

**ICONIC**

—



**PERIOD 8 MARKETING & PRODUCT GUIDE**

OCTOBER 8 - NOVEMBER 4, 2023

My Store #



Kudos to Store #542

# Period 8 Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 8



## Promotional Programs

**Feature Fixture A & B:** Gifts For All (Early Holiday Gifting)

**Seasonal Gondola:** Holiday Pre-Build

**Entrance Table:** Gibson's Finest

**Cocktail of the Month (EA1):**  
Perfectly Thymed Manhattan

**Mini Thematic A:** Iconic Whisky

**Mini Thematic B:** Red Wine Gifts

**Mini Thematic C:** Local Beers for Fall

**Front Nesting Table:**  
Premium Flight: Canadian Club  
Standard Flight: J.P. Wiser's

**Middle Nesting Table:** Iconic Crown Royal

**Block Pile A:** Iconic Brews

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

**Block Pile C:** Aeroplan

**Block Pile D:** Fireball

**Enhanced Display:** The Kraken, Don Julio, 1800 Tequila

**Display Program:** Hennessy, Yellow Tail

Aeroplan Offers & Shelf Talkers

New Name Badge Stickers

End Aisle Backer Cards

End Aisle Blade Signs

Wines Discovery End Aisle - Hungarian Wines

Wines Discovery End Aisle - Diwali

Front End Merchandisers

Top Picks Impulse Displays

The Cold Room Spirits Display

New Product Underlay Program

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





# P8 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 8 (October 8 - November 4, 2023)

### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>Period 8 Aeroplan Exterior Banners</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan Exterior Banner in the placement outside the store.</li> </ul> <p>ENG (Re-order# 24P8-EB7) / BIL (Re-order# 24P8-EB8)</p>	 <p>The image shows a vertical banner with the LCBO logo at the top, followed by the text 'SO MANY EASY WAYS TO EARN BONUS POINTS*' and the 'AEROPLAN' logo at the bottom. To the right is a photograph of an LCBO store exterior with the banner installed on the building facade.</p>
<p><b>Pre-printed and Blank Aeroplan Shelf Talkers</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required</li> </ul> <p>Blank Aeroplan Shelf Talkers ENG/BIL (Re-order # 749359)</p>	 <p>The image shows two examples of shelf talkers. The top one is pre-printed for 'RODENBACH CLASSIC' with a price of '\$3.15' and a '24 pts' badge. The bottom one is a blank version with the same layout.</p>
<p><b>Aeroplan Seasonal Banner Insert</b></p> <ul style="list-style-type: none"> <li>Install the Operational Aeroplan seasonal banner insert.</li> </ul> <p>ENG (Re-order# 24P8-SB1) / BIL (Re-order# 24P8-SB2)</p>	 <p>The image shows three vertical banner inserts with the Aeroplan logo and promotional text. A note below the images states '*Artwork is not final'.</p>
<p><b>Aeroplan End Aisle Backer Card</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan generic backer card on end aisles with Aeroplan offers.</li> </ul> <p>ENG/BIL (Re-order# 24P8-BC-GEN6)</p>	 <p>The image shows a backer card with the Aeroplan logo and promotional text, placed behind a display of various bottles on an end aisle.</p>

## P8 Whisky Contest (October 8 – November 4, 2023)

Customers will be automatically entered for a chance to win one of two (2) grand prizes, each consisting of a round-trip ticket for two anywhere Air Canada flies when they purchase any whisky on bonus offer during P8.

### Signage Components & Merchandising Instructions

Perpendicular Shelftalker:

ENG (Re-order # AIM-24P8-WCAP1) /

BIL (Re-order # AIM-24P8-WCAP2)

Install the shelf talker throughout the Whisky section to communicate the contest opportunity to customers.



Example only

### Participating Products - BAP Whisky Contest




LCBO#	Description	Size (mL)	BAP
307	Seagrams V.O. Whisky	750	200
620	Silk Tassel Canadian Whisky (PET)	750	120
893	J.P. Wiser's Deluxe Whisky	750	80
992	Royal Reserve Whisky (PET)	1140	100
8599	Bell's Original Scotch Whisky	750	50
9043	Crown Royal Whisky	375	40
10937	Forty Creek Double Barrel Reserve Whisky	750	75
11850	Buffalo Trace Bourbon	375	160
11945	Proper NO. Twelve	750	100
13909	Georgian Bay Canadian Whisky	750	80
14569	Glenmorangie Quinta Ruban Whisky	750	180
19563	Lot No.40 Dark Oak Canadian Whisky	750	240
20047	Forty Creek Foxheart	750	100
21465	Angel's Envy Bourbon Finished in Port Barrels	750	160
27467	Glenfiddich Orchard Experiment	750	200
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	99
30632	Jack Daniel's Triple Mash Blended Straight Whiskey	700	475
30633	Jack Daniel's Bonded Tennessee Whiskey	700	435
31930	Seagrams V.O. Whisky	1750	400
38901	The Dalmore 12 Year Old Highland Single Malt Scotch Whisky	750	180
47290	Forty Creek Barrel Select Whisky (PET)	375	40
195651	Forty Creek Confederation Oak Reserve Whisky	750	125
207662	Ballantine's Finest Blended Malt Scotch Whisky	1140	100
216671	Wisers Special Blend Whisky	1140	100
216978	Seagrams V.O. Whisky	1140	300
217042	Bell's Original Scotch Whisky	1140	75
217646	J & B Rare Scotch Whisky	1140	90

<b>LCBO#</b>	<b>Description</b>	<b>Size (mL)</b>	<b>BAP</b>
217778	Chivas Regal 12 Year Old Scotch Whisky	1750	180
217786	Jim Beam White Label Bourbon	1140	250
241943	Glenmorangie Lasanta Extra Matured Highland Single Malt Scotch Whisky	750	180
258954	Spicebox Canadian Spiced Whisky	750	150
276618	Crown Royal Black Whisky	1140	100
285254	Forty Creek Copper Bold Whisky	750	60
387423	Bruichladdich The Classic Laddie Scottish Barley	750	150
390583	Canadian Club 100% Rye	750	250
395723	Tomatin Legacy Highland Single Malt Scotch Whisky	750	110
405845	Evan Williams Kentucky Straight Bourbon	750	50
457572	Gibson's Finest Bold 8 Year Old Whisky	750	150
479881	Lagavulin 8 Year Old Islay Single Malt Scotch Whisky	750	200
480624	Woodford Reserve Distiller's Select Bourbon	750	200
481366	High River Canadian Whisky	750	200
482612	Pike Creek Double Barreled Canadian Whisky	750	120
517136	Alberta Premium Whisky (PET)	750	200
541607	The Sexton Single Malt Irish Whiskey	750	200
550715	Forty Creek Barrel Select Whisky	750	60
601146	Glen Breton Rare Canadian Single Malt Whisky	750	250
602029	Caol Ila 12 Year Old Islay Single Malt Scotch Whisky	750	200
605063	Buffalo Trace Kentucky Straight Bourbon Whiskey	750	200
605972	Glenfiddich 15 Year Old Single Malt Scotch Whisky	750	250
667071	Green Spot Irish Whiskey	750	150
480624	Woodford Reserve Distiller's Select Bourbon	750	200

# P8 Italian Wines Aeroplan Offer (October 8 – November 4, 2023)

Spend \$75 or more and Earn 250 bonus Aeroplan points on ALL Italian Wines (GL & Vintages).

## Signage Components & Merchandising Instructions

Components	Image (example only)
<p>Category Sign Overlay: ENG/BIL (Re-order # AIM-24P8-ITCAP1)</p> <p>Category Sign Magnetic Overlay: ENG/BIL (Re-order # AIM-24P8-ITCAP2)</p>	
<p>Category Sign Extender:</p> <p>Right Facing ENG/BIL (Re-order # AIM-24P8-ITCAP3) / BIL (Re-order # AIM-24P8-ITCAP4)</p> <p>Left Facing ENG/BIL (Re-order # AIM-24P8-ITCAP5) / BIL (Re-order # AIM-24P8-ITCAP6)</p>	
<p>Perpendicular Shelftalker: ENG (Re-order # AIM-24P8-ITCAP7) / BIL (Re-order # AIM-24P8-ITCAP8)</p>	





## Period 8 Bonus Aeroplan Points Participating Products (BAM)

Please refer to the Aeroplan worksheets at the back of this guide for the full list of Aeroplan Offers.

## Period 8 Aeroplan Offers (LF)

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

Promo code	LCBO#	Description	Size (mL)	BAP	LTO
	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	200	\$5.00
	17807	Josh Cellars Bourbon Barrel Aged Reserve Cabernet Sauvignon	750	50	\$2.00
	31793	Collavini Villa Canlungo Cabernet Sauvignon	750	50	\$1.50
	31796	Oggi Sangiovese IGT Puglia	750	50	\$1.00
	137810	Campo Viejo Rioja Reserva	750	100	\$1.00
LF	168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	60	\$2.00
	170142	Zonin Ripasso Valpolicella Superiore DOC	750	100	\$2.00
	452672	Luigi Bosca Malbec	750	30	\$1.00
	507467	Josh Cellars Legacy Red	750	50	\$2.00
	557108	St Remy XO Brandy	750	50	\$1.00
	561720	Magnum Scotch Malt Whisky Cream Liqueur	750	200	\$2.00
	621003	Montecillo Rioja Reserva	750	20	\$3.00

## Period 8 Aeroplan Bundling Pair Offers (LD)

**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
	943	Mouton Cadet Bordeaux Red AOC	750	80	B0004217
LD	2527	Mouton Cadet Bordeaux White AOC	750		B0004217

**Buy both products and Customer will earn an additional 80 BAP for each pair purchased.**

### LD Offers:

Customers are awarded based on each pair of the bundle without a limit.

# ICONIC (P8) Signage Gallery

This month we celebrate the 30th anniversary of an icon that has inspired the way we eat, drink, and entertain, Ontario's beloved Food and Drink Magazine. Customer will come to the LCBO and be inspired by iconic brands, cocktails, and pairings. Whether trying something for the first time or revisiting a classic, they will feel confident they are experiencing something that has stood the test of time.



## Signage Ship Date

The Period 8 signage components will be shipped to stores beginning **September 29, 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-24P8-MUSIC-CD | Music USB Reorder# AIM-24P8-MUSIC-USB

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

# Exterior Banners

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

## PRIORITY OF EXTERIOR BANNERS:

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



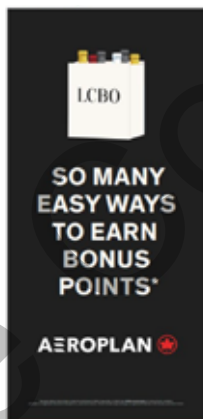
### 1 ICONIC



Re-order#  
24P8-EB1  
(English)

Re-order#  
24P8-EB2  
(Bilingual)

### 2 Aeroplan Rewards



Re-order#  
24P8-EB7  
(English)

Re-order#  
24P8-EB8  
(Bilingual)

### 3 Same Day



Re-order#  
24P8-EB3  
(English)

Re-order#  
24P8-EB4  
(Bilingual)

### Generic Ecomm



Re-order#  
24P8-EB5  
(English)

Re-order#  
24P8-EB6  
(Bilingual)

# Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.



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

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

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

### 1 Information Board



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

### 2 Responsible Service



Re-order# 22OP-RSP1  
(Bilingual)

### 3 Seasonal Thematic



Re-order# 24P8-WS1  
(English)



Re-order# 24P8-WS2  
(Bilingual)

### 4 Same Day

### Generic Ecomm



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

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

# Signage is to remain in place for the duration of P8

## Transparencies

### Square Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Horizontal Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Small Transparencies ENG/BIL

Vendor installed



Thematic POP  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

### Medium Transparencies ENG/BIL

Vendor installed



Thematic POP  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

### Large Transparencies BIL

Vendor installed



Thematic POP  
ENG/BIL

eComm  
BIL

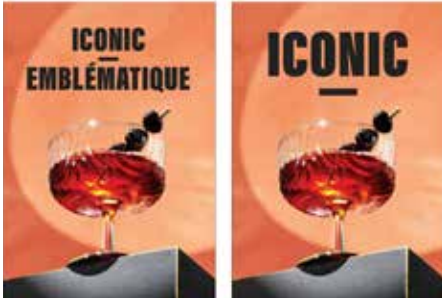


Signage is to remain in place for the duration of P8

## Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.



ENG Re-order #24P8-TB1

BIL Re-order #24P8-TB2



## 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 P7 blade signs and replace with the following Period 8 versions.



EA1  
Perfectly Thymed  
Manhattan  
ENG (24P8-BS1)  
BIL (24P8-BS6)



EA2A & 2B  
Old Fashioned  
ENG (24P8-BS2)  
BIL (24P8-BS7)



EA3A & 3B  
Whisky Sour  
ENG (24P8-BS3)  
BIL (24P8-BS8)



EA4  
Margarita  
ENG (24P8-BS4)  
BIL (24P8-BS9)



Food & Drink 30 Years  
ENG (24P8-BS5)  
BIL (24P8-BS10)

Signage is to remain in place for the duration of P8

## NEW! P8 End Aisles Backer Cards

Remove the Period 7 backer cards and replace with the new Period 8 versions below.

24P8-BC1



EA1

24P8-BC2



EA 2A & B

24P8-BC3



EA 3A & B

24P8-BC4



EA4

24P8-BC10



EA10

## NEW! P8 Generic Backer Cards

Remove the Period 7 backer cards and replace with the new Period 8 versions below.

24P8-BC-GEN1



Promo Lockup

24P8-BC-GEN2



Food Pairings

24P8-BC-GEN3



Food & Drink

24P8-BC-GEN4



Cocktails

24P8-BC-GEN5



Promo Lockup

24P8-BC-GEN6



Aeroplan

To be used on End Aisles merchandising products with BAP offers.

# NEW! P8 Seasonal Banner Insert

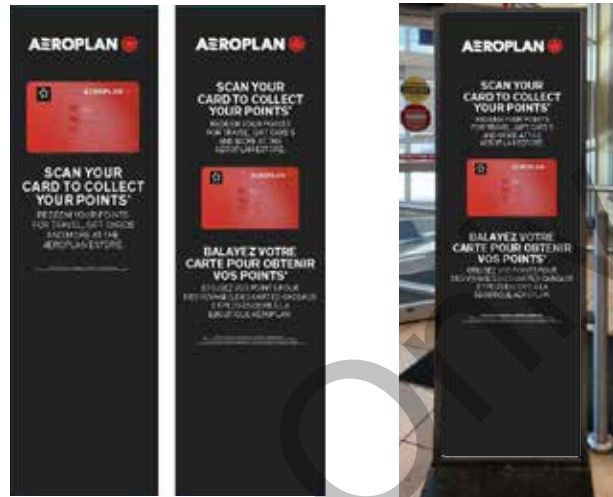
Dimensions: 20" w x 70" h

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

## Operational Seasonal Banner Insert

ENG (Re-order# 24P8-SB1)

BIL (Re-order# 24P8-SB2)



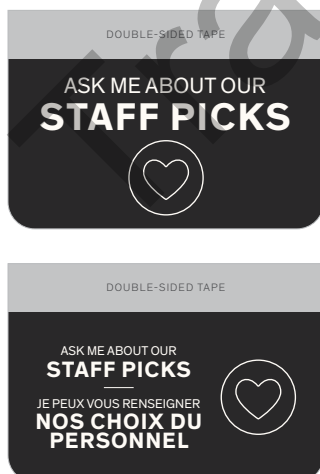
\*Artwork is not final

## Employee Engagement

### Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 8.

- This Fall, let's encourage customers to rediscover iconic products at the LCBO. All stores will receive Employee Name Badge Stickers
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".
- Staff Picks Name Badge Stickers: ENG (Re-order # 24P8-NT1) / BIL (Re-order # 24P8-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.**

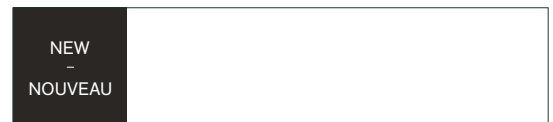
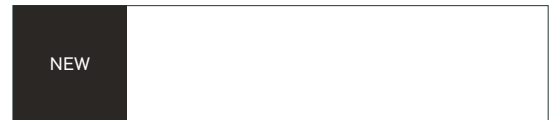
## Key Dates (October 8 - November 4, 2023)

## 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 8 New Products

LCBO#	Description	Sub Set	Product Type	Promotion
12047	Newcastle Brown Ale+	Premium Beer	Regular	
13244	Brockmans Gin	Gin	Seasonal	
20188	Maison No 9*	European Rose	Seasonal	
21571	Vecchia Romagna Riserva Tre Botti Brandy	Brandy/Cognac	One-Shot	
21978	Howler Head Banana Infused Kentucky Straight Bourb	Liqueurs	Regular	
22885	Dillon's Manhattan	Liqueurs	Regular	P10: VA
27137	Kechribari Retsina	European White	Regular	
27644	Larsen Or	Brandy/Cognac	One-Shot	
28446	Louis Royer VSOP	Brandy/Cognac	One-Shot	
30632	Jack Daniel's Triple Mash Blended Straight Whisky	American Whisky	Regular	P8: EA-3A, BAP
30633	Jack Daniel's Bonded Tennessee Whisky	American Whisky	Regular	P8: EA-3A, BAP
31793	Collavini Villa Canlungo Cabernet Sauvignon	Italy Red	Regular	
31795	Feudo Arancio Cabernet Sauvignon	Italy Red	Regular	P10: LTO-3, SE-R48
31796	Oggi Sangiovese IGT Puglia	Italy Red	Regular	
31797	Molino A Vento Nero D'avola Doc Siciliane	Italy Red	Regular	P8: FSC-Flight A, BAP
31801	Zensa Nero d'Avola Appassimento DOC Sicily Organic	Italy Red	Regular	
31802	Villa Puccini Toscana Igt Governo Toscano	Italy Red	Regular	P8: FSC-Flight A, BAP
31803	Zensa Primitivo IGP Puglia Organic	Italy Red	Regular	
31804	Sistina Montepulciano D'abruzzo Doc	Italy Red	Regular	P10: BAP
31808	Orso Bruno Old Vine Zinfandel	Italy Red	Regular	P8: LTO-1, FSC-Flight A
32158	Cantine De Falco Primitivo Salento IGP	Italy Red	Regular	P8: BAP
32159	Senza Tempo Montepulciano D'Abruzzo DOP	Italy Red	Regular	
32160	Golden Gufo Primitivo Puglia IGP	Italy Red	Regular	P13: FSC-Flight A, LTO-1
32204	Glen Moray Single Malt 15 Year Old	Whisky Shop	Seasonal	
32450	Strathcona Spirits Badland Seaberry Gin	Gin	Seasonal	
32502	Juli Organic Cabernet Sauvignon	Argentina	Regular	
32563	Moillard Chablis	France White	Regular	P9: LF, SSL-LF
32566	Moillard Bourgogne Pinot Noir	France Red	Regular	P9: BAP
32567	Cave De Buxy Bourgogne Cote Chalonnaise Chardonnay	France White	Regular	
32793	Red Blend Portugal	Portugal Red	Regular	
33200	Smirnoff Spicy Tamarind	Vodka	Seasonal	
33666	Cave De Lugny Macon-Lugny St. Pierre Chardonnay	France White	Regular	P10: LTO-2
33667	Cave De Lugny Bourgogne Pinot Noir Aoc	France Red	Regular	P10: LTO-2
33989	Guinness 0	Non-Alcoholic Beer	Regular	
34141	Forty Creek Cherrywood Reserve	Canadian Whisky	Seasonal	



## Period 8 New Products

LCBO#	Description	Sub Set	Product Type	Promotion
34478	Nonino Monovitigno Picolit Gran Ris. 10 Yr. Grappa	Brandy/Cognac	One-Shot	
34483	Chateau de Laubade 1983 Bas Armagnac	Brandy/Cognac	One-Shot	
34485	Dillon's Black Currant Liqueur	Liqueurs	One-Shot	
35905	Hennessy VS Hip Hop 50	Brandy/Cognac	One-Shot	P8 Supplier Merchandiser Display
36050	PJ's Cappuccino	Liqueurs	One-Shot	
175794	Grappa Barili Di Sassicaia (Poli Distillerie)	Brandy/Cognac	One-Shot	
225557	Eradus Sauvignon Blanc	New Zealand	Regular	
349001	Cleopatra Moscato Grappa (Poli Distillerie)	Brandy/Cognac	One-Shot	
402578	Rodenbach Vintage	Craft Beer	One-Shot	
526525	Paulaner Oktoberfest Bier	Craft Beer	One-Shot	
745901	Po Di Poli Grappa Di Moscato (Poli)	Brandy/Cognac	One-Shot	

