pack	6x473	1950 - Trillium Beverage Inc.	Store Order
	32062	Mill St. Cold IPA	473	1950 - Trillium Beverage Inc.	Store Order
	516880	Mill Street Original Organic	6x473	1950 - Trillium Beverage Inc.	Store Order
Beer Excitement Zone - 21D (End EZD)	25054	Creemore Pale Ale	473	1757 - Creemore Springs Brewery	Store Order
	32717	Creemore Springs Savour Winter Collection	6x473	1757 - Creemore Springs Brewery	Store Order
	541243	Creemore Springs Premium Lager 6pk C	6x473	1757 - Creemore Springs Brewery	Store Order
Ontario Craft Beer End Aisle	17396	Cameron's Cruising Through The Galaxy Hazy	473	413 - Cameron's Brewing Co.	Store Order
	20870	Van Full Of Weirdos IPA	473	5732 - Refined Fool Brewing Company	Store Order
	25564	Lake Of Bays Italian Pilsner	473	8958 - Lake Of Bays Brewing	Store Order
	513044	Henderson's Brewing Co. Henderson's Best +	473	798 - Bench Brewing Company	Store Order
	921296	Wellington Helles Lager	473	4826 - Wellington County Brewery Inc	Store Order
	27126	Whitewater North Meets South Nordic Pale Ale	473	8454 - Whitewater Brewing Company	Store Order
	18773	Nickel Brook No Bad Daze Easy Going Lager	473	6699 - Nickel Brook Brewing Company	Store Order
	30033	Beau's Juiced Af IPA	473	9654 - Beau's All Natural Brewing	Store Order
	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order
	31544	Cowbell Brewing Co. Cencerro Cerveza Mexican Lager	1420	458 - Cowbell Brewing Co.	Store Order
End Aisle #10/Mini Thematic C	32795	Muskoka IPA Mixer Pack 2023	6x473	Lcbo Warehouse	Store Order
	450312	Collective Arts Ransack The Universe IPA	473	Lcbo Warehouse	Store Order
	458273	Great Lakes Octopus Wants To Fight IPA	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	481515	Bench Brewing Balls Falls Session IPA	473	798 - Bench Brewing Company	Store Order
	32973	Side Launch IPA Mixer Pack	4x473	3827 - Side Launch Brewing	Store Order

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
	15116	Cowbell Brewing Co. Hazy Days IPA	473	458 - Cowbell Brewing Co.	Forced
	15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	8958 - Lake Of Bays Brewing	Forced
	16301	Sleeping Giant White Out Hazy Ale	473	7346 - Sleeping Giant Brewing Company	Forced
	16787	Collingwood Happy Tails Session IPA	473	4205 - The Collingwood Brewery	Forced
	16954	Bench Brewing Lincoln Lager	473	798 - Bench Brewing Company	Forced
	17396	Cameron's Cruising Through The Galaxy Hazy	473	413 - Cameron's Brewing Co.	Forced
	19266	Beau's Lug Tread +	6x473	9654 - Beau's All Natural Brewing	Forced
	22021	Matron Janky, IPA	355	4128 - Matron Brewing Inc.	Forced
	22886	Cat Lady IPA	473	2990 - Bellwoods Brewery	Forced
	30129	Catstronaut, Session Hazy IPA	473	5732 - Refined Fool Brewing Company	Forced
	31345	Brock Street Tropical Thunder New England IPA	473	397 - Brock Street Brewing	Forced
	32791	Sons Of Kent Drift	473	2218 - Sons Of Kent	Forced
	120626	Northern Lights Hazy IPA	473	462 - Bobcaygeon Brewing Company Limited	Forced
<b>Seasonal Block Pile A</b>	404368	Muskoka Detour 473 Can	473	Lcbo Warehouse	Forced
	429712	Sultana Gold Ale	473	4277 - Lake Of The Woods Brewing Comp	Forced
	446955	Big Rig Alpha Bomb IPA+	473	1188 - Big Rig Brewing Co.	Forced
	450239	Whitewater Brewing Farmer's Daughter 473	473	8454 - Whitewater Brewing Company	Forced
	485367	Great Lakes Brewery Karma Citra IPA	473	1929 - Great Lakes Brewing Co. Inc.	Forced
	492017	Steam Whistle +	6x473	5577 - Steam Whistle Brewing	Forced
	494633	Anderson Ipa 6pk Can	6x355	791 - Anderson Craft Ales	Forced
	508572	Flying Monkeys Juicy Ass IPA	473	6309 - Flying Monkeys Craft Brewery	Forced
	508580	Wellington Upside IPA	473	4826 - Wellington County Brewery Inc	Forced
	540245	Trestle Brewing Company Golden Ale	473	1701 - Trestle Brewing Company Limited	Forced
	556688	Collective Arts Life In The Clouds	473	Lcbo Warehouse	Forced
	573550	Nickel Brook Wicked Awesome New England IPA	473	6699 - Nickel Brook Brewing Company	Forced

