

🎀 GIFTS FOR ALL



PERIOD 9 MARKETING & PRODUCT GUIDE

NOVEMBER 5 - 25, 2023

My Store #



Kudos to Store #434



Kudos to Store #10

Period 9

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 9



Promotional Programs

- Holiday Gifting
- Aeroplan Anniversary Contest
- Vintages Holiday Build A Case Promotion
- Period 9 Aeroplan Offers
- P9 POP
- Holiday Gift Guide
- Feature Fixture
- Seasonal Gondola
- Entrance Table
- Mini Thematic A: Gifts That Get Better With Age
- Mini Thematic B: Sparkling Gifts
- Mini Thematic C: Local Ready to Drink
- Front Nesting Table
- Middle Nesting Table
- Block Pile A: Beer
- Block Pile B: Ready-To-Drink Cocktails
- Block Pile C: Aeroplan
- Black Friday Promotion
- Block Pile D: Johnnie Walker, Glenlivet, Baileys
- Black Friday Promotions
- Holiday Food & Drink
- Front End Merchandiser
- Staff Picks
- Beer, Cider & RTD Impulse Display
- The Cold Room Spirits Display
- Special Promotions Fixture
- On Shelf

Wine Programs

- ON1: Go Local
- ON2: Our Buyer's Pick (VOA)
- Flex Space

Beer Programs

- Beer Excitement Zone
- Craft Beer Imported Shelf Talkers
- Ontario Craft Beer End Aisle
- Beer Branded Ends

Vintages Programs

- Essentials On Offer End
- Wines of the Month End
- LTO/Aeroplan Program
- Our Buyer's Pick

Holiday 2023 GIFT PACKAGING

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



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

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

Holiday 2023 Gift Packaging:

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

2022 Holiday Gift Packaging

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

Vintages Year-Round Gift Packaging

35051	NEW! Vintages 1 Bottle Folding Gift Box	24	\$5.95
16679	Vintages Rigid Gift Box	24	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	4	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95

HOLIDAY 2023 GIFT PACKAGING

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

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

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



NEW! Holiday Gift Bags

Case packed 100 • \$1.50

Red LCBO# 33668

Green LCBO# 33669

Warm White LCBO# 34585



NEW! Holiday Enhanced Gift Bags

Case packed 50 • \$2.95

Red LCBO# 33671

Warm White LCBO# 33672



NEW! Holiday 2 Bottle Enhanced Gift Bags

Case packed 24 • \$4.95

Red LCBO# 33673

Green LCBO# 33674



NEW! Holiday Folding Gift Boxes

Case packed 24 • \$5.95

Red LCBO# 33721

Green LCBO# 33722

VINTAGES GIFT PACKAGING

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



NEW! Vintages Folding Gift Box

Case packed 24 • \$5.95
LCBO# 35051



Vintages Gift Box

Case Packed 24
LCBO# 16679 • \$7.95



Vintages Year-Round Wooden Box (1 Bottle)

Case Packed 12 • \$12.95
LCBO# 17373



Vintages Year-Round Wooden Box (2 Bottles)

Case Packed 6 • \$17.95
LCBO# 17377



Vintages Year-Round Wooden Box (3 Bottles)

Case Packed 4 • \$22.95
LCBO# 17374



Vintages Year-Round Wooden Box (6 Bottles)

Case Packed 2 • \$30.95
LCBO# 17378

MERCHANDISING OPTIONS

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

Residual Gift Packaging

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

2022 Holiday Paper Bag (+27368)

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

2022 Holiday 2 Bottle Gift Bag (+27369)

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

2022 Holiday 1 Bottle Gift Box (+27370)

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



Markdown Residual Holiday Packaging

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

HOW TO MERCHANDISE

The Holiday Paper Bag

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

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

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

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

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

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

Description	Reorder #
Holiday Bag \$1.50 Hot Button	24P9-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:

Cash Ends: (all stores)



Front Facing End Aisles: (all stores)



Wooden Gift Packaging Fixture: (select stores)



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



Holiday Bag \$1.50 Hot Button

HOW TO MERCHANDISE

The Holiday Enhanced Bag

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

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

- Cash Ends
- Wooden Gift Packaging Fixture
- Nesting Tables

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

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

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

Description	Reorder #
Holiday Bag \$2.95 Hot Button	24P9-GFT2
Hot Button Sign Clip (bundles of 10)	NIHK102



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



Holiday Bag \$2.95 Hot Button

Merchandising Options:

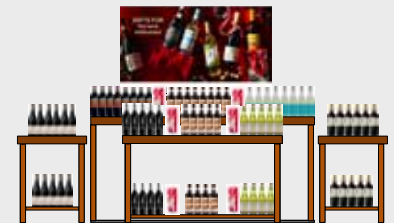
Cash Ends: (all stores)



Wooden Gift Packaging Fixture: (select stores)



Nesting Tables



Middle Nesting Table



Front Nesting Table

HOW TO MERCHANDISE

Holiday 2 Bottle Enhanced Gift Bag

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

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

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

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

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

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

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

Merchandising Options:



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



Holiday Bag \$4.95 Hot Button

HOW TO MERCHANDISE Holiday Folding Gift Box

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

Holiday Gift Boxes will be merchandised in the following areas:

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

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

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

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

Description	Reorder #
Holiday Bag \$5.95 Hot Button	24P9-GFT16
Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:



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



Holiday Bag \$5.95 Hot Button

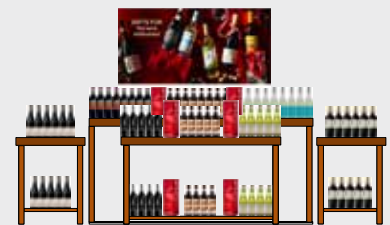
Wooden Gift Packaging Fixture: (select stores)



Mini Thematic A & B



Nesting Tables



HOW TO MERCHANDISE

Reusable/Hanging Bag Stand

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

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

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

Signage Re-order Codes

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

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



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



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



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



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



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



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



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

HOW TO MERCHANDISE

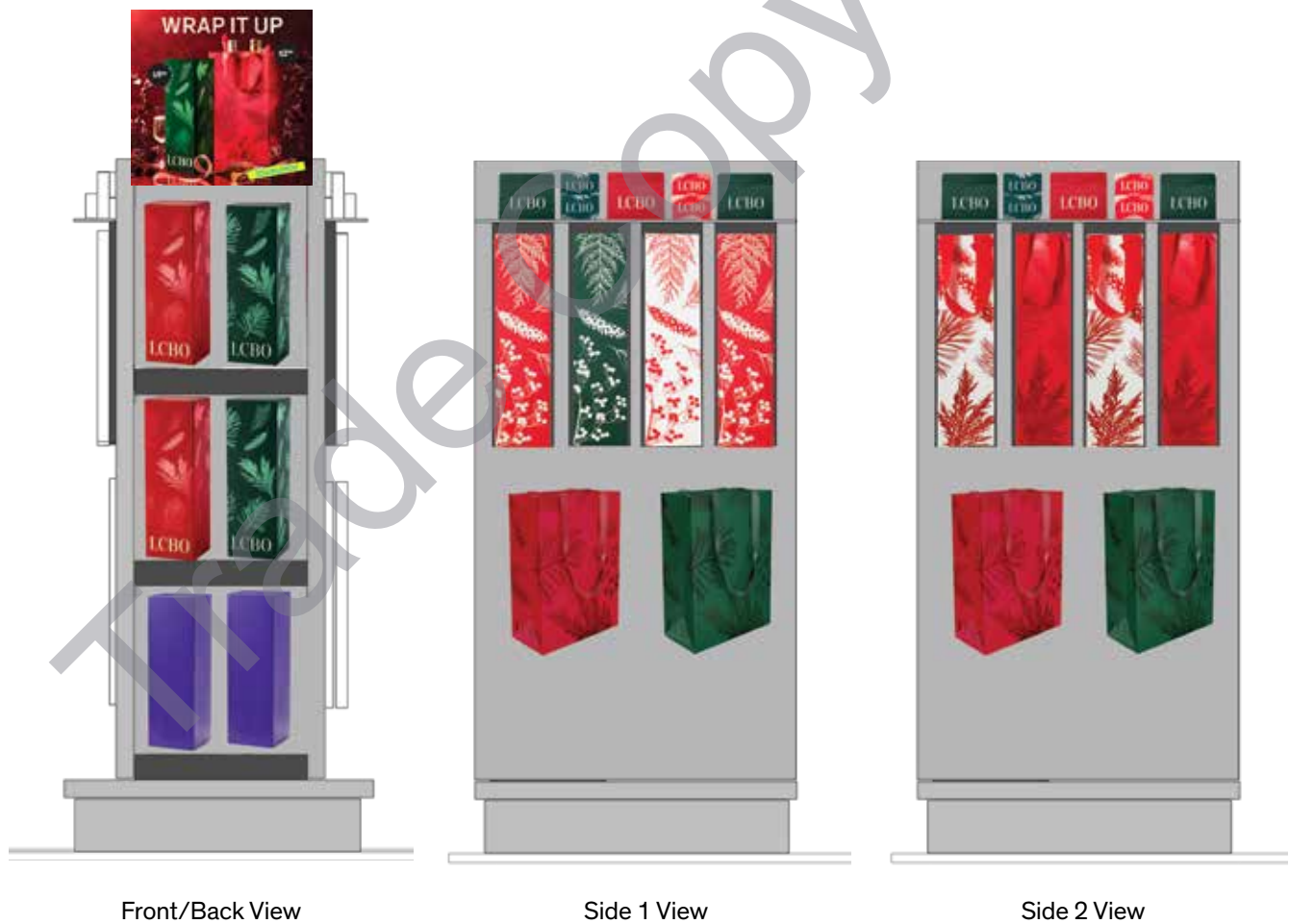
Gift Packaging Floor Merchandiser (Wood)

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

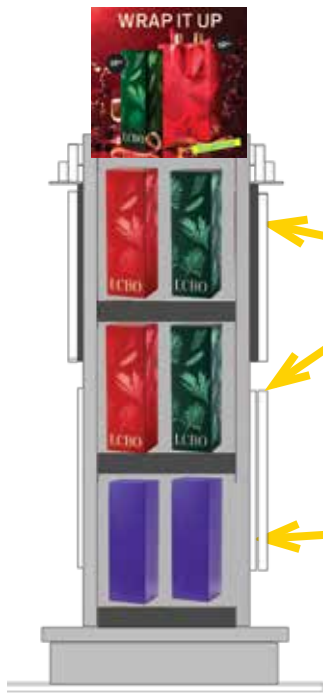
REMINDER: Stores with residual inventory of Holiday 2022 Gift Packaging may merchandise those items in addition to 2023 designs. Ensure 2023 designs are merchandised at the top of any merchandiser.

Signage Re-order Codes

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



SIDE A:



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

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

SIDE B:

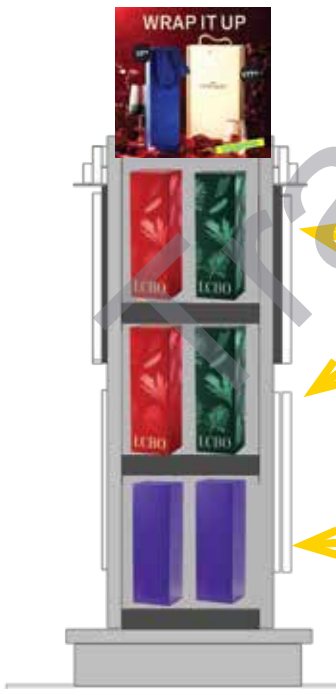


Holiday Gift Cards & Presenters
LCBO# 33726 (Green)
LCBO# 33727 (Red)
LCBO# 33723 Carrier (Green)
LCBO# 33724 Carrier (Red)

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

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

SIDE C:



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

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

SIDE D:



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

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

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

HOW TO MERCHANDISE



Gift Packaging Floor Merchandiser (Metal)

There will not be holiday signage for this fixture. Stores can continue to merchandise the operational signage for this fixture.

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

Signage Re-order Codes

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

Description	Reorder #
	Reusable Bags Insert Sign ENG/ENG: OP22-GFT9 BIL/BIL: OP22-GFT11
	Reusable Bags Metal Stand Bottom (solid black) OP22-GFT10



INCREMENTAL SALES OPPORTUNITY!

LCBO Gift Cards

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

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

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

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

Merchandising Options:

Merchandise Gift Cards and presenters on the following fixtures:

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

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

Gift Card Allocations & Receivals

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

Gift Card Batch Activations

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



HOW TO MERCHANDISE

The Holiday Gift Neck Tag

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

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

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

Please refer to the P9 Worksheets for distribution information.

Participating Stores

All Stores

Merchandising Instructions

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

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



Not Final Art



Example of 2021 Holiday Necktag on Display

HOW TO MERCHANDISE

The Holiday Gift Card Neck Tag

Use the LCBO Holiday Gift Card Necktag to highlight Gifts on key displays in store, creating easy gifting bundles for customers.

Please refer to the P9 Worksheets for distribution information.

Participating Stores

All Stores

Merchandising Instructions

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

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



Not Final Art

Trade Copy Only

Aeroplan Promotions





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

Key Dates: November 5 - 25, 2023

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Components	Image (example only)
<p>P9-P10 - Aeroplan Exterior Banners</p> <ul style="list-style-type: none"> Install the Aeroplan Exterior Banner in the placement outside the store. <p>ENG (Re-order# 24P9-EB6) / BIL (Re-order# 24P9-EB7)</p>	 <p>The image shows a black vertical banner with the Aeroplan logo at the top, followed by the text 'SO MANY EASY WAYS TO EARN BONUS POINTS*' and the LCBO logo. To the right is a photograph of an LCBO store exterior with the banner installed on the wall.</p>
<p>P9 Only - Pre-printed and Blank Aeroplan Shelf Talkers</p> <ul style="list-style-type: none"> Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required <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 '24 pts' in a red box. The bottom one is a blank version with the same layout.</p>
<p>P9 Only - Aeroplan Seasonal Banner Insert</p> <ul style="list-style-type: none"> Install the Operational Aeroplan seasonal banner insert. <p>ENG (Re-order# 24P9-SB1) / BIL (Re-order# 24P9-SB2)</p>	 <p>The image shows three vertical banner inserts. Two are pre-printed with the text 'SCAN YOUR CARD TO EARN' and 'BALAYEZ VOTRE CARTE ET ACUMULEZ DES POINTS'. The third is a blank version.</p>
<p>P9 Only - Aeroplan End Aisle Backer Card</p> <ul style="list-style-type: none"> Install the Aeroplan generic backer card on end aisles with Aeroplan offers. <p>ENG/BIL (Re-order# 24P9-BC-GEN6)</p>	 <p>The image shows a close-up of hands holding a red backer card and a photograph of the card installed on an end aisle display of beer bottles.</p>

Period 9 Aeroplan Combo Offers (LF)

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

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
LF	16767	Saintly The Good Sparkling Rosé VQA	750	50	\$1.00
	1784	Grand Marnier Cordon Rouge	750	100	\$5.25
	28559	Bar Dog Pinot Noir	750	25	\$2.00
	260844	Bombay Sapphire London Dry Gin	200	50	\$1.00
	412320	Josh Cellars Reserve Paso Robles Cabernet Sauvignon	750	50	\$3.00
	547729	Elijah Craig Small Batch Bourbon Whiskey	750	100	\$5.00

Period 9 Aeroplan Bundling Pair Offers (LB)

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

Promo code	LCBO#	Description	Size (mL)	BAP	Offer Code
LB	631853	Maverick Barnburner Whisky	750	100	B0004217
	22579	Maverick Barnburner Whisky	1140		B0004217

Buy both items get 100 BAP.

LB Offers:

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

Aeroplan Real-Time Redemption

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

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

***Dates subject to change**

Black Friday Weekend Promotion (November 24 - 26)

Participating Products

LCBO#	Description	Size (mL)	BAP Offers	LTO	Duration
10428	Jackson-Triggs Rosé	1500	100	\$2.00	Nov 24 - 26
10882	Bar Dog Cabernet Sauvignon	750	25	\$3.00	Nov 24 - 26
13186	Sebastiani Cabernet Sauvignon	750	50	\$2.00	Nov 24 - 26
13602	Tavernello, Sangiovese Cabernet	750	50	\$2.00	Nov 24 - 26
14130	Apothic Cabernet Sauvignon	750	40	\$2.00	Nov 24 - 26
15760	Slow Press Cabernet Sauvignon	750	40	\$4.00	Nov 24 - 26
16178	Crystal Head Onyx	750	100	\$6.00	Nov 24 - 26
22296	CK Mondavi Cabernet Sauvignon	750	100	\$2.00	Nov 24 - 26
22297	CK Mondavi Chardonnay	750	100	\$2.00	Nov 24 - 26
26979	Don Julio Anejo	750	130	\$6.00	Nov 24 - 26
27732	High Road Cellars Cabernet Merlot	750	50	\$1.00	Nov 24 - 26
30083	Don Julio 70th	750	180 (Period Long BAP)	\$5.00	Nov 24 - 26
32563	Moillard Chablis Les Coteaux D'Or	750	100	\$4.00	Nov 24 - 26
34425	Tom Gore Farmer's Red Blend	750	50	\$3.00	Nov 24 - 26
63826	Wayne Gretzky Chardonnay VQA	750	50	\$2.00	Nov 24 - 26
114694	Crown Royal Whisky	1750	120	\$2.50	Nov 24 - 26
143164	Cusumano Nero D'Avola Sicilia DOC	750	50	\$2.00	Nov 24 - 26
170142	Zonin Ripasso Valpolicella Superiore DOC	750	50	\$3.00	Nov 24 - 26
195966	Farina Valpolicella Ripasso Superiore DOC	750	50	\$2.50	Nov 24 - 26
214049	Girls' Night Out Strawberry Samba	1500	45	\$2.00	Nov 24 - 26
217760	Chateau de Montgueret Cremant de Loire Brut	750	100	\$4.00	Nov 24 - 26
267781	Voga Moscato Frizzante IGT	750	55	\$1.00	Nov 24 - 26
312959	Ketel One Vodka	1750	120	\$5.00 (Period Long LTO)	Nov 24 - 26
374231	Ungava Gin	750	100 (Period long BAP)	\$4.00	Nov 24 - 26
392654	Apothic Dark Red	750	40	\$2.00	Nov 24 - 26
464743	Angove Organic Cabernet Sauvignon	750	60	\$2.00	Nov 24 - 26
486001	XOXO Pinot Grigio Sangria	750	30	\$2.00	Nov 24 - 26
569905	Carnivor Zinfandel	750	40	\$2.00	Nov 24 - 26
589028	Peller Family Vineyards Rosé	4000	100	\$3.00	Nov 24 - 26
593855	Astoria Prosecco	750	100	\$3.00	Nov 24 - 26
633347	Longshot Cabernet Sauvignon	750	40	\$2.00	Nov 24 - 26
648402	Bodacious Moscato	750	50	\$1.00	Nov 24 - 26
669226	Voga Pinot Grigio IGT	750	55	\$1.00	Nov 24 - 26
998351	JP Chenet Ice White	750	40	\$4.00	Nov 24 - 26

Aeroplan Anniversary Contest

Key Dates (November 5 - November 23, 2023)

To celebrate two years with Aeroplan, the LCBO is running a great promotion for customers. Purchase any product with an Aeroplan bonus point offer and receive one entry into the contest with every bonus product purchased (Grand Prizes: Four grand prizes, each consisting of a round-trip ticket for two anywhere Air Canada flies.) Contest is administered on-line through a third party.

Details can be found at [LCBO.com/anniversarycontest](https://www.lcbo.com/anniversarycontest)

All stores will participate with bin ticket underlays and perpendicular shelf talkers. Select stores will also merchandise BAP products on a discretionary end.

Participating Stores

All Stores

Participating Products

All products with Aeroplan Offers

Aeroplan Offer: Receive one entry into the contest with every purchase of a product with an Aeroplan bonus point offer.

Signage Components & Merchandising Instructions

- **Perpendicular shelf talkers (All Stores)**
 - In-section Perpendicular Shelf Talker **English Re-order# AIM-24P9-ACAP2 / Bilingual Re-order# 24P9-ACAP3**
 - Perpendicular shelf talkers should be installed in front of products with Aeroplan Offers - throughout the store, using a perpendicular shelf clip (**PSTC201404**).
 - **NOTE:** Ensure Perpendicular Shelf Talkers are installed using the clip as Bilingual signage is printed English / French and both sides must be visible to customers in Bilingual stores.
- **Bin Ticket Underlays (All Stores)**
 - **English/Bilingual Re-order# AIM-24P9-ACAP4**
 - Install bin ticket underlays in front of products with Aeroplan Offers throughout the store.

Discretionary End Aisle

Select stores will receive an end aisle backer card to build a display with participating products with BAP offers on a Discretionary Promo End Aisle:

1, 3, 4, 5, 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, 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, 545, 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

- **Aeroplan Generic Contest Backer Card**
 - End Aisle Backer Card ENG / BIL
Re-order# AIM-24P9-ACAP1
 - Use the end aisle backer card to build a display using products with Aeroplan Bonus Point offers on an available discretionary promo end aisle.



VINTAGES HOLIDAY BUILD A CASE PROMOTION

Overview

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

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

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

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

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

Key Dates: November 12 - 26, 2023

Participating Stores

All stores with residual release products

Participating Products

- All Vintages Release Collection, Cellar Collection, and Kosher wine products. Vintages Bin End Sale products are also eligible for the bonus offer. **New Releases for Saturday, November 18** will be included in this offer.
Offer Exclusions: General List products and Vintages Essentials, Sake, Soju, Special Ordering and Holiday Gift items
- **NOTE:** Stores may receive additional Release items during this time-frame which may be included either through new release or residual release deliveries.

Product Consultant & Store Employee Operational Execution

Call to action: Product Consultants

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

Call to action: Store Managers and Store Teams

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

Signage Components & Merchandising Instructions

Components	Image (example only)
<p>“Build A Case” Promo Sign (8.5” x 11”)</p> <ul style="list-style-type: none">• Post colour signs on displays of participating products.	
<p>Re-Order # ENG 24P9-VEA7 /BIL 24P9-VEA8</p>	
<p>“Build A Case” 22x28 Metal Stand Sign</p> <ul style="list-style-type: none">• Display this 22x28 Metal Floor Stand sign, using the stand previously used for the Bi-Weekly Flyer, at the entrance to the Vintages Section.	
<p>Re-Order # ENG 24P9-VEA5 /BIL 24P9-VEA6</p>	
<p>“Build A Case” Operational Pricer Card</p> <ul style="list-style-type: none">• Display the Build a Case operational pricer card on cut case displays alongside generic Vintages pricer cards printed at store level for participating products using the AccessVia Web dSignShop (and generic Vintages New Release Collection pricer cards shells - ENG: 690859/ BIL: 749010).• Stores may also install the Build a Case operational pricer card in the Vintages section using the 2” Shelf Talker Clip for Wood Ticket Moulding (Reorder# LC1506 1506)	
<p>Re-Order # ENG 24P9-VEA9 /BIL 24P9-VEA10</p>	
<p>“Build A Case” Cut Case Backer Card</p> <ul style="list-style-type: none">• Provided to AAA-B stores only• Build the Block Pile or Cut Case Display in a high traffic area of the Vintages Section.• Install the cut case backer card and merchandise the Build A Case pricer cards in front of the corresponding products..	
<p>Re-Order # ENG 24P9-VEA3 /BIL 24P9-VEA4</p>	

Signage Components & Merchandising Instructions

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

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



Signage Components

- LCBO Sized Vintages Build A Case Backer Card (ENG/BIL: 24P9-VEA2)
OR
- Vintages Sized Build A Case Backer Card (ENG/BIL: 24P9-VEA1)

Vintages “Build A Case” Bin Tag Underlay

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

2” h Vintages Sized Bin Tag Underlay Re-Order

- ENG VBTU005
- BIL VBTU006

1.75” h LCBO Sized Bin Tag Underlay Re-Order

- ENG VBTU011
- BIL VBTU012



Merchandising Display Examples

Cut Case and/or Block Pile Displays

Merchandising Criteria: 4 or more cases in inventory.

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

NOTES

Displays should be no taller than 4 cases high

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

Condense displays as product sells-down.



Tasting Bar Displays

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



Signage on Vintages Trolleys

Flood top of gondola with signage

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



Period 9: Gifts For All

SIGNAGE GALLERY

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

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



Signage Ship Date

The Period 9 signage components will be shipped to stores beginning **October 27, 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 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-24P9-MUSIC-CD | Music USB Reorder# AIM-24P9-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 Gifts for All
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Image (if applicable)

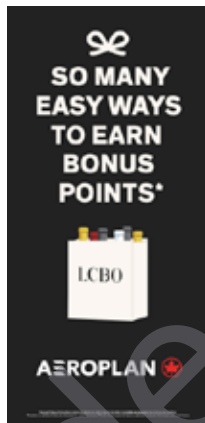


1 Gifts for All



Re-order#
 24P9-EB1
 (English)
 Re-order#
 24P9-EB2
 (Bilingual)

2 Aeroplan Rewards



Re-order#
 24P9-EB5
 (English)
 Re-order#
 24P9-EB6
 (Bilingual)

3 Same Day



Re-order#
 24P9-EB7
 (English)
 Re-order#
 24P9-EB8
 (Bilingual)

Generic Ecomm



Re-order#
 24P9-EB9
 (English)
 Re-order#
 24P9-EB10
 (Bilingual)

4 Image



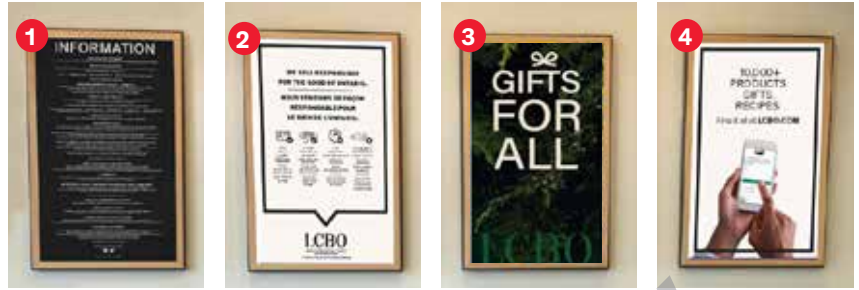
Re-order#
 24P9-EB3

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# 220P-INFOB
(English + Bilingual)

2 Responsible Service



Re-order# 220P-RSP1
(Bilingual)

3 Seasonal Thematic



Re-order# 24P9-WS1
(Bilingual)



Secondary Show Card
Re-order# 24P9-WS2

4 Same Day

Generic Ecomm



Re-order# 220P-SD16
(English + Bilingual)

Re-order# 220P-SC2
(English + Bilingual)

Signage is to remain in place for the duration of P9

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

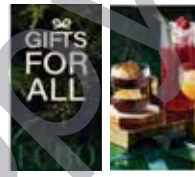


eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Medium Transparencies ENG/BIL

Vendor installed



Thematic POP
ENG/BIL

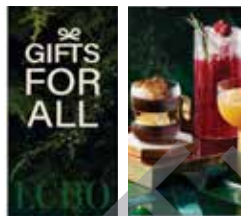


eComm
ENG/BIL

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 P9

Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.



ENG Re-order #24P9-TB1



BIL Re-order #24P9-TB2



Blade Signs

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

Remove P8 blade signs and replace with the following Period 9 versions.



EA1
Bombo
ENG (24P9-BS1)
BIL (24P9-BS6)



EA2
Vodka Freezer Martini
ENG (24P9-BS2)
BIL (24P9-BS7)



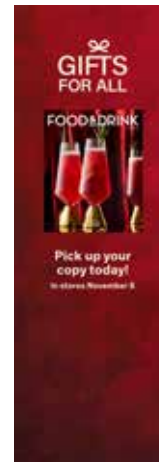
EA4
Older Fashioned
ENG (24P9-BS4)
BIL (24P9-BS9)



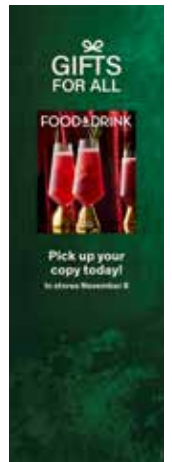
EA3 Gift Guide (Red)
ENG (24P9-BS3)
BIL (24P9-BS8)



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



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



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

Additional Red Gift Guide Blade Signs have been printed for EA 5, 7, 10, and 15.

Gift Guide (Red)
ENG (24P9-BS11)
BIL (24P9-BS15)



Signage is to remain in place for the duration of P9

P9 End Aisles Backer Cards

Remove the Period 8 backer cards and replace with the new Period 9 versions below.

24P9-BC1



EA1

24P9-BC2



EA 2

24P9-BC3A



EA 3A

24P9-BC3B



EA 3B

24P9-BC4



EA4

24P9-BC10



EA10

P9 Generic Backer Cards

Remove the Period 8 backer cards and replace with the new Period 9 versions below.

24P9-BC-GEN1



24P9-BC-GEN2



24P9-BC-GEN3



24P9-BC-GEN4



24P9-BC-GEN5



24P9-BC-GEN6



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



24P9-BC-GEN7



24P9-BC-GEN8



P9 Seasonal Banner Insert

Dimensions: 20”w x 70”h

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

Operational Seasonal Banner Insert

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



Employee Engagement

Name Badge Stickers (All Stores)

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

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

NEW!

NEW PRODUCT BIN TAG UNDERLAYS

All Stores

Overview

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

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

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

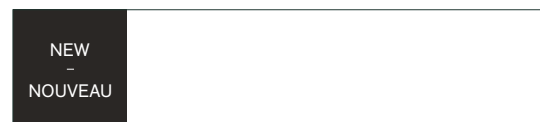
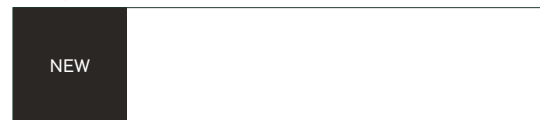
Key Dates (November 5 - 25, 2023)

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 9 New Products

LCBO#	Description	Sub Set	Product Type
32500	Dancing with the Stars Malbec	Argentina	Regular
32501	Dancing with the Stars Chardonnay	Argentina	Regular
10059	Side Launch Dark Lager	Craft Beer	Seasonal
15731	Newark Helles Lager	Craft Beer	Regular
16699	Ashton Brewing Company IPA	Craft Beer	Seasonal
16870	Great Lakes Brewery Pumpkin Ale	Craft Beer	Seasonal
17428	Great Lakes Brewery - Thrust! An IPA	Craft Beer	Seasonal
18018	Perth Brewery Mocha Stout	Craft Beer	Seasonal
20043	Bench Brewing Mountainview Stout	Craft Beer	Seasonal
21571	Vecchia Romagna Riserva Tre Botti Brandy	Brandy/Cognac	One-Shot
22214	Beyond the Pale Cosmic Latte	Craft Beer	Seasonal
22248	Sons of Kent Brewing Festbier Oktoberfest	Craft Beer	Seasonal
22255	Grove Brewing Company - 1933 Oktoberfest Lager	Craft Beer	Seasonal
22621	Flying Monkeys Theatre of Madness Pumpkin Lager	Craft Beer	Seasonal
22886	Bellwoods Brewery Cat Lady IPA	Craft Beer	Seasonal
24507	Cowbell Brewing Co. Draught Nitro Stout	Craft Beer	Seasonal
24691	Chivas XV Blended Scotch Whisky	Whisky Shop	One-Shot
25092	Cameron's Bad Robot - New England Double IPA	Craft Beer	Seasonal
27281	Bench Brewing Hopsters Double IPA	Craft Beer	Seasonal
27644	Larsen Extra Or	Brandy/Cognac	One-Shot
28446	Louis Royer VSOP Cognac with Gift Box	Brandy/Cognac	One-Shot
28496	Pumpkin Spice Espresso Porter	Craft Beer	Seasonal
28500	Left Field Sweet Spot Marshmallow Stout	Craft Beer	Seasonal
28507	Country Bumpkin Harvest Ale	Craft Beer	Seasonal
28511	High Park Blak Magic Sour with Raspberries	Craft Beer	Seasonal
28535	Brock Street Milk Chocolate Stout	Craft Beer	Seasonal
28637	Big Rig Busted Sled Gingerbread Stout	Craft Beer	Seasonal
28658	Imperial City Chocolate Milk Peanut Butter	Craft Beer	Seasonal
28659	Blood Brothers Brewing Entheogen IPA	Craft Beer	Seasonal
28726	Bobcaygeon Sweet Tooth Pumpkin Spice Latte	Craft Beer	Seasonal
28736	Beau's Nordic Pale Ale	Craft Beer	Seasonal
30934	Powerhouse Brewing Co. Generator India Pale A	Craft Beer	Seasonal
31155	Paradise Lost Spiced Cherry	Craft Beer	Seasonal
31547	Cowbell Brewing Co. Hazy Days Hazy Nights	Craft Beer	Seasonal
31938	Eagle Rare Single Barrel Select	Whisky Shop	One-Shot
32277	Black Tartan 88	Whisky Shop	One-Shot
32808	Muskoka Stein Sized Fest Bier	Craft Beer	Seasonal
32976	High Park Pumpkin Spice Latteale	Craft Beer	Seasonal
33198	IPA Fun Box, 7th Edition	Craft Beer	Seasonal

LCBO#	Description	Sub Set	Product Type
33200	Smirnoff Spicy Tamarind	Vodka	Seasonal
33587	Cowbell Brewing Co. Creme Brulee Nitro Stout	Craft Beer	Seasonal
33751	Glencadam American Oak Reserve Single Malt Scotch	Whisky Shop	One-Shot
34059	Xanabrew II - Belgian Aged Red Strong Ale	Craft Beer	Seasonal
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
34532	Wellington Brewery Bootique Mixer Vol 3	Craft Beer	Seasonal
34592	Great Lakes Brewery - Sultana Solero IPA	Craft Beer	Seasonal
34612	Collective Arts Mix 6	Craft Beer	Seasonal
34690	Henderson x Palm - Double Fusion Amber Ale	Craft Beer	Seasonal
34691	IPA Mixed Six	Craft Beer	Seasonal
34780	Burdock Ducks IPA	Craft Beer	Seasonal
34853	Flying Monkeys Psychedelic Puzzle Factory DIP	Craft Beer	Seasonal
34903	Fat Baby, Continually Hopped IPA	Craft Beer	Seasonal
34906	Bellwoods Brewery PIG IPA	Craft Beer	Seasonal
34907	On The Banks of The Mattagami Brown Ale	Craft Beer	Seasonal
34908	Mousetrap Rye Pale Ale	Craft Beer	Seasonal
34910	Rust Never Sleeps Marzenbier	Craft Beer	Seasonal
34911	Final Bow - Porter	Craft Beer	Seasonal
34912	Collingwood Bricks & Mortar Oak Age Porter	Craft Beer	Seasonal
34913	Freudian Sip Vienna Lager	Craft Beer	Seasonal
34914	Stockyards Brewing Festbier	Craft Beer	Seasonal
34915	Caledon Hills Brewing Irish Red Ale	Craft Beer	Seasonal
34919	Kichesippi Sasquatch Schnitzel	Craft Beer	Seasonal
34920	Queen of the Night	Craft Beer	Seasonal
34921	Super Dope	Craft Beer	Seasonal
34922	Neighbourly NEIPA	Craft Beer	Seasonal
34923	Two-Way West Coast IPA	Craft Beer	Seasonal
34924	Lake Of Bays Downtime Juicy Light IPA	Craft Beer	Seasonal
34927	Lake Of Bays Moostruck Dark Lager	Craft Beer	Seasonal
34928	Keets American Lager	Craft Beer	Seasonal
34929	Hopservation	Craft Beer	Seasonal
34930	Atherley Pale Ale	Craft Beer	Seasonal
34931	Midnight Odyssey Oatmeal Stout	Craft Beer	Seasonal
34932	Brew0010 Cherry Dark Lager	Craft Beer	Seasonal
34935	Small Pony Barrel Works SMUV Pumpkin	Craft Beer	Seasonal
34950	Jelly King with Boysenberry & Plum	Craft Beer	Seasonal

LCBO#	Description	Sub Set	Product Type
34957	Horchata White Milk Stout	Craft Beer	Seasonal
35061	Nickel Brook Uncle Goose IPA	Craft Beer	Seasonal
35064	Wellington - Good Odds Cranberry & Orange Sou	Craft Beer	Seasonal
35080	Left Field Mr.Oktober Festbier	Craft Beer	Seasonal
35727	Wild Blueberry Honey Brew	Craft Beer	Seasonal
35855	Cameron's I love Craft Beer Vol. 2	Craft Beer	Seasonal
35894	Trestle Arrow Pilsner	Craft Beer	Regular
35905	Hennessy VS Hip Hop 50	Brandy/Cognac	One-Shot
36001	Collective Blood Orange, Cranberry & Vanilla Sour	Craft Beer	Seasonal
36002	Collective Arts Fuzz Face Triple IPA	Craft Beer	Seasonal
36048	Lost Craft Root Beer Float Stout	Craft Beer	Seasonal
36050	PJ's Cappuccino	Liqueurs	One-Shot
175794	Grappa Barili Di Sassicaia (Poli Distillerie)	Brandy/Cognac	One-Shot
296269	Wellington Imperial Stout	Craft Beer	Seasonal
349001	Cleopatra Moscato Grappa (Poli Distillerie)	Brandy/Cognac	One-Shot
437244	Broadhead Oatmeal Stout	Craft Beer	Seasonal
442319	Collective Arts Stranger Than Fiction	Craft Beer	Seasonal
445577	Great Lakes Brewery - Lake Effect IPA	Craft Beer	Seasonal
459115	Side Launch Mountain Lager	Craft Beer	Seasonal
467522	Sagemehl Stadt	Craft Beer	Seasonal
479485	Big Rig Pumpkin Porter	Craft Beer	Seasonal
480012	Lake Of Bays Pumpkin Ale	Craft Beer	Seasonal
481069	High Park Brewery Across The Pond English Pale Ale	Craft Beer	Seasonal
485367	Great Lakes Brewery Karma Citra IPA	Craft Beer	Seasonal
485425	Stout Beer	Craft Beer	Seasonal
524876	Pecan Pie Porter	Craft Beer	Seasonal
533679	Grand River Highballer Pumpkin Ale	Craft Beer	Seasonal
536516	Marzen Lager	Craft Beer	Seasonal
544924	Full City Coffee Porter	Craft Beer	Seasonal
549865	Lost Craft Divercity Helles Lager	Craft Beer	Seasonal
628875	Maclean's Cherry Porter	Craft Beer	Seasonal
628883	Walkerville Brewery Rob Roy Scotch Ale	Craft Beer	Seasonal
745901	Po' di Poli Morbida Smooth Moscato Grappa	Brandy/Cognac	One-Shot

**Continue to merchandise
the New Product Underlays for the following P8 SKUs:**

LCBO#	Description
12047	Newcastle Brown Ale+
13244	Brockmans Gin
20188	Maison No 9*
21978	Howler Head Banana Infused Kentucky Straight Bourb
22885	Dillon's Manhattan
27137	Kechribari Retsina
30632	Jack Daniel's Triple Mash Blended Straight Whisky
30633	Jack Daniel's Bonded Tennessee Whisky
31752	Cecchi Storia Di Famiglia Chianti Classico
31753	Cantina Di Illasi Amarone Della Valpolicella Docg
31793	Collavini Villa Canlungo Cabernet Sauvignon
31794	Doppio Passo Primitivo Igt Puglia 1.5l
31795	Feudo Arancio Cabernet Sauvignon
31796	Oggi Sangiovese Igt Puglia
31797	Organic Molino A Vento Nero D'avola Doc Siciliane
31800	Folonari Sangiovese
31801	Zensa Nero D'avola Appassimento Doc Sicily Organic
31802	Villa Puccini Toscana Igt Governo Toscano
31803	Zensa Primitivo Igp Puglia Organic
31804	Sistina Montepulciano D'abruzzo Doc
31805	Angelo Montepulciano D'abruzzo
31808	Orso Bruno Old Vine Zinfandel
31809	Prugneto Romagna Doc Sangiovese Superiore
31810	Michele Chiarlo Palas Barolo
32158	Primitivo De Falco Igp Salento
32159	Senza Tempo Montepulciano D'abruzzo Dop
32160	Golden Gufo Primitivo Puglia Igp
32204	Glen Moray Single Malt 15 Year Old
32450	Strathcona Spirits Badland Seaberry Gin
32502	Juli Organic Cabernet Sauvignon
32563	Moillard Chablis
32566	Moillard Bougogne Pinot Noir
32567	Cave De Buxy Bourgogne Cote Chalonnaise Chardonnay
32793	Red Blend Portugal
33666	Cave De Lugny Macon-Lugny St. Pierre Chardonnay
33667	Cave De Lugny Bourgogne Pinot Noir Aoc

LCBO#	Description
33989	Guinness 0
34141	Forty Creek Cherrywood Reserve
225557	Erabus Sauvignon Blanc
402578	Rodenbach Vintage
526525	Paulaner Oktoberfest Bier

REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
10571	Kronenbourg 1664 Blanc Fruits Rouges 4-Pk Can
15349	Jack Daniels Apple
18420	Loop Lime And Ginger Gin
19825	Dead Mans Fingers Spiced Rum *1500 (300,400,400)
20191	Flor De Cana Eco-15 *550 (100,150, 200)
21621	Bread & Butter Prosecco Doc
21643	Veuve Clicquot Rose Ice Jacket
22071	Amaro Quintessentia Nonino 2litre
23896	Haymans Charles Merser & Co. London Blended Rum *275 (50, 75, 100)
24527	Redbreast 12yo Birdfeeder Gift Pack
26867	Vcp Brut Fridge Smeg
26869	Vcp Rose Fridge Smeg
27467	Glenfiddich Orchard Experiment
31246	Jack Daniel's & Ginger
31257	Black Fly Vodka Spiked Iced Coffee
31258	Muskoka Spirits Nitro Espresso Martini
31273	Jp Wiser's Old Fashioned Sparkling Cocktail
31554	Coppa Cocktail Strawberry Daiquiri
31705	Siempre Rebel Cask Tequila
31717	Siempre Supremo Tequila
31718	Olmecca Altos Anejo
31719	Avion Reserva Cristalino
31854	Tresors De Loire Touraine Sauvignon Aoc
32164	Whistler Forager Gluten Free Lager
32233	Compass Box The Peat Monster
32437	Angostura Tamboo Spiced Rum *300
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
32828	One Pound Per Acre Chardonnay
32829	One Pound Per Acre Shiraz
32833	Naturalis Organic Sauvignon Blanc
32913	1731 Fine & Rare Mauritius 7 Year Old Rum *95

LCBO#	Description
33058	El Abuelo Org Tempranillo Monastrell Almansa
33445	Fresh Moscato Vidal VQA
33461	Wayne Gretzky Signature White VQA
33523	Wayne Gretzky Signature White VQA 3l
33568	Vineland Estate Cabernet Merlot VQA
33780	Adictivo, Double Reposado Tequila
34304	County Cider Blackberry Peach
34480	Cabot Trail Maple And Blueberry Cream
34618	E&J Gallo Vs Brandy
34625	Baileys Tiramisu
34639	Gordon And Macphail Glen Grant 11yo
34822	Mott's Clamato Caesar Original
34823	Mott's Clamato Extra Spicy
108704	Grand Marnier Cuvee Du Centenaire
185280	Cardinal Mendoza Solera Gr Rsv Brandy(S Ramote)
319392	Provence Rose (Ch La Tour De L'eveque)
341164	El Dorado Single Still Enmore Demerara Rum *112
452573	Cotes De Prov Gr. Rsv. Rose (Brebant Mim)
513473	Vcp Yellow Arrow Magnet
603795	Rioja Rose (Muga)
605923	Glenfiddich Single Malt 12 Year Old
610170	Tres Generaciones Anejo
616698	Ilpoom Jinro Premium Soju
648881	Grand Marnier Louis Alexandre
662726	Amaro Vaca Mora (Poli)

FOOD & DRINK

Holiday Release Date

The Holiday issue of *Food & Drink* should be distributed in stores starting Wednesday, November 8, 2023.

PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO NOVEMBER 8.

Digital/Online Edition

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

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

Social Media

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

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

Additional Copies

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

Merchandising Instructions

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

Signage

- Holiday *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #24P9-FD1)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #24P9-FD2)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #24P9-FD3)



LOOKING AHEAD

The next issue, Spring 2024, will be released March 20, 2024.

HOLIDAY GIFT GUIDE

Gifts For All

Overview

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

Gifts for...

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

Entertaining Occasions

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

Gifts By Price Point

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

Drop Date: First week of November, 2023

Participating Products

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

Distribution:

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



Cover image is not final

STORE LAYOUT

Overview

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

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

Entrance Table/Cocktail of the Month: EA-S1/S2

Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Beer

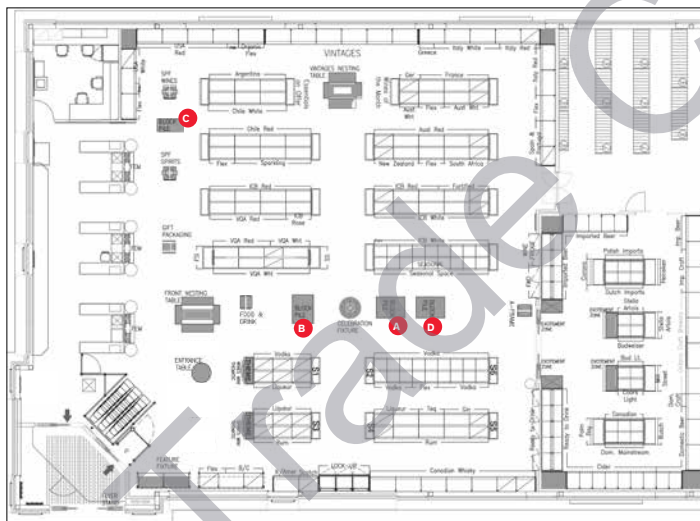
B Block Pile B (SBB): Ready-To-Drink Cocktails

C Block Pile C (SBC): Aeroplan

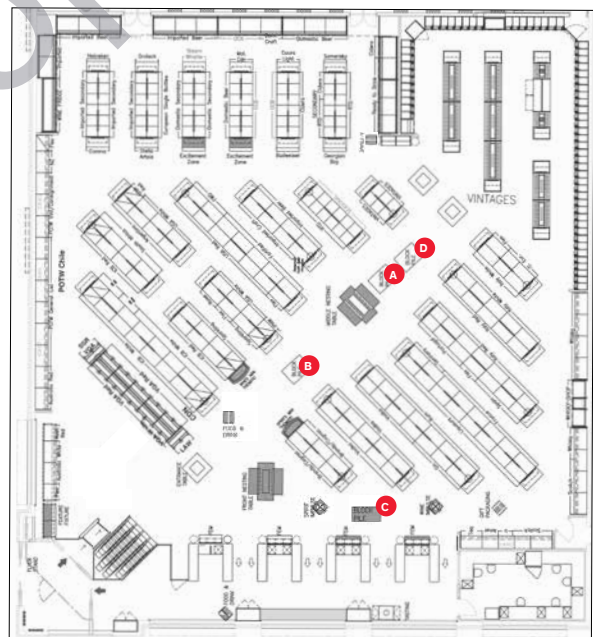
D Block Pile D: (XBP) Glenlivet

(FSG-A) Johnnie Walker

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



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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

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

HOLIDAY GIFT PACKS

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

This strategy will help accomplish the following goals:

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

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

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

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

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

Merchandising Instructions:

Spirit Gifts:

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

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

Beer Gifts:

- 16ft Seasonal Gondola
- 12ft Seasonal Gondola

Wine Variations:

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



Gift packs will start arriving in stores in WEEK 29.

Start setting them up in their DESIGNATED AREAS based on the store merchandising plan. Mapping your store ahead of Period Changeover will help with this.

SPIRIT GIFTS

Feature Fixture & Cut Case/Discretionary Ends

Feature Fixture

During Period 9 the Feature Fixture will transition into the Holiday Spirit Gifts fixture. Unless Spirit Gifts are sold-down sooner, stores should begin to transition to Sparkling Wines in week 38.

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

Launch Date: November 1, 2023

Flip the P8 Category sign to show the red holiday version.

Participating Stores

All Feature Fixture and New & Seasonal Fixture Stores.

Participating Products

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

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

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

Signage

All P8 Feature Fixture signage was printed double-sided. One side is for P8 (orange), and the other side is for P9/P10 (red). No new signage will be shipped in P9 or 10.

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

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



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

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

Merchandising Tips

The Feature Fixture is for displaying our Premium Spirits Gift Packs

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

Examples:

WHITE SPIRITS → VODKA → GIN

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

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

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

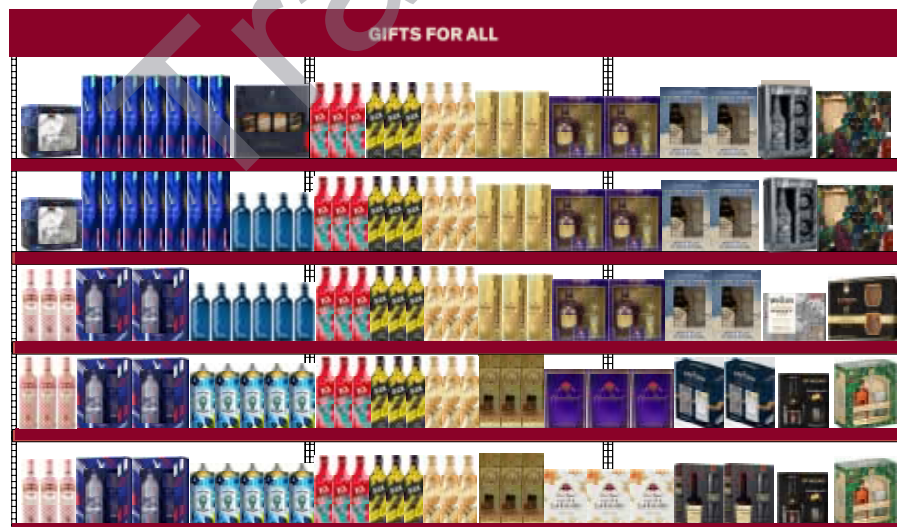
4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



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

Suggested Discretionary Ends - Spirits

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

Merchandising Instructions

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

Signage Components

24P9-BC-GEN1



Gifts For All - text

24P9-BC-GEN3



Shop LBCO.com

24P9-BC-GEN4



Aeroplan

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

24P9-BC-GEN5



Give gifts in the perfect package

24P9-BC-GEN6



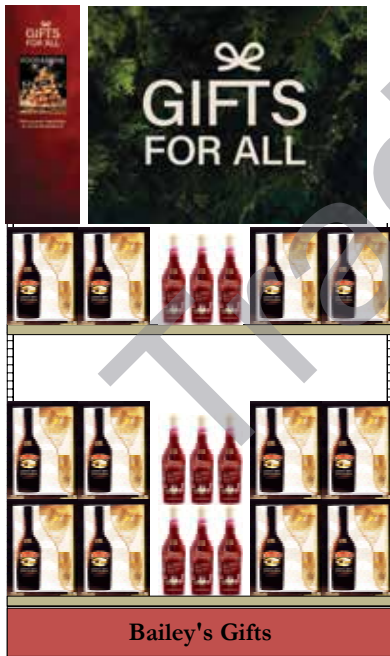
Gifts For All - Wines

24P9-BC-GEN7



Gifts For All - Spirits

Baileys Gifts



Baileys Gifts

Example Only

Crown Royal Gifts



Crown Royal Gifts

Example Only

BEER & WINE GIFTS

Seasonal Gondola & Cut Case/Discretionary Ends

Key Dates (November 5 - December 30, 2023)

Participating Stores

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

Participating Products

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

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

Signage Components

The P8 Seasonal Gondola signage was printed double-sided. One side is for P8 (orange), and the other side is for P9/P10 (red). No new signage will be shipped during P9 or 10.

Additional signage kits are available for re-order:

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

Merchandising Instructions

- Please remove all newly released products and place in appropriate locations within your store.
- Flip the P8 category sign to show the red holiday version. Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their first Seasonal Gondola to merchandise beer gifts and their second Seasonal Gondola to showcase sparkling wine gifts. It is imperative that stores follow the planguides in order to feature the holiday gift packs effectively.



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

Seasonal Gondola #1

Beer Gifts

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



Seasonal Gondola #2

Sparkling Gifts

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



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

Suggested Discretionary Ends - Wines

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

Merchandising Instructions

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

Signage Components

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

Holiday Wines



Holiday Wines

Example Only

New World Wine Gifts



New World Wine Gifts

Example Only

Specialty Wine Gifts



Specialty Wine Gifts

Example Only

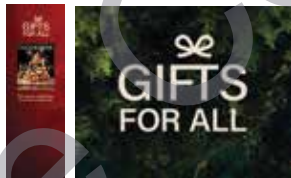
Sparkling Gifts



Sparkling Gifts

Example Only

VQA Wine Gifts



VQA Wine Gifts

Example Only

Key Display (EA-S1)

ENTRANCE TABLE

Gifts for the Trend-setter

This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 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
19750	Teremana Reposado Tequila	750	LTO
34603	Patron Anejo Tequila	750	LTO
271643	Tequila Tromba Blanco	750	BAP
609362	Casamigos Mezcal	750	LTO

Top trending category showcased for the holidays! Premium tequilas including 1 Blanco, Reposado, Anejo and Mezcal.

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

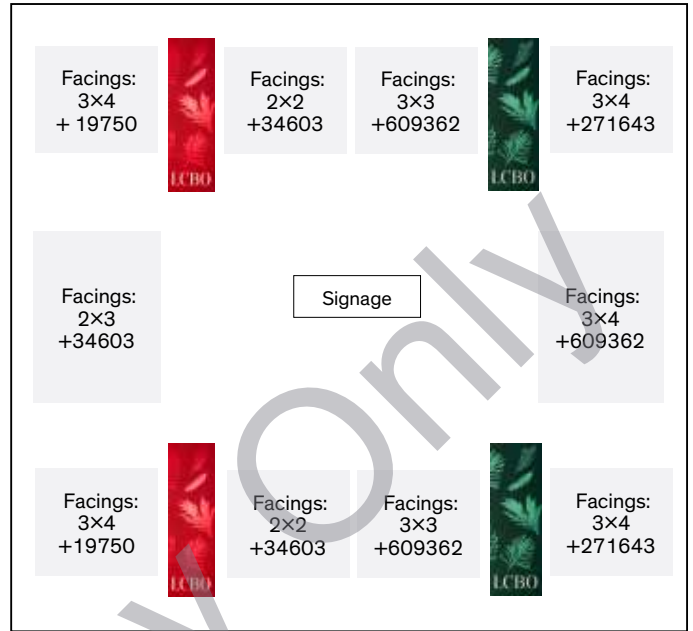
- Entrance Table Sign ENG (Re-order # 24P9-ET1) / BIL (Re-order # 24P9-ET2)
- Shelf Talkers ENG (Re-order # 24P9-ET5) / BIL (Re-order # 24P9-ET6)

Holiday Gift Packaging Merchandising Integration

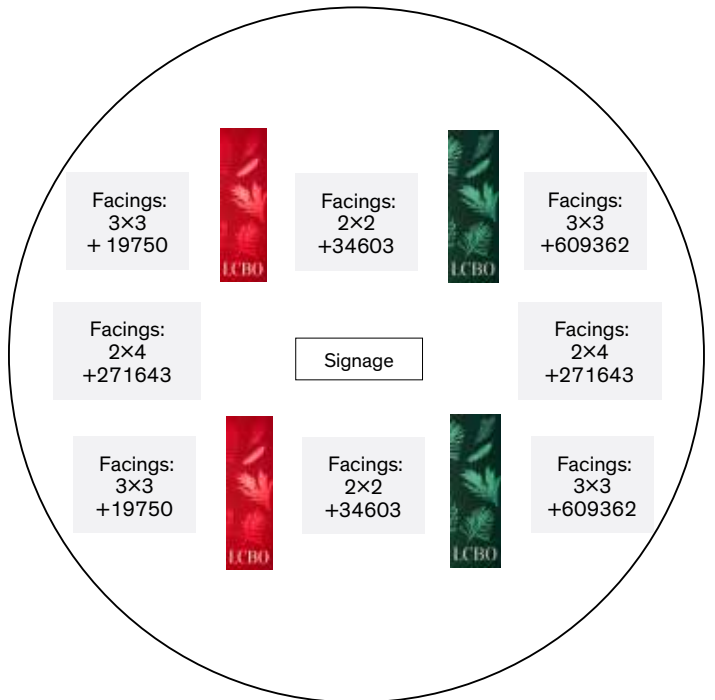


Holiday Gift Packaging should be added to this display. Choose from the 1 Bottle Enhanced Bag, 2 Bottle Enhanced Bag or the Folding Boxes to enhance the presentation and highlight gifting options to customers.

Planogram - Square Table



Planogram - Round Table



End Aisle #1 (BS-BSE)

COCKTAIL OF THE MONTH

RUM BOMBO



This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 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.

One of the oldest cocktails in existence. It's simple to make and enjoy! Premium aged rum and demerara syrup stirred and served over a big cube. Nutmeg is freshly grated otop, which brings a little theatre and makes the room smell heavenly.

Participating Stores

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

Participating Products

	Merchandising Location	LCBO#	Description	Size (mL)	LTO/BAP
Premium	End Aisle #1	14355	Appleton Estate 12yo Rare	750	LTO
		369793	Mount Gay Eclipse Rum	750	LTO
		646729	Bumbu Craft Rum	750	BAP
Standard	End Aisle #1	1206	Bacardi Gold Rum	750	BAP
		443903	Havana Club Anejo Reserva	750	LTO
		894014	El Dorado Demerara 5 Year Old Rum	750	BAP
		366633	Ron Diplomatico Reserva Exclusiva Rum	750	LTO

Merchandising Instructions

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

Signage Components

- End Aisle Backer Card
ENG/BIL (Re-order # 24P9-BC1)
- Blade Sign ENG (Re-order # 24P9-BS1)
BIL (Re-order # 24P9-BS6)
- End Aisle Shelf Talker Bundle
ENG (Re-order # 24P9-ST1)
BIL (Re-order # 24P9-ST2)



Spirits (MI-A)

MINI THEMATIC A

Gifts That Get Better With Age

This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 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
3558	Gibson's Finest Rare 12 Years Old	750	
4101	Remy Martin VSOP	750	LTO
8284	Hennessy VS Cognac	750	VA
25141	Lobos 1707 Tequila Reposado	750	LTO
60608	El Dorado 12 Year Old Rum	750	LTO
113241	Cazadores Anejo Tequila	750	LTO
131870	Bushmills Malt 10 Year Old	750	LTO
207126	Lagavulin 16 Yr Malt	750	
243824	Oban 14YO Single Malt	750	
352104	Aberlour 12YO Single Malt Scotch Whisky	750	LTO
492520	Bacardi 8 Year Old Reserva Gold Rum	750	BAP
573402	Bearface 7YO Triple Oak Canadian Whisky	750	BAP
Value-Add (VA) - Rep Applied: Cardboard Gift Box			

Signage Components

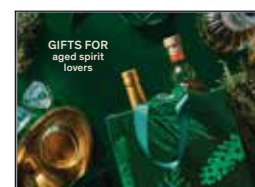
- Category sign ENG/BIL (Re-order # 24P9-MTA1)
- Backer card ENG/BIL (Re-order # 24P9-MTA2)
- Shelf talkers ENG (Re-order # 24P9-MTA3) / BIL (Re-order # 24P9-MTA4)

Merchandising Instructions

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

Highlighting aged spirit gift ideas including premium, deluxe aged Whiskies, Scotch, Rums and Tequilas.

GIFTS FOR the aged spirits lover



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



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

Wines (MI-B)

MINI THEMATIC B

Sparkling Gifts

This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 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
21046	Mionetto Prestige Prosecco Rose	750	LTO
21621	Bread & Butter Prosecco Doc	750	LTO
21624	Josh Cellars Prosecco Rose	750	LTO
32535	Veuve Du Vernay Brut Sparkling	750	BAP
32538	Latte Miele Prosecco Doc Spumate	750	LTO
32541	Folonari Prosecco Doc Extra Dry	750	LTO
253948	Martini Asti	750	LTO, VA
302752	> (V) Santa Margherita Rose Brut	750	
453084	Moet & Chandon Imperial Champagne	750	
621458	> Bottega Gold Sparkling (Bottega Spa)	750	BAP

Value-Add (VA) - Rep Applied: Martini Bottle Stopper

Signage Components

- Category sign ENG/BIL (Re-order # 24P9-MTB7)
- Backer card ENG/BIL (Re-order # 24P9-MTB8)
- Shelf talkers ENG (Re-order # 24P9-MTB9) / BIL (Re-order # 24P9-MTB10)

Merchandising Instructions

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

Mini Thematic B will feature multi-supplier European Sparklers exclusively – focused on an exciting array of NEW Sparkling wines for the season and ideal for Holiday entertaining and gifting, anchored by key best sellers.

GIFTS FOR bubbly hosts



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



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

Beer (MI-C)

MINI THEMATIC C

Local Ready to Drink

This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 2023)

Participating Stores

Please refer to the Participation Lookup page for information

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

These Ready-to-Drink cocktails are local, on trend, and make the perfect gift.

Participating Products

LCBO#	Description	Size (mL)	Offers
14483	Ace Hill Raspberry Vodka Soda	355	BAP
14485	Ace Hill Lemon Vodka Soda	355	BAP
19347	Founder's Original Bourbon Sour	355	BAP
24334	Sandbagger Boysenberry Hard Seltzer	355	
31206	French 75 Gin Cocktail	355	BAP
31258	Muskoka Spirits Nitro Espresso Martini	250	BAP
31316	Cottage Springs Tequila Soda Mixed 8 Pack	2840	

Signage Components

- Backer card ENG/BIL (Re-order# 24P9-BC10)
- Shelf Talkers ENG (Re-order # 24P9-ST1) / BIL (Re-order # 24P9-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

Flight A Premium + Flight B Standard

This is a sold program. Participation is mandatory.

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 # 24P9-FNT9) / BIL (Re-order # 24P9-FNT10)
- Premium Flight Shelf Talkers ENG (Re-order # 24P9-FNT13) / BIL (Re-order # 24P9-FNT14)
- Standard Table Sign (Re-order # 24P9-FNT17) / BIL (Re-order # 24P9-FNT18)
- Standard Flight Shelf Talkers ENG (Re-order # 24P9-FNT21) / BIL (Re-order # 24P9-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.

This season the Front Nesting Table will feature a mix of tried and true spirits for customers to find the perfect gift for the for the spirit lovers on their shopping list.



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

Premium



Front



Back

Standard



Front



Back

Participating Products

	LCBO#	Description	Size (mL)	Offers
Premium	2691	Tanqueray London Dry Gin	750	LTO
	5959	Baileys Irish Cream	750	VA
	14910	Bushmills Irish Whiskey	750	LTO
	19563	Lot No. 40 Dark Oak Canadian Whiskey	750	LTO
	21465	Angel's Envy	750	LTO
	33545	Skrewball Peanut Butter Whiskey	750	LTO
	129940	Aviation Gin	750	VA
	173542	Don Julio Blanco	750	LTO
	173559	Don Julio Reposado	750	VA
	414334	Monkey Shoulder Blended Malt Scotch Whisky	750	VA
	417295	Ciroc Original Unflavoured	750	VA
	456095	Ketel One Vodka	750	
	Value-Add (VA) Rep Applied: LCBO# 5959: Hot Chocolate LCBO# 129940: Ciroc 50 mL LCBO# 173559 & 417295: Bow LCBO# 414334: Fever Tree LCBO# 456095: Baileys 50 mL			
Standard	19749	Teremana Blanco Tequila	750	LTO
	22192	Grant's Triplewood 12YO	750	VA
	26979	Don Julio Anejo	750	
	41384	Jack Daniel's Tennessee Whiskey	750	
	52050	The Famous Grouse	750	BAP
	95935	Grey Goose Vodka	750	BAP, VA
	225243	Stoli Vodka	750	VA
	316844	Bombay Sapphire London Dry	750	LTO, VA
	358192	Bruichladdich The Botanist Islay Dry Gin	750	BAP
	366666	El Dorado 8 Yo Cask Aged Demerara Rum	750	LTO
	397091	Forty Creek Copper Bold Whisky	1750	LTO
	637504	Hendrick's Gin	750	LTO
	Value-Add (VA) Rep Applied: LCBO# 22192: Gift Box LCBO# 95935: 50mL Grey Goose La Poire LCBO# 225243: Fever Tree LCBO# 316844: 60mL Martini Fiero			

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.

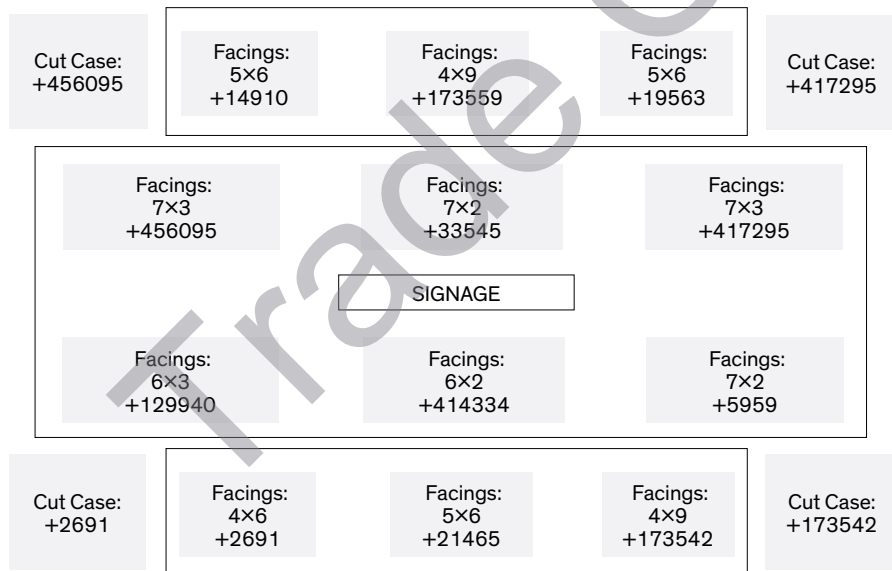


Front View



Back View

Back View



Front View

Holiday Gift Packaging Merchandising Integration



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

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.

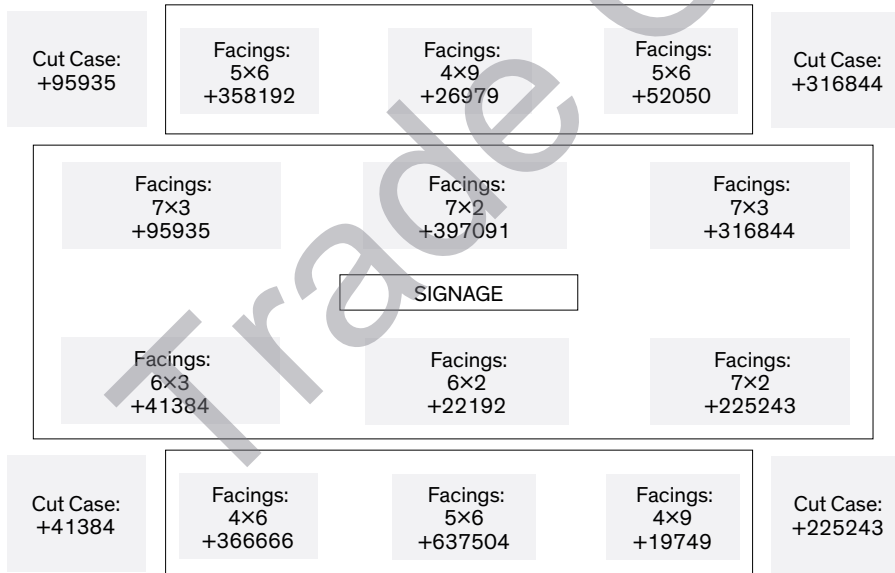


Front View



Back View

Back View



Front View

Holiday Gift Packaging Merchandising Integration



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

Display Program (BP-SBA)

BLOCK PILE A

Beer

This is a sold program. Participation is mandatory.

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

Key Dates (November 5 - 25, 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
14135	Coors Original	6 × 355	LTO
14400	Coors Original	6 × 473	
14484	Arizona Hard Green Tea	473	BAP
34434	Miller High Life B+	6 × 355	LTO
300681	Coors Light	6 × 473	VA
478909	Blue Moon	473	BAP
558940	Miller Lite	6 × 473	
906628	Coors Light	6 × 355	LTO

Value-Add (VA) - Merchandiser: Receive a CL/Raptors Glass with purchase of Coors Light 6×473mL cans

Signage Components

- Pole Topper Sign ENG (Re-order # 24P9-BPA1)
BIL (Re-order # 24P9-BPA2)
- Riser Wrap - solid colour (Re-order # 24P9-BPA3)
- Pricer Cards ENG (Re-order # 24P9-BPA4)
BIL (Re-order # 24P9-BPA5)
- Shelf Talkers ENG (Re-order # 24P9-BPA6)
BIL (Re-order # 24P9-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P9-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P9-BPA9)
BIL (Re-order # 24P9-BPA10)

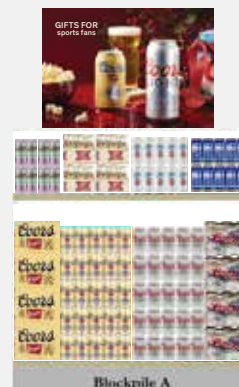
Merchandising Instructions

- 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.

Celebrate your favourite local basketball team with proven customer favourites.



Not Final Art



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

Display Program (BP-SBB)

BLOCK PILE B

Ready-To-Drink Cocktails

This is a sold program. Participation is mandatory.

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

Key Dates (November 5 - 25, 2023)

Participating Stores

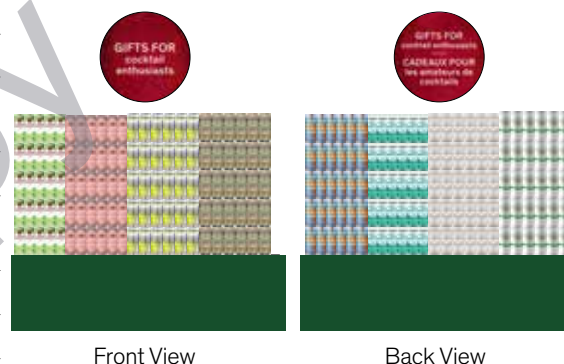
Please refer to the Participation Lookup page on the Portal for information

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

Participating Products

LCBO#	Description	Size (mL)	Offers
19119	Bacardi Mojito	355	LTO
31273	JP Wiser's Old Fashioned Sparkling Cocktail	355	
19350	Founder's Original Tequila Paloma	355	
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	
24325	Canadian Club & Ginger Ale	473	BAP
24346	Jack Daniels Tennessee Honey Lemonade	473	LTO
491746	Cabana Coast Moscow Mule	473	LTO
31298	Cutwater Tequila Margarita	355	

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



Front View

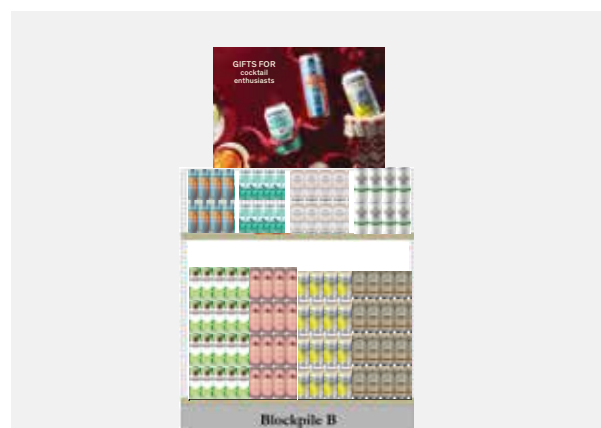
Back View

Signage Components

- Pole Topper Sign ENG (Re-order # 24P9-BPB1)
BIL (Re-order # 24P9-BPB2)
- Riser Wrap - solid colour (Re-order # 24P9-BPB3)
- Pricer Cards ENG (Re-order # 24P9-BPB4)
BIL (Re-order # 24P9-BPB5)
- Shelf Talkers ENG (Re-order # 24P9-BPB6)
BIL (Re-order # 24P9-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P9-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P9-BPB9)
BIL (Re-order # 24P9-BPB10)

Merchandising Instructions

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



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

C

Display Program (BP-SBC)

BLOCK PILE C

Aeroplan

EARN
BONUS POINTS
ON THESE PRODUCTS*

Until November 25

AEROPLAN 

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

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

Key Dates (November 5 - 25, 2023)

Participating Stores

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

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

Spirits and Wines
with great
Aeroplan offers.

Wines Participating Products

LCBO#	Description	Size (mL)	BAP
17804	Callaway Cellar Selection Cabernet Sauvignon	750	100
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100
30554	Mucho Mas White	750	100
58677	XOXO Pinot Grigio/Chardonnay	750	100
355933	Black Cellar Shiraz Cabernet	750	100
563122	Le Fat Bastard Shiraz Pays D'Oc	750	50
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	100
580183	Blu Giovello Pinot Grigio	750	100



Front View

Back View

Spirits Participating Products

LCBO#	Description	Size (mL)	Offer
1784	Grand Marnier Cordon Rouge	750	100 BAP, LTO
15806	Skyvodka	750	100 BAP
176834	Aperol	750	100 BAP
277954	Campari Aperitivo	750	100 BAP
281378	Forty Creek Cream Liqueur	750	100 BAP
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	100 BAP
550715	Forty Creek Barrel Select	750	100 BAP, VA



Front View

Back View

Value-Add (VA) - Rep Applied: Forty Creek Copper Bold 50 mL

Signage Components

- Pole Topper Sign ENG (Re-order # 24P9-BPC1) / BIL (Re-order # 24P9-BPC2)
- Riser Wrap - solid colour (Re-order # 24P9-BPC3)
- Pricer Cards ENG (Re-order # 24P9-BPC4) / BIL (Re-order # 24P9-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P9-BPC8) / BIL (Re-order # 24P9-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.

BLACK FRIDAY PROMOTION

November 24 - 26

We're offering customers savings on a variety of wines and spirits during Black Friday Weekend.

This is a sold program. Participation is mandatory.

Participating Stores

All Stores

Key Dates

- Black Friday Promotion: November 24 - 26

Signage Components

Black Friday

- Metal Fixture Sign ENG (Re-order # 24P9-BPF1) / BIL (Re-order # 24P9-BPF2)
- Pole topper ENG (Re-order # 24P9-BPF3) / BIL (Re-order # 24P9-BPF4)
- Riser Wrap ENG (Re-order # 24P9-BPF5)
- Pricer Cards ENG (Re-order # 24P9-BPF6) / BIL (Re-order # 24P9-BPF7)
- Shelf Talkers ENG (Re-order # 24P9-BPF8) / BIL (Re-order # 24P9-BPF9)



Pole topper

Merchandising Instructions

Black Friday (Block Pile + In-section)

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



Pricer Cards

Black Friday Weekend Promotion (November 24 - 26)

Participating Products

LCBO#	Description	Size (mL)	BAP Offers	LTO	Duration
10428	Jackson-Triggs Rosé	1500	100	\$2.00	Nov 24 - 26
10882	Bar Dog Cabernet Sauvignon	750	25	\$3.00	Nov 24 - 26
13186	Sebastiani Cabernet Sauvignon	750	50	\$2.00	Nov 24 - 26
13602	Tavernello, Sangiovese Cabernet	750	50	\$2.00	Nov 24 - 26
14130	Apothic Cabernet Sauvignon	750	40	\$2.00	Nov 24 - 26
15760	Slow Press Cabernet Sauvignon	750	40	\$4.00	Nov 24 - 26
16178	Crystal Head Onyx	750	100	\$6.00	Nov 24 - 26
22296	CK Mondavi Cabernet Sauvignon	750	100	\$2.00	Nov 24 - 26
22297	CK Mondavi Chardonnay	750	100	\$2.00	Nov 24 - 26
26979	Don Julio Anejo	750	130	\$6.00	Nov 24 - 26
27732	High Road Cellars Cabernet Merlot	750	50	\$1.00	Nov 24 - 26
30083	Don Julio 70th	750	180 (Period Long BAP)	\$5.00	Nov 24 - 26
32563	Moillard Chablis Les Coteaux D'Or	750	100	\$4.00	Nov 24 - 26
34425	Tom Gore Farmer's Red Blend	750	50	\$3.00	Nov 24 - 26
63826	Wayne Gretzky Chardonnay VQA	750	50	\$2.00	Nov 24 - 26
114694	Crown Royal Whisky	1750	120	\$2.50	Nov 24 - 26
143164	Cusumano Nero D'Avola Sicilia DOC	750	50	\$2.00	Nov 24 - 26
170142	Zonin Ripasso Valpolicella Superiore DOC	750	50	\$3.00	Nov 24 - 26
195966	Farina Valpolicella Ripasso Superiore DOC	750	50	\$2.50	Nov 24 - 26
214049	Girls' Night Out Strawberry Samba	1500	45	\$2.00	Nov 24 - 26
217760	Chateau de Montgueret Cremant de Loire Brut	750	100	\$4.00	Nov 24 - 26
267781	Voga Moscato Frizzante IGT	750	55	\$1.00	Nov 24 - 26
312959	Ketel One Vodka	1750	120	\$5.00 (Period Long LTO)	Nov 24 - 26
374231	Ungava Gin	750	100 (Period long BAP)	\$4.00	Nov 24 - 26
392654	Apothic Dark Red	750	40	\$2.00	Nov 24 - 26
464743	Angove Organic Cabernet Sauvignon	750	60	\$2.00	Nov 24 - 26
486001	XOXO Pinot Grigio Sangria	750	30	\$2.00	Nov 24 - 26
569905	Carnivor Zinfandel	750	40	\$2.00	Nov 24 - 26
589028	Peller Family Vineyards Rosé	4000	100	\$3.00	Nov 24 - 26
593855	Astoria Prosecco	750	100	\$3.00	Nov 24 - 26
633347	Longshot Cabernet Sauvignon	750	40	\$2.00	Nov 24 - 26
648402	Bodacious Moscato	750	50	\$1.00	Nov 24 - 26
669226	Voga Pinot Grigio IGT	750	55	\$1.00	Nov 24 - 26
998351	JP Chenet Ice White	750	40	\$4.00	Nov 24 - 26

Display Program (XBP)

BLOCK PILE D

Johnnie Walker

Overview

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

Key Dates (November 5 - 25, 2023)

Participating Stores

1, 15, 148, 187, 195, 198, 243, 253, 263, 334, 346, 371, 385, 398, 404, 412, 445, 499, 523, 590, 619, 623, 624, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
1099	Johnnie Walker Red Label	750	LTO
7880	Johnnie Walker Black 12 Yr	750	VA
31828	Johnnie Walker Double Black	750	
291278	Johnnie Walker Gold Reserve	750	
Value-Add (VA) - Rep Applied: Bulleit 50mL			

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P9-BPD1) / BIL (Re-order # 24P9-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

Enhanced Display (FSG-A)

GLENLIVET

Overview

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

Key Dates (November 5 - 25, 2023)

Participating Stores

21, 22, 31, 115, 130, 154, 156, 171, 226, 288, 329, 393, 394, 437, 438, 443, 522, 573

Participating Products

LCBO#	Description	Size (mL)	Offers
21097	The Glenlivet 12 Yr Malt	750	
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	BAP
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 24P9-BPD3) / BIL (Re-order # 24P9-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

BAILEYS

Overview

Group 1 stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up. Group 2 stores will display the below products on a discretionary end aisle at the managers discretion.

Key Dates (November 5 - 25, 2023)

Group 1: Enhanced Display (FSH-A)

Participating Stores

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

Group 1: Participating Products

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

Value-Add (VA) Merchandiser:

LCBO# 5959: Hot Chocolate

LCBO# 605956: Gift Card

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

Participating Stores

3, 4, 5, 6, 7, 13, 14, 15, 17, 18, 20, 26, 33, 35, 43, 44, 48, 49, 58, 59, 60, 62, 63, 64, 68, 69, 70, 80, 81, 84, 85, 95, 97, 101, 125, 139, 140, 143, 144, 153, 154, 165, 167, 177, 182, 188, 192, 196, 201, 208, 210, 214, 218, 234, 242, 244, 248, 249, 255, 260, 265, 268, 270, 278, 295, 311, 312, 321, 324, 340, 343, 345, 353, 355, 358, 367, 368, 370, 371, 384, 386, 388, 389, 392, 393, 398, 400, 408, 411, 415, 419, 434, 444, 452, 456, 465, 469, 484, 486, 489, 495, 500, 521, 522, 526, 528, 532, 533, 537, 539, 540, 542, 546, 547, 551, 559, 563, 564, 568, 571, 579, 580, 584, 589, 593, 599, 614, 618, 635, 639, 642, 644, 645, 646, 652, 653, 654, 657, 660, 661, 671, 674, 676, 677, 679, 680, 684, 686, 693, 697, 698, 702, 747, 749, 751, 755, 758, 760, 771, 772

Group 2: Participating Products

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

Value-Add (VA) Merchandiser:

LCBO# 5959: Hot Chocolate

LCBO# 605956: Gift Card

BAILEYS

Group 1: Enhanced Display (FSH-A)

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards

Merchandising Instructions

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



(Example only)
Supplied by Agent

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

Signage Components

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

Merchandising Instructions

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



Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Gifts for the Wine Enthusiast

This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 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
20214	Fontanafredda Barolo Docg	750	LTO, VA
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	LTO
55517	Smoking Loon Cabernet Sauvignon	750	LTO
58339	>Kaiken Malbec	750	LTO
302380	Mezzacorona Pinot Grigio Trentino	750	LTO
346445	Sandbanks Dunes Red VQA	750	LTO
361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO
392225	Robert Mondavi Private Selection Cab/Sav	750	LTO
399410	Jackson-Triggs Sauvignon Blanc	750	LTO
426601	Villa Maria Private Bin Sauvignon Blanc	750	LTO
433961	Villa Annaberta Amarone Della Valpolicella Docg	750	LTO
619452	Matua Sauvignon Blanc Hawke's Bay	750	LTO

Value-Add (VA) Rep Applied: Holiday Gift box

Signage Components

- Table Sign ENG (Re-order # 24P9-MNT1) / BIL (Re-order # 24P9-MNT2)
- Pricer Cards ENG (Re-order # 24P9-MNT3) / BIL (Re-order # 24P9-MNT4)
- Celebration Fixture Drum Sign ENG (Re-order # 24P9-MNT5)
BIL (Re-order # 24P9-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P9-MNT7)
- Shelf Talkers ENG (Re-order # 24P9-MNT8) / BIL (Re-order # 24P9-MNT9)
- Perp Shelf Talkers ENG (Re-order # 24P9-MNT10)
BIL (Re-order # 24P9-MNT11)
- F&D Merchandiser ENG (Re-order # 24P9-MNT12)
FRENCH (Re-order # 24P9-MNT13)

Merchandising Instructions

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



Front



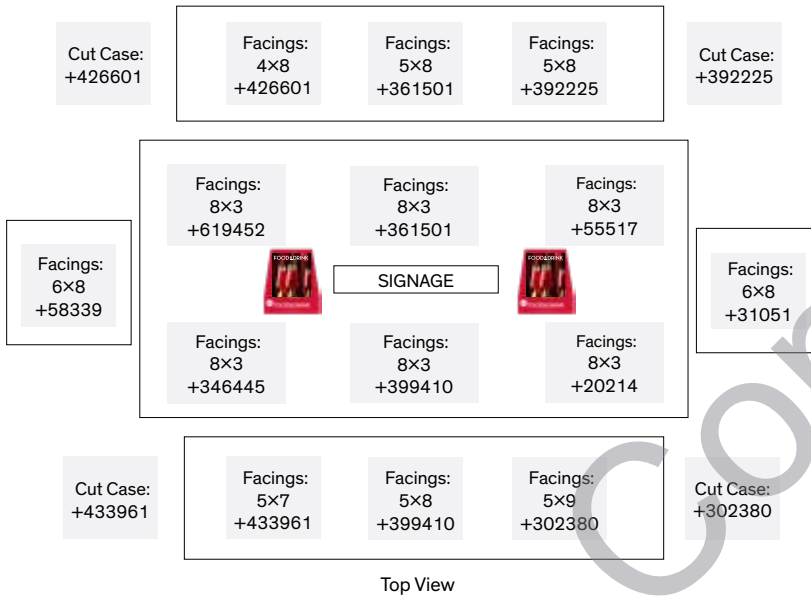
Back

Middle Nesting Table Planograms



Front View

Back View



Top View

Holiday Gift Packaging Merchandising Integration



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

Celebration Fixture Planograms



Front View

Back View

Period 9 & 10

END AISLES

IMPORTANT NOTES:

- **End Aisle# 1 and 3** are **Flighted Premium & Standard**. Ensure you display the participating product that your store is grouped in.
- **End Aisle# 2, 4, 9, 11, 12, 13, 14, 16, 18, 19, 20** have the same participating products for P9 and P10. Please maintain the display for **the duration of P9 and P10**.
- **End Aisle # 8** will be flighted for P10. The Premium flight will have the same SKUs as P9, and Standard will have different SKUs than P9.
- **End Aisle # 1, 3, 5, 7, 10, 15, 17** all products will change in P10.
- **Cocktail Blade Signs:**
Display the blade signs on end aisles 1, 2, 4 to help customers and employees easily understand the recipe solutions. A QR code will direct customers to the recipe pages on LCBO.com.
- **Generic Blade Signs:**
In addition, for customers looking for more gift ideas, we have a generic version promoting our Holiday Gift Guide. Display the generic F&D and Gift Guide blade signs on end aisles 5-20.
- **LCBO Holiday Paper Bag & 1 Bottle Enhanced Bag:**
Merchandise the LCBO Holiday Paper Bag and the 1 Bottle Enhanced Bag on the front facing end aisles.



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

	LCBO#	Description	Size (mL)	Offers
End Aisle #1A Premium Cocktail of the Month (BS-BSE) (P9 only)	14355	Appleton Estate 12yo Rare	750	LTO
	369793	Mount Gay Eclipse Rum	750	LTO, VA
	646729	Bumbu Original Rum	750	BAP
	Value-Add (VA) - Rep Applied: Spices - Egg Nog			



**Bombo Blade Sign
ENG (Re-order # 24P9-BS1) / BIL (Re-order # 24P9-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.

Bombo Backer Card ENG / BIL (Re-order # 24P9-BC1)

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #1B Standard Cocktail of the Month (BS-BSE) (P9 only)	1206	Bacardi Gold Rum	750	BAP
	366633	Ron Diplomatico Reserva Exclusiva Rum	750	LTO
	443903	Havana Club Anejo Reserva	750	LTO
	894014	El Dorado Demerara 5 Year Old Rum	750	BAP



**Bombo Blade Sign
ENG (Re-order # 24P9-BS1) / BIL (Re-order # 24P9-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.

Bombo Backer Card ENG / BIL (Re-order # 24P9-BC1)

All products on this end will change in P10.



**End Aisle #2
(P9 - P10)**



LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	VA
38505	Smirnoff Vodka (P.E.T.)	1750	
216929	Smirnoff Vodka	1140	VA

Value-Add (VA) - Rep Applied:
 LCBO# 67: Captain Morgan OSR 50mL
 LCBO# 216929: Mini Cutting Board

**Vodka Freezer Martini Blade Sign
 ENG (Re-order# 24P9-BS2) / BIL (Re-order# 24P9-BS7)**

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

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

The products will remain the same as P9 with new offers for P10.



**End Aisle #3A
 Premium
 (P9 only)**



LCBO#	Description	Size (mL)	Offers
282996	>(V) Chianti Classico (San Felice)	750	LTO
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	LTO
521021	>Francis Coppola Diamond Collection Cab Sauv	750	LTO

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

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

**Gifts For The Weekend Chef Backer Card
 ENG / BIL (Re-order# 24P9-BC3A)**

All products on this end will change in P10.



End Aisle #3B
Standard
(P9 only)



LCBO#	Description	Size (mL)	Offers
183061	Megalomaniac Homegrown Riesling VQA	750	LTO
425488	> (V)Cannonau Riserva Sardinia (Sella & Mosca)	750	LTO
620054	Babich Sauvignon Blanc	750	LTO

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

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

Gifts For The Weekend Chef Backer Card
ENG / BIL (Re-order# 24P9-BC3B)

All products on this end will change in P10.



End Aisle #4
(P9 - P10)



LCBO#	Description	Size (mL)	Offers
1487	Crown Royal	750	VA
114694	Crown Royal	1750	VA
217950	Crown Royal	1140	LTO

Value-Add (VA) - Rep Applied:
LCBO# 1487: Crown Royal NHR 50mL
LCBO# 114694: Crown Royal Peach 2x50mL

Older Fashioned Blade Sign
ENG (Re-order# 24P9-BS4), BIL (Re-order# 24P9-BS9)

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

Gifts for the DIY Mixologist Backer Card
ENG / BIL (Re-order# 24P9-BC4)

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #5 (P9 only)	19953	Tommasi Le Rosse Pinot Grigio	750	BAP
	19954	Tommasi Valpolicella Doc	750	LTO
	267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO
	356220	>(V) Amarone Classico Docg (Tommasi)	750	LTO
	910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO

Gift Guide Blade Sign (Red)
ENG (Re-order# 24P9-BS11) / BIL (Re-order# 24P9-BS15)
Aeroplan Backer Card
ENG / BIL (Re-order# 24P9-BC-GEN6)

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #6 (P9 - P10)	893	J.P. Wiser's Deluxe	750	
	33928	J.P. Wiser's Deluxe	1750	VA
	216689	J.P. Wiser's Deluxe	1140	

Value-Add (VA) - Rep Applied:
Wiser's Sparkling Old Fashioned 355mL

Food & Drink Blade Sign (Green)
ENG (Re-order# 24P9-BS13) / BIL (Re-order# 24P9-BS14)
Gifts for All - Spirits Backer Card
ENG / BIL (Re-order# 24P9-BC-GEN3)

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #7 (P9 only)	17150	Josh Cellars Pinot Noir	750	LTO
	412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	LTO
	561100	Josh Cellars Chardonnay	750	LTO

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

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #8 (P9 - P10)	520304	Bacardi Gold	1140	LTO, VA
	520320	Bacardi Superior	1140	LTO, VA
	570366	Bacardi Spiced Rum	1140	VA

Value-Add (VA) - Rep Applied: Holiday Spiced Rum Cake

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

End Aisle 8 will be flighted Premium & Standard in P10.
 Premium stores will use the same products listed
 with new offers for P10.
 Standard will have some new products for P10.

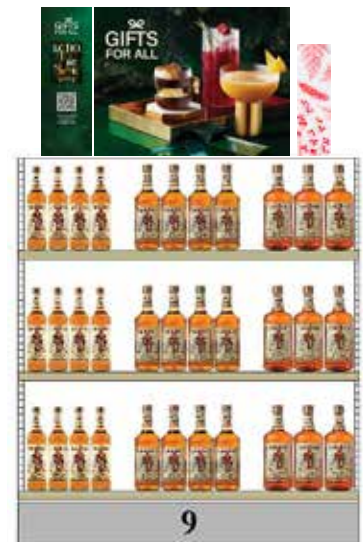


	LCBO#	Description	Size (mL)	Offers
End Aisle #9 (P9 - P10)	217653	Captain Morgan Original Spiced Rum	1140	VA
	500512	Captain Morgan Original Spiced Rum	750	
	500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO

Value-Add (VA) - Rep Applied: Mugs

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

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #10 (P9 only)	14483	Ace Hill Raspberry Vodka Soda	355	BAP
	14485	Ace Hill Lemon Vodka Soda	355	BAP
	19347	Founder's Original Bourbon Sour	355	BAP
	24334	Sandbagger Boysenberry Hard Seltzer	355	
	31206	French 75 Gin Cocktail	355	BAP
	31258	Muskoka Spirits Nitro Espresso Martini	250	BAP
	31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 x 355	

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

All products on this end will change in P10.



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

Value-Add (VA) - Rep Applied:
LCBO# 10213: Kahlua Red Mittens
LCBO# 110056: Earmuffs

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

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #12 (P9 - P10)	42	Canadian Club Premium	750	BAP, VA
	34637	Canadian Club Premium	1750	VA
	217687	Canadian Club Premium	1140	VA

Value-Add (VA) - Rep Applied:
LCBO# 42: Maple Syrup
LCBO# 34637: Canadian Club 1858 200mL
LCBO# 217687: Maple Syrup

Gift Guide Blade Sign (Green)
ENG (Re-order# 24P9-BS12) / BIL (Re-order# 24P9-BS16)
Aeroplan Backer Card ENG / BIL (Re-order# 24P9-BC-GEN6)

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #13 (P9 - P10)	7880	Johnnie Walker Black 12 Yr	750	VA
	217802	Johnnie Walker Black Label	1140	LTO
	422006	Johnnie Walker Black Label Scotch.	1750	

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

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

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #14 (P9 - P10)	5959	Baileys Irish Cream	750	VA
	193490	Baileys Irish Cream	1750	LTO
	605956	Baileys Irish Cream Liquor	1140	VA

Value-Add (VA) - Rep Applied:
 LCBO# 5959: Hot Chocolate
 LCBO# 605956: Gift Card

Food & Drink Blade Sign (Green)
 ENG (Re-order# 24P9-BS13) / BIL (Re-order# 24P9-BS14)
 Gifts for All - Spirits Backer Card
 ENG / BIL (Re-order# 24P9-BC-GEN3)

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #15 (P9 only)	243055	Beronia Tempranillo Rioja	750	LTO
	432732	Bodacious Smooth Red Bag In Box	4000	LTO
	524322	Trapiche Reserve Malbec	1500	LTO

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

All products on this end will change in P10.



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

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

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #17 (P9 only)	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
	620617	Collavini Pinot Grigio	1500	LTO
	974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	LTO

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

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #18 (P9 - P10)	10157	Jameson Irish Whiskey	750	VA
	207613	Jameson Irish Whiskey	1140	LTO
	292615	Jameson Black Barrel	750	BAP

Value-Add (VA) - Rep Applied: Fingerless Gloves

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

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #19 (P9 - P10)	95935	Grey Goose Vodka	750	BAP, VA
	417196	Grey Goose Vodka	1140	VA
	604868	Grey Goose Vodka	1750	BAP

Value-Add (VA) - Rep Applied:
 LCBO# 95935: 50mL Grey Goose La Poire
 LCBO# 417196: 50mL St. Germain

Gift Guide Blade Sign (Green)
 ENG (Re-order# 24P9-BS12) / BIL (Re-order# 24P9-BS16)
 Aeroplan Backer Card ENG / BIL (Re-order# 24P9-BC-GEN6)

The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #20 (P9 - P10)	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	
	12385	Glenfiddich Single Malt 12 Year Old	750	
	605972	Glenfiddich Single Malt 15 Year Old	750	BAP

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

The products will remain the same as P9 with new offers for P10.



Wines Discovery End Aisles - Sparkling (EA-W1)

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

Key Dates (November 5 - 25, 2023)

Participating Stores

23, 26, 68, 164, 196, 214, 223, 233, 250, 263, 279, 340, 403, 491, 501, 536, 586, 602, 614, 616, 618, 635, 642, 656, 658, 667, 669, 673, 684, 693

Participating Products

LCBO#	Description	Size (mL)	Offers
32539	Brilla! Prosecco Rosato Doc Spumate	3 × 200	Wine Fridge
32541	Folonari Prosecco Doc Extra Dry	750	Wine Fridge, LTO, Mini Thematic
302752	> (V) Santa Margherita Rosé Brut	750	Mini Thematic

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 24P9-BCW1)
- 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 - Beaujolais (EA-W5)

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

Key Dates (November 5 - 25, 2023)

Participating Stores

3, 4, 5, 6, 7, 8, 10, 11, 12, 13, 15, 17, 18, 19, 21, 22, 25, 31, 35, 36, 38, 40, 41, 49, 51, 55, 57, 60, 62, 64, 65, 72, 77, 80, 82, 83, 84, 85, 95, 99, 102, 106, 115, 125, 130, 132, 140, 143, 145, 148, 149, 150, 154, 156, 163, 179, 182, 187, 195, 198, 207, 211, 212, 217, 218, 226, 227, 228, 229, 234, 237, 243, 244, 252, 253, 265, 278, 287, 288, 295, 298, 300, 310, 311, 324, 325, 326, 334, 344, 346, 351, 355, 359, 360, 367, 368, 371, 378, 381, 383, 384, 385, 387, 388, 389, 390, 391, 392, 393, 394, 398, 400, 401, 404, 407, 412, 415, 417, 420, 426, 431, 432, 434, 437, 438, 443, 444, 445, 452, 453, 459, 481, 485, 486, 490, 495, 497, 499, 500, 511, 521, 522, 523, 528, 532, 534, 537, 540, 542, 544, 551, 553, 554, 556, 566, 569, 573, 575, 579, 580, 589, 590, 593, 605, 609, 619, 623, 624, 627, 629, 630, 631, 633, 634, 638, 639, 641, 643, 644, 645, 648, 652, 660, 665, 668, 670, 675, 676, 680, 686, 694, 697, 699, 702, 741, 751, 755, 771, 776

Participating Products

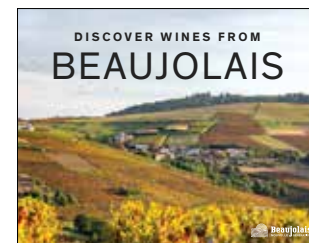
LCBO#	Description	Size (mL)	Offers
2881	Pisse-Dru Beaujolais	750	
9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
32569	Albert Bichot Beaujolais Selection Parcelaire	750	LTO
32624	Cellier Du Chateau De La Chaume Beaujolais	750	LTO
365924	> (V)Combe Aux Jacques Beauj-Vill (Jadot)	750	LTO

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order #24P9-BCW5)
- 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) - Continue from P8

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

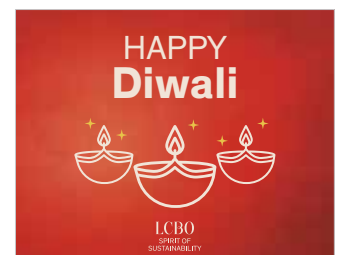
	LCBO#	Description	Size (mL)
Sold Products. Merchandise on the top shelf of the End Aisle.	1487	Crown Royal	750
	7880	Johnnie Walker Black 12 Yr	750
Merchandise any of the following products at the Manager's discretion.	1487	Crown Royal	750
	1610	Ballantine's	750
	7617	Chivas Regal 12 Year Old	750
	7880	Johnnie Walker Black 12 Yr	750
	11130	Dewar's White Label Whisky	750
	19821	Angostura 7 Year Old Rum	750
	20896	Ruffino Prosecco 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 Malt 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.



Non-Alcohol Products

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

Key Dates (P9-P10)

Participating Stores

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

Participating Products

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

Signage Components

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

Merchandising Instructions

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

Discretionary End Aisle:

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

In-Section:

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

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



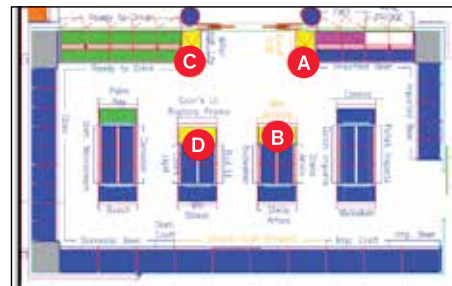
Discretionary End Aisle Displays



Example Only

BEER EXCITEMENT ZONE

(A, B, C, D)



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

Key Dates (November 5 - 25, 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
A Plinth (EA - EZA)	270447	Guinness Draught Beer	500	LCBO Warehouse	BAP
	296244	Guinness Draught	4 × 440	LCBO Warehouse	VA
	554469	Guinness Draught	8 × 440	LCBO Warehouse	LTO
	VA/Merchandiser: Guinness Recipe Mix				
B Plinth (EA - EZB)	36002	Collective Arts Fuzz Face Triple IPA	473	LCBO Warehouse	
	17428	Great Lakes Brewery - Thrust! An IPA	473	1929 - Great Lakes Brewing Co. Inc.	
C Plinth (EA - EZH)	6106	Kronenbourg 1664	6 × 330	LCBO Warehouse	LTO
	229583	Kronenbourg 1664 Blanc	6 × 330	LCBO Warehouse	BAP
	379958	Kronenbourg 1664 Blanc	500	LCBO Warehouse	LTO
D End Aisle (EA - EZD)	24400	Palm Bay Island Mixer	12 × 355		VA
	VA - Rep Applied: Receive free Palm Bay Sunset Lamp with purchase.				

Beer Excitement Zone A: Guinness makes a great gift for the weekend chef. Get a free recipe mix with the purchase of Guinness Draught 4 pack.

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

Beer Excitement Zone C: Bring Kronenbourg to your next gathering. It's a classic choice for the Euro beer fan.

Beer Excitement Zone D: Palm Bay Island mixer is a perfect gift for the beach lover. Receive a free branded sunset lamp with the purchase of the 12 pack.

Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P9-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 24P9-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 24P9-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 24P9-BEZ5) / BIL (Re-order # 24P9-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 24P9-BEZ7) / BIL (Re-order # 24P9-BEZ8)

Merchandising Instructions

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



BEER BRANDED ENDS (P9-P10)

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

These are sold spaces and participation is mandatory.

Key Dates (P9-P10)

Participating Stores

Please refer to the Participation Lookup page for information

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

Signage Components

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



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

Ontario Craft Beer

END AISLE

Overview

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

Key Dates (November 5 - 25, 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
16954	Bench Brewing Lincoln Lager	473	798 - Bench Brewing Company
32265	Muskoka Major Tom Hazy Dipa	568	LCBO Warehouse
272104	Dead Elephant Ale	473	8447 - Railway City Brewing Company
275172	Nickel Brook Head Stock West Coast-Style IPA	473	6699 - Nickel Brook Brewing Company
442319	Collective Arts Stranger Than Fiction Porter	473	LCBO Warehouse
446955	Big Rig Alpha Bomb IPA	473	1188 - Big Rig Brewing Co.

Merchandising Instructions

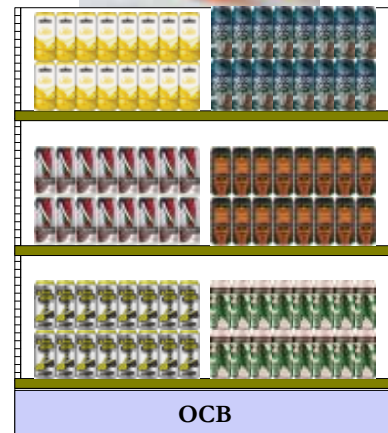
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

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-24P9-OCB1) / BIL (Re-order #AIM-24P9-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (November 5 - 25, 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
322065	Moinette Brune	330
17767	Aventinus Eisbock	330
32767	Wildbrau Grafting Grandauer Festbier	500
84889	Hofbrau Oktoberfestbier	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-24P9-ICB1 / BIL (Re-order #AIM-24P9-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

ONTARIO WINES

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

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

Key Dates (November 5 - 25, 2023)

Participating Products

LCBO#	Description	Size (mL)	Offers
134965	Open Riesling-Gewurztraminer VQA	750	LTO
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	LTO
587956	Trius Cabernet Sauvignon VQA	750	LTO
620724	Creekside Sauvignon Blanc 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-24P9-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-24P9-ON1)

Merchandising Instruction

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



Backer Card
(Re-order#
NIVQA067)



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

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

Key Dates (November 5 - 25, 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
60707	20 Bees Pinot Grigio VQA	750 mL	75 BAP
565713	Reif Estate Cabernet/Merlot VQA	750 mL	100 BAP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # 24P9-OWP1)
- Ontario Buyer's Pick Backer Card
ENG (Re-order # 24P9-OWP2) / BIL (Re-order # 24P9-OWP3)

Merchandising Instructions

Cut-Case Display Stores:

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

End Aisle Display Stores:

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

Shelf Talker Only Stores:

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

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (November 5 - December 2, 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
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	\$3.00 LTO
958975	>Mer Soleil Reserve Chardonnay	750	\$3.00 LTO

Signage Components

- Shelf Talkers (Re-order# AIM-24P9-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P9-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P9-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.

Image not available



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 (November 4 & November 18 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)
November 4 Release		
55764	Chateau Ste. Michelle Indian Wells Cabernet Sauvignon 2020	750
526301	Xavier Arcane XV Le Diable 2015	750
November 18 Release		
35622	Via Caritatis Vox Angelorum 2020	750
640854	Salentein Reserve Malbec 2021	750

Signage Components

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

Merchandising Instructions

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



VINTAGES LTO/Aeroplan Program | Key Dates (November 5 - 25, 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-24P9 -VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
672931	Allegrini Palazzo della Torre	750	\$2.00
991562	Bailly Lapierre Réserve Brut Crémant De Bourgogne	750	\$3.50
637801	Bartenura Malvasia Kpm	750	\$1.00
661892	Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00
342436	Bonterra Organic Chardonnay	750	\$2.00
16081	Caffo Vecchio Amaro Del Capo	750	\$2.00
974717	Casas del Bosque Reserva Sauvignon Blanc	750	\$2.00
650432	Castelgiocondo Brunello di Montalcino	750	\$5.00
985002	Catena Cabernet Sauvignon	750	\$2.00
681643	Château Argadens Bordeaux Supérieur	750	\$3.00
30957	Concha Y Toro Winemaker's Lot 148 Carmenère	750	\$3.00
571133	Dillon'S Vermouth	750	\$2.00
354191	Domaine Lafage Cuvée Nicolas Vieilles Vignes Grenache Noir	750	\$2.00
636613	Duca Di Saragnano Alchymia Primitivo	750	\$3.00
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$1.00
668418	Fabre Montmayou Rosé	750	\$2.00
43281	Flat Rock Riesling	750	\$2.00
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$2.00
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$2.00
454876	Ghost Pines Winemaker's Blend Merlot	750	\$2.00
68817	Hidden Bench Estate Organic Chardonnay	750	\$2.00
274753	Hidden Bench Pinot Noir	750	\$3.00
388306	Inniskillin Vidal Icewine	375	\$5.00
412320	Josh Cellars Reserve Paso Robles Cabernet Sauvignon	750	\$3.00
58339	Kaiken Malbec	750	\$2.00
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$2.00
719435	La Crema Sonoma Coast Pinot Noir	750	\$3.00
48793	Louis Bouillot Perle D'Aurore Brut Rosé Crémant De Bourgogne	750	\$2.00
365924	Louis Jadot Beaujolais-Villages	750	\$2.00
232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	\$5.00
142018	Majella The Musician Cabernet/Shiraz	750	\$2.00
573147	Malivoire Estate Grown Chardonnay	750	\$2.00
130138	Meiomi Pinot Noir	750	\$2.00

LCBO#	Description	Size (mL)	LTO
958975	Mer Soleil Reserve Chardonnay	750	\$3.00
405175	Michael David Freakshow Cabernet Sauvignon	750	\$2.00
69377	Monte Antico	750	\$2.00
322586	Montes Alpha Cabernet Sauvignon	750	\$3.00
326090	Oyster Bay Pinot Grigio	750	\$3.00
350900	Robert Oatley Signature Series Chardonnay	750	\$2.00
282996	San Felice Chianti Classico	750	\$2.00
425488	Sella & Mosca Riserva Cannonau Di Sardegna	750	\$3.00
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00
66738	The Black Chook Shiraz/Viognier	750	\$2.00
104299	The Prisoner Red Blend	750	\$5.00
356220	Tommasi Amarone Della Valpolicella Classico	750	\$5.00
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$3.00
53876	Villa Antinori Toscana	750	\$2.00
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00
943787	Wakefield Estate Shiraz	750	\$2.00
269852	Willm Gewurztraminer Reserve	750	\$1.00
311258	Wits End Luna Shiraz	750	\$2.00
479766	Zenato Ripassa Valpolicella Ripasso Superiore	750	\$3.00
707158	Zenato San Benedetto Lugana	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
578005	Austin Hope Cabernet Sauvignon	750	200
621458	Bottega Gold Prosecco	750	100
926626	Famille Perrin les Sinards Châteauneuf-du-Pape	750	150
363457	Famille Perrin Réserve Côtes du Rhône	750	100
204099	Luksusowa Wisniowa Cherry Liqueur	750	200
626325	Osoyoos Larose Le Grand Vin	750	150
255513	Robert Mondavi Winery Napa Valley Cabernet Sauvignon	750	110
221887	Robert Mondavi Winery Napa Valley Sauvignon Blanc	750	100

VINTAGES Ontario Our Buyer's Picks Program

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

Key Dates (November 5 - 25, 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
571133	>Dillon's Vermouth	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-24P9 -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.

FLEX SPACE

Overview

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

Key Dates (November 5 - 25, 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.

Signage Components

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

Participating Products

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



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 "FARM TO TABLE: WINES BY TOM GORE"

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



34425	Tom Gore Farmer's Red Blend	750	VA
451336	Tom Gore Cabernet Sauvignon	750	VA
458810	Tom Gore Chardonnay	750	VA

VA - Rep-Applied: Cork Box

(FSC) Europe - Italy/SE Flex Space "SHOP AND EARN THIS HOLIDAY: LA VIEILLE FERME"

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



263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	BAP
298505	La Vieille Ferme Luberon Blanc Aoc	750	BAP
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	BAP
622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	BAP
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	BAP

(FSD) Australia/New Zealand Flex Space "PREMIUM AUSTRALIAN WINES"

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



66738	>The Black Chook Shiraz Viognier	750	LTO
142018	>The Musician By Majella Cabernet Shiraz	750	LTO
311258	>Wits End Luna Shiraz	750	LTO
350900	>Robert Oatley Signature Series Chardonnay	750	LTO
445825	Jacob's Creek Moscato Rosé Sparkling	750	LTO
661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	LTO
925453	>Kilikanoon Shiraz Killermans Run	750	
943787	>Wakefield Estate Label Shiraz Clare Valley	750	LTO

(FSE) Chile/Argentina Flex Space "ENTERTAIN WITH CHILEAN WINES"

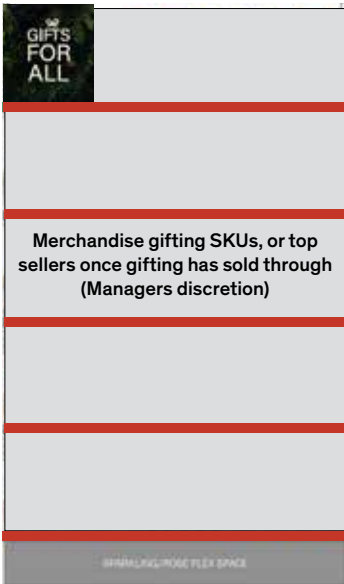
***Mandatory Participation: This is a SOLD promotion.**



16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	LTO
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	LTO
63891	>Coyam Red Blend Organic	750	VA
278127	Santa Carolina Sauvignon Blanc Reserva	1500	BAP
321448	Cono Sur Bicicleta Chardonnay	750	LTO
322586	>Montes Alpha Cabernet Sauvignon	750	LTO
545707	Cigar Box Pinot Noir	750	LTO
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	LTO

VA - Rep-Applied: Gift Box

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 (November 5 - 25, 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
10212	Kahlua Coffee Liqueur	375	LTO
265199	Absolut Vodka	375	VA

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

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P9-SP2) / BIL (Re-order #AIM-24P9-SP3)
- Shelf Talker ENG (Re-order #AIM-24P9-SP4) / BIL (Re-order #AIM-24P9-SP6)

Merchandising Instructions

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



Shelf Talker



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 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)	260844	Bombay Sapphire London Dry Gin	200	LTO
	363812	Tito's Handmade Vodka	375	LTO
Wines/Wine in Cans (FEM2)	25266	Josh Cellars Chardonnay	375	
	34433	Josh Cellars Pinot Noir	375	
Brown Spirits/Liqueurs (FEM3)	61408	Jagermeister	375	VA
	74393	Baileys Irish Cream	375	LTO

VA - Rep Applied: Sipping Glass

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P9-FEM1) / BIL (Re-order #AIM-24P9-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P9-FEM3) / BIL (Re-order #AIM-24P9-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P9-FEM5) / BIL (Re-order #AIM-24P9-FEM6)

Merchandising Instructions

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



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

HOLIDAY STOCKING STUFFERS

Key Dates (Period 9-10)

Participating Stores

Please refer to the Participation Lookup page for information

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

Spirits Participating Products

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

Wines Participating Products

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

Signage Components

- Perpendicular Shelf Talkers (Re-order#)

Merchandising Instructions

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

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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

Key Dates (Period 9-10)

Participating Stores

Please refer to the Participation Lookup page for information

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

Merchandising Instructions

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

Signage Components

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



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

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



Examples Only

Wine Impulse - Half Bottles/Cans:

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

Participating Products

LCBO#	Description	Size (mL)
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 (November 5 - 25, 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.

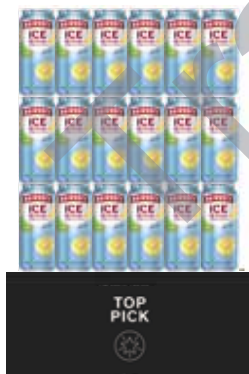
Merchandising Instructions

- 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-24P9-FEM7) / BIL (Re-order #AIM-24P9-FEM8)
All participating stores will receive the same set of pricer cards. Only use what you need and recycle the ones that do not apply to your store.

CE3



LCBO# 449157
Smirnoff Ice Tall Can
473 mL | 10 BAP

CE4



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

CE5



LCBO# 31246
Jack Daniel's & Ginger
473 mL | 20 BAP

CE6



LCBO# 31242
Malibu Watermelon Mojito
355 mL | 25 BAP

THE COLD ROOM SPIRITS DISPLAY (CM)

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

This is a sold program. Participation is mandatory.

Key Dates (November 5 - 25, 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
31587	Polar Ice Berry Blizzard	750	\$2.00 LTO
135566	Polar Ice Vodka	750	VA

Value-Add (VA) - Rep Applied: Headband

Signage Components







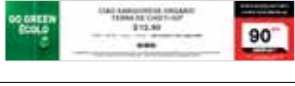






- A-Frame Sign ENG (Re-order# 24P9-AF1) / BIL (Re-order# 24P9-AF2)
- Shelf Talkers English Bundle ENG (Re-order# 24P9-AF3)
Shelf Talkers Bilingual Bundle ENG (Re-order# 24P9-AF4)

Merchandising Instructions

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



ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P9-ST1 BIL: 24P9-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P9-ST12 BIL: 24P9-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P9-ST14 BIL: 24P9-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P9-ST3 BIL: 24P9-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P9-ST5 BIL: 24P9-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P9-ST7 BIL: 24P9-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P9-ST9 BIL: 24P9-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	24P9-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-24P9-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P9-AS1 BIL: AIM-24P9-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P9-LTO	

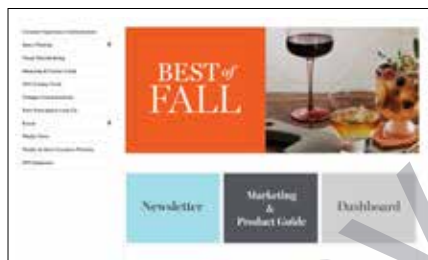
Sold Space WORKSHEETS

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

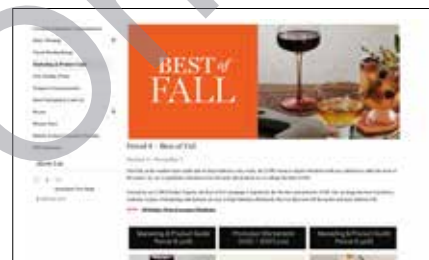
Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Trade Copy

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1 A (Promo code is BSE not EA 1)	14355	Appleton Estate 12yo Rare	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		369793	Mount Gay Eclipse Rum	750	LTO, VA
			646729	Bumbu Original Rum	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	1 B (Promo code is BSE not EA 1)	1206	Bacardi Gold Rum	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		366633	Ron Diplomatico Reserva Exclusiva Rum	750	LTO
			443903	Havana Club Anejo Reserva	750	LTO
			894014	El Dorado Demerara 5 Year Old Rum	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	2AB	67	Smirnoff Vodka	750	Value Add
			38505	Smirnoff Vodka (P.E.T)	1750	
			216929	Smirnoff Vodka	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	3A	282996	>(V) Chianti Classico (San Felice)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		521021	>Francis Coppola Diamond Collection Cab Sauv	750	LTO
			681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3B	183061	Megalomaniac Homegrown Riesling VQA	750	LTO
			425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca)	750	LTO
			620054	Babich Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4 A/B	114694	Crown Royal	1750	Value Add
			217950	Crown Royal	1140	LTO
			1487	Crown Royal	750	W6, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	5 A/B	19953	Tommasi Le Rosse Pinot Grigio	750	BAP
			19954	Tommasi Valpolicella Doc	750	LTO
			267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO
			356220	>(V) Amarone Classico Docg (Tommasi)	750	LTO
			910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6AB	893	J.P. Wiser's Deluxe	750	Necktag
			33928	J.P. Wiser's Deluxe	1750	Value Add
			216689	J.P. Wiser's Deluxe	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7 A/B	17150	Josh Cellars Pinot Noir	750	LTO
			412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	LTO
			561100	Josh Cellars Chardonnay	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	8 A/B	520304	Bacardi Gold	1140	LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	LTO, Value Add
			570366	Bacardi Spiced Rum	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	9 A/B	217653	Captain Morgan Original Spiced Rum	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		500512	Captain Morgan Original Spiced Rum	750	
			500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	14483	Ace Hill Raspberry Vodka Soda	355	BAP
			14485	Ace Hill Lemon Vodka Soda	355	BAP
			19347	Founder's Original Bourbon Sour	355	BAP
<input type="checkbox"/>	<input type="checkbox"/>		24334	Sandbagger Boysenberry Hard Seltzer	355	
			31206	French 75 Gin Cocktail	355	BAP
			31258	Muskoka Spirits Nitro Espresso Martini	250	BAP
			31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	11	10213	Kahlua Coffee Liquor	750	BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		110056	Absolut Vodka	750	Value Add
			209221	Absolut Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	42	Canadian Club Premium	750	BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		34637	Canadian Club Premium	1750	Value Add
			217687	Canadian Club Premium	1140	Value Add
			217802	Johnnie Walker Black Label	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	422006	Johnnie Walker Black Label Scotch	1750	
			7880	Johnnie Walker Black 12 Yr	750	W6, Seasonal Block Pile D, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	14	5959	Baileys Irish Cream	750	Front Nesting Table, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	LTO
			605956	Baileys Irish Cream Liquor	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	15	243055	Beronia Tempranillo Rioja	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		432732	Bodacious Smooth Red Bag In Box	4000	LTO
			524322	Trapiche Reserve Malbec	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	8805	Forty Creek Barrel Select Whisky	1750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		10937	Forty Creek Double Barrel Reserve Whisky	750	
			285254	Forty Creek Copper Bold Whisky	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	17	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		620617	Collavini Pinot Grigio	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	Flex Space, LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	10157	Jameson Irish Whiskey	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		207613	Jameson Irish Whiskey	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		292615	Jameson Black Barrel	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	19	95935	Grey Goose Vodka	750	Front Nesting Table, BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		417196	Grey Goose Vodka	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		604868	Grey Goose Vodka	1750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	20	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	
<input type="checkbox"/>	<input type="checkbox"/>		12385	Glenfiddich Single Malt 12 Year Old	750	
<input type="checkbox"/>	<input type="checkbox"/>		605972	Glenfiddich Single Malt 15 Year Old	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	19750	Teremana Reposado Tequila	750	S1, LTO
<input type="checkbox"/>	<input type="checkbox"/>		34603	Patron Anejo Tequila	750	S1, LTO
<input type="checkbox"/>	<input type="checkbox"/>		271643	Tequila Tromba Blanco	750	S1, BAP
<input type="checkbox"/>	<input type="checkbox"/>		609362	Casamigos Mezcal	750	S1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	3558	Gibson's Finest Rare 12 Years Old	750	
<input type="checkbox"/>	<input type="checkbox"/>		4101	Remy Martin VSOP	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		8284	Hennessy VS Cognac	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		25141	Lobos 1707 Tequila Reposado	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		60608	El Dorado 12 Year Old Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		113241	Cazadores Anejo Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		131870	Bushmills Malt 10 Year Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		207126	Lagavulin 16 Yr Malt	750	
<input type="checkbox"/>	<input type="checkbox"/>		243824	Oban 14 Yr Old Single Malt	750	
<input type="checkbox"/>	<input type="checkbox"/>		352104	Aberlour 12YO Single Malt Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	492520	Bacardi 8 Year Old Reserva Gold Rum	750	BAP	
<input type="checkbox"/>	<input type="checkbox"/>	573402	Bearface 7YO Triple Oak Canadian Whisky	750	BAP	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			21046	Mionetto Prestige Prosecco Rosé	750	LTO, Wine Fridge
			21621	Bread & Butter Prosecco Doc	750	LTO, Wine Fridge
			21624	Josh Cellars Prosecco Rosé	750	LTO
			32535	Veuve Du Vernay Brut Sparkling	750	BAP, Wine Fridge
			32538	Latte Miele Prosecco Doc Spumate	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	32541	Folonari Prosecco Doc Extra Dry	750	W1, LTO, Wine Fridge
			253948	Martini Asti	750	LTO, Value Add
			302752	> (V) Santa Margherita Rosé Brut	750	W1
			453084	Moet & Chandon Imperial Champagne	750	
			621458	>Bottega Gold Sparkling (Bottega Spa)	750	BAP
			14483	Ace Hill Raspberry Vodka Soda	355	BAP
			14485	Ace Hill Lemon Vodka Soda	355	BAP
			19347	Founder's Original Bourbon Sour	355	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic C	24334	Sandbagger Boysenberry Hard Seltzer	355	
			31206	French 75 Gin Cocktail	355	BAP
			31258	Muskoka Spirits Nitro Espresso Martini	250	BAP
			31316	Cottage Springs Tequila Soda Mixed 8 Pack	8 × 355	
			2691	Tanqueray London Dry Gin	750	LTO
			5959	Baileys Irish Cream	750	End Aisle, Value Add
			14910	Bushmills Irish Whiskey	750	LTO
			19563	Lot No. 40 Dark Oak Canadian Whisky	750	LTO
			21465	Angel's Envy	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table - Flight A	22035	Skrewball Peanut Butter Whiskey	750	LTO
			33545	Skrewball Peanut Butter Whiskey	750	LTO
			129940	Aviation Gin	750	Value Add
			173542	Don Julio Blanco	750	LTO
			173559	Don Julio Reposado	750	Value Add
			414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Value Add
			417295	Ciroc Original Unflavoured	750	Value Add
			456095	Ketel One Vodka	750	Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19749	Teremana Blanco Tequila	750	LTO
			22192	Grant's Triplewood 12YO	750	Value Add
			26979	Don Julio Anejo	750	
			33545	Skrewball Peanut Butter Whiskey	750	LTO
			41384	Jack Daniel's Tennessee Whiskey	750	
			52050	The Famous Grouse	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table - Flight B	95935	Grey Goose Vodka	750	End Aisle, BAP, Value Add
			225243	Stoli Vodka	750	Value Add
			316844	Bombay Sapphire London Dry	750	Shelf Extender, LTO, Value Add
			358192	Bruichladdich The Botanist Islay Dry Gin	750	BAP
			366666	El Dorado 8 YO Cask Aged Demerara Rum	750	LTO
			397091	Forty Creek Copper Bold Whisky	1750	LTO
			637504	Hendrick's Gin	750	LTO
			14135	Coors Original	6 × 355	LTO
			14400	Coors Original	6 × 473	
			34434	Miller High Life	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	300681	Coors Light	6 × 473	Value Add
			478909	Blue Moon	473	BAP
			558940	Miller Lite	6 × 473	
			906628	Coors Light	6 × 355	LTO
			906669	Coors Light	473	LTO
			19119	Bacardi Mojito	355	LTO
			19350	Founder's Original Tequila Paloma	355	
			24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	24325	Canadian Club & Ginger Ale	473	BAP
			24346	Jack Daniels Tennessee Honey Lemonade	473	LTO
			31253	Cabana Coast Dirty Shirley	473	LTO
			31273	JP Wiser's Old Fashioned Sparkling Cocktail	355	LTO
			31298	Cutwater Tequila Margarita	355	
			491746	Cabana Coast Moscow Mule	473	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		1784	Grand Marnier Cordon Rouge	750	Shelf Extender, LTO
		15806	Skyy Vodka	750	BAP
		17804	Callaway Cellar Selection Cabernet Sauvignon	750	BAP
		29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	BAP
		30554	Mucho Mas White	750	BAP
		58677	XOXO Pinot Grigio/Chardonnay	750	BAP
		176834	Aperol	750	BAP
<input type="checkbox"/> <input type="checkbox"/>	Block Pile C	277954	Campari Aperitivo	750	BAP
		281378	Forty Creek Cream Liquor	750	BAP
		281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	BAP
		355933	Black Cellar Shiraz Cabernet	750	BAP
		550715	Forty Creek Barrel Select	750	BAP
		563122	Le Fat Bastard Shiraz Pays D'Oc	750	BAP
		570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	BAP
		580183	Blu Giovello Pinot Grigio	750	BAP
		1099	Johnnie Walker Red Label	750	Shelf Extender, LTO
<input type="checkbox"/> <input type="checkbox"/>	Block Pile D (XBP)	7880	Johnnie Walker Black 12 Yr	750	End Aisle, W6, Value Add
		31828	Johnnie Walker Double Black	750	
		291278	Johnnie Walker Gold Reserve	750	
		21097	The Glenlivet 12 Yr Malt	750	BAP, VA
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Display (FSG-A)	21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	BAP, VA
		410043	The Glenlivet Founder's Reserve Scotch Whisky	750	BAP, VA
		5959	Baileys Irish Cream	750	VA
<input type="checkbox"/> <input type="checkbox"/>	Bayleys (FSH-A)	34625	Baileys Tiramisu Flavour	750	
		193490	Baileys Irish Cream	1750	LTO
		605956	Baileys Irish Cream Liquor	1140	VA
		5959	Baileys Irish Cream	750	VA
<input type="checkbox"/> <input type="checkbox"/>	Bayleys (FSJ-A)	193490	Baileys Irish Cream	1750	LTO
		605956	Baileys Irish Cream Liquor	1140	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			20214	Fontanafredda Barolo Docg	750	LTO, Value Add
			31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	LTO
			55517	Smoking Loon Cabernet Sauvignon	750	LTO
			58339	>Kaiken Malbec	750	LTO
			302380	Mezzacorona Pinot Grigio Trentino	750	LTO
			346445	Sandbanks Dunes Red VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO
			392225	Robert Mondavi Private Selection Cab/Sav	750	LTO
			399410	Jackson-Triggs Sauvignon Blanc	750	LTO
			426601	Villa Maria Private Bin Sauvignon Blanc	750	LTO, Wine Fridge
			433961	Villa Annaberta Amarone Della Valpolicella Docg	750	LTO
			619452	Matua Sauvignon Blanc Hawke's Bay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	270447	Guinness Draught Beer (LCBO Warehouse)	500	BAP
			296244	Guinness Draught (LCBO Warehouse)	4 × 440	Value Add
			554469	Guinness Draught (LCBO Warehouse)	8 × 440	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	36002	Collective Arts Fuzz Face Triple IPA (LCBO Warehouse)	473	
			17428	Great Lakes Brewery - Thrust! An IPA (1929)	473	
			6106	Kronenbourg 1664 (LCBO Warehouse)	6 × 330	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	229583	Kronenbourg 1664 Blanc (LCBO Warehouse)	6 × 330	BAP
			379958	Kronenbourg 1664 Blanc (LCBO Warehouse)	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	24400	Palm Bay Island Mixer	12 × 355	VA
			16954	Bench Brewing Lincoln Lager (798)	473	
			32265	Muskoka Major Tom Hazy Dipa (LCBO Warehouse)	568	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	272104	Dead Elephant Ale (8447)	473	
			275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	LTO
			442319	Collective Arts Stranger Than Fiction Porter (LCBO Warehouse)	473	
			446955	Big Rig Alpha Bomb IPA (1188)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	134965	Open Riesling-Gewurztraminer VQA	750	goLOCAL, LTO
			459966	Henry Of Pelham Baco Noir Old Vines VQA	750	goLOCAL, LTO
			587956	Trius Cabernet Sauvignon VQA	750	goLOCAL, LTO
			620724	Creekside Sauvignon Blanc VQA	750	goLOCAL, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	571133	>Dillon's Vermouth	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	LTO
			958975	>Mer Soleil Reserve Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: November 4	55764	Chateau Ste. Michelle Indian Wells Cabernet Sauvignon 2020	750	
			526301	Xavier Arcane XV Le Diable 2015	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: November 18	35622	Via Caritatis Vox Angelorum 2020	750	
			640854	Salentein Reserve Malbec 2021	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	571133	>Dillon's Vermouth	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	10212	Kahlua Coffee Liquor	375	CE1, LTO
			265199	Absolut Vodka	375	CE1, Value Add
			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	
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2)	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	
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	449157	Smirnoff Ice Tall Can	473	CE3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	14484	Arizona Hard Green Tea	473	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	31246	Jack Daniel's & Ginger	473	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	31242	Malibu Watermelon Mojito	355	CE6, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	260844	Bombay Sapphire London Dry Gin	200	FEM1, LTO
			363812	Tito's Handmade Vodka	375	FEM1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	25266	Josh Cellars Chardonnay	375	FEM2
			34433	Josh Cellars Pinot Noir	375	FEM2
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	61408	Jagermeister	375	FEM3, Value Add
			74393	Baileys Irish Cream	375	FEM3, LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	31587	Polar Ice Berry Blizzard	750	Cold Room Spirits, LTO
			135566	Polar Ice Vodka	750	Cold Room Spirits, Value Add

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R1	Vodka A	34579 Prince Igor Extreme Vodka (P.E.T)	1140	LTO									Y	Y
R2	Vodka B	334110 Ciroc Peach	750	LTO					Y	Y	Y	Y	Y	Y
R3	Vodka C	19535 Skyy Vodka	1140	LTO				Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	31826 Cottage Springs Ontario Peach Flavoured Vodka	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	25999 Jagermeister	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	273516 Ron Zacapa 23 Centenario Rum	750	LTO										Y
R7	Rum B	225615 Brugal Anejo	750	LTO					Y	Y	Y	Y	Y	Y
R8	Rum C	633271 Gosling's Bermuda Black Seal Rum	750	LTO				Y	Y	Y	Y	Y	Y	Y
R9	Rum D	80127 Sailor Jerry Spiced Rum	750	LTO				Y	Y	Y	Y	Y	Y	Y
R10	Rum E	318683 The Kraken Black Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	21437 Wayne Gretzky Red Cask Whisky	1140	LTO									Y	Y
R12	Canadian Whisky B	457572 Gibson's Finest Bold 8YO	750	LTO					Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	476911 Crown Royal Vanilla	750	LTO				Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	182931 Jack Daniel's Tennessee Whiskey	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	403519 Crown Royal Apple	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	207647 Chivas Regal 12YO Scotch Whisky	1140	LTO				Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	1099 Johnnie Walker Red Label	750	Seasonal Block Pile D, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	316844 Bombay Sapphire London Dry	750	Front Nesting Table, LTO, Value Add				Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	605881 Disaronno Originale Amaretto	1140	LTO						Y	Y	Y	Y	Y
R20	Liqueurs B	1784 Grand Marnier Cordon Rouge	750	Seasonal Block Pile C, LTO				Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	623678 Carolans Irish Cream	1140	BAP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	253302 Luksusowa Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	43703 Hennessy VSOP Cognac	750											Y
R24	Brandy B	16544 St Remy Signature	750	LTO				Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	125187 Cazadores Reposado Tequila	750	LTO						Y	Y	Y	Y	Y
R26	Ontario Blend A	341743 Trius Rosé VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	515452 XOXO Pinot Grigio+Chardonnay Sparkling	750	LTO				Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	21442 Honest Lot Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	17472 Trius Baco Noir VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	33578 Honest Lot Pinot Grigio	750	LTO				Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	10485 Pelee Island Lola Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	11572 XOXO Moscato	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	14882 Saintly Rosé VQA	750	LTO									Y	Y
R34	Ontario VQA B	433714 Pelee Island Cabernet Franc VQA	750	LTO									Y	Y
R35	Australia/New Zealand A	325787 McGuigan Black Label Shiraz	750	LTO									Y	Y
R36	Australia/New Zealand B	302349 Rosemount Diamond Shiraz	750	LTO									Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R37	Australia/New Zealand C	350504 Yellow Tail Big Bold Red	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R38	Australia/New Zealand D	13016 Jacob's Creek Moscato Rosé	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R39	USA A	633560 Three Thieves Chardonnay	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40	USA B	13305 Solid Ground Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41	Chile A	413062 Two Oceans Cabernet Sauvignon/Merlot	1500	LTO						Y	Y	Y	Y		
R42	Chile B	614651 Trapiche Reserve Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43	France Blend A	215483 Harveys Bristol Cream Sherry	750	LTO										Y	
R44	France Blend B	269589 Rocca Delle Macie Chianti Vernaiolo Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45	France South A	545319 Frescobaldi Castiglioni Chianti Docg	750	LTO									Y	Y	
R46	France South B	620773 Masi Masiano Pinot Grigio	750	BAP			Y	Y	Y	Y	Y	Y	Y	Y	
R47	France Bordeaux/ Burgundy A	427377 Porta 6, Vr Lisboa	750	LTO									Y	Y	
R48	Italy Central A	19650 Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	LTO									Y	Y	
R49	Italy Central B	17483 Citra Pinot Grigio Terre Di Chieti	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50	Italy North A	582775 Baf Heritage Du Conseiller Pinot Noir	750	LTO					Y	Y	Y	Y	Y	Y	
R51	Italy North B	30947 Doppio Passo Grillo Sicilia	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52	Southern Europe A	293159 Les Jamelles Cabernet Sauvignon Pays D'Oc	750	LTO										Y	
R53	Southern Europe B	588962 Mezzomondo Negroamaro Puglia lgt	750	LTO									Y	Y	
R54	Germany A	215814 Codorniu Brut Clasico Sparkling	750	LTO, Value Add			Y	Y	Y	Y	Y	Y	Y	Y	
R55	Sparkling A	445825 Jacob's Creek Moscato Rosé Sparkling	750	Flex Space, LTO									Y	Y	
R56	Sparkling B	604 Chiarli Castelvetro Lambrusco	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57	Ontario Beer A	198069 Chimay Premiere	750										Y	Y	
R58	Ontario Beer B	544833 Miller Genuine Draught	6 × 355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59	Beer 1	16080 Indie Ale House Instigator IPA	473											Y	
R60	Beer 2	32217 Big Deal Golden Ale	473					Y	Y	Y	Y	Y	Y	Y	
R61	Beer 3	31448 Flying Monkeys Crowd Surf Motel Passionfruit IPA	473					Y	Y	Y	Y	Y	Y	Y	
R62	Beer 4	556688 Collective Arts Life In The Clouds	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63	Party Zone 1	4606 Vodka Mudshake Creamy Vanilla	4 × 270	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64	Party Zone 2	450452 Smirnoff Ice Light Black Cherry & Soda	4 × 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R65	Party Zone 3	24385 Bacardi Pina Colada	355	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	446567	Iceberg Vodka (P.E.T)	750	LTO, Value Add	GLAZER'S OF CANADA
C2: Canadian Whisky	54213	Alberta Premium Whisky (P.E.T)	1750	BAP	BEAM SUNTORY
C3: Ontario Non VQA Blend	328518	Jackson-Triggs Chardonnay	750	LTO	ARTERRA WINES CANADA INC.
C4: French Blend	467811	Ruffino Prosecco	750	LTO	ARTERRA WINES CANADA INC.
C5: Fixed Store Location	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	PMA CANADA LTD.
C6: Vodka	557470	Empress 1908 Gin	750	LTO	GLAZER'S OF CANADA
C7: Scotch	314856	Fireball Whisky Shooter	1140	BAP	CHARTON HOBBS INC
C8: Liqueurs	12865	J.P. Wiser's Manhattan Canadian Whisky	750	LTO	CORBYS SPIRIT AND WINE LIMITED
C9: Ontario Blends	27728	Bask Pinot Grigio	750	LTO, Wine Fridge	ARTERRA WINES CANADA INC.
C10: France Red	504340	Santa Carolina Merlot	1500	LTO	CHARTON HOBBS INC

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	27757	High Road Cellars Pinot Grigio	750	BAP	COLIO ESTATE WINES
D2: Discovery Wines 2	31487	With Love Pecorino	750	LTO	AZUREAU WINE AGENCY
D3: Discovery Wines 3	28569	Selaks Sauvignon Blanc	750	LTO	ARTERRA WINES CANADA INC.
D4: Discovery BSM 1	35727	Wilda Wild Blueberry	473	LTO	WILDA WAS ROYAL CDN MEAD
D5: Discovery BSM 2	556720	Warsteiner Premium Pilsener	500	LTO	COLIO ESTATE WINES
D6: Discovery BSM 3	667303	Blue Lobster Vodka Soda	473	BAP	VON TERRA ENTERPRISES LTD.
D7: Discovery Spirits 1	601484	Amaro Montenegro Liqueur	750	LTO	MARK ANTHONY WINE & SPIRITS
D8: Discovery Spirits 2	13510	Herradura Silver Tequila	750	LTO	PMA CANADA LTD.
D9: Discovery Spirits 3	242339	Alberta Pure Vodka (P.E.T)	1140	BAP, Value Add	BEAM SUNTORY

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	11194	Sand Point Chardonnay	750	LTO	FWM CANADA

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
604	Chiarli Castelvetro Lambrusco	750	\$1.00	Shelf Extender
828	Folonari Valpolicella Doc	750	\$2.00	
1040	Gordons Gin	750	\$1.00	
1099	Johnnie Walker Red Label	750	\$1.50	Shelf Extender, Seasonal Block Pile D
1784	Grand Marnier Cordon Rouge	750	\$5.25	Shelf Extender, Seasonal Block Pile C
2691	Tanqueray London Dry Gin	750	\$1.00	Front Nesting Table
4101	Remy Martin VSOP	750	\$10.00	Mini Thematic
4606	Vodka Mudshake Creamy Vanilla	4 × 270	\$1.00	Shelf Extender
6106	Kronenbourg 1664	6 × 330	\$3.00	EZH
9431	Bouchard Aine & Fils Beaujolais Superieur	750	\$2.00	W5
10075	Side Launch Wheat Beer	473	\$0.25	
10212	Kahlua Coffee Liquor	375	\$2.00	CE1
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	Shelf Extender
11194	Sand Point Chardonnay	750	\$2.00	Green Extender
11248	Baileys Espresso	750	\$1.00	
11572	XOXO Moscato	750	\$1.00	Shelf Extender
11850	Buffalo Trace Bourbon	375	\$2.00	
11927	La Linda Malbec	750	\$2.00	
12023	Freixenet Prosecco Doc	750	\$2.00	
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$1.00	Comm. Extender
13016	Jacob's Creek Moscato Rosé	1500	\$3.00	Shelf Extender
13305	Solid Ground Cabernet Sauvignon	750	\$2.50	Shelf Extender
13443	Mermaid Gin	700	\$5.00	
13510	Herradura Silver Tequila	750	\$5.00	Discovery Extender
13587	Bacardi Gold (P.E.T)	1140	\$1.00	
13686	Bread & Butter Pinot Noir	750	\$2.00	
14135	Coors Original	6 × 355	\$1.00	Seasonal Block Pile A
14355	Appleton Estate 12YO Rare	750	\$3.00	BSE/End Aisle 1
14882	Saintly Rosé VQA	750	\$2.00	Shelf Extender
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	
14910	Bushmills Irish Whiskey	750	\$2.00	Front Nesting Table
14987	Muskoka Craft Lager	6 × 473	\$1.25	
15501	Coors Light	30 × 355	\$3.00	
15822	Nestor Avarino White	750	\$1.00	
16081	Vecchio Amaro Del Capo	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16180	Carlo Pellegrino, Marsala Superiore	750	\$2.75	
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00	Flex Space
16199	1924 Bourbon Barrel Aged Cabernet Sauvignon	750	\$2.00	
16544	St Remy Signature	750	\$2.00	Shelf Extender
16546	On The Rocks Hornitos Margarita	375	\$3.00	
16767	Saintly Sparkling Rosé VQA	750	\$1.00	
16952	Robert Mondavi Priv.Sel. Rye Barrel Red	750	\$2.00	
17150	Josh Cellars Pinot Noir	750	\$2.00	End Aisle
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00	Shelf Extender
17820	Stella Artois	473	\$0.20	
18574	Jim Beam Honey	750	\$1.00	
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	Flex Space
19098	Founder's Original Gin Bramble	355	\$0.15	
19113	Pussycat Twisted Shot	4 × 30	\$0.50	
19119	Bacardi Mojito	355	\$0.25	Seasonal Block Pile B
19296	Pelee Island Lola Sparkling Blush VQA	250	\$0.50	
19535	Sky Vodka	1140	\$1.00	Shelf Extender
19563	Lot No. 40 Dark Oak Canadian Whisky	750	\$5.00	Front Nesting Table
19650	Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	\$2.00	Shelf Extender
19749	Teremana Blanco Tequila	750	\$3.00	Front Nesting Table
19750	Teremana Reposado Tequila	750	\$4.00	S1
19923	Peroni Nastro Azzurro Slim Can	6 × 330	\$1.50	
19954	Tommasi Valpolicella Doc	750	\$2.00	End Aisle
19998	Cowbell Rose Cider	473	\$0.20	
20214	Fontanafredda Barolo Docg	750	\$4.00	Middle Nesting Table, Value Add
20220	Miyagikyo Single Malt Whisky	700	\$5.00	
20289	Yellow Tail Shiraz	1500	\$2.00	
20870	Van Full Of Weirdos IPA	473	\$0.50	
20979	Juliet Prosecco Rosé Doc	750	\$2.50	
21046	Mionetto Prestige Prosecco Rosé	750	\$2.00	Mini Thematic, Wine Fridge
21082	Yoichi Single Malt Whisky	700	\$5.00	
21200	Somersby Apple Cider	4 × 473	\$2.50	
21437	Wayne Gretzky Red Cask Whisky	1140	\$4.00	Shelf Extender
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Shelf Extender
21465	Angel's Envy	750	\$8.00	Front Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
21621	Bread & Butter Prosecco Doc	750	\$2.00	Mini Thematic, Wine Fridge
21624	Josh Cellars Prosecco Rosé	750	\$2.00	Mini Thematic
22035	Skrewball Peanut Butter Whiskey	750	\$5.00	Front Nesting Table
22125	Tawse Canadian Whisky Pinot Barrel Ddp	750	\$3.00	
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
22612	Bread & Butter Sauvignon Blanc	750	\$2.00	Wine Fridge
24333	Palm Bay Paradise Twist	473	\$0.20	
24346	Jack Daniels Tennessee Honey Lemonade	473	\$0.25	Seasonal Block Pile B
24378	Mikes Hard Tea	473	\$0.15	
24494	Courvoisier XO Cognac	750	\$25.00	
25067	19 Crimes Martha's Chard	750	\$2.00	Wine Fridge
25141	Lobos 1707 Tequila Reposado	750	\$3.00	Mini Thematic
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	Wine Fridge
25819	Moosehead Lager	473	\$0.20	
25999	Jagermeister	1140	\$4.00	Shelf Extender
26679	On The Rocks Knob Creek Old Fashioned	375	\$4.00	
27001	Masi Modello Prosecco Doc Brut	750	\$2.00	
27281	Bench Brewing Hopster Double IPA	473	\$0.40	
27728	Bask Pinot Grigio	750	\$1.00	Comm. Extender, Wine Fridge
28559	Bar Dog Pinot Noir	750	\$2.00	
28569	Selaks Sauvignon Blanc	750	\$2.00	
30947	Doppio Passo Grillo Sicilia	750	\$2.00	Shelf Extender
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	Flex Space
30962	Il Piatto Mare Pecorino Terre Di Chieti	750	\$1.00	
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	\$2.00	Middle Nesting Table
31221	Twisted Tea Mango	473	\$0.20	
31253	Cabana Coast Dirty Shirley	473	\$0.20	Seasonal Block Pile B
31273	JP Wiser's Old Fashioned Sparkling Cocktail	355	\$0.30	Seasonal Block Pile B
31487	With Love Pecorino	750	\$2.00	Discovery Extender
31587	Polar Ice Berry Blizzard	750	\$2.00	Cold Room Spirits
31802	Villa Puccini Toscana Igt Governo Toscano	750	\$1.50	
31805	Angelo Montepulciano D'Abruzzo	750	\$2.00	
31820	Cincoro Tequila Blanco	750	\$15.00	
31982	Junction 56 Black Raspberry Gin Ddp	750	\$2.00	
32064	Strongbow Ultra Apple	6 × 330	\$1.25	
32189	D'Ont Poke The Bear Big Baco VQA	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
32265	Muskoka Major Tom Hazy Dipa	568	\$0.25	OCB
32538	Latte Miele Prosecco Doc Spumate	750	\$2.00	Mini Thematic, Wine Fridge
32541	Folonari Prosecco Doc Extra Dry	750	\$2.00	W1, Mini Thematic, Wine Fridge
32569	Albert Bichot Beaujolais Selection Parcelleire	750	\$2.00	W5
32624	Cellier Du Chateau De La Chaume Beaujolais	750	\$1.50	W5
32927	Grolsch Premium Pilsner	473	\$0.25	
33531	Innis & Gunn Original	473	\$0.25	
33545	Skrewball Peanut Butter Whiskey	750	\$5.00	Front Nesting Table
33568	Vineland Estate Cabernet Merlot VQA	750	\$2.00	
33578	Honest Lot Pinot Grigio	750	\$1.00	Shelf Extender
34434	Miller High Life	6 × 355	\$1.00	Seasonal Block Pile A
34480	Cabot Trail Maple And Blueberry Cream	750	\$3.00	
34579	Prince Igor Extreme Vodka (P.E.T)	1140	\$1.00	Shelf Extender
34595	Patron Silver Tequila	750	\$5.00	
34603	Patron Anejo Tequila	750	\$8.00	S1
35727	Wilda Wild Blueberry	473	\$0.25	Discovery Extender
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$3.00	
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	\$2.00	
43281	>V) Flat Rock Cellars Estate Riesling	750	\$2.00	
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	\$2.00	
53876	>(V) Villa Antinori Toscana Igt	750	\$2.00	
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
58339	>Kaiken Malbec	750	\$2.00	Middle Nesting Table
60608	El Dorado 12 Year Old Rum	750	\$3.00	Mini Thematic
61101	Peninsula Ridge Merlot VQA	750	\$2.00	
66738	>The Black Chook Shiraz Viognier	750	\$2.00	Flex Space
68817	>V) Chardonnay Estate (Hidden Bench)	750	\$2.00	
69377	> (V) Monte Antico Igt (Empson)	750	\$2.00	
74393	Baileys Irish Cream	375	\$1.00	FEM3, LTO
80127	Sailor Jerry Spiced Rum	750	\$2.00	Shelf Extender
84210	Mill Street Original Organic Lager	6 × 341	\$1.00	
104299	>The Prisoner Red Blend	750	\$5.00	
110031	Sandbanks Estate Dunes White VQA	750	\$2.00	Wine Fridge
113001	Beringer Main & Vine Cabernet	750	\$1.00	
113241	Cazadores Anejo Tequila	750	\$2.00	Mini Thematic
115824	Snow Allure Vodka Ddp	750	\$5.00	Necktag

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
122077	Georges Duboeuf Beaujolais-Villages	750	\$3.00	
125187	Cazadores Reposado Tequila	750	\$3.00	Shelf Extender
126144	Sibling Rivalry White VQA	750	\$2.00	
130138	>Meiomi Pinot Noir	750	\$2.00	
131870	Bushmills Malt 10 Year Old	750	\$5.00	Mini Thematic
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	goLOCAL
142018	>The Musician By Majella Cabernet Shiraz	750	\$2.00	Flex Space
173542	Don Julio Blanco	750	\$5.00	Front Nesting Table
182931	Jack Daniel's Tennessee Whiskey	1750	\$5.00	Shelf Extender
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00	End Aisle
193490	Baileys Irish Cream	1750	\$2.00	End Aisle
201293	Sapporo	500	\$0.45	
207613	Jameson Irish Whiskey	1140	\$3.00	End Aisle
207647	Chivas Regal 12YO Scotch Whisky	1140	\$4.00	Shelf Extender
209221	Absolut Vodka	1140	\$1.00	End Aisle
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
215483	Harveys Bristol Cream Sherry	750	\$3.00	Shelf Extender
215814	Codorniu Brut Clasico Sparkling	750	\$2.50	Shelf Extender, Value Add
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle
216887	Freixenet Carta Nevada Brut Cava	750	\$2.00	
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
217950	Crown Royal	1140	\$2.00	End Aisle
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	
223529	Appleton Estate V/X Signature Blend	1140	\$2.15	
225615	Brugal Anejo	750	\$1.20	Shelf Extender
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	
230565	Cono Sur Chardonnay Organic	750	\$3.00	
232371	>Louis M.Martini Cabernet Sauvignon Napa Vly	750	\$5.00	
243055	Beronia Tempranillo Rioja	750	\$2.00	End Aisle
248997	Laphroaig 10 Year Old	750	\$10.00	
253302	Lukusowa Vodka	750	\$1.00	Shelf Extender
253948	Martini Asti	750	\$2.00	Mini Thematic, Value Add
254631	Stoli Elit Vodka	750	\$10.00	
260844	Bombay Sapphire London Dry Gin	200	\$1.00	FEM1
264333	Vinum Vita Est Barolo Docg Terre Del Barolo	750	\$5.00	
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.50	Shelf Extender
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	\$1.00	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$4.00	
272716	Stoli Vodka	1750	\$2.00	
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	Shelf Extender
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	
275172	Nickel Brook Head Stock West Coast-Style IPA	473	\$0.25	OCB
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	
282996	>(V) Chianti Classico (San Felice)	750	\$2.00	End Aisle
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$3.00	
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	Shelf Extender
302349	Rosemount Diamond Shiraz	750	\$2.00	Shelf Extender
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Middle Nesting Table
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
309773	St Remy VSOP (P.E.T)	1750	\$5.00	
311258	>Wits End Luna Shiraz	750	\$2.00	Flex Space
312850	Mill Street Cobblestone Stout	440	\$0.25	
312959	Ketel One	1750	\$5.00	
316844	Bombay Sapphire London Dry	750	\$1.00	Shelf Extender, Front Nesting Table, Value Add
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
321448	Cono Sur Bicicleta Chardonnay	750	\$2.50	Flex Space, Wine Fridge
322586	>Montes Alpha Cabernet Sauvignon	750	\$3.00	Flex Space
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	
325787	McGuigan Black Label Shiraz	750	\$2.00	Shelf Extender
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$3.00	
328518	Jackson-Triggs Chardonnay	750	\$1.00	Comm. Extender
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
334052	Stiegl Grapefruit Radler	500	\$0.20	
334110	Ciroc Peach	750	\$3.00	Shelf Extender
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	
335059	Super Bock	6 × 330	\$1.25	
337949	Heineken Lager	500	\$0.20	
340380	Two Oceans Sauvignon Blanc	750	\$1.00	Comm. Extender, Wine Fridge
341586	Featherstone Four Feathers	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
341743	Trius Rosé VQA	750	\$3.00	Shelf Extender
342436	>Bonterra Chardonnay Organic	750	\$2.00	
346445	Sandbanks Dunes Red VQA	750	\$2.00	Middle Nesting Table
350504	Yellow Tail Big Bold Red	750	\$2.00	Shelf Extender
350561	Forty Creek Cream Liquor	1140	\$1.00	
350900	>Robert Oatley Signature Series Chardonnay	750	\$2.00	Flex Space
352104	Aberlour 12YO Single Malt Scotch Whisky	750	\$6.00	Mini Thematic
354191	20 Cotes Catalanes Cuvee Nicolas (Lafage)	750	\$2.00	
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00	End Aisle
361501	Carpineto Dogajolo Rosso Toscano Igt	750	\$2.00	Middle Nesting Table
363812	Tito's Handmade Vodka	375	\$1.00	FEM1
365924	> (V)Combe Aux Jacques Beauj-Vill (Jadot)	750	\$2.00	W5
366633	Ron Diplomatico Reserva Exclusiva Rum	750	\$5.00	BSE/End Aisle 1
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	\$3.00	Front Nesting Table
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	\$2.00	
369793	Mount Gay Eclipse Rum	750	\$3.00	BSE/End Aisle 1, Value Add
379958	Kronenbourg 1664 Blanc	500	\$0.40	EZH
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	
383059	Sleeman Original Lager	6 × 473	\$2.00	
383711	Jackson-Triggs Merlot	750	\$1.00	
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
392225	Robert Mondavi Private Selection Cab/Sav	750	\$2.00	Middle Nesting Table
397091	Forty Creek Copper Bold Whisky	1750	\$2.50	Front Nesting Table
398776	Fireball Whisky Shooter	375	\$1.50	
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	Middle Nesting Table
400556	Bodega Norton Barrel Select Malbec	750	\$3.00	
400754	Iceberg Vodka	750	\$1.00	
403519	Crown Royal Apple	750	\$2.00	Shelf Extender
404947	Burnt Ship Bay Cabernet Merlot VQA	750	\$2.00	
405175	>Freakshow Cabernet Sauvignon	750	\$2.00	
406843	Jacob's Creek Moscato	1500	\$3.00	
409581	Tyskie Beer	500	\$0.25	
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	\$3.00	End Aisle
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	\$2.00	Shelf Extender
413500	Rekorderlig Wild Berries Cider	500	\$0.25	
425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca)	750	\$3.00	End Aisle
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$3.00	Middle Nesting Table, Wine Fridge
427377	Porta 6, Vr Lisboa	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	End Aisle
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	End Aisle
433714	Pelee Island Cabernet Franc VQA	750	\$2.00	Shelf Extender
433961	Villa Annaberta Amarone Della Valpolicella Docg	750	\$4.00	Middle Nesting Table
437772	Belvedere Pure Vodka	750	\$3.00	Value Add
443903	Havana Club Anejo Reserva	750	\$1.00	BSE/End Aisle 1
443945	>(V) Goru (Gsd Winesl)	750	\$1.00	
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.50	Shelf Extender, Flex Space
446567	Iceberg Vodka (P.E.T)	750	\$1.00	Comm. Extender, Value Add
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	\$0.25	
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	\$1.00	Shelf Extender
454876	>Ghost Pines Merlot Winemaker's Blend	750	\$2.00	
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	goLOCAL
467811	Ruffino Prosecco	750	\$2.00	Comm. Extender
476911	Crown Royal Vanilla	750	\$1.50	
477836	Malibu Coconut Rum	750	\$1.20	
479766	>(V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	
485128	Pelee Island Baco Noir VQA	750	\$1.00	
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	\$2.00	
491746	Cabana Coast Moscow Mule	473	\$0.20	Seasonal Block Pile B
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	
492314	Vieni Bruce Trail White VQA	750	\$1.00	
496950	Rolling Rock	6 × 473	\$1.00	
497396	Bavaria Premium	500	\$0.25	
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.50	End Aisle
501551	Alaris Trapiche Malbec	750	\$1.50	
504340	Santa Carolina Merlot	1500	\$2.00	Comm. Extender
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	Shelf Extender
518753	D'Ont Poke The Bear White VQA	750	\$1.00	
520304	Bacardi Gold	1140	\$1.00	End Aisle, Value Add
520320	Bacardi Superior	1140	\$1.00	End Aisle, Value Add
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	End Aisle
524322	Trapiche Reserve Malbec	1500	\$2.00	End Aisle
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$2.00	
533307	Silk & Spice Red	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
540120	Rumchata Cream Liqueur	375	\$1.00	
541094	Wayne Gretzky Ice Cask Whisky	750	\$10.00	
544833	Miller Genuine Draught	6 × 355	\$1.00	Shelf Extender
545160	Tito's Handmade Vodka	1750	\$3.00	
545186	Dixon's Flaming Caesar Vodka Ddp	750	\$3.00	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Shelf Extender
545707	Cigar Box Pinot Noir	750	\$2.00	Flex Space
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	
554469	Guinness Draught	8 × 440	\$2.00	EZA
556688	Collective Arts Life In The Clouds	473	\$0.20	Shelf Extender
556720	Warsteiner Premium Pilsener	500	\$0.25	Discovery Extender
557470	Empress 1908 Gin	750	\$3.00	Comm. Extender
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	
558999	Kittling Ridge Icewine & Brandy	375	\$1.00	
561100	Josh Cellars Chardonnay	750	\$2.00	End Aisle
571133	>Dillon's Vermouth	750	\$2.00	OWS
572313	Asahi Super Dry	500	\$0.25	
573147	>(V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	
579979	Bodacious Bubbles	750	\$1.00	
582775	Baf Heritage Du Conseiller Pinot Noir	750	\$2.00	Shelf Extender
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	goLOCAL
588962	Mezzomondo Negroamaro Puglia Igt	750	\$2.00	Shelf Extender
589051	Peller Family Vineyards Dry White	4000	\$2.00	
591693	Argento Estate Organic Malbec	750	\$2.00	
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.25	
594168	Pelee Island Merlot	1500	\$2.00	
600551	Meukow Feline VSOP Cognac	750	\$5.00	
601484	Amaro Montenegro