Trade Copy Only

**Continue to merchandise  
the New Product Underlays for the following P7 SKUs:**

<b>LCBO#</b>	<b>Description</b>	<b>LCBO#</b>	<b>Description</b>
10571	Kronenbourg 1664 Blanc Fruits Rouges 4-Pk Can	32828	One Pound Per Acre Chardonnay
15349	Jack Daniels Apple	32829	One Pound Per Acre Shiraz
18420	Loop Lime And Ginger Gin	32833	Naturalis Organic Sauvignon Blanc
19825	Dead Mans Fingers Spiced Rum	32913	1731 Fine & Rare Mauritius 7 Year Old Rum *95
20191	Flor De Cana Eco-15	33058	El Abuelo Org Tempranillo Monastrell Almansa
21621	Bread & Butter Prosecco Doc	33445	Fresh Moscato Vidal VQA
21643	Veuve Clicquot Rose Ice Jacket	33461	Wayne Gretzky Signature White VQA
22071	Amaro Quintessentia Nonino	33523	Wayne Gretzky Signature White VQA
23896	Haymans Charles Merser & Co. London Blended Rum	33568	Vineland Estate Cabernet Merlot VQA
24527	Redbreast 12yo Birdfeeder Gift Pack	33780	Adictivo, Double Reposado Tequila
26867	VCP Brut Fridge Smeg	34304	County Cider Blackberry Peach
26869	VCP Rose Fridge Smeg	34480	Cabot Trail Maple And Blueberry Cream
27467	Glenfiddich rchard Experiment	34618	E&J Gallo Vs Brandy
31246	Jack Daniel's & Ginger	34625	Baileys Tiramisu
31257	Black Fly Vodka Spiked Iced Coffee	34639	Gordon And Macphail Glen Grant 11yo
31258	Muskoka Spirits Nitro Espresso Martini	34822	Mott's Clamato Caesar Original
31273	Jp Wiser's Old Fashioned Sparkling Cocktail	34823	Mott's Clamato Extra Spicy
31554	Coppa Cocktail Strawberry Daiquiri	108704	Grand Marnier Cuvee Du Centenaire
31705	Siempre Rebel Cask Tequila	185280	Cardinal Mendoza Solera Gr Rsv Brandy(S Ramote)
31717	Siempre Supremo Tequila	319392	Provence Rose (Ch La Tour De L'eveque)
31718	Olmecca Altos Anejo	341164	El Dorado Single Still Enmore Demerara Rum
31719	Avion Reserva Cristalino	452573	Cotes De Prov Gr. Rsv. Rose (Breban Mim)
31794	Doppio Pass Primitivo Igt Puglia	513473	Vcp Yellow Arrow Magnet
31800	Folonari Sangiovese	603795	Rioja Rose (Muga)
31805	Angelo Montepulciano D'abruzzo	605923	Glenfiddich Single alt 12 Year Old
31854	Tresors De Loire Touraine Sauvignon Aoc	610170	Tres Generaciones Anejo
32164	Whistler Forager Gluten Free Lager	616698	Ilpoom Jinro Premium Soju
32233	Compass Box The Peat Monster	648881	Grand Marnier Louis Alexandre
32437	Angostura Tamboo Spiced Rum	662726	Amaro Vaca Mora (Poli)
32444	Mermaid Zest Gin		
32459	Naturalis Organic Shiraz		
32462	Headline Acts Shiraz		
32463	Headline Acts Sauvignon Blanc		
32535	Veuve De Vernay Brut Sparkling		
32719	2007 Glenfarclas Family Cask Highland Malt Whisky		
32720	2001 Glenfarclas Family Cask Highland Malt Whisky		
32723	1995 Glenfarclas Family Cask Highland Malt Whisky		

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

LCBO#	Description
32500	Dancing with the Stars Malbec
32501	Dancing with the Stars Chardonnay
30798	Jinro Grapefruit Soju
30799	Jinro Plum Soju
33942	Hennessy Xo Kim Jones Limited Edition
17804	Callaway Cellar Selection Cabernet Sauvignon
34425	Tom Gore Farmer's Red Blend
34433	Josh Cellars Pinot Noir
18627	Callaway Cellar Selection Chardonnay
32735	Somersby Wild Garden Crushed Apple Cider
30749	Paul Mas Cabernet Sauvignon
31528	Grand Sud Sauvignon Blanc*
32568	Cellier Du Chateau De La Chaume Chablis
31524	Freixenet Pinot Grigio Doc*
26678	On The Rocks Effen Cosmopolitan
28198	Belle De Brillet
33377	Forty Creek Cream Butter Tart
32759	Athletic Brewing Run Wild Non-Alcoholic Ipa
34260	Sync Cabernet Sauvignon
23074	Bask Rose Bib
33466	Keep Calm & Laugh Chardonnay
33578	Honest Lot Pinot Grigio
33579	XOXO Light Pinot Grigio
34261	Sync Sauvignon Blanc
32794	Mindful Pinot Grigio Vidal VQA
33452	Our Story Charming White VQA
341586	Featherstone Four Feathers
32217	Big Deal Golden Ale
13600	Don Papa Rum
30322	Royal Jamican Gold Rum
30327	Trois Rivières Cuvee De L'ocean
30332	Kirk & Sweeney Reserva

LCBO#	Description
32461	Robertson Winery Tete De Lion Cabernet Sauvignon
33148	Arniston Bay Shiraz
32460	Robertson Winery Tete De Lion Chenin Blanc
32542	Two Oceans Pinot Grigio
33147	Arniston Bay Sauvignon Blanc
414144	Essay Chenin Blanc Viognier Roussanne
32538	Latte Miele Prosecco Doc Spumate
19062	Sandbanks Sparkling Rose VQA*
32195	Wayne Gretzky Brut Sparkling VQA
33769	Angel's Envy Finished Rye
34166	Stampede Canadian Rye Whisky
27819	Glenfiddich 18 Yo
25323	Woodford Reserve Kentucky Straight Wheat Whiskey
27470	Tamdhu Speyside Single Malt 18yo
32122	Kavalan Solist Oloroso Sherry
32129	Kavalan Solist Vinho Barrique
32231	Sagamore Spirit Cask Strength Rye Whiskey
32528	Velvet Cap Irish Whiskey
32753	Paul John Nirvana Indian Single Malt
266015	Evan Williams Single Barrel Bourbon
441048	Aberfeldy 16 Year Old
631887	Dead Rabbit Irish Whiskey (First Ireland Spirits)

# 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): Iconic Brews

**B** Block Pile B (SBB): One-Pour Favourites

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

**D** Block Pile D (XBP): Fireball

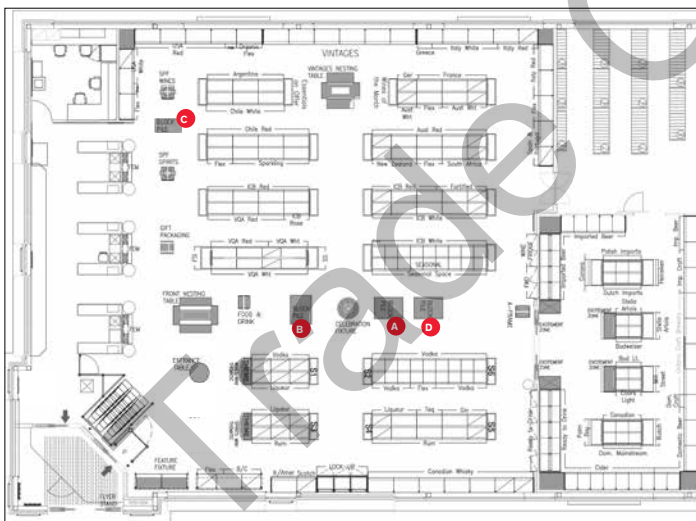
Enhanced Display (FSN-B): The Kraken

Enhanced Display (FSH-A): Don Julio

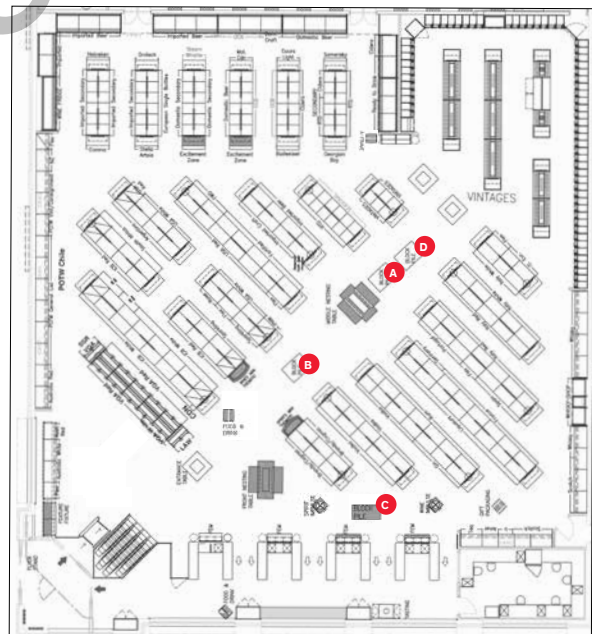
Enhanced Display (FSH-B): 1800 Tequila

Display Program (FSK-A): Hennessy

Display Program (FSO-B): Yellow Tail



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

Gifts for All

**Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the top shelves as they sell down.

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

**Key Dates: Period 8 (October 8 - November 4, 2023)**

### Participating Stores

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

### Signage Components

**All Feature Fixture signage will be printed double-sided. One side is for P8 (orange), and the other side is for P9/P10 (red). No new signage will be shipped for the Feature Fixtures for the Holiday promotion.**

- Category Sign - Double-sided ENG (Re-order # 24P8-FF1) / BIL (Re-order # 24P8-FF2)

Front Side: P8

GIFTS FOR ALL

Back Side: P9 / P10

GIFTS FOR ALL

**This sign will remain up for the entire holiday season.**

- Blank Category Sign - Solid Colour - Double-sided (Re-order # 24P8-FF3)

Front Side: P8

Back Side: P9 / P10

**This sign will remain up for the entire holiday season.**

- Bin Strips - Solid Colour - Double-sided (Re-order # 24P8-FF4)

Front Side: P8

Back Side: P9 / P10

**This sign will remain up for the entire holiday season.**

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Holiday Gift Packs will begin to arrive in stores during WEEK 29. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the the top shelves as they sell down.
- The P8 category sign, blank category signs, and bin strips are double-sided: one side for the P8 theme (orange), and one side with the P9/P10 theme (red). Please flip the category sign over to the red side when P9 starts. **This sign will remain up for the entire holiday season.** Bilingual designated stores must display Bilingual signage.
- 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.



## Participating Products

- Display residual SKUs from Period 7.



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

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

## Gifts for All

**Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the top shelves as they sell down.

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

**Key Dates: Period 8 (October 8 - November 4, 2023)**

### Participating Stores

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

### Signage Components

**All Feature Fixture signage will be printed double-sided. One side is for P8 (orange), and the other side is for P9/P10 (red). No new signage will be shipped for the Feature Fixtures for the Holiday promotion.**

- Category Sign - Double-sided ENG (Re-order # 24P8-NS1) / BIL (Re-order # 24P8-NS2)

Front Side: P8



Back Side: P9 / P10



**This sign will remain up for the entire holiday season.**

- Blank Category Sign - Solid Colour - Double-sided (Re-order # 24P8-NS3)

Front Side: P8



Back Side: P9 / P10



**This sign will remain up for the entire holiday season.**

- Bin Strips - Solid Colour - Double-sided (Re-order # 24P8-NS4)

Front Side: P8



Back Side: P9 / P10



**This sign will remain up for the entire holiday season.**

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Holiday Gift Packs will begin to arrive in stores during WEEK 29. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the the top shelves as they sell down.
- The P8 category sign, blank category signs, and bin strips are double-sided: one side for the P8 theme (orange), and one side with the P9/P10 theme (red). Please flip the category sign over to the red side when P9 starts. **This sign will remain up for the entire holiday season.** Bilingual designated stores must display Bilingual signage.
- 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.



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

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# SEASONAL GONDOLA

## Holiday Pre-Build

**Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the Seasonal Gondola as they arrive.

### Key Dates (October 8 - November 4, 2023)

#### Participating Stores

Stores with a Convertible Seasonal Gondola will receive signage to support this program.

#### Participating Products

All inventory has been allocated to stores, no additional inventory will be available to order. Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

#### Signage Components

**The Seasonal Gondola Category Sign will be printed double-sided. One side is for P8 (orange), and the other side is for P9/P10 (red). No new signage will be shipped for the Seasonal Gondola for the Holiday promotion.**

- Category Sign ENG - Double-sided (Re-order # 24P8-SGT1) / BIL (Re-order # 24P8-SGT2)

Front Side: P8

Back Side: P9 / P10

GIFTS FOR ALL

GIFTS FOR ALL

#### Merchandising Instructions

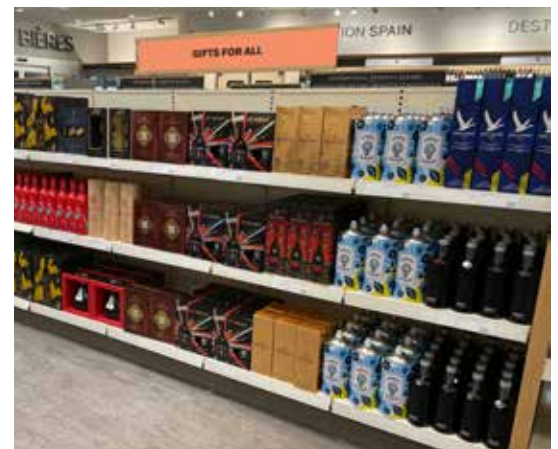
- Please remove all newly released products and place in appropriate locations within your store.
- The P8 category sign is double-sided: one side for the P8 theme (orange), and one side with the P9/P10 theme (red). Please flip the category sign over to the red side when P9 starts. **This sign will remain up for the entire holiday season.** Bilingual designated stores must display Bilingual signage. Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their first Seasonal Gondola to merchandise Beer & Cider gifts and their second Seasonal Gondola to showcase Wine gifts. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.
- NOTE: Include LCBO Holiday Gift Packaging in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

**TIP!**

#### Brand Blocking:

Merchandise SKUs in vertical waterfalls by brand to create strong Holiday stories that are easily and quickly browsed by customers.

Add in best selling, general list products to make an even more impactful statement.







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

## Seasonal Gondola #1

### Beer Gifts

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



## Seasonal Gondola #2

### Sparkling Gifts

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



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



# Key Display (EA-S1)

## ENTRANCE TABLE

Gibson's Finest

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

**Key Dates (October 8 - November 4, 2023)**

### Participating Stores

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

Great value on the iconic Gibson's Finest, including a cocktail syrup value-add.

### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-S1	3558	Gibson's Finest Rare 12 Years Old	750	LTO, VA
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO, VA
	457572	Gibson's Finest Bold 8YO	750	BAP, VA

Value-Add (VA) - Rep Applied: Jolly Cut 50 mL

### 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 # 24P8-ET1) / BIL (Re-order # 24P8-ET2)
- Shelf Talkers ENG (Re-order # 24P8-ET5) / BIL (Re-order # 24P8-ET6)

## Planogram - Square Table



## Planogram - Round Table



# End Aisle #1 (BS-BSE)

## COCKTAIL OF THE MONTH

Perfectly Thymed Manhattan



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

**Key Dates (October 8 - November 4, 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>)

For an autumnal twist on the Manhattan, make it with mildly peaty blended scotch and garnish with thyme.

### Participating Products

Promo Code	Merchandising Location	LCBO#	Description	Size (mL)	LTO/BAP
BS-BSE	End Aisle #1	7880	Johnnie Walker Black 12 Yr	750	LTO
		217802	Johnnie Walker Black Label	1140	VA
		422006	Johnnie Walker Black Label Scotch	1750	

Value-Add (VA) - Rep Applied: Cocktail Strainer

### Merchandising Instructions

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

### Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 24P8-BC1)
- Blade Sign ENG (Re-order # 24P8-BS1) / BIL (Re-order # 24P8-BS6)
- End Aisle Shelf Talker Bundle  
ENG (Re-order # 24P8-ST1) / BIL (Re-order # 24P8-ST2)



# Spirits (MI-A)

## MINI THEMATIC A

Iconic Whisky

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

**Key Dates (October 8 - November 4, 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
38901	Dalmore 12 Yr Old	750	BAP
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO
204560	Highland Park 12 Yr Old Single Malt	750	LTO
238097	Dalwhinnie 15 Yr Malt	750	VA
255281	Aberfeldy 12 Year Old	750	VA
330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
409490	Singleton Of Dufftown 12 Year Old	750	LTO
479881	Lagavulin 8 YO	750	BAP
479980	Macallan 12 YO Double Cask	750	LTO
949172	Te Bheag Whisky	700	LTO

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

LCBO# 238097: Accolade Sticker

LCBO# 255281: Local Honey

### Signage Components

- Category sign ENG/BIL (Re-order # 24P8-MTA1)
- Backer card ENG/BIL (Re-order # 24P8-MTA2)
- Shelf talkers ENG (Re-order # 24P8-MTA3) / BIL (Re-order # 24P8-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.

This period we will be highlighting iconic gifts for whisky lovers.

**GREAT GIFT: ICONIC WHISKY**



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

# Wines (MI-B)

## MINI THEMATIC B

### Red Wine Gifts

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

**Key Dates (October 8 - November 4, 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
130138	>Meiomi Pinot Noir	750	VA
137810	Campo Viejo Rioja Reserva	750	LTO
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	LTO
170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO
225920	Sandbanks Baco Noir Reserve VQA	750	LTO
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO
451336	Tom Gore Cabernet Sauvignon	750	VA
452672	>Luigi Bosca Malbec	750	LTO
621003	Montecillo Rioja Reserva	750	LTO

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

LCBO# 130138: Branded Gift Box

LCBO# 451336: Cork Box

#### Signage Components

- Category sign ENG/BIL (Re-order # 24P8-MTB7)
- Backer card ENG/BIL (Re-order # 24P8-MTB8)
- Shelf talkers ENG (Re-order # 24P8-MTB9) / BIL (Re-order # 24P8-MTB10)
- Perpendicular Shelf talkers ENG (Re-order # 24P8-MTB11) / BIL (Re-order # 24P8-MTB12)

#### 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.

Premium, gift-worthy red wines (primarily imports and signature styles) with a focus above \$15. SKUs will be from the GL and Essentials portfolio and include LTO offers.

#### GREAT GIFT: ICONIC 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 Beers for Fall

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

**Key Dates (October 8 - November 4, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information

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

Discover an assortment of iconic beer styles brewed in Ontario that are perfect to enjoy for the fall season.

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
17146	Junction Hazy IPA	473	LTO	189 - Woodhouse Junction
19266	Beau's Lug Tread	6 x 473	LTO	9654 - Beau's All Natural Brewing / 275 - The Beer Store
27126	Whitewater North Meets South Nordic Pale Ale	473	LTO	8454 - Whitewater Brewing Company
31564	Burdock Vermont Blond	355		2837 - Burdock Brewery
32808	Muskoka Stein Sized Fest Bier	568		LCBO Warehouse
33198	Refined Fool IPA Fun Box, 7th Edition	6 x 473	LTO	5732 - Refined Fool Brewing Company
120626	Northern Lights Hazy IPA	473	LTO	462 - Bobcaygeon Brewing Company Limited
536516	Anderson Autumn	6 x 355	LTO	791 - Anderson Craft Ales
635375	Lake Of Bays Brewing Starboard New England IPA	473	LTO	8958 - Lake Of Bays Brewing

### Signage Components

- Backer card ENG/BIL (Re-order# 24P8-BC10)
- Shelf Talkers ENG (Re-order # 24P8-ST1) / BIL (Re-order # 24P8-ST2)

### Merchandising Instructions

- Continue to display the End Aisle Backer card from last period.
- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



# Key Display (BS - BSF)

## FRONT NESTING TABLE

Premium Flight: Canadian Club

Standard Flight: J.P. Wiser's

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

**Key Dates (October 8 - November 4, 2023)**

### Participating Stores

#### Premium Flight

1, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 156, 164, 187, 217, 226, 243, 253, 288, 298, 310, 326, 346, 367, 371, 390, 391, 393, 394, 398, 401, 404, 407, 412, 417, 437, 438, 443, 445, 453, 485, 486, 495, 497, 499, 500, 511, 522, 523, 554, 556, 573, 579, 580, 585, 590, 609, 619, 623, 624, 630, 631, 632, 633, 641, 643, 649, 658, 667, 670, 699, 702, 741, 776

#### Standard Flight

22, 23, 44, 55, 74, 82, 90, 106, 145, 150, 171, 195, 198, 227, 233, 250, 263, 269, 279, 287, 325, 329, 334, 351, 359, 373, 378, 385, 392, 411, 436, 459, 489, 490, 501, 542, 575, 587, 602, 618, 627, 640, 652, 653, 655, 661, 698, 703, 748

### Signage Components

- Premium Table Sign ENG (Re-order # 24P8-FNT9) / BIL (Re-order # 24P8-FNT10)
- Premium Flight Shelf Talkers ENG (Re-order # 24P8-FNT13) / BIL (Re-order # 24P8-FNT14)
- Standard Table Sign (Re-order # 24P8-FNT17) / BIL (Re-order # 24P8-FNT18)
- Standard Flight Shelf Talkers ENG (Re-order # 24P8-FNT21) / BIL (Re-order # 24P8-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.

#### Premium Flight:

A Spotlight on the iconic Canadian Club with showcase on their latest release: Invitation Series 15 Year Old Sherry Cask.

#### Standard Flight:

A spotlight on the Ontario-based J.P. Wiser's premium whisky showcasing a new label.

## Participating Product

	LCBO#	Description	Size (mL)	Offers
<b>Premium</b>	42	Canadian Club Premium	750	LTO
	30834	Canadian Club Classic 12 Year Old	1140	VA
	33743	Canadian Club Invitation Series 15YO Sherry Cask	750	
	34637	Canadian Club Premium	1750	LTO
	217687	Canadian Club Premium	1140	LTO
	311928	Canadian Club Classic 12 Year Old	750	LTO
	311944	Canadian Club Classic 12 Year Old	1750	LTO
	390583	Canadian Club 100% Rye	750	BAP
	438960	Canadian Club 100% Rye	1140	LTO
	<b>Value-Add (VA) Rep- Applied: Reifel Rye 50mL</b>			
<b>Standard</b>	893	J.P. Wiser's Deluxe	750	BAP
	27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO
	31273	JP Wiser's Old Fashioned Sparkling Cocktail	355	
	33928	J.P. Wiser's Deluxe	1750	LTO
	35379	J.P. Wiser's Deluxe X Yellowstone Limited Edition	750	VA
	216689	J.P. Wiser's Deluxe	1140	VA
	474551	J.P. Wiser's Vanilla Whisky	750	
	474585	J.P. Wiser's Apple Whisky	750	LTO
	625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO
	<b>Value-Add (VA) /Merchandiser: Blanket</b>			

## Premium 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: 3x5 +311944		Facings: 3x6 +30834	Facings: 3x8 +390583		Facings: 3x6 +438960
----------------------------	--	---------------------------	----------------------------	--	----------------------------

Facings: 5x2 +217687	Facings: 6x2 +42	Facings: 6x2 +311928	Facings: 5x2 +34637
SIGNAGE			
Facings: 5x2 +34637	Facings: 6x2 +311928	Facings: 6x2 +42	Facings: 5x2 +217687

Facings: 3x6 +438960		Facings: 3x8 +390583	Facings: 3x6 +30834		Facings: 3x5 +311944
----------------------------	--	----------------------------	---------------------------	--	----------------------------

Front View

## Standard 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: 4x9 +474585		Facings: 5x9 +27768	Facings: 5x9 +31273		Facings: 4x9 +625996
----------------------------	--	---------------------------	---------------------------	--	----------------------------

Facings: 6x3 +216689	Facings: 4x2 +33928	Facings: 6x3 +893	Facings: 6x3 +474551
SIGNAGE			
Facings: 6x3 +474551	Facings: 6x3 +893	Facings: 4x2 +33928	Facings: 6x3 +216689

Facings: 4x9 +625996		Facings: 5x9 +31273	Facings: 5x9 +27768		Facings: 4x9 +474585
----------------------------	--	---------------------------	---------------------------	--	----------------------------

Front View

# Display Program (BP-SBA)

## BLOCK PILE A

ICONIC Brews

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

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

**Key Dates (October 8 - November 4, 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
14066	Molson Ultra (275 TBS)	6 x 473	
17488	Molson Cold Shots (275 TBS)	4 x 222	LTO
32165	Molson Cold Shots 6.0 (275 TBS)	473	
300699	Molson Canadian (275 TBS)	6 x 473	LTO
558940	Miller Lite (275 TBS)	6 x 473	BAP
904144	Molson Canadian (275 TBS)	6 x 355	VA
904409	Molson Canadian (275 TBS)	473	LTO

**Value-Add (VA) - Merchandiser:** Buy 2x Molson Canadian 6 x 355 mL packs and receive a FREE NHL branded cooler bag with purchase.

**\* This VA will only be available to blockpile stores.**

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P8-BPA1)  
BIL (Re-order # 24P8-BPA2)
- Riser Wrap - solid colour (Re-order # 24P8-BPA3)
- Pricer Cards ENG (Re-order # 24P8-BPA4)  
BIL (Re-order # 24P8-BPA5)
- Shelf Talkers ENG (Re-order # 24P8-BPA6)  
BIL (Re-order # 24P8-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P8-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P8-BPA9)  
BIL (Re-order # 24P8-BPA10)

### Merchandising Instructions

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

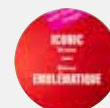
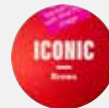
Discover the best of Molson, an undisputed iconic Canadian brand that is tried and true.



Front View



Back View



The Pole Topper Sign should be used as the blockpile depletes.



Blockpile A

**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.



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 (October 8 - November 4, 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
19139	Smirnoff Vodka & Soda Rose Variety Pack	12x 355	LTO
21938	White Claw Variety Pack #2	12x 355	
24351	Cottage Springs Vodka Iced Tea Mixed	8 x 355	
24400	Palm Bay Island Mixer	12 x 355	LTO
24407	Nutrl The Mixed	12 x 355	
26346	Smirnoff Ice Original	12 x 355	
28636	Vizzy Signature Variety Pack	12 x 355	
611400	Mott's Clamato Caesar Original	6 x 341	

Celebrate with a variety of iconic brands that are proven customer favourites.



Front View

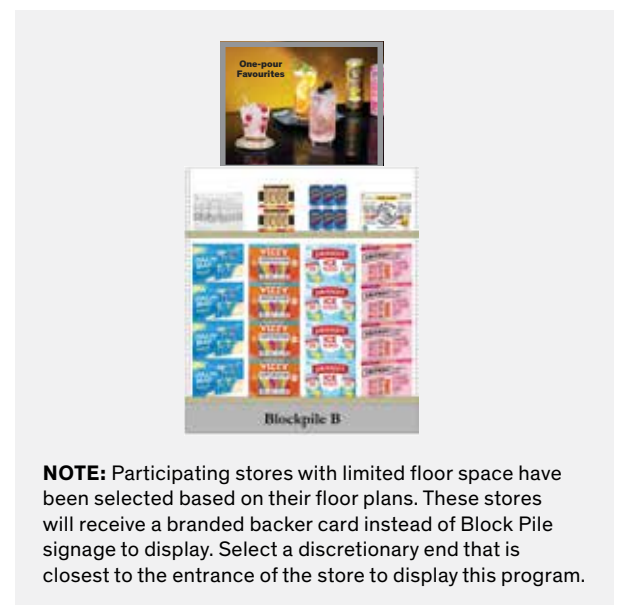
Back View

#### Signage Components

- Pole Topper Sign ENG (Re-order # 24P8-BPB1)  
BIL (Re-order # 24P8-BPB2)
- Riser Wrap - solid colour (Re-order # 24P8-BPB3)
- Pricer Cards ENG (Re-order # 24P8-BPB4)  
BIL (Re-order # 24P8-BPB5)
- Shelf Talkers ENG (Re-order # 24P8-BPB6)  
BIL (Re-order # 24P8-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P8-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P8-BPB9)  
BIL (Re-order # 24P8-BPB10)

#### Merchandising Instructions

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



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

C

# Display Program (BP-SBC)

## BLOCK PILE C

Aeroplan - Italian Wines

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

Until November 4

**AEROPLAN** 

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

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

**Key Dates (October 8 - November 4, 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)	BAP
1743	Ruffino Chia ti	750	100
10233	Oggi Botter Pinot Grigio Doc	1500	100
85316	Blu Giovello Prosecco	750	100
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	100
155051	Masi Campofiorin gt	750	175
253948	Martini Asti	750	100
426718	Cesari Amarone Classico Doc	750	200
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	175
897702	Bottega Vino Dei Poeti Prosecco Doc	750	100

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P8-BPC1) / BIL (Re-order # 24P8-BPC2)
- Riser Wrap - solid colour (Re-order # 24P8-BPC3)
- Pricer Cards ENG (Re-order # 24P8-BPC4) / BIL (Re-order # 24P8-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P8-BPC8) / BIL (Re-order # 24P8-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.
- **NEW:** Generic Italian Wine Offer Pricer Card. Please merchandise this Card in front of the Italian wine products.

Italian wines with great  
Aeroplan offers.



Front View



Back View

C

# Display Program (BP-SBC)

## BLOCK PILE C

Aeroplan - Spirits

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

Until November 4

AEROPLAN 

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

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

### Key Dates (October 8 - November 4, 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)	BAP
992	Royal Reserve	1140	100
12852	Buffalo Trace Bourbon Cream	750	200
30104	Malibu Coconut Rum	1750	120
216671	Wisers Special Blend	1140	100
216929	Smirnoff Vodka	1140	75
240135	Lamb's Navy Rum (P.E.T)	1140	100
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	200
605063	Buffalo Trace Bourbon	750	200

#### Signage Components

- Pole Topper Sign ENG (Re-order # 24P8-BPC1) / BIL (Re-order # 24P8-BPC2)
- Riser Wrap - solid colour (Re-order # 24P8-BPC3)
- Pricer Cards ENG (Re-order # 24P8-BPC4) / BIL (Re-order # 24P8-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P8-BPC8) / BIL (Re-order # 24P8-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.

Spirits with great  
Aeroplan offers.



Front View



Back View

# Display Program (XBP)

## BLOCK PILE D

Fireball

### 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 (October 8 - November 4, 2023)

### Participating Stores

21, 31, 115, 130, 150, 187, 250, 263, 329, 361, 373, 393, 401, 404, 501, 522, 579, 602, 630, 741

### Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 6 Pack Carrier	6 x 50	LTO
314856	Fireball Whisky Shooter	1140	LTO
447953	Fireball Whisky Shooter	750	BAP
456350	Fireball Cinnamon Whisky	1750	LTO

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P8-BPD5) / BIL (Re-order # 24P8-BPD6)

### Merchandising Instructions

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



Supplied by Agent

# Enhanced Display (FSN-B)

## THE KRAKEN

### 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 (October 8 - November 4, 2023)

### Participating Stores

22, 23, 27, 44, 65, 74, 154, 156, 226, 243, 288, 298, 334, 394, 412, 438, 443, 499, 590, 624

### Participating Products

LCBO#	Description	Size (mL)	Offers
225698	The Kraken Black Spiced Rum	750	LTO, VA
32274	The Kraken Gold Spiced Rum	750	
366534	The Kraken Black Spiced Rum	375	LTO
318683	The Kraken Black Spiced Rum	1140	

Value-Add (VA) - Rep Applied: Socks

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P8-BPD7) / BIL (Re-order # 24P8-BPD8)

### Merchandising Instructions

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



Supplied by Agent



# Enhanced Display (FSH-A) DON JULIO

### 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 (October 8 - November 4, 2023)

### Participating Stores

15, 148, 253, 346, 371, 397, 437, 445, 485, 523, 542, 554, 619, 632, 633, 634, 641, 655, 694, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
26979	Don Julio Anejo	750	VA
30083	Don Julio 70th	750	VA
173542	Don Julio Blanco	750	VA
173559	Don Julio Reposado	750	LTO, VA



Value-Add (VA) - Rep Applied:  
Don Julio Skull Mug

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P8-BPD3)  
BIL (Re-order # 24P8-BPD4)

### Merchandising Instructions

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



Supplied by Agent

# Enhanced Display (FSH-B)

## 1800 TEQUILA

### 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 (October 8 - November 4, 2023)

### Participating Stores

1, 17, 145, 171, 195, 198, 252, 360, 385, 387, 398, 416, 432, 500, 545, 573, 623, 631, 698, 703

### Participating Products

LCBO#	Description	Size (mL)
227678	1800 Silver Tequila	750
398479	1800 Reposado	750
492454	1800 Coconut Tequila	750
549113	1800 Anejo Tequila	750

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P8-BPD1)  
BIL (Re-order # 24P8-BPD2)

### Merchandising Instructions

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



Supplied by Agent

# Display Program (FSK-A) HENNESSY

## 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 (October 8 - November 4, 2023)

## Participating Stores

1, 5, 15, 149, 346, 360, 371, 398, 511, 619, 623, 758

## Participating Products

LCBO#	Description	Size (mL)
35905	Hennessy VS Hip Hop 50	750

## 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.



**\*Not Final Art**  
Supplied by Agent

# Display Program (FSO-B)

## YELLOW TAIL

### Overview

Select stores will build a block pile display using the supplier merchandiser to promote the Yellow Tail x Raptors wines. To take advantage of customer traffic, Participating Stores will build this display in the Power Aisle. This should just be for Yellow Tail wines if the Raptors wines run out.

### Key Dates (October 8 - November 4, 2023)

### Participating Stores

148, 411, 437, 445, 481, 497, 523, 573, 590, 641, 677, 751

### Participating Products

LCBO#	Description	Size (mL)	Offers
68254	Yellow Tail Pinot Grigio	750	BAP
621623	Yellow Tail Cabernet Sauvignon	750	BAP
624544	Yellow Tail Shiraz	750	BAP
627802	Yellow Tail Chardonnay	750	BAP

### Signage Components

- Pricer Cards ENG 24P8-BPW3 / BIL 24P8-BPW4

### Merchandising Instructions

- Install supplier-provided merchandiser.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Iconic Crown Royal

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

**Key Dates (October 8 - November 4, 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
1487	Crown Royal	750	LTO, VA
10357	Crown Royal Peach	750	LTO, VA
217950	Crown Royal	1140	VA
224352	Crown Royal Black	750	LTO, VA
321208	Crown Royal Special Reserve In Gift Box	750	VA
403519	Crown Royal Apple	750	VA
434092	Crown Royal Northern Harvest Rye	750	LTO, VA
438911	Crown Royal XO	750	VA
476911	Crown Royal Vanilla	750	VA

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

LCBO# 1487 & 217950: MLSE/Generic Hockey Jersey Bag

LCBO# 10357, 224352, 321208, 403519, 434092, 438911, 476911: Crown Royal Neon Bag

### Signage Components

- Table Sign ENG (Re-order # 24P8-MNT1) / BIL (Re-order # 24P8-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 24P8-MNT5) / BIL (Re-order # 24P8-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P8-MNT7)
- Shelf Talkers ENG (Re-order # 24P8-MNT8) / BIL (Re-order # 24P8-MNT9)

### Merchandising Instructions

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





## Middle Nesting Table Planograms



Front/Back View

### Crown Royal Plexi Glorifier

**Participating Stores:** 1, 171, 385, 555, 632

Participating Stores will receive a plexi-glorifier ahead of P8. The glorifier is to be placed in the centre of the table to showcase **LCBO # 34473 Crown Royal 30 Year Old Extra Rare 750 mL.**

\* A shelf talker will be included in the shelf talker bundle.



Facings: 4x9 +476911	Facings: 3x9 +224352	Facings: 4x9 +403519
----------------------------	----------------------------	----------------------------

Facings: 4x3 +217950	Facings: 3x3 +321208	Facings: 3x3 +434092	Facings: 4x3 +438911
SIGNAGE			
Facings: 4x3 +217950	Facings: 3x3 +321208	Facings: 3x3 +434092	Facings: 4x3 +438911

Facings: 4x9 +10357
---------------------------

Facings: 4x9 +1487
--------------------------

Facings: 4x9 +476911	Facings: 3x9 +224352	Facings: 4x9 +403519
----------------------------	----------------------------	----------------------------

Top View

## Celebration Fixture Planograms



Front View

Back View

# Period 8 END AISLES

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

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1 Cocktail of the Month (BS-BSE)</b>	7880	Johnnie Walker Black 12 Yr	750	LTO
	217802	Johnnie Walker Black Label	1140	Value-Add
	422006	Johnnie Walker Black Label Scotch	1750	



**Value-Add (VA): Cocktail Strainer**

**Perfectly Thymed Manhattan Blade Sign  
ENG (Re-order # 24P8-BS1), BIL (Re-order # 24P8-BS6)**

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

**Perfectly Thymed Manhattan Backer Card  
ENG / BIL (Re-order # 24P8-BC1)**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2A Premium</b>	1487	Crown Royal	750	LTO, Value-Add
	114694	Crown Royal	1750	Value-Add
	217950	Crown Royal	1140	Value-Add



**Value-Add (VA) - Rep Applied: MLSE/Generic Hockey Jersey Bag**

**Old Fashioned Blade Sign  
ENG (Re-order# 24P8-BS2), BIL (Re-order# 24P8-BS7)**

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

**Old Fashioned Backer Card ENG / BIL (Re-order# 24P8-BC2)**

**Crown Royal Value-Add Shelf Talker**

**ENG (Re-order# 24P8-ST17VA5) / BIL (Re-order# 24P8-ST17VA6)**

**Crown Royal Value-Add Perpendicular Shelf Talker**

**ENG (Re-order# 24P8-ST17VA5) / BIL (Re-order# 24P8-ST17VA6)**



**End Aisle #2B  
Standard**



LCBO#	Description	Size (mL)	Offers
27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO
33928	J.P. Wiser's Deluxe	1750	LTO
216689	J.P. Wiser's Deluxe	1140	Value-Add

**Value-Add (VA) - Merchandiser: Blanket**

**Old Fashioned Blade Sign  
ENG (Re-order # 24P8-BS2), BIL (Re-order # 24P8-BS7)**

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

**Old Fashioned Backer Card ENG / BIL (Re-order # 24P8-BC2)**



**End Aisle #3A  
Premium**



LCBO#	Description	Size (mL)	Offers
30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	BAP
30633	Jack Daniel's Bonded Tennessee Whisky	700	BAP
41384	Jack Daniel's Tennessee Whiskey	750	LTO, VA

**Value-Add (VA) - Rep Applied: Jack & Ginger 500 mL Can**

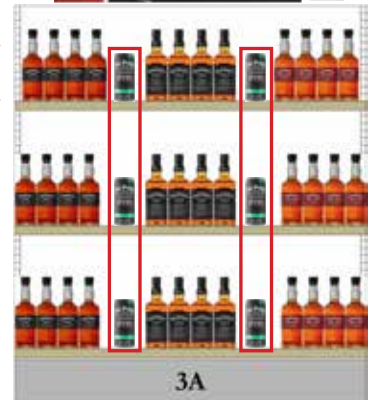
**Whisky Sour Blade Sign  
ENG (Re-order # 24P8-BS3), BIL (Re-order # 24P8-BS8)**

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

**Whisky Sour Backer Card ENG / BIL (Re-order # 24P8-BC3)**

**Jack Daniels Value-Add Shelf Talker  
ENG (Re-order# 24P8-ST17VA9) / BIL (Re-order# 24P8-ST17VA10)**

**Jack Daniels Value-Add Perpendicular Shelf Talker  
ENG (Re-order# 24P8-ST17VA11) / BIL (Re-order# 24P8-ST17VA12)**



**End Aisle #3B  
Standard**



LCBO#	Description	Size (mL)	Offers
41384	Jack Daniel's Tennessee Whiskey	750	LTO, VA
182931	Jack Daniel's Tennessee Whiskey	1750	Value-Add
215616	Jack Daniel's Tennessee Whiskey	1140	Value-Add

**Value-Add (VA) - Rep Applied: Jack & Ginger 500 mL Can**

**Whisky Sour Blade Sign  
ENG (Re-order # 24P8-BS3), BIL (Re-order # 24P8-BS8)**

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

**Whisky Sour Backer Card ENG / BIL (Re-order # 24P8-BC3)**

**Jack Daniels Value-Add Shelf Talker  
ENG (Re-order# 24P8-ST17VA9) / BIL (Re-order# 24P8-ST17VA10)**

**Jack Daniels Value-Add Perpendicular Shelf Talker  
ENG (Re-order# 24P8-ST17VA11) / BIL (Re-order# 24P8-ST17VA12)**





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b>	386789	Casamigos Tequila Blanco	750	Value-Add
	388694	Casamigos Tequila Reposado	750	LTO, Value-Add
	425686	Casamigos Tequila Anejo	750	Value-Add



Value-Add (VA): Skull Mug

**Margarita Blade Sign**

ENG (Re-order # 24P8-BS4), BIL (Re-order # 24P8-BS9)

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

**Margarita Backer Card ENG / BIL (Re-order # 24P8-BC4)**

**Casamigos Value-Add Shelf Talker**

ENG (Re-order# 24P8-ST14) / BIL (Re-order# 24P8-ST15)

**Casamigos Value-Add Perpendicular Shelf Talker**

ENG (Re-order# 24P8-ST16) / BIL (Re-order# 24P8-ST17)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b>	10937	Forty Creek Double Barrel Reserve Whisky	750	BAP
	285254	Forty Creek Copper Bold Whisky	750	BAP
	550715	Forty Creek Barrel Select	750	BAP



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6A Premium</b>	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
	12385	Glenfiddich Single Malt 12 Year Old	750	LTO
	27467	Glenfiddich Orchard Experiment	750	BAP



**End Aisle #6B  
Standard**

LCBO#	Description	Size (mL)	Offers
513077	Glenfiddich Project XX Experimental Series	750	LTO
605923	Glenfiddich Single Malt 12 Year Old	1140	
605972	Glenfiddich Single Malt 15 Year Old	750	BAP



**End Aisle #7**

LCBO#	Description	Size (mL)	Offers
984	Alberta Premium Whisky	750	Value-Add
54213	Alberta Premium Whisky (P.E.T)	1750	Value-Add
216226	Alberta Premium Whisky	1140	Value-Add

**Value-Add (VA) - Rep Applied:**  
 LCBO# 984 & 216226: Glassware  
 LCBO# 54213: Alberta Premium 200 mL



**End Aisle #8**

LCBO#	Description	Size (mL)	Offers
410852	Woodford Reserve Double Oaked	750	LTO
480129	Woodford Reserve Straight Rye Whiskey	750	LTO
480624	Woodford Reserve Distiller's Select Bourbon	750	BAP





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	10157	Jameson Irish Whiskey	750	LTO
	275933	Jameson Irish Whiskey	1750	Value-Add
	292615	Jameson Black Barrel	750	LTO
<b>Value-Add (VA) - Rep Applied: Flask</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	17146	Junction Hazy IPA (189)	473	LTO
	19266	Beau's Lug Tread (9654)	6 x 4 73	LTO
	27126	Whitewater North Meets South Nordic Pale Ale (8454)	473	LTO
	31564	Burdock Vermont Blond (2837)	355	
	32808	Muskoka Stein Sized Fest Bier (LCBO Warehouse)	568	
	33198	Refined Fool IPA Fun Box, 7th Edition (5732)	6 x 4 73	LTO
	120626	Northern Lights Hazy IPA (462)	473	LTO
	536516	Anderson Autumn (791)	6 x 355	LTO
	635375	Lake Of Bays Brewing Starboard New England IPA (8958)	473	LTO



**Iconic Beer Styles Backer Card ENG / BIL (Re-order # 24P8-BC10)**

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	312959	Ketel One	1750	Value-Add
	363770	Ketel One Vodka	1140	
	456095	Ketel One Vodka	750	LTO
<b>Value-Add (VA) - Rep Applied: Ciroc 50 mL</b>				



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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	12596	Empress Gin	375	
	32404	Empress Cocktail Gin	750	LTO, Necktag
	557470	Empress 1908 Gin	750	Value-Add, Necktag
<b>Value-Add (VA) - Rep Applied: Dehydrated Fruit Pack</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	1099	Johnnie Walker Red Label	750	Value-Add
	33168	Johnnie Walker Red Label	1750	
	217794	Johnnie Walker Red Label	1140	LTO
<b>Value-Add (VA) - Rep Applied: Johnnie Walker Jigger</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	LTO
	464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	LTO
	541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	225698	The Kraken Black Spiced Rum	750	LTO, Value-Add
	318683	The Kraken Black Spiced Rum	1140	Value-Add
	366534	The Kraken Black Spiced Rum	375	LTO
<b>Value-Add (VA) - Rep Applied: Socks</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	113241	Cazadores Anejo Tequila	750	Value-Add
	125187	Cazadores Reposado Tequila	750	Value-Add
	363986	Cazadores Blanco Tequila	750	LTO
<b>Value-Add (VA) - Rep Applied: Cazadores Talavera Hot Cocktail Mug</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO
	226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO
	302752	>(V) Santa Margherita Rosé Brut	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	2691	Tanqueray London Dry Gin	750	
	358184	Tanqueray Rangpur Gin	750	LTO
	573956	Tanqueray Flor De Sevilla	750	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	53082	Alberta Pure Vodka (P.E.T)	1750	Value-Add
	88799	Alberta Pure Vodka (P.E.T)	750	BAP
	242339	Alberta Pure Vodka (P.E.T)	1140	BAP, Value-Add
<b>Value-Add (VA) - Rep Applied: Alberta Pure 50 mL</b>				



## Wines Discovery End Aisles - Hungarian Wines

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: October 8 - November 4, 2023**

### Participating Stores

1, 10, 38, 74, 164, 195, 207, 217, 228, 312, 325, 346, 367, 378, 393, 394, 398, 453, 490, 494, 523, 542, 545, 546, 556, 619, 627, 654, 743, 776

### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-W5	139980	Bullsblood Merlot-Keikfrankos	1000	BAP
	335422	Dunavar Pinot Grigio	750	LTO
	460493	Tkz Tokaji Szamorodni Sweet, Hungary	500	LTO

### Signage Components

- Hungarian Heritage Month End Aisle Backer Card ENG/BIL (Re-order # AIM-24P8-DBC2)
- Shelf Talkers - print at store level

### Merchandising Instructions

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





# Wines Discovery End Aisles - Diwali (EA-W6)

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

**Key Dates: October 23 - November 12, 2023**

## Participating Stores

1, 156, 171, 183, 218, 329, 334, 346, 362, 366, 371, 385, 397, 416, 425, 436, 470, 494, 505, 542, 555, 601, 619, 627, 631, 632, 640, 647, 649, 655, 661, 672, 696, 698

## Participating Products

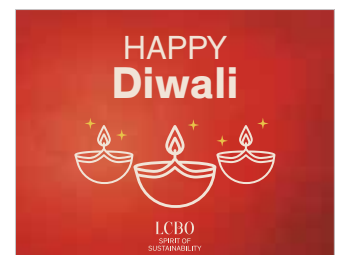
	LCBO#	Description	Size (mL)
<b>Sold Products. Merchandise on the top shelf of the End Aisle.</b>	1487	Crown Royal.	750
	7880	Johnnie Walker Black 12 Yr	750
<b>Merchandise any of the following products at the Manager's discretion.</b>	1487	Crown Royal	750
	1610	Ballantine's	750
	7617	Chivas Regal 12 Year Old	750
	7880	Johnnie Walker Black 12 Yr	750
	11130	Dewar's White Label Whisky	750
	19821	Angostura 7 Year Old Rum	750
	20896	Ruffino rosecco Rose Doc	750
	28728	Somrus Mango Cream Liqueur	750
	32437	Angostura Tamboo Spiced Rum	750
	32442	Old Monk Very Old Vatted Xxx Rum	750
	32753	Paul John Nirvana Indian Single Malt	750
	33770	Cafe Seville	700
	60608	El Dorado 12 Year Old Rum	750
	220756	Amrut Fusion Single Malt Whisky	700
	268755	>(V)Cristal Brut (Louis Roederer S.A.)	750
	268771	> Brut Premier (Louis Roederer)	750
	308155	Johnnie Walker Blue Label	750
	354837	Royal Challenge Spirit (Distillers Pride)	750
	410043	The Glenlivet Founder's Reserve Scotch Whisky	750
	424341	Veuve Clicquot Rich Champagne	750
455287	Antiquity Blue	750	
605923	Glenfiddich Single alt 12 Year Old	1140	
621458	>Bottega Gold Sparkling (Bottega Spa)	750	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherit)	750	
705418	El Dorado Special Reserve 15 Year Old Rum	750	

## Signage Components

- Diwali End Aisle Backer Card ENG/BIL (Re-order # 24P8-GFT1)

## 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.



# Single Malt Offers for End Aisle Display (EA-S5)

Participation is mandatory.

**Key Dates: October 8 - November 4, 2023**

## Participating Stores

1, 3, 4, 6, 10, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 153, 154, 156, 164, 165, 167, 168, 171, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 208, 209, 210, 211, 212, 214, 217, 218, 226, 227, 228, 233, 234, 242, 243, 244, 249, 252, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 311, 312, 321, 324, 325, 329, 334, 340, 343, 344, 345, 346, 353, 355, 358, 359, 360, 361, 367, 368, 371, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 416, 417, 425, 428, 431, 434, 436, 437, 443, 444, 445, 452, 456, 457, 459, 465, 469, 470, 485, 486, 490, 491, 494, 495, 497, 500, 501, 505, 521, 522, 526, 532, 533, 534, 537, 539, 540, 544, 547, 549, 551, 553, 554, 555, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 632, 634, 635, 639, 641, 642, 644, 645, 646, 648, 649, 652, 653, 654, 655, 657, 658, 660, 661, 671, 676, 677, 680, 684, 686, 693, 694, 698, 699, 700, 702, 703, 741, 747, 748, 749, 751, 755, 758, 771, 776

## Participating Products

LCBO#	Description	Size (mL)	Offers
19578	Royal Lochnagar 12YO	700	LTO
21160	Cragganmore 12 YO	750	LTO
69435	Glenkinchie 12 Year Old Lowland Single Malt	750	LTO
250357	Clynelish 14 Year Old Single Malt Scotch Whisky	750	LTO
602029	Caol Ila 12 Year Old Islay Single Malt	750	BAP

## Signage Components

- Iconic Whisky End Aisle Backer Card ENG/BIL (Re-order # 24P8-SMW1)
- Shelf Talkers - print at store level

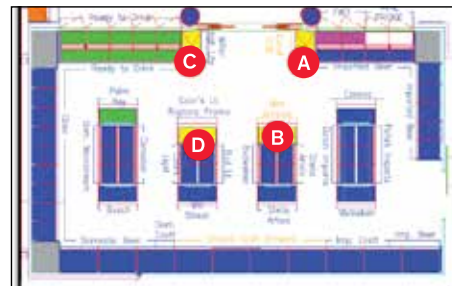
## Merchandising Instructions

- 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.



# BEER EXCITEMENT ZONE

(A, B, C, D)



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

## Key Dates (October 8 - November 4, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information

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

### Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	18	Heineken Lager	6 x 330	LCBO Warehouse	VA
	302810	Heineken	6 x 500	LCBO Warehouse	LTO, Contest
	589416	Heineken 0.0	6 x 330	LCBO Warehouse	
	<b>VA:</b> Receive a Heineken & F1 branded keychain when you purchase Heineken #18 Heineken 6 x 330 m L. <b>Contest:</b> Heineken F1 Racing Trip To Vegas				
<b>B</b> Plinth (EA - EZB)	35855	Cameron's I Love Craft Beer Vol. 2	6 x 473	413 - Cameron's Brewing Co.	
	35080	Left Field Mr.Oktober Festbier	355	4846 - Left Field Brewery Inc.	
	34957	Sawdust City - Horchata White Milk Stout	473	1143 - Sawdust City Brewing Co.	
<b>C</b> Plinth (EA - EZH)	24431	Coors Seltzer Fruit Splash Variety Pack	12 x 355		LTO, VA
	31224	Coors Seltzer Slushie Flavour Pack	12 x 355		LTO, VA
	<b>VA/Merchandiser:</b> Free Coors Seltzer branded Deck of Cards with the purchase of either Coors Seltzer Fruit Splash Variety Pack (24431   12 x 355 m L) or Coors Seltzer Slushie Flavour Pack (31224   12 x 355 m L).				
<b>D</b> End Aisle (EA - EZD)	16976	Budweiser Zero	473	275 - The Beer Store	
	311787	Budweiser	6 x 473	275 - The Beer Store	LTO
	904334	Budweiser	6 x 355	275 - The Beer Store	
	905976	Budweiser	473	275 - The Beer Store	

**Beer Excitement Zone A:** Enjoy the iconic taste of Heineken in either the original or non-alc. Receive a free F1 branded keychain with the purchase of a #18 Heineken 6 x 330 mL.

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

**Beer Excitement Zone C:** Celebrate with the best of Coors Seltzers and get a free branded deck of cards with the purchase of either the Fruit Splash Variety Pack (24431 | 12 x 3 55 mL) or Slushie Flavour Pack (31224 | 12 x 3 55 mL).

**Beer Excitement Zone D:** Make a toast with Budweiser, an iconic brand in an assortment of different sizes in both original and non-alc.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P8-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P8-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P8-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P8-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P8-BEZ5) / BIL (Re-order # 24P8-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P8-BEZ7) / BIL (Re-order # 24P8-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 (P8)

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 (P8)

### 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 # 24P8-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P8-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P8-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 (October 8 - November 4, 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
15980	Furnace Room Chicken Man Pale Ale	473	3267 - Furnace Room Brewery Inc
16447	Spearhead Decoy	473	86 - Spearhead Brewing Company
17428	Great Lakes Brewery - Thrust! An IPA	473	1929 - Great Lakes Brewing Co. Inc.
21271	Collingwood Downhill Pale Ale	473	4205 - The Collingwood Brewery
30033	Beau's Juiced Af IPA	473	9654 - Beau's All Natural Brewing / 275 - The Beer Store
409268	Broadhead Amber Ale	473	4712 - Broadhead Brewing

### Merchandising Instructions

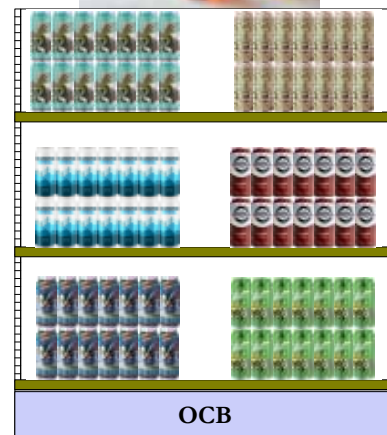
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 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-24P8-OCB1) / BIL (Re-order #AIM-24P8-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (October 8 - November 4, 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)
17767	Schneider Aventinus Eisbock	330
21058	Founders Porter	355
22577	Duvel 666	330
32767	Grandauer Festbier	500
32773	Troubadour - Obscura	330
32778	Erdinger Oktoberfest	500
32792	Schneider Festweisse	500
84889	Hofbrau Oktoberfestbier	500
107672	Ola Dubh 12 year old	330
322065	Brasserie Dupont Moinette Brune	330
402578	Rodenbach Vintage	750

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-24P8-ICB1 / BIL (Re-order #AIM-24P8-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 (October 8 - November 4, 2023)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
111799	Reif Riesling VQA	750	LTO
126151	Sibling Rivalry Red VQA	750	LTO
134957	Open Cab 2 Merlot VQA	750	LTO
669374	Vineland Estates Unoaked Chardonnay 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-24P8-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-24P8-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 (October 8 - November 4, 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
200535	Konzelmann Chardonnay Unoaked VQA	750	100 BAP
404947	Burnt Ship Bay Cabernet Merlot VQA	750	50 BAP



#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # 24P8-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # 24P8-OWP2) / BIL (Re-order # 24P8-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 (October 8 - November 4, 2023)

#### Participating Stores

Please refer to the Participation Lookup page for information

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

#### Participating Products

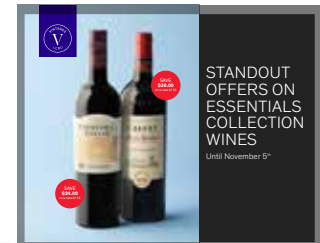
LCBO#	Description	Size (mL)	Offers
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$3.00 LTO
328567	>Cathedral Cellar Cabernet Sauvignon	750	\$3.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-24P8-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P8-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P8-VINT3)

#### Merchandising Instructions

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





## V2 VINTAGES Wines of the Month

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

### Key Dates (October 7 & October 21 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>October 7 Release</b>		
171371	La Ferme du Mont Le Ponnant Côtes du Rhône-Villages 2021	750
492413	Catena Paraje Altamira Malbec 2021	750
<b>October 21 Release</b>		
31697	S. Delafont Mosaïque 2020	750
33371	Frankland Rocky Gully Shiraz 2019	750

#### Signage Components

- Year-round backer card kit ENG/BIL:  
Vintages fixtu es (Re-order# 24OP-VIN-VBC39)  
LCBO fixtu es (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 (October 8 - November 4, 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-24P8 -VLTO1)

### Participating Products

#### LTO Offers:

LCBO#	Description	Size (mL)	LTO
31667	Alta-Yarí Gran Torrontés	750	\$3.00
948158	Anselmi San Vincenzo	750	\$2.00
606541	Antinori Pèppoli Chianti Classico	750	\$2.00
652883	Belle Glos Clark & Telephone Pinot Noir	750	\$5.00
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00
273748	Borsao Tres Picos Garnacha	750	\$2.00
31898	Calvet Réserve des Remparts Saint-Émilion	750	\$3.00
478727	Catena Malbec	750	\$2.00
328567	Cathedral Cellar Cabernet Sauvignon	750	\$3.00
213983	Cave Spring Blanc de Blancs Brut Sparkling	750	\$3.00
286377	Cave Spring Estate Riesling	750	\$2.00
302018	Château Pipeau Saint-Émilion Grand Cru	750	\$4.00
226035	Château Teyssier	750	\$2.00
260463	Coffin Ridge Back From The Dead Red	750	\$2.00
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$2.00
286278	Flat Rock Chardonnay	750	\$2.00
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00
479014	Gran Feudo Reserva	750	\$2.00
413237	Gérard Bertrand Languedoc	750	\$2.00
429241	Heartland Spice Trader Cabernet Sauvignon/Shiraz	750	\$2.00
461699	Henry of Pelham Speck Family Reserve Baco Noir	750	\$3.00
50849	Kaiken Ultra Malbec	750	\$2.00
962886	La Crema Sonoma Coast Chardonnay	750	\$3.00
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00
395384	Luc Belaire Rare Rosé Sparkling	750	\$3.00
452672	Luigi Bosca Malbec	750	\$1.00
168716	M. Chapoutier Les Vignes De Bila-Haut Côtes du Roussillon-Villages	750	\$2.00
256735	McManis Zinfandel	750	\$2.00
632083	Paringa Shiraz	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
177295	Rivera Il Falcone Riserva Castel del Monte	750	\$3.00
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00
353201	Ruffino Riserva Ducale Oro Gran Selezione Chianti Classico	750	\$5.00

LCBO#	Description	Size (mL)	LTO
302752	Santa Margherita Brut Rosé Sparkling	750	\$2.00
671164	St. Francis Cabernet Sauvignon	750	\$3.00
29280	Terrazas de los Andes Reserva Malbec	750	\$1.50
303800	Trius Red	750	\$3.00
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00
478628	Z. Alexander Brown Uncaged Cabernet Sauvignon	750	\$2.00

**Aeroplan Offers:**

LCBO#	Description	Size (mL)	BAP
231282	Ken Forrester Old Vine Reserve Chenin Blanc	750	80
559088	Malivoire Ladybug Rosé	750	50
687558	Santa Margherita Pinot Grigio	750	50
433417	Tedeschi Amarone della Valpolicella	750	200

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
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00 LTO

#### Signage Components & Merchandising Instructions

##### Signage re-order code: AIM-24P8 -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)

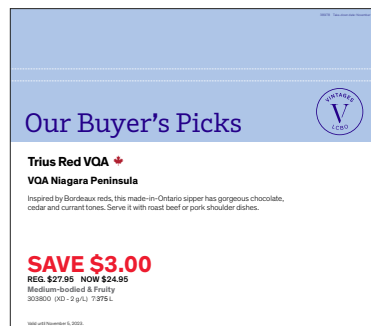
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

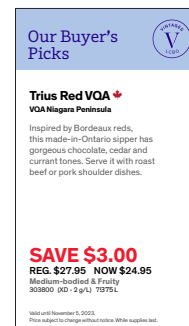
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

# AUTUMN GIFT BAGS

The Autumn Enhanced Gift Bag and \$2.95 Hot Button signage was 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

GREAT GIFT: ICONIC WHISKY



### Mini Thematic B

GREAT GIFT: ICONIC 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.



# 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 (October 8 - November 4, 2023)

## Participating Stores

Please refer to the Participation Lookup page for information

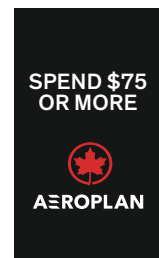
(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Merchandising Instructions

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

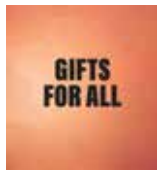
## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P8-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P8-FS2)
- FSC Europe Flex Space Box Sign - Shop & Earn with Fantini Wines ENG/BIL (Re-order # 24P8-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - Crisp White Wines ENG/BIL (Re-order # 24P8-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - Two Oceans ENG/BIL (Re-order # 24P8-FS5)
- Shelf Talkers ENG (Re-order # 24P8-FS6) / BIL (Re-order # 24P8-FS7)
- Bin Strip ENG/BIL (Re-order # 24P8-FS8)
- VA Flat Shelf-talkers ENG (Re-order # 24P8-FS10) / BIL (Re-order # 24P8-FS11)
- Italian Wines Perpendicular ST English Bundle (Re-order # 24P8-FS13)
- Italian Wines Perpendicular ST Bilingual Bundle (Re-order # 24P8-FS14)
- Italian Wines Aeroplan underlay ENG /BIL (Re-order # 24P8-FS12)



## Participating Products

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



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

## **(FSB) USA - California Flex Space "CASUAL ENTERTAINING WITH WOODBRIDGE"**

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



40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	VA
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	VA
99408	Woodbridge By Robert Mondavi Chardonnay	750	VA
258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	BAP
494492	Woodbridge By Robert Mondavi Merlot	750	VA
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	VA
633305	Woodbridge By Robert Mondavi Chardonnay	1500	VA

VA - Rep-Applied: Branded playing cards

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

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



31793	Collavini Villa Canlungo Cabernet Sauvignon	750	LTO
31796	Oggi Sangiovese Igt Puglia	750	LTO
31797	Molinio A Vento Nero D'Avola Doc Siciliane	750	BAP
31800	Folonari Sangiovese	750	BAP
31802	Villa Puccini Toscana Igt Governo Toscano	750	BAP
31805	Angelo Montepulciano D'Abruzzo	750	BAP
31808	Orso Bruno Old Vine Zinfandel	750	LTO

**Spend \$75 or more and Earn 250 bonus Aeroplan points on ALL Italian Wines (GL & Vintages).**

## **(FSD) Australia/New Zealand Flex Space "AUSTRALIAN FAVOURITES"**

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



17760	19 Crimes Pinot Noir	750	VA
119628	Lindemans Bin 45 Cabernet Sauvignon	750	LTO
142117	Lindemans Bin 65 Chardonnay	750	LTO
145367	Lindemans Bin 50 Shiraz	750	LTO
369777	19 Crimes Shiraz Durif	750	LTO
458679	Lindemans Bin 40 Merlot	750	LTO
461525	19 Crimes Cabernet Sauvignon	750	LTO
633438	19 Crimes The Uprising Red Wine	750	LTO

VA - Rep-Applied: Ear Buds

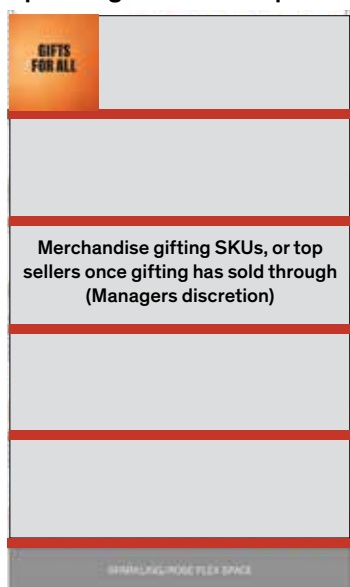
**(FSE) Chile/Argentina Flex Space** "DISCOVER THE RICH FLAVOURS OF ARGENTINA"

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



11943	Los Cardos Dona Paula Sauvignon Blanc	750	LTO
29280	>Terrazas De Los Andes Malbec Reserva	750	LTO
32502	Juli Organic Cabernet Sauvignon	750	LTO
164756	Graffigna Pin t Grigio	750	LTO
295105	Alamos Cabernet Sauvignon	750	LTO
400556	Bodega Norton Barrel Select Malbec	750	BAP
429761	Santa Julia Reserva Malbec	750	BAP
478727	>Catena Malbec Mendoza	750	LTO
507442	La Linda Private Selection Old Vines Malbec	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 (October 8 - November 4, 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
187047	Johnnie Walker Black 12 YO	375	LTO

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

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P8-SP2) / BIL (Re-order #AIM-24P8-SP3)
- "Mix Up An Old Fashioned" Shelf Talker ENG (Re-order #AIM-24P8-SP4) / BIL (Re-order #AIM-24P8-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 (October 8 - November 4, 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)	47290	Forty Creek Barrel Select	375	BAP
	500504	Captain Morgan Original Spiced Rum (P.E.T)	375	
Wines/Wine in Cans (FEM2)	29507	Folonari Pinot Grigio Delle Venezie Doc	375	BAP
	687558	>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	BAP
Brown Spirits/Liqueurs (FEM3)	9043	Crown Royal	375	BAP
	119743	Jack Daniel's Tennessee Whiskey	375	LTO

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P8-FEM1) / BIL (Re-order #AIM-24P8-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P8-FEM3) / BIL (Re-order #AIM-24P8-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P8-FEM5) / BIL (Re-order #AIM-24P8-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 8)

### 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 (October 8 - November 4, 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-24P8-FEM7) / BIL (Re-order #AIM-24P8-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	CE4	CE5	CE6
			
LCBO# 491480 Twisted Shotz B52 4 x 30 mL   25 BAP	LCBO# 24334 Sandbagger Boysenberry Hard Seltzer 355 mL   10 BAP	LCBO# 24344 Arizona Hard Lemon Iced Tea 473 mL   22 BAP	LCBO# 14488 White Claw Hard Seltzer Natural Lime 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 (October 8 - November 4, 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
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50 LTO
270447	Guinness Draught Beer	500	\$0.25 LTO
439075	Bulleit Bourbon 10 YO	750	\$5.00 LTO

## Signage Components














- A-Frame Sign ENG (Re-order# 24P8-AF1) / BIL (Re-order# 24P8-AF2)
- Shelf Talkers English Bundle ENG (Re-order# 24P8-AF3)  
Shelf Talkers Bilingual Bundle ENG (Re-order# 24P8-AF4)

## Merchandising Instructions

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



# ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P8-ST1 BIL: 24P8-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P8-ST12 BIL: 24P8-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P8-ST14 BIL: 24P8-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P8-ST3 BIL: 24P8-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P8-ST5 BIL: 24P8-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P8-ST7 BIL: 24P8-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P8-ST9 BIL: 24P8-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	24P8-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-24P8-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P8-AS1 BIL: AIM-24P8-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P8-LTO	



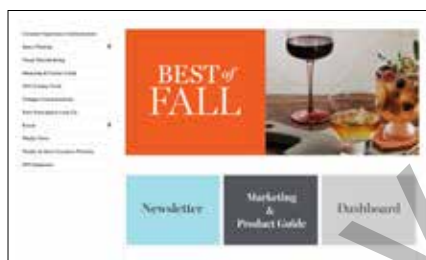
# Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1 A /B (Promo code is BSE not EA 1)	7880	Johnnie Walker Black 12 Yr	750	BSE/End Aisle 1, LTO
<input type="checkbox"/>	<input type="checkbox"/>		217802	Johnnie Walker Black Label	1140	BSE/End Aisle 1, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		422006	Johnnie Walker Black Label Scotch	1750	BSE/End Aisle 1
<input type="checkbox"/>	<input type="checkbox"/>	2A	1487	Crown Royal	750	Middle Nesting Table, LTO, Value- Add
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		217950	Crown Royal	1140	Middle Nesting Table, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	2B	27768	J.P. Wiser's 10YO Canadian Whisky	750	Front Nesting Table, LTO
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	Front Nesting Table, LTO
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	Front Nesting Table, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	3A	30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	BAP
<input type="checkbox"/>	<input type="checkbox"/>		30633	Jack Daniel's Bonded Tennessee Whisky	700	BAP
<input type="checkbox"/>	<input type="checkbox"/>		41384	Jack Daniel's Tennessee Whiskey	750	LTO, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	3B	41384	Jack Daniel's Tennessee Whiskey	750	LTO, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		182931	Jack Daniel's Tennessee Whiskey	1750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		215616	Jack Daniel's Tennessee Whiskey	1140	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	4 A/B	386789	Casamigos Tequila Blanco	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		388694	Casamigos Tequila Reposado	750	LTO, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		425686	Casamigos Tequila Anejo	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	5 A/B	10937	Forty Creek Double Barrel Reserve Whisky	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		285254	Forty Creek Copper Bold Whisky	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		550715	Forty Creek Barrel Select	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	6A	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		12385	Glenfiddich Single Malt 12 Year Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		27467	Glenfiddich Orchard Experiment	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	6B	513077	Glenfiddich Project Xx Experimental Series	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605923	Glenfiddich Single Malt 12 Year Old	1140	
<input type="checkbox"/>	<input type="checkbox"/>		605972	Glenfiddich Single Malt 15 Year Old	750	BAP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	7 A/B	984	Alberta Premium Whisky	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		54213	Alberta Premium Whisky (P.E.T)	1750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		216226	Alberta Premium Whisky	1140	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	8 A/B	410852	Woodford Reserve Double Oaked	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		480129	Woodford Reserve Straight Rye Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		480624	Woodford Reserve Distiller's Select Bourbon	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	9 A/B	10157	Jameson Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		275933	Jameson Irish Whiskey	1750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		292615	Jameson Black Barrel	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	17146	Junction Hazy IPA (189)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19266	Beau's Lug Tread (9654)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		27126	Whitewater North Meets South Nordic Pale Ale (8454)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31564	Burdock Vermont Blond (2837)	355	
<input type="checkbox"/>	<input type="checkbox"/>		32808	Muskoka Stein Sized Fest Bier (LCBO Warehouse)	568	
<input type="checkbox"/>	<input type="checkbox"/>		33198	Refined Fool IPA Fun Box, 7th Edition (5732)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		120626	Northern Lights Hazy IPA (462)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		536516	Anderson Autumn (791)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>		635375	Lake Of Bays Brewing Starboard New England IPA (8958)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		11	312959	Ketel One	1750
<input type="checkbox"/>	<input type="checkbox"/>	363770		Ketel One Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>	456095		Ketel One Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	22192	Grant's Triplewood 12YO	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	12596	Empress Gin	375	
<input type="checkbox"/>	<input type="checkbox"/>		32404	Empress Cocktail Gin	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		557470	Empress 1908 Gin	750	Value-Add, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	14	1099	Johnnie Walker Red Label	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>		33168	Johnnie Walker Red Label	1750	
<input type="checkbox"/>	<input type="checkbox"/>		217794	Johnnie Walker Red Label	1140	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	LTO
			541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	225698	The Kraken Black Spiced Rum	750	LTO, Value-Add
			318683	The Kraken Black Spiced Rum	1140	Value-Add
			366534	The Kraken Black Spiced Rum	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	113241	Cazadores Anejo Tequila	750	Value-Add
			125187	Cazadores Reposado Tequila	750	Value-Add
			363986	Cazadores Blanco Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO
			226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO
			302752	>(V) Santa Margherita Rose Brut	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	2691	Tanqueray London Dry Gin	750	
			358184	Tanqueray Rangpur Gin	750	LTO
			573956	Tanqueray Flor De Sevilla	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	53082	Alberta Pure Vodka (P.E.T)	1750	Value-Add
			88799	Alberta Pure Vodka (P.E.T)	750	BAP
			242339	Alberta Pure Vodka (P.E.T)	1140	BAP, Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	3558	Gibson's Finest Rare 12 Years Old	750	S1 S2, LTO, Value-Add
			215871	Gibson's Finest Rare 12 Years Old Whisky	1140	S1 S2, LTO, Value-Add
			457572	Gibson's Finest Bold 8YO	750	S1 S2, BAP, Value-Add

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			38901	Dalmore 12 Yr Old	750	BAP
			107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO
			204560	Highland Park 12 Yr Old Single Malt	750	LTO
			238097	Dalwhinnie 15 Yr Malt	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic A</b>	255281	Aberfeldy 12 Year Old	750	Value-Add
			330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
			409490	Singleton Of Dufftown 12 Year Old	750	LTO
			479881	Lagavulin 8 YO	750	BAP
			479980	Macallan 12 YO Double Cask	750	LTO
			949172	Te Bheag Unchilfiltr Whisky	700	LTO
			130138	>Meiomi Pinot Noir	750	VA
			137810	Campo Viejo Rioja Reserva	750	LTO
			168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	LTO
			170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	225920	Sandbanks Baco Noir Reserve VQA	750	LTO
			285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO
			451336	Tom Gore Cabernet Sauvignon	750	VA
			452672	>Luigi Bosca Malbec	750	LTO
			621003	Montecillo Rioja Reserva	750	LTO
			17146	Junction Hazy IPA	473	LTO
			19266	Beau's Lug Tread	6 × 473	LTO
			27126	Whitewater North Meets South Nordic Pale Ale	473	LTO
			31564	Burdock Vermont Blond	355	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic C</b>	32808	Muskoka Stein Sized Fest Bier	568	
			33198	Refined Fool IPA Fun Box, 7th Edition	6 × 473	LTO
			120626	Northern Lights Hazy IPA	473	LTO
			536516	Anderson Autumn	6 × 355	LTO
			635375	Lake Of Bays Brewing Starboard New England IPA	473	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			42	Canadian Club Premium	750	LTO
			30834	Canadian Club Classic 12 Year Old	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table - Flight A	33743	Canadian Club Invitation Series 15YO Sherry Cask	750	
			34637	Canadian Club Premium	1750	LTO
			217687	Canadian Club Premium	1140	LTO
			311928	Canadian Club Classic 12 Year Old	750	LTO
			311944	Canadian Club Classic 12 Year Old	1750	LTO
			390583	Canadian Club 100% Rye	750	BAP
			438960	Canadian Club 100% Rye	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		Front Nesting Table - Flight B	893	J.P. Wiser's Deluxe	750
		27768		J.P. Wiser's 10YO Canadian Whisky	750	End Aisle, LTO
		31273		JP Wiser's Old Fashioned Sparkling Cocktail	355	
		33928		J.P. Wiser's Deluxe	1750	End Aisle, LTO
		35379		J.P. Wiser's Deluxe X Yellowstone Limited Edition	750	VA
		216689		J.P. Wiser's Deluxe	1140	End Aisle, VA
		474551		J.P. Wiser's Vanilla Whisky	750	
		474585		J.P. Wiser's Apple Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	14066	Molson Ultra	6 × 473	
			17488	Molson Cold Shots	4 × 222	LTO
			32165	Molson Cold Shots 6.0	473	
			300699	Molson Canadian	6 × 473	LTO
			558940	Miller Lite	6 × 473	BAP
			904144	Molson Canadian	6 × 355	VA
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	904409	Molson Canadian	473	LTO
			19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	LTO
			21938	White Claw Variety Pack #2	12 × 355	
			24351	Cottage Springs Vodka Iced Tea Mixed 8 Pack	8 × 355	
			24400	Palm Bay Island Mixer	12 × 355	LTO
			24407	Nutrl The Mixed 12Pk	12 × 355	
			26346	Smirnoff Ice Original 12 Pack	12 × 355	
		28636	Vizy Signature Variety Pack	12 × 355		
		34822	Mott's Clamato Caesar Original	6 × 341		

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
		992	Royal Reserve	1140	BAP	
		1743	Ruffino Chianti	750	BAP	
		10233	Oggi Botter Pinot Grigio Doc	1500	BAP	
		12852	Buffalo Trace Bourbon Cream	750	BAP	
		30104	Malibu Coconut Rum	1750	BAP	
		85316	Blu Giovello Prosecco	750	BAP	
		99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	BAP	
		155051	Masi Campofiorin Igt	750	BAP	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile C</b>	216671	Wisers Special Blend	1140	BAP, VA
			216929	Smirnoff Vodka	1140	BAP
			240135	Lamb's Navy Rum (P.E.T)	1140	BAP
			253948	Martini Asti	750	BAP
			426718	Cesari Amarone Classico Doc	750	BAP
			506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	BAP
			561720	Magnum Scotch Malt Whisky Cream Liqueur	750	LTO
			605063	Buffalo Trace Bourbon	750	BAP
			897702	Bottega Vino Dei Poeti Prosecco Doc	750	BAP
			10946	Fireball 6 Pack Carrier	6 x 50	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile D (XBP)</b>	314856	Fireball Whisky Shooter	1140	Comm. Extender, LTO
			447953	Fireball Whisky Shooter	750	BAP
			456350	Fireball Cinnamon Whisky	1750	LTO
			26979	Don Julio Anejo	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Halloween Block Pile (FSH-A)</b>	30083	Don Julio 70th	750	VA
			173542	Don Julio Blanco	750	VA
			173559	Don Julio Reposado	750	LTO, VA
			227678	1800 Silver Tequila	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Halloween Block Pile (FSH-B)</b>	398479	1800 Reposado	750	VA
			492454	1800 Coconut Tequila	750	LTO
			549113	1800 Anejo Tequila	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Halloween Block Pile (FSN-B)</b>	225698	The Kraken Black Spiced Rum	750	LTO, VA
			366534	The Kraken Black Spiced Rum	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Merchandiser Display (FSO-A)</b>	35905	Hennessy VS Hip Hop 50	750	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Merchandise Display (FSO-B)	68254	Yellow Tail Pinot Grigio	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		621623	Yellow Tail Cabernet Sauvignon	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		624544	Yellow Tail Shiraz	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		627802	Yellow Tail Chardonnay	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	1487	Crown Royal	750	End Aisle, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		10357	Crown Royal Peach	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		217950	Crown Royal	1140	End Aisle, VA
<input type="checkbox"/>	<input type="checkbox"/>		224352	Crown Royal Black	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		321208	Crown Royal Special Reserve In Gift Box	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		403519	Crown Royal Apple	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		434092	Crown Royal Northern Harvest Rye	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		438911	Crown Royal XO	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	476911	Crown Royal Vanilla	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		18	Heineken Lager	6 × 330	EZA, VA
<input type="checkbox"/>	<input type="checkbox"/>		302810	Heineken	6 × 500	EZA, LTO, Contest
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	589416	Heineken 0.0	6 × 330	EZA
<input type="checkbox"/>	<input type="checkbox"/>		35855	Cameron's I Love Craft Beer Vol. 2	6 × 473	EZB
<input type="checkbox"/>	<input type="checkbox"/>		35080	Left Field Mr.Oktober Festbier	355	EZB
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	34957	Sawdust City - Horchata White Milk Stout	473	EZB
<input type="checkbox"/>	<input type="checkbox"/>		24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	EZH, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		31224	Coors Seltzer Slushie Flavour Pack	12 × 355	EZH, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	16976	Budweiser Zero	473	EZD
<input type="checkbox"/>	<input type="checkbox"/>		311787	Budweiser	6 × 473	EZD, LTO
<input type="checkbox"/>	<input type="checkbox"/>		904334	Budweiser	6 × 355	EZD
<input type="checkbox"/>	<input type="checkbox"/>		905976	Budweiser	473	EZD
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	15980	Furnace Room Chicken Man Pale Ale	473 mL	
<input type="checkbox"/>	<input type="checkbox"/>		16447	Spearhead Decoy	473 mL	
<input type="checkbox"/>	<input type="checkbox"/>		17428	Great Lakes Brewery - Thrust! An IPA	473 mL	
<input type="checkbox"/>	<input type="checkbox"/>		21271	Collingwood Downhill Pale Ale	473 mL	
<input type="checkbox"/>	<input type="checkbox"/>		30033	Beau's Juiced Af IPA	473 mL	
<input type="checkbox"/>	<input type="checkbox"/>		409268	Broadhead Amber Ale	473 mL	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	111799	Reif Riesling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		126151	Sibling Rivalry Red VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		134957	Open Cab 2 Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		669374	Vineland Estates Unoaked Chardonnay 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	200535	Konzelmann Chardonnay Unoaked VQA	750	BAP
			404947	Burnt Ship Bay Cabernet Merlot VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	LTO
			328567	>Cathedral Cellar Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: October 7	171371	La Ferme du Mont Le Ponnant Côtes du Rhône-Villages 2021	750	
			492413	Catena Paraje Altamira Malbec 2021	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: October 21	31697	S. Delafont Mosaique 2020	750	
			33371	Frankland Rocky Gully Shiraz 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	187047	Johnnie Walker Black 12 YO	375	LTO
			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	Joy Rose Sparkling	250	
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	491480	Twisted Shotz B52	4 x 30	BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	24334	Sandbagger Boysenberry Hard Seltzer	355	BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	24344	Arizona Hard Lemon Iced Tea	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	14488	White Claw Hard Seltzer Natural Lime	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	47290	Forty Creek Barrel Select	375	BAP
			500504	Captain Morgan Original Spiced Rum (P.E.T)	375	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	29507	Folonari Pinot Grigio Delle Venezie Doc	375	BAP
			687558	>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	9043	Crown Royal	375	BAP
			119743	Jack Daniel's Tennessee Whiskey	375	LTO
			54866	Bulleit Bourbon Frontier Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	270447	Guinness Draught Beer	500	LTO
			439075	Bulleit Bourbon 10 YO	750	LTO

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65	95		
R1	Vodka A	25554 Dirty Devil Vodka	750	LTO											Y	Y
R2	Vodka B	16643 Polar Ice Arctic Extreme Vodka (P.E.T)	750	LTO						Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	628990 Tito's Handmade Vodka	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	110056 Absolut Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	95935 Grey Goose Vodka	750	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	520270 Bacardi Black	1140	LTO												Y
R7	Rum B	64659 Captain Morgan Private Stock Rum	750	LTO							Y	Y	Y	Y	Y	Y
R8	Rum C	158014 Flor De Cana Centenario 12 Rum	750	LTO						Y	Y	Y	Y	Y	Y	Y
R9	Rum D	217653 Captain Morgan Original Spiced Rum	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	1206 Bacardi Gold Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	497891 Kavi Reserve Coffee Blended Canadian Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	61374 Bushmills Black Bush	750	LTO							Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	472332 Wayne Gretzky Red Cask Whisky	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	27605 Reifel Rye	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	21465 Angel's Envy	750	BAP, Value-Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	326025 Basil Hayden Straight Bourbon	750	LTO						Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	7617 Chivas Regal 12 Year Old	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	217281 Bombay Sapphire London Dry	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	5959 Baileys Irish Cream	750	LTO							Y	Y	Y	Y	Y	Y
R20	Liqueurs B	491811 Southern Comfort	750	LTO						Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	342246 Amarula Cream	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	10213 Kahlua Coffee Liqueur	750	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	557108 St Remy Xo Brandy	750	LTO												Y
R24	Brandy B	1925 Courvoisier VS	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	460360 El Jimador Tequila Reposado	750	LTO								Y	Y	Y	Y	Y
R26	Ontario Blend A	617662 Diabolica Red VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	144865 Wayne Gretzky Riesling VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	58628 Peller Est. Family Series Cabernet Merlot VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	581124 XOXO Light Pinot Grigio	750	LTO							Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	582817 Family Series Dry Riesling VQA Peller Estates	750	LTO							Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	135970 Pelee Island Gewurztraminer	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	497248 Trius Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	32187 Hopetown Sauvignon Blanc VQA	750	BAP, Wine Fridge											Y	Y
R34	Ontario VQA B	200584 Konzelmann Pinot Noir VQA	750	LTO								Y	Y	Y	Y	Y
R35	Australia/New Zealand A	91702 Red Knot Cabernet Sauvignon	750	LTO											Y	Y
R36	Australia/New Zealand B	602615 Angus The Bull Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y
R37	Australia/New Zealand C	499707 Brancott Marlborough Sauvignon Blanc	750	LTO						Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	367276 Jacob's Creek Moscato Rosé	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	534263 Beringer Founders Estate Cabernet Sauvignon	750	LTO		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	416487	The Wanted Zin Old Vines Zinfandel Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	218644	Santa Rita 120 Reserva Especial Cab Sauv	750	LTO							Y	Y	Y	Y	
R42 Chile B	278127	Santa Carolina Sauvignon Blanc Reserva	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	176461	Folonari Soave Doc	750	LTO										Y	
R44 France Blend B	122689	Henkell Trocken	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	307025	Ruffino Aziano Chianti Classico Docg	750	LTO									Y	Y	
R46 France South B	490144	Cecchi Chianti Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	487819	Melini Chianti Classico Riserva Docg	750	LTO									Y	Y	
R48 Italy Central A	336735	Baden Gewurztraminer	750	LTO									Y	Y	
R49 Italy Central B	272393	Smoking Loon Old Vine Zinfandel	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	30953	Famoso Rubicon Igp	750	BAP										Y	
R53 Southern Europe B	30749	Paul Mas Cabernet Sauvignon	750	LTO									Y	Y	
R54 Germany A		This shelf extender can be utilized at the manager's discretion.					Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	LTO									Y	Y	
R56 Sparkling B	32537	Villa Sandi Blanc De Blancs Il Fresco Brut	750	LTO, Wine Fridge				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	365601	Samuel Adams Boston Lager	473	LTO									Y	Y	
R58 Ontario Beer B	546408	Dragon Stout	4 x 426	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	20041	Calabogie Brewing Bogie	473											Y	
R60 Beer 2	143891	Peroni Nastro Azzurro	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	271619	Harp Lager	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	450312	Collective Arts Ransack The Universe IPA	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	19303	Crown Royal Whisky & Cola	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	24365	Nutrl Vodka Soda Raspberry	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	407478	Jaw Drop Squirting Oranges	473	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	334128	Ciroc Red Berry	750	LTO	BEAM SUNTORY
C2: Canadian Whisky	428409	Powers Gold Irish Whiskey	750	LTO	BEAM SUNTORY
C3: Ontario Non VQA Blend	33461	Wayne Gretzky Signature White VQA	750	LTO, Wine Fridge	COLIO ESTATE WINES
C4: French Blend	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO	SELECT WINE MERCHANTS INC.
C5: Fixed Store Location	32542	Two Oceans Pinot Grigio	1500	LTO, Wine Fridge	CORBY SPIRIT AND WINE LIMITED
C6: Vodka	227413	Iceberg Vodka	1140	LTO	GLAZER'S OF CANADA
C7: Scotch	314856	Fireball Whisky Shooter	1140	Seasonal Block Pile D, LTO	CHARTON HOBBS INC
C8: Liqueurs	11945	Proper No. Twelve	750	BAP	PROXIMO SPIRITS CANADA INC.
C9: Ontario Blends	470823	Pelee Island Merlot	750	LTO	FIELDING ESTATE WINERY
C10: France Red	572800	Beringer Brothers Bourbon Barrel Red Blend	750	LTO	E&J GALLO WINERY CANADA LTD.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	429811	Black Cellar Shiraz Cabernet	1500	LTO	COLIO ESTATE WINES
D2: Discovery Wines 2	31052	Revelation Cabernet Merlot	750	LTO	PHILIPPE DANDURAND WINES LTD.
D3: Discovery Wines 3	27122	Tierra Rica Cabernet Sauvignon	750	LTO	FWM CANADA
D4: Discovery BSM 1	32923	Radical Road Beer Lagered Ale	473	LTO	METABOLIC MEDIA
D5: Discovery BSM 2	696864	Tyskie Beer Single Bottle	500	LTO	HEINEKEN CANADA INC.
D6: Discovery BSM 3	5280	Vodka Mudshake Chocolate	4 × 270	LTO	CHURCHILL CELLARS LTD.
D7: Discovery Spirits 1	34603	Patron Anejo Tequila	750	Value-Add	PROXIMO SPIRITS CANADA INC.
D8: Discovery Spirits 2	30603	Larceny Kentucky Straight Bourbon	750	LTO	DIONYSUS WINES & SPIRITS LTD.
D9: Discovery Spirits 3	32397	Blue Lobster Vodka	750	Value-Add	FWM CANADA

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	28152	Nozeco - De-Alcoholized	750	LTO	HEKTARS AGENCE INC.

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.00	Front Nesting Table
117	Bacardi Superior White Rum	750	\$1.00	Value Add
1206	Bacardi Gold Rum	750	\$1.00	Shelf Extender
1487	Crown Royal	750	\$3.00	End Aisle, Middle Nesting Table, Value Add
1925	Courvoisier VS	750	\$5.00	Shelf Extender
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	S1 S2, Value Add
5280	Vodka Mudshake Chocolate	4 × 270	\$1.00	Discovery Extender
5959	Baileys Irish Cream	750	\$1.50	Shelf Extender
7617	Chivas Regal 12 Year Old	750	\$5.00	Shelf Extender
7880	Johnnie Walker Black 12 Yr	750	\$3.00	BSE/End Aisle 1
8805	Forty Creek Barrel Select Whisky	1750	\$1.00	
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle
10216	Kahlua Coffee Liquor	1140	\$1.50	
10357	Crown Royal Peach	750	\$1.50	Middle Nesting Table, Value Add
10393	Legent	750	\$5.00	
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	\$5.00	End Aisle
10946	Fireball 6 Pack Carrier	6 × 50	\$1.50	Seasonal Block Pile D
11285	Monkey 47 Schwarzwald Dry Gin	375	\$3.00	
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	\$0.25	
11943	Los Cardos Dona Paula Sauvignon Blanc	750	\$2.00	Flex Space
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00	
12385	Glenfiddich Single Malt 12 Year Old	750	\$3.00	End Aisle
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
12858	Waterloo Grapefruit Radler	473	\$0.20	
13057	Writers Tears Copper Pot Irish Whiskey	700	\$3.00	
13186	Sebastiani Cabernet Sauvignon	750	\$3.00	
13244	Brockmans Gin	750	\$5.00	Necktag
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	\$2.00	
13588	Bacardi Gold (P.E.T)	750	\$1.00	
15563	Somersby Apple Cider	473	\$0.35	
16551	Olmecca Altos Tequila Reposado	750	\$3.00	
16580	Maker's Mark	1140	\$5.00	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	Shelf Extender
16777	Bask Sauvignon Blanc	750	\$1.00	
16779	Bask Pinot Noir	750	\$1.00	
16840	Bolla Valpolicella Classico	750	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17146	Junction Hazy IPA	473	\$0.20	Mini Thematic
17488	Molson Cold Shots	4 × 222	\$0.50	Seasonal Block Pile A
17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	\$2.00	
17818	Corona Extra	6 × 330	\$1.00	
17823	Stella Artois	6 × 330	\$1.00	
17932	Swish Gin Ddp	750	\$3.00	
19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	\$2.00	Seasonal Block Pile B
19266	Beau's Lug Tread	6 × 473	\$1.00	Mini Thematic
19303	Crown Royal Whisky & Cola	473	\$0.25	Shelf Extender
19388	Bombay Bramble	750	\$1.50	
19419	Baileys Deliciously Light	750	\$1.50	
19543	Twisted Tea Original	12 × 355	\$3.00	
19578	Royal Lochnagar 12YO	700	\$5.00	S5
19612	Jacob's Creek Shiraz/Cabernet	1500	\$3.00	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00	
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	
20362	Finlandia Vodka	750	\$2.00	
20857	Darling Mimosa Sparkling Orange	355	\$0.35	
21160	Cragganmore 12 YO	750	\$5.00	S5
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$4.00	
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	\$3.00	Shelf Extender
22192	Grant's Triplewood 12YO	750	\$5.00	End Aisle
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	End Aisle
22234	Mill Street Vanilla Porter	440	\$0.25	
22452	Dillons Rose Gin	750	\$2.00	
22931	Jagermeister	750	\$2.00	
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	\$2.00	
24325	Canadian Club & Ginger Ale	473	\$0.25	
24365	Nutrl Vodka Soda Raspberry	473	\$0.20	Shelf Extender
24376	Twisted Tea Slightly Sweet	473	\$0.50	
24400	Palm Bay Island Mixer	12 × 355	\$2.00	Seasonal Block Pile B
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$1.00	EZH, Value Add
25009	Casillero Del Diablo Reserva Chardonnay	750	\$2.00	
25011	Cigar Box Old Vine Cabernet Sauvignon	750	\$2.00	
25034	Reinhart's Blackberry Cider	473	\$0.25	
25554	Dirty Devil Vodka	750	\$5.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
25636	Libra Non-Alcoholic Pale Ale	4 × 355	\$1.00	
25649	Family Tree The Soldier's Wife Sauvignon Blanc VQA	750	\$2.00	
25903	Gosset Grande Reserve Brut Champagne	750	\$9.00	
27122	Tierra Rica Cabernet Sauvignon	750	\$2.00	Discovery Extender
27126	Whitewater North Meets South Nordic Pale Ale	473	\$0.20	Mini Thematic
27561	Laneway No. 11 Gin	750	\$5.00	
27605	Reifel Rye	750	\$5.00	Shelf Extender
27768	J.P. Wiser's 10YO Canadian Whisky	750	\$2.00	End Aisle, Front Nesting Table
27998	John Sleeman & Sons Trad Straight Whisky Ddp	750	\$2.00	
28152	Nozeco - De-Alcoholized	750	\$2.00	Green Extender
28551	Solid Ground Pinot Noir	750	\$2.00	
28728	Somrus Mango Cream Liqueur	750	\$3.00	
29280	>Terrazas De Los Andes Malbec Reserva	750	\$1.50	Flex Space
30349	Gerard Bertrand Change Cabernet Sauvignon	750	\$2.00	
30532	J-Harden Cabernet Sauvignon	750	\$2.00	Contest
30603	Larceny Kentucky Straight Bourbon	750	\$5.00	Discovery Extender
30749	Paul Mas Cabernet Sauvignon	750	\$2.00	Shelf Extender
30960	Sistina Pecorino Terre Di Chieti Igt	750	\$2.00	
31052	Revelation Cabernet Merlot	750	\$2.00	Discovery Extender
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$3.00	End Aisle
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	\$1.00	EZH, Value Add
31667	*** 21 Alta Yari Gran Torrontes	750	\$3.00	
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	\$1.50	Flex Space
31796	Oggi Sangiovese Igt Puglia	750	\$1.00	Flex Space
31808	Orso Bruno Old Vine Zinfandel	750	\$1.00	Flex Space
31824	Codigo 1530 Blanco	750	\$5.00	
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$3.00	VL1
31991	Junction 56 Distillery Vodka Ddp	750	\$3.00	
32017	Villa Blanche Viognier	750	\$3.00	
32404	Empress Cocktail Gin	750	\$3.00	End Aisle, Necktag
32502	Juli Organic Cabernet Sauvignon	750	\$2.00	Flex Space
32537	Villa Sandi Blanc De Blancs Il Fresco Brut	750	\$2.00	Shelf Extender, Wine Fridge
32542	Two Oceans Pinot Grigio	1500	\$2.00	Comm. Extender, Wine Fridge
32923	Radical Road Beer Lagered Ale	473	\$0.25	Discovery Extender
33198	Refined Fool IPA Fun Box, 7th Edition	6 × 473	\$3.00	Mini Thematic
33461	Wayne Gretzky Signature White VQA	750	\$2.00	Comm. Extender, Wine Fridge



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
33928	J.P. Wiser's Deluxe	1750	\$1.25	End Aisle, Front Nesting Table
34260	Sync Cabernet Sauvignon	750	\$2.00	Necktag Contest
34261	Sync Sauvignon Blanc	750	\$2.00	Necktag Contest
34425	Tom Gore Farmer's Red Blend	750	\$2.00	
34637	Canadian Club Premium	1750	\$1.00	Front Nesting Table
35840	Zubrowka Bison Vodka	750	\$1.00	
41384	Jack Daniel's Tennessee Whiskey	750	\$2.00	End Aisle, LTO, Value Add
50849	V) Kaiken Ultra Malbec	750	\$2.00	
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	Cold Room Spirits
58628	Peller Est. Family Series Cabernet Merlot VQA	750	\$1.00	Shelf Extender
61374	Bushmills Black Bush	750	\$2.00	Shelf Extender
64659	Captain Morgan Private Stock Rum	750	\$1.00	Shelf Extender
68924	Gnarly Head Cabernet Sauvignon	750	\$2.00	
69435	Glenkinchie 12 Year Old Lowland Single Malt	750	\$3.00	S5
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$2.00	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	
89862	Girls' Night Out Rosé VQA	750	\$2.00	
91702	Red Knot Cabernet Sauvignon	750	\$2.00	Shelf Extender
103341	Canadian Club Premium (P.E.T)	750	\$1.00	
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	Mini Thematic
107714	Angels Gate Gamay Noir VQA	750	\$2.00	
107763	Pelee Island Monarch Red VQA	750	\$1.00	
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	
110056	Absolut Vodka	750	\$1.00	Shelf Extender
111799	Reif Riesling VQA	750	\$2.00	goLOCAL
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	Flex Space
119743	Jack Daniel's Tennessee Whiskey	375	\$1.00	FEM3
120626	Northern Lights Hazy IPA	473	\$0.20	Mini Thematic
122689	Henkell Trocken	750	\$2.00	Shelf Extender, Wine Fridge
126151	Sibling Rivalry Red VQA	750	\$2.00	goLOCAL
134957	Open Cab 2 Merlot VQA	750	\$1.00	goLOCAL
135970	Pelee Island Gewurztraminer	750	\$1.00	Shelf Extender
136044	Pelee Island Chardonnay VQA	750	\$1.00	
137810	Campo Viejo Rioja Reserva	750	\$1.00	Mini Thematic
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
143891	Peroni Nastro Azzurro	500	\$0.20	Shelf Extender
144865	Wayne Gretzky Riesling VQA	750	\$2.00	Shelf Extender
145367	Lindemans Bin 50 Shiraz	750	\$1.00	Flex Space
148007	Czechvar Premium Lager	500	\$0.35	
149567	Tag No. 5 Vodka	750	\$1.00	
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	\$2.00	
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Shelf Extender
164756	Graffigna Pinot Grigio	750	\$2.00	Flex Space
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00	Mini Thematic
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$2.00	Mini Thematic
173559	Don Julio Reposado	750	\$7.00	FSH, Halloween Block Pile, Value Add
173617	El Jimador Tequila Blanco	750	\$2.00	
176461	Folonari Soave Doc	750	\$1.00	Shelf Extender
177295	>(V)Riserva Il Falcone Castel Del Monte Docg (River)	750	\$3.00	
177485	Sandbanks Cabernet Franc VQA	750	\$2.00	
187047	Johnnie Walker Black 12 YO	375	\$1.00	CE1
200584	Konzelmann Pinot Noir VQA	750	\$2.00	Shelf Extender
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	
204560	Highland Park 12 Yr Old Single Malt	750	\$10.00	Mini Thematic
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	
211110	Wyborowa Vodka	1140	\$2.00	
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
213983	>Cave Spring Blanc De Blancs Brut VQA	750	\$3.00	
214957	Pelee Island Cabernet Savignon VQA	750	\$2.00	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	S1 S2, Value Add
216655	Absolut Vodka	1750	\$1.20	
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Shelf Extender
217257	Sailor Jerry Spiced Rum	1140	\$3.00	
217281	Bombay Sapphire London Dry	1140	\$2.00	Shelf Extender
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	Shelf Extender
217687	Canadian Club Premium	1140	\$1.00	Front Nesting Table
217794	Johnnie Walker Red Label	1140	\$1.50	End Aisle
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	\$2.00	Shelf Extender
222299	The Pavillion Shiraz Cabernet Sauvignon	750	\$2.00	
224352	Crown Royal Black	750	\$3.00	Middle Nesting Table, Value Add

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	End Aisle
225565	Maker's Mark 46	750	\$5.00	
225698	The Kraken Black Spiced Rum	750	\$2.00	FSN, End Aisle, Value Add
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	Mini Thematic
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	\$2.00	End Aisle
227413	Iceberg Vodka	1140	\$1.00	Comm. Extender
227678	1800 Silver Tequila	750	\$2.00	FSH, Halloween Block Pile, Value Add
234369	Apothic Red	750	\$2.00	
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	
250357	Clynelish 14 Year Old Single Malt Scotch Whisky	750	\$5.00	S5
255380	Pilsner Urquell	500	\$0.20	
256735	>McManis Zinfandel	750	\$2.00	
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	
260463	>(V)Back From The Dead Red (Coffin Ridge)	750	\$2.00	
270363	Castillo De Almansa Reserva, Almansa	750	\$2.00	
270447	Guinness Draught Beer	500	\$0.25	Cold Room Spirits
270934	Jackson-Triggs Shiraz Bag In Box	4000	\$4.00	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
271619	Harp Lager	500	\$0.25	Shelf Extender
272393	Smoking Loon Old Vine Zinfandel	750	\$2.00	Shelf Extender
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$2.00	
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$2.00	Shelf Extender
281378	Forty Creek Cream Liquor	750	\$1.50	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Mini Thematic
286278	>(V) Flat Rock Cellars Chardonnay	750	\$2.00	
286377	>(V)Riesling Res VQA Niagara (Cave Spring)	750	\$2.00	Wine Fridge
289835	Peller Family Vineyards Dry White	1500	\$1.50	
292128	Firestone Cabernet Sauvignon	750	\$3.00	
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00	
292615	Jameson Black Barrel	750	\$3.00	End Aisle
295105	Alamos Cabernet Sauvignon	750	\$2.00	Flex Space
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
300699	Molson Canadian	6 x 473	\$2.00	Seasonal Block Pile A
302018	> Pipeau St. Emilion(Ch. Pipeau)	750	\$4.00	
302752	>(V) Santa Margherita Rose Brut	750	\$2.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
302810	Heineken	6 × 500	\$1.00	EZA, Contest
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00	OWS
307025	Ruffino Aziano Chianti Classico Docg	750	\$2.00	Shelf Extender
311787	Budweiser	6 × 473	\$1.00	EZD
311928	Canadian Club Classic 12 Year Old	750	\$4.00	Front Nesting Table
311944	Canadian Club Classic 12 Year Old	1750	\$4.00	Front Nesting Table
314856	Fireball Whisky Shooter	1140	\$4.00	Comm. Extender, Seasonal Block Pile D
316323	Motts Original Caesar	458	\$0.15	
319442	Mike's Hard Lemonade	6 × 355	\$1.00	
322792	Peller Family Vineyard Red	1500	\$1.50	
326009	Knob Creek Bourbon	750	\$5.00	
326025	Basil Hayden Straight Bourbon	750	\$7.00	Shelf Extender
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
328567	>Cathedral Cellar Cabernet Sauvignon	750	\$3.00	VL1
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Mini Thematic
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
334128	Ciroc Red Berry	750	\$3.00	Comm. Extender
334805	Mott's Extra Spicy Caesar	458	\$0.15	
335422	Dunavar Pinot Grigio	750	\$1.50	W5
336735	Baden Gewurztraminer	750	\$2.00	Shelf Extender
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$2.00	
342246	Amarula Cream	750	\$2.00	Shelf Extender
348235	Knob Creek Rye	750	\$5.00	
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.00	Comm. Extender
350207	Forty Creek Copper Bold Whisky	1140	\$2.00	
352583	>Beringer Knight's Valley Cabernet Sauvignon	750	\$5.00	
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	\$5.00	
357418	Megalomaniac Local Squeeze Riesling VQA	750	\$1.00	
358184	Tanqueray Rangpur Gin	750	\$2.50	End Aisle
358754	Flagstone Poetry Cabernet Sauvignon	750	\$2.00	
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	\$2.00	
361881	Sandbanks French Kiss VQA	750	\$2.00	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	\$1.00	
363986	Cazadores Blanco Tequila	750	\$2.00	End Aisle
365601	Samuel Adams Boston Lager	473	\$0.20	Shelf Extender
366534	The Kraken Black Spiced Rum	375	\$1.00	FSN, End Aisle
367276	Jacob's Creek Moscato Rosé	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
369777	19 Crimes Shiraz Durif	750	\$2.00	Flex Space
374231	Ungava Gin	750	\$3.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
388694	Casamigos Tequila Reposado	750	\$2.00	End Aisle, Value Add
390260	Appleton Estate V/X Signature Blend	1750	\$1.50	
394015	Brickworks Batch:1904 Cider	473	\$0.30	
395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	\$3.00	
407478	Jaw Drop Squirting Oranges	473	\$0.25	Shelf Extender
408054	Great Lakes Pompous Ass	473	\$0.20	
409490	Singleton Of Dufftown 12 Year Old	750	\$5.00	Mini Thematic
410852	Woodford Reserve Double Oaked	750	\$5.00	End Aisle
413237	>(V)Terroir Languedoc (Gerard Bertrand)	750	\$2.00	
416487	The Wanted Zin Old Vines Zinfandel lgt	750	\$3.00	Shelf Extender
418590	Modelo Especial	6 × 355	\$1.00	
428409	Powers Gold Irish Whiskey	750	\$3.00	Comm. Extender
429241	18 Red Blend Spice Trader (Heartland)	750	\$2.00	
429787	Bodacious Smooth White	1500	\$2.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Discovery Extender
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Middle Nesting Table, Value Add
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	Necktag Contest
438960	Canadian Club 100% Rye	1140	\$1.00	Front Nesting Table
439075	Bulleit Bourbon 10 YO	750	\$5.00	Cold Room Spirits
442582	Alexander Keiths IPA	6 × 473	\$1.00	
450312	Collective Arts Ransack The Universe IPA	473	\$0.20	Shelf Extender
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	
452169	Vieni Bruce Trail Red VQA	750	\$1.00	
452615	Herradura Reposado Tequila	750	\$5.00	
452672	>Luigi Bosca Malbec	750	\$1.00	Mini Thematic
456095	Ketel One Vodka	750	\$2.00	End Aisle
456350	Fireball Cinnamon Whisky	1750	\$5.00	Seasonal Block Pile D
458679	Lindemans Bin 40 Merlot	750	\$1.00	Flex Space
460360	El Jimador Tequila Reposado	750	\$2.00	Shelf Extender
460493	Tkz Tokaji Szamorodni Sweet, Hungary	500	\$1.00	W5
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Flex Space
461699	>(V)Baco Speck Family Reserve	750	\$3.00	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$2.00	End Aisle
470823	Pelee Island Merlot	750	\$1.00	Comm. Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
474585	J.P. Wiser's Apple Whisky	750	\$1.00	Front Nesting Table
478628	>Z.Alexander Brown Uncaged Cabernet Sauvignon	750	\$2.00	
478727	>Catena Malbec Mendoza	750	\$2.00	Flex Space
479014	>(V) Gran Feudo Reserva	750	\$2.00	
479980	Macallan 12 YO Double Cask	750	\$5.00	Mini Thematic
480129	Woodford Reserve Straight Rye Whiskey	750	\$5.00	End Aisle
483388	Beyond The Pale Aromatherapy IPA	473	\$0.30	
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.00	
487496	Leftfield Sauvignon Blanc	750	\$3.00	
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	Shelf Extender
488411	Carling	6 × 473	\$0.90	
490144	Cecchi Chianti Docg	750	\$2.00	Shelf Extender
491811	Southern Comfort	750	\$3.00	Shelf Extender
492454	1800 Coconut Tequila	750	\$2.00	FSH, Halloween Block Pile
493254	Roscato Rosso Igt Provincia Di Pavia	750	\$2.00	
497248	Trius Chardonnay VQA	750	\$2.00	Shelf Extender
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$2.00	Shelf Extender
499707	Brancott Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender
507442	La Linda Private Selection Old Vines Malbec	750	\$2.00	Flex Space
507467	Josh Cellars Legacy Red	750	\$2.00	
508721	Inniskillin Baco Noir VQA	750	\$2.00	
513044	Henderson's Brewing Co. Henderson's Best	473	\$0.40	
513077	Glenfiddich Project Xx Experimental Series	750	\$5.00	End Aisle
516880	Mill Street Original Organic	6 × 473	\$2.00	
520270	Bacardi Black	1140	\$1.00	Shelf Extender
520353	Bacardi Spiced Rum	750	\$1.00	Value Add
522946	Bodacious Dark	750	\$1.00	
525188	Peroni Nastro Azzurro	6 × 330	\$1.50	
526772	Anciano Garnacha Rioja	750	\$2.00	
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
536516	Anderson Autumn	6 × 355	\$1.00	Mini Thematic
536805	Spirit Of York Gin	750	\$3.00	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$2.00	End Aisle
543611	Basil Hayden's Dark Rye	750	\$5.00	
546408	Dragon Stout	4 × 426	\$1.00	Shelf Extender
553461	Mott's Clamato The Works Caesar	458	\$0.25	
557108	St Remy Xo Brandy	750	\$1.00	Shelf Extender
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$2.00	Seasonal Block Pile C



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	Comm. Extender
573956	Tanqueray Flor De Sevilla	750	\$2.50	End Aisle
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$1.50	
581124	XOXO Light Pinot Grigio	750	\$1.00	Shelf Extender
582817	Family Series Dry Riesling VQA Peller Estates	750	\$1.00	Shelf Extender
582973	Bombay Sapphire London Dry	1750	\$2.00	
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	\$1.00	Shelf Extender
600163	Tanqueray No. Ten Gin	750	\$5.00	
602615	Angus The Bull Cabernet Sauvignon	750	\$3.00	Shelf Extender
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.50	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$5.00	End Aisle
606541	>(V)Peppoli Chianti Classico Docg (Antinori)	750	\$2.00	
609875	Eastdell Black Cab VQA	750	\$1.50	
617662	Diabolica Red VQA	750	\$2.00	Shelf Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	
621003	Montecillo Rioja Reserva	750	\$3.00	Mini Thematic
621227	Straccali Chianti Docg	750	\$1.50	
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$1.00	Front Nesting Table
628206	Bodacious Bourbon Barrel Aged Red Blend	750	\$1.00	
628990	Tito's Handmade Vodka	1140	\$2.00	Shelf Extender
629352	Glenfiddich Exper Series #4 Fire & Cane	750	\$5.00	
632083	19 Shiraz Paringa (The Arh Australian Company)	750	\$2.00	
633438	19 Crimes The Uprising Red Wine	750	\$2.00	Flex Space
634410	Yellow Tail Pinot Grigio	1500	\$2.00	Wine Fridge
635375	Lake Of Bays Brewing Starboard New England IPA	473	\$0.30	Mini Thematic
637710	Jackson-Triggs Shiraz	750	\$1.00	
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	
652883	>Belle Glos Clark & Telephone Pinot Noir	750	\$5.00	
666917	Creemore Premium Lager	473	\$0.20	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	
667790	Amsterdam Boneshaker IPA	6 x 473	\$1.50	
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	goLOCAL
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
671164	>St.Francis Cabernet Sauvignon	750	\$3.00	
696864	Tyskie Beer Single Bottle	500	\$0.25	Discovery Extender
699389	Magners Original Irish Cider	500	\$0.50	
904409	Molson Canadian	473	\$0.20	Seasonal Block Pile A
948158	> (V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
949172	Te Bheag Unchilfiltr Whisky	700	\$2.00	Mini Thematic
954834	>Rodney Strong Pinot Noir Russian River	750	\$3.00	
962886	>La Crema Sonoma Coast Chardonnay	750	\$3.00	

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## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
307	Seagrams V.O.	750	200
620	Silk Tassel Canadian Whisky	750	120
893	J.P. Wiser's Deluxe	750	80
943	Mouton Cadet Bordeaux Red Aoc	750	80
992	Royal Reserve	1 140	100
1743	Ruffino Chianti	750	100
2196	Captain Morgan Dark Rum	750	50
8599	Bell's Original Scotch Whisky	750	50
9043	Crown Royal	375	40
10213	Kahlua Coffee Liquor	750	80
10217	Kahlua Coffee Liquor	1750	120
10233	Oggi Botter Pinot Grigio Doc	1500	100
10512	Dujardin VSOP Brandy	750	150
10571	Kronenbourg 1664 Blanc Fruits Rouges	4 x 500	40
10937	Forty Creek Double Barrel Reserve Whisky	750	75
11845	Jose Cuervo Reserva De La Familia Platino	750	300
11850	Buffalo Trace Bourbon	375	160
11933	The Black Shiraz	750	120
11945	Proper No. Twelve	750	100
12195	Grand Marnier Cordon Rouge	375	50
12852	Buffalo Trace Bourbon Cream	750	200
13597	Bumbu XO Rum	750	160
13909	Georgian Bay Canadian Whisky	750	80
14136	Coors Original	473	10
14488	White Claw Hard Seltzer Natural Lime	473	15
14569	Glenmorangie Quinta Ruban Whisky 14Yr	750	180
15152	Rodenbach Classic	500	26
15176	Thornbury Village Honeycrisp Apple Cider	473	20
15261	Angry Orchard Crisp Apple	473	20
15282	18.8 Vodka	750	75
15349	Jack Daniels Apple	750	100
15436	Schneider Aventinus	500	5
15760	Slow Press Cabernet Sauvignon	750	120
15943	The Fishwives Club Sauvignon Blanc	750	50
16546	On The Rocks Hornitos Margarita	375	165
16833	Goldschlager	750	160
17559	Disaronno Velvet	750	100

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
19121	White Claw Hard Seltzer Watermelon	473	15
19351	Twisted Shotz Box	360	50
19423	Madre Mezcal	750	160
19563	Lot No. 40 Dark Oak Canadian Whisky	750	240
20047	Forty Creek Foxheart	750	100
21442	Honest Lot Cabernet Sauvignon	750	80
21465	Angel's Envy	750	160
21876	Sheep Dog Peanut Butter Whiskey	750	120
22492	Warheads Blue Raspberry	375	50
24145	Warheads Watermelon	375	50
24212	Wanderlust Adventurous White	750	100
24334	Sandbagger Boysenberry Hard Seltzer	355	10
24344	Arizona Hard Lemon Iced Tea	473	22
24346	Jack Daniels Tennessee Honey Lemonade	473	25
24390	Smirnoff Ice Peach Lemonade	473	5
24492	Lolea No2 White Sangria	750	50
24493	Courvoisier VSOP Cognac	750	400
25388	Del Maguey Vida Mezcal	750	120
25839	Barramundi Cabernet Sauvignon	750	50
26577	Duval-Leroy Brut Nv Reserve	750	200
27467	Glenfiddich Orchard Experiment	750	200
27646	Alida Tequila	750	200
29507	Folonari Pinot Grigio Delle Venezie Doc	375	40
30104	Malibu Coconut Rum	1750	120
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	99
30243	Rally Backcountry Session Lager	473	10
30282	18.8 Gin	750	75
30331	Myers's Original Dark Rum	750	200
30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	475
30633	Jack Daniel's Bonded Tennessee Whisky	700	435
30953	Famoso Rubicon Igp	750	100
30959	Cavit Collection Pinot Grigio Doc Venezie	1500	60
31797	Molinio A Vento Nero D'Avola Doc Siciliane	750	100
31800	Folonari Sangiovese	750	70
31802	Villa Puccini Toscana Igt Governo Toscano	750	80
31805	Angelo Montepulciano D'Abruzzo	750	50
31930	Seagrams V.O.	1750	400

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
32158	Primitivo De Falco Igp Salento	750	25
32187	Hopetown Sauvignon Blanc VQA	750	30
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	50
38505	Smirnoff Vodka (P.E.T.)	1750	120
38901	Dalmore 12 Yr Old	750	180
47290	Forty Creek Barrel Select	375	40
54353	Stoneleigh Marlborough Pinot Noir	750	120
56622	Beefeater Dry	1750	120
64287	Cono Sur Bicicleta Viognier	750	75
68254	Yellow Tail Pinot Grigio	750	80
75663	Alianca Vinho Verde	750	40
85316	Blu Giovello Prosecco	750	100
88799	Alberta Pure Vodka (P.E.T)	750	50
95935	Grey Goose Vodka	750	90
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	100
116426	Frontera Cabernet Sauvignon	750	70
131391	Smirnoff Vodka (P.E.T)	1140	75
139980	Bullsblood Merlot-Keikfrankos	1000	40
142364	Side Launch Northbound Lager	473	8
155051	Masi Campofiorin Igt	750	175
158741	Alianca Bairrada Reserva	750	40
163949	Misterio Cabernet Sauvignon	750	80
166090	Jack Daniel's And Cola Tall Can	473	25
175042	Girls' Night Out Pineapple Mango Tango	750	50
195651	Forty Creek Confederation Oak Reserve Whisky	750	125
200535	Konzelmann Chardonnay Unoaked VQA	750	100
207662	Ballantine's Finest Blended Malt Scotch Whisk	1140	100
215418	Martini Rosso Vermouth	500	10
215988	Luxardo Amaretto Di Saschira	750	100
216671	Wisers Special Blend	1140	100
216929	Smirnoff Vodka	1140	75
216978	Seagrams V.O.	1140	300
217042	Bell's Original Scotch Whisky	1140	75
217067	Galliano Vanilla	375	60
217646	J & B Rare Scotch Whisky	1140	90
217778	Chivas Regal 12 Year Old	1750	180
217786	Jim Beam White Label Bourbon	1140	250

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
219279	Konzelmann Pinot Blanc VQA	750	100
231282	>Ken Forrester Old Vine Reserve Chenin Blanc	750	80
235671	Alaris Trapiche Cabernet Sauvignon	750	60
237792	Icebox Long Island Iced Tea	1 140	160
240101	Lamb's Palm Breeze Rum (P.E.T)	1 140	100
240135	Lamb's Navy Rum (P.E.T)	1 140	100
241943	Glenmorangie Lasanta Extra Matured Scotch Whi	750	180
242339	Alberta Pure Vodka (P.E.T)	1 140	100
250498	Castello Del Poggio Moscato Frizzante	750	100
253906	Martini Dry Vermouth	500	10
253948	Martini Asti	750	100
258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	100
258954	Spicebox	750	150
260323	Jack Daniel's Honey	750	100
267781	Voga Moscato Frizzante	750	50
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	80
276618	Crown Royal Black	1 140	100
282178	Absolut Vanilia Vodka	750	80
285254	Forty Creek Copper Bold Whisky	750	60
297648	Voga Pinot Grigio Igt	375	35
317057	Masi Costasera Amarone Classico Doc	750	300
321794	Smirnoff Ice	24 x 330	110
323816	Heritage Du Cleray Muscadet Sevre Et Maine	750	50
341602	Cono Sur Bicicleta Pinot Noir	750	100
387423	Bruichladdich The Classic Laddie Scottish Barley	750	150
390583	Canadian Club 100% Rye	750	250
393090	Monasterio De Las Vinas Crianza Carinena	1500	50
395723	Tomatin Legacy	750	110
397976	Dr. McGillicuddy Intense Peach	375	80
398776	Fireball Whisky Shooter	375	100
400556	Bodega Norton Barrel Select Malbec	750	100
404947	Burnt Ship Bay Cabernet Merlot VQA	750	50
405845	Evan Williams Black Label Bourbon Whiskey	750	50
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	80
408286	Lolea No 1 Red Sangria Spain	750	50
426718	Cesari Amarone Classico Doc	750	200
429761	Santa Julia Reserva Malbec	750	85



## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	200
439661	Fireball (P.E.T)	200	60
447953	Fireball Whisky Shooter	750	180
454074	Olmecca Altos Plata	750	100
454868	Las Mulas Merlot Reserva Organic	750	80
457572	Gibson's Finest Bold 8YO	750	150
461053	Josh Cellars Cabernet Sauvignon	750	100
477885	Polar Ice Vodka (P.E.T)	1750	120
479881	Lagavulin 8 YO	750	200
480624	Woodford Reserve Distiller's Select Bourbon	750	200
481366	High River Canadian Whisky	750	200
482612	Pike Creek Double Barreled Canadian Whisky	750	120
491480	Twisted Shottz B52	4 × 30	25
491829	Southern Comfort	1140	200
492207	Rodenbach Grand Cru	330	26
494369	Southern Comfort (P.E.T)	200	60
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	175
517136	Alberta Premium Whisky (P.E.T)	750	200
519298	Wayne Gretzky Cream Whisky	750	99
520718	Sour Puss Raspberry Liquor	375	50
533026	Masi Modello Merlot Trevenezie Igt	750	100
534693	Kittling Ridge White Zinfandel/Vidal	750	40
541243	Creemore Springs Premium Lager	6 × 473	30
541607	The Sexton Single Malt Irish Whiskey	750	200
550715	Forty Creek Barrel Select	750	60
553578	Black Fly Vodka Crushed Orange	473	15
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	100
558940	Miller Lite	6 × 473	30
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	50
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	200
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100
570275	Twisted Tea Original	6 × 355	40
573410	Forbidden Pink Cider	473	5
573832	Clear Lake Session Ale	473	10
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	100
589523	Argento Estate Cabernet Sauvignon	750	50
601146	Glen Breton Rare Canadian Single Malt	750	250

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
602029	Caol Ila 12 Year Old Islay Single Malt	750	200
605063	Buffalo Trace Bourbon	750	200
605972	Glenfiddich Single Malt 15 Year Old	750	250
618108	Inniskillin Late Autumn Riesling VQA	1500	75
620617	Collavini Pinot Grigio	1500	150
620666	Casillero Del Diablo Reserva Carmenere	750	80
621623	Yellow Tail Cabernet Sauvignon	750	80
624544	Yellow Tail Shiraz	750	80
627802	Yellow Tail Chardonnay	750	80
633578	Jacob's Creek Pinot Grigio	750	80
638247	Alario Cabernet Sauvignon	750	50
640995	Ketel One Botanical Peach And Orange Blossom	750	75
667071	Green Spot Irish Whiskey	750	150
687558	>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	50
718940	Goats Do Roam Red	750	40
897702	Bottega Vino Dei Poeti Prosecco Doc	750	100

## UPDATED Value-Added Program

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

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

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

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

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

### Near Packs

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

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Skull Mug	End Aisle	386789	Casamigos Tequila Blanco	750
		388694	Casamigos Tequila Reposado	750
		425686	Casamigos Tequila Anejo	750
Jack & Ginger 500 mL Can	End Aisle	41384	Jack Daniel's Tennessee Whiskey	750
		215616	Jack Daniel's Tennessee Whiskey	1140
Coors Seltzer Branded Deck of Cards	EZH	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355
		31224	Coors Seltzer Slushie Flavour Pack	12 × 355
Heineken & F1 branded keychain (in the shape of an F1 car)	EZA	18	Heineken Lager	6 × 330
Blanket	Front Nesting Table, End Aisle	216689	J.P. Wiser's Deluxe	1140
NHL Branded Cooler Bag with purchase of 2× Molson Canadian 6 × 355 mL packs	Block Pile A	904144	Molson Canadian	6 × 355

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

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
15012	Northern Keep Vodka	750	Northern Keep 50 mL	
30834	Canadian Club Classic 12 Year Old	1140	Reifel Rye 50 mL	Front Nesting Table
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	End Aisle
211326	Dujardin VSOP Brandy	1140	12YO Flor de Cana 50 mL	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	Jolly Cut 50 mL	S1 S2, LTO
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	
242339	Alberta Pure Vodka (P.E.T)	1140	Alberta Pure 50 mL	End Aisle, BAP
350397	Banff Ice Vodka	750	Banff Ice 50 mL	
402818	Flor De Cana Grand Reserva 7 Rum	750	12YO 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	
457572	Gibson's Finest Bold 8YO	750	Jolly Cut 50 mL	S1 S2, BAP
545343	Flor De Cana Anejo Clasico 5	1140	FdC 12YO 50 mL	

## Value-Added Program - Sales Applied

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

LCBO#	Description	Size (mL)	Display Program	VA Approved
117	Bacardi Superior White Rum	750	LTO	Bacardi Halloween Light-Up Cup
984	Alberta Premium Whisky	750	End Aisle	Glassware
1040	Gordons Gin	750		Tanqueray Rangpur 50 mL
1099	Johnnie Walker Red Label	750	End Aisle	Johnnie Walker Jigger
1487	Crown Royal	750	End Aisle, Middle Nesting Table, LTO	MLSE/Generic Hockey Jersey Bag
2253	Disaronno Amaretto	750		Tia Maria 50 mL
3558	Gibson's Finest Rare 12 Years Old	750	S1 S2, LTO	Jolly Cut 50 mL
8219	Prince Igor Vodka (P.E.T)	750		Prince Igor Extreme 50 mL
8888	St Remy Brandy	750		St Remy XO 50 mL
10357	Crown Royal Peach	750	Middle Nesting Table, LTO	Crown Royal Bag
12023	Freixenet Prosecco Doc	750		Fairy Lights
12197	Five Farms Single Batch Irish Cream Liqueur	750		Five Farms 50 mL
14130	Apothic Cabernet Sauvignon	750		8oz Ceramic Ramekin & Recipe
14910	Bushmills Irish Whiskey	750		Glencairn Glass
15012	Northern Keep Vodka	750		Northern Keep 50 mL

## Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	Display Program	VA Approved
16430	Hobgoblin IPA	500		Branded Coaster
17747	Menage A Trois Cabernet Sauvignon	750		Toronto Maple Leafs Toque
17760	19 Crimes Pinot Noir	750	Flex Space	Ear Buds
18170	Czechvar Dark Lager	500		Branded Coaster
18575	Jim Beam Red Stag	750		Jim Beam Honey 50 mL
19592	Ren Ultra Premium Vodka Ddp	750		Gift Box
19951	Ezra Brooks 99	750		Angostura Bitters
21378	Jim Beam White Label Bourbon	750		Jim Beam Honey 50 mL
21465	Angel's Envy	750	Shelf Extender, BAP	Rocks Glass
21978	Howler Head Banana Infused Kentucky Straight Bourb	750		Howler Head Toque
22492	Warheads Blue Raspberry	375	BAP	Warheads Watermelon 50 mL
24145	Warheads Watermelon	375	BAP	Warheads Green Apple 50 mL
24627	Apothic Merlot	750		8oz Ceramic Ramekin & Recipe
25225	Nutt Bar Peanut Butter Whisky Ddp	750		Nutt Bar PB Whisky 50 mL
26979	Don Julio Anejo	750	Activation	Don Julio Skull Mug
30083	Don Julio 70th	750	Activation	Don Julio Skull Mug
30834	Canadian Club Classic 12 Year Old	1140	Front Nesting Table	Reifel Rye 50 mL
31585	White Claw Black Cherry Flavoured Vodka	750		White Claw Vodka 50 mL
32117	White Claw Premium Vodka	750		White Claw Vodka 50 mL
32274	The Kraken Gold Spiced Rum	750	Activation	Socks
32397	Blue Lobster Vodka	750	Discovery Extender	Blue Lobster Vodka 50 mL
34603	Patron Anejo Tequila	750	Discovery Extender	Patrón Aged Marks Piña Pattern Rocks Glasses - 2-Pack
35379	J.P. Wiser's Deluxe X Yellowstone Limited Edition	750	Front Nesting Table	Paramount Plus 2wk Subscription NT
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750		Torres Branded Corkscrew on pack
38927	Jura 12 Year Old Single Malt	750	Activation	Burn Card
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Flex Space	Playing Cards
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	Flex Space	Playing Cards
53082	Alberta Pure Vodka (P.E.T)	1750	End Aisle	Alberta Pure 2 × 50 mL
54213	Alberta Premium Whisky (P.E.T)	1750	End Aisle	Alberta Premium 200 mL
99408	Woodbridge By Robert Mondavi Chardonnay	750	Flex Space	Playing Cards
103747	Maker's Mark Kentucky Bourbon	750		Socks

## Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	Display Program	VA Approved
104299	>The Prisoner Red Blend	750		Branded Gift Box
113241	Cazadores Anejo Tequila	750	End Aisle	Cazadores Talavera Hot Cocktail Mug
114694	Crown Royal	1750	End Aisle	MLSE/Generic Hockey Jersey Bag
114934	Golden Wedding (P.E.T)	1750		Elijah Craig 50 mL
125187	Cazadores Reposado Tequila	750	End Aisle	Cazadores Talavera Hot Cocktail Mug
130138	>Meiomi Pinot Noir	750	Mini Thematic	Branded Gift Box
173542	Don Julio Blanco	750	Activation	Don Julio Skull Mug
173559	Don Julio Reposado	750	Activation, LTO	Don Julio Skull Mug
182931	Jack Daniel's Tennessee Whiskey	1750	End Aisle	Jack & Ginger 500 mL Can
192922	Seagram's 83	1140		Stirrings Sour Mix 50 mL
200741	Gibson's Finest Rare 12 Years Old	1750	LTO	Jolly Cuts
209205	Walker's Special Old (P.E.T)	1750		JP Wiser's Deluxe 2 × 50 mL
211326	Dujardin VSOP Brandy	1140		12YO Flor de Cana 50 mL
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	S1 S2, LTO	Jolly Cut 50 mL
216226	Alberta Premium Whisky	1140	End Aisle	Glassware
216671	Wisers Special Blend	1140	Seasonal Block Pile C, BAP	JP Wiser's Deluxe 50 mL
216903	Banff Ice Vodka	1140		Banff Ice 50 mL
217190	Grand Macnish	1140		Islay Mist 50 mL
217802	Johnnie Walker Black Label	1140	BSE/End Aisle 1	Cocktail Strainer
217950	Crown Royal	1140	Middle Nesting Table, End Aisle	MLSE/Generic Hockey Jersey Bag
224352	Crown Royal Black	750	Middle Nesting Table, LTO	Crown Royal Bag
225698	The Kraken Black Spiced Rum	750	End Aisle, Activation, LTO	Socks Value Add
227678	1800 Silver Tequila	750	Activation, LTO	Spiced Paloma Scented Candle
231571	Seagrams 83 (P.E.T)	1750		Fireball 200 mL
238097	Dalwhinnie 15 Yr Malt	750	Mini Thematic	Accolade Sticker
242339	Alberta Pure Vodka (P.E.T)	1140	End Aisle, BAP	Alberta Pure 50 mL
255281	Aberfeldy 12 Year Old	750	Mini Thematic	Local Honey
275933	Jameson Irish Whiskey	1750	End Aisle	Flask
312959	Ketel One	1750	End Aisle	Ciroc 50 mL
318683	The Kraken Black Spiced Rum	1140	End Aisle, Activation	Socks
321208	Crown Royal Special Reserve In Gift Box*	750	Middle Nesting Table	Crown Royal Bag
333070	Islay Mist Scotch 8 Year Old	750		Glassware
350397	Banff Ice Vodka	750		Banff Ice 50 mL
357145	Open Smooth Red VQA	750		Cheez-It Box



## Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	Display Program	VA Approved
369009	Pinnacle Vodka	750		Canadian Club 1858 50 mL
384651	Martini Prosecco Sparkling	750		Martini Fiero 60 mL
387050	Open Smooth White VQA	750		Cheez-It Box
396671	360 Double Chocolate Vodka	375		Shot Glass on Pack
398016	Dr. McGillicuddy Intense Peach	750		Dr. McGillicuddy's Coffee 2 x 50 mL
398479	1800 Reposado	750	Activation	Sparkling Paloma Scented Candle
402818	Flor De Cana Grand Reserva 7 Rum	750		12YO 50 mL
403519	Crown Royal Apple	750	Middle Nesting Table	Crown Royal Bag
410803	D'Usse VSOP	750		D'Usse VSOP Rocks Glass
417196	Grey Goose Vodka	1140		Noilly Prat Extra Dry 50 mL
426601	Villa Maria Private Bin Sauvignon Blanc	750	Wine Fridge	Toronto Argonauts Branded Coasters
434092	Crown Royal Northern Harvest Rye	750	Middle Nesting Table, LTO	Crown Royal Bag
438911	Crown Royal XO	750	Middle Nesting Table	Crown Royal Bag
446021	Bacardi Coconut Rum	750		Bacardi Tropical 50 mL
451195	Jose Cuervo Especial Gold Tequila	1750		Jose Cuervo Especial 50 mL
451336	Tom Gore Cabernet Sauvignon	750	Mini Thematic	Cork Box
454462	Banff Ice Vodka (P.E.T)	1750		Banff Ice 2 x 50 mL
457572	Gibson's Finest Bold 8YO	750	S1 S2, BAP	Jolly Cut 50 mL
461434	Alberta Springs Whisky	1750		Canadian Club 1858 2 x 50 mL
476911	Crown Royal Vanilla	750	Middle Nesting Table	Crown Royal Bag
494492	Woodbridge By Robert Mondavi Merlot	750	Flex Space	Playing Cards
520353	Bacardi Spiced Rum	750	LTO	Bacardi Halloween Light up Cup
522359	Torres Brandy 10	750		Reusable Stainless Steel Ice Cubes on Pack
523027	Open Dark Red VQA	750		Cheez-It Box
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	Flex Space	Playing Cards
532341	Julia Florista White	750		Julia Florista bag
541011	Wayne Gretzky Red Cask Whisky	375		Ice Storm Vodka 50 mL
545343	Flor De Cana Anejo Clasico 5	1140		FdC 12YO 50 mL
568287	No Boats On Sunday Cider	500		Oar Bottle Opener
572164	Yellow Tail Cabernet Sauvignon	1500		Raptors Socks
605881	Disaronno Originale Amaretto	1140		Disaronno Velvet 50 mL
630913	Tia Maria	750		Disaronno 50 mL
633305	Woodbridge By Robert Mondavi Chardonnay	1500	Flex Space	Playing Cards

## Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	Display Program	VA Approved
635482	Glendalough Wild Botanical Gin	750		Gin Glassware
668947	Lindemans Bin 85 Pinot Grigio	750		Reusable Stasher Container

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
13244	Brockmans Gin	750	SIP Award & Drink Recipe	LTO
30532	J-Harden Cabernet Sauvignon	750	Enter to Win Contest- Signed James Harden Jersey	LTO
32404	Empress Cocktail Gin	750	Brand Story	End Aisle, LTO, Necktag
34260	Sync Cabernet Sauvignon	750	Hello Fresh Necktag Contest	LTO
34261	Sync Sauvignon Blanc	750	Hello Fresh Necktag Contest	LTO
263780	Licor 43	750	L43 cocktail recipe solutions	
436956	Casillero Del Diablo Devil's Collection Red	750	Manchester United Contest	LTO
444059	>Joel Gott 815 Cabernet Sauvignon	750	Joel Gott - Gott for Good	
557470	Empress 1908 Gin	750	Brand Story	End Aisle, Value Add
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Cocktail Recipes	
646729	Bumbu Original Rum	750	Cocktail recipe suggestions	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	18	Heineken Lager (LCBO Warehouse)	6 × 330	LCBO Warehouse	Store Order
	302810	Heineken (LCBO Warehouse)	6 × 500	LCBO Warehouse	Store Order
	589416	Heineken 0.0 (LCBO Warehouse)	6 × 330	LCBO Warehouse	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	34957	Sawdust City - Horchata White Milk Stout (1143)	473	413 - Cameron's Brewing Co.	Store Order
	35080	Left Field Mr.Oktober Festbier (4846)	355	4846 - Left Field Brewery Inc.	Store Order
	35855	Cameron's I Love Craft Beer Vol. 2 (413)	6 × 473	1143 - Sawdust City Brewing Co.	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355		Store Order
	31224	Coors Seltzer Slushie Flavour Pack	12 × 355		Store Order
Beer Excitement Zone - 21D (End EZD)	16976	Budweiser Zero (275/TBS)	473	275 - The Beer Store	Store Order
	311787	Budweiser (275/TBS)	6 × 473	275 - The Beer Store	Store Order
	904334	Budweiser (275/TBS)	6 × 355	275 - The Beer Store	Store Order
	905976	Budweiser (275/TBS)	473	275 - The Beer Store	Store Order
Ontario Craft Beer End Aisle	15980	Furnace Room Chicken Man Pale Ale (3267)	473	3267 - Furnace Room Brewery Inc	Store Order
	16447	Spearhead Decoy (86)	473	86 - Spearhead Brewing Company	Store Order
	17428	Great Lakes Brewery - Thrust! An IPA (1929)	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	21271	Collingwood Downhill Pale Ale (4205)	473	4205 - The Collingwood Brewery	Store Order
	30033	Beau's Juiced Af IPA (9654/275 TBS)	473	9654 - Beau's All Natural Brewing / 275 - The Beer Store	Store Order
	409268	Broadhead Amber Ale (4712)	473	4712 - Broadhead Brewing	Store Order
	17146	Junction Hazy IPA (189)	473	189 - Woodhouse Junction	Store Order
	19266	Beau's Lug Tread (9654/275 TBS)	6 × 473	9654 - Beau's All Natural Brewing / 275 - The Beer Store	Store Order
	27126	Whitewater North Meets South Nordic Pale Ale (8454)	473	8454 - Whitewater Brewing Company	Store Order
	31564	Burdock Vermont Blond (2837)	355	2837 - Burdock Brewery	Store Order
End Aisle #10/Mini Thematic C	32808	Muskoka Stein Sized Fest Bier (LCBO Warehouse)	568	LCBO Warehouse	Store Order
	33198	Refined Fool IPA Fun Box, 7th Edition (5732)	6 × 473	5732 - Refined Fool Brewing Company	Store Order
	120626	Northern Lights Hazy IPA (462)	473	462 - Bobcaygeon Brewing Company Limited	Store Order
	536516	Anderson Autumn (791)	6 × 355	791 - Anderson Craft Ales	Store Order
	635375	Lake Of Bays Brewing Starboard New England IPA (8958)	473	8958 - Lake Of Bays Brewing	Store Order

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	14066	Molson Ultra (275/TBS)	6 × 473	275 - The Beer Store	Forced
	17488	Molson Cold Shots (275/TBS)	4 × 222	275 - The Beer Store	Forced
	32165	Molson Cold Shots 6.0 (275/TBS)	473	275 - The Beer Store	Forced
	300699	Molson Canadian (275/TBS)	6 × 473	275 - The Beer Store	Forced
	558940	Miller Lite (275/TBS)	6 × 473	275 - The Beer Store	Forced
	904144	Molson Canadian (275/TBS)	6 × 355	275 - The Beer Store	Forced
	904409	Molson Canadian (275/TBS)	473	275 - The Beer Store	Forced
D4: Discovery BSM 1	32923	Radical Road Beer Lagered Ale	473	203	Forced
R57: Ontario Beer A	365601	Samuel Adams Boston Lager	473	LCBO Warehouse	Forced
R58: Ontario Beer B	546408	Dragon Stout	4 × 426	LCBO Warehouse	Forced
R59: Beer 1	20041	Calabogie Brewing Bogie	473	1281	Forced
R60: Beer 2	143891	Peroni Nastro Azzurro	500	LCBO Warehouse	Forced
R61: Beer 3	271619	Harp Lager	500	LCBO Warehouse	Forced
R62: Beer 4	450312	Collective Arts Ransack The Universe IPA	473	LCBO Warehouse	Forced
D5: Discovery BSM 2	696864	Tyskie Beer Single Bottle	500	LCBO Warehouse	Forced
10	17146	Junction Hazy IPA (189)	473	189 - Woodhouse Junction	Store Order
	19266	Beau's Lug Tread (9654/275 TBS)	6 × 473	9654 - Beau's All Natural Brewing / 275 - The Beer Store	Store Order
	27126	Whitewater North Meets South Nordic Pale Ale (8454)	473	8454 - Whitewater Brewing Company	Store Order
	31564	Burdock Vermont Blond (2837)	355	2837 - Burdock Brewery	Store Order
	32808	Muskoka Stein Sized Fest Bier (LCBO Warehouse)	568	LCBO Warehouse	Store Order
	33198	Refined Fool IPA Fun Box, 7th Edition (5732)	6 × 473	5732 - Refined Fool Brewing Company	Store Order
	120626	Northern Lights Hazy IPA (462)	473	462 - Bobcaygeon Brewing Company Limited	Store Order
	536516	Anderson Autumn (791)	6 × 355	791 - Anderson Craft Ales	Store Order
	635375	Lake Of Bays Brewing Starboard New England IPA (8958)	473	8958 - Lake Of Bays Brewing	Store Order

## Questions?

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

Trade Copy Only

# PERIOD 8

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OCTOBER 8 <b>Start of Period 8</b> Holiday Gift Packs begin to arrive in stores.  <b>BAP START DATE</b>	9  <b>Happy                      Thanksgiving</b> (Stores Closed)	10	11	12	13	14
15	16	17	18	19	20	21  <b>Vintages Release</b>
22	23	24	25	26	27	28  Labour Day Offices and Stores are Closed
29	30	31  <b>Happy                      Halloween</b>	NOVEMBER 1	2	3	4  <b>End of Period 8</b>  <b>Vintages Release</b>  <b>BAP END DATE</b>

# LCBO