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
<b>D4: Discovery BSM 1</b>	573832	Clear Lake Session Ale	473	2242 - CLEAR LAKE BREW- ING CO.	Forced
<b>R57: Ontario Beer A</b>	17289	Hacker Pschorr Weisse Bier	500	LCBO Warehouse	Forced
<b>R58: Ontario Beer B</b>	614909	Kozel Beer +	500	LCBO Warehouse	Forced
<b>R59: Beer 1</b>	461616	Boshkung Brewing Co 35 & 118 Cream Ale	473	115 - BOSHKUNG BREW- ERY	Forced
<b>R60: Beer 2</b>	32927	Grolsch Premium Pilsner 473+	473	275 - The Beer Store	Forced
<b>R61: Beer 3</b>	568287	No Boats On Sunday Cider	500	LCBO Warehouse	Forced
<b>R62: Beer 4</b>	28735	Beau's Lug Lite	473	9654 - BEAU'S ALL NATURAL BREWING	Forced
<b>D5: Discovery BSM 2</b>	45955	Tecate+	473	LCBO Warehouse	Forced
<b>10</b>	18773	Nickel Brook No Bad Daze Easy Going Lager	473	6699 - Nickel Brook Brewing Company	Store Order
	30033	Beau's Juiced Af IPA	473	9654 - Beau's All Natural Brewing	Store Order
	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order
	31544	Cowbell Brewing Co. Cencerro Cerveza Mexi- can Lager	1420	458 - Cowbell Brewing Co.	Store Order
	32795	Muskoka Ipa Mixer Pack 2023	2838	Lcbo Warehouse	Store Order
	450312	Collective Arts Ransack The Universe IPA	473	Lcbo Warehouse	Store Order
	458273	Great Lakes Octopus Wants To Fight IPA	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	481515	Bench Brewing Balls Falls Session IPA	473	798 - Bench Brewing Com- pany	Store Order
32973	Side Launch IPA Mixer Pack	1892	3827 - Side Launch Brewing	Store Order	
<b>18</b>	688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	LCBO Warehouse	Forced
	333583	Thornbury Premium Apple Cider	473	LCBO Warehouse	Forced
	571786	Thornbury Craft Cranberry Cider	473	LCBO Warehouse	Forced
<b>19</b>	20118	Collective Arts Good Monster	473	LCBO Warehouse	Forced
	21271	Collingwood Downhill Pale Ale	473	4205 - The Collingwood Brewery	Forced
	25043	Lost Craft Coastal Wave Ipa	473	179 - Lost Craft	Forced
<b>20</b>	31451	Ace Hill Ultra	2130	LCBO Warehouse	Forced
	552687	Nickel Brook Black Light All Night Stout	473	6699 - Nickel Brook Brewing Company	Forced
	628875	Maclean's Cherry Porter	473	9719 - Maclean's Ales	Forced

## Questions?

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

Trade Copy Only

# PERIOD 7

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPTEMBER 10 <b>Start of Period 7</b>  <b>BAP START DATE</b>	11	12	13 Autumn Food & Drink 	14	15	16
17	18 United Way Campaign (Sept 18 - Oct 8)	19	20	21	22	23
24	25	26	27	28	29	30 National Day for Truth & Reconciliation
OCTOBER 1   	2	3	4	5	6	7 <b>End of Period 7</b>  <b>BAP END DATE</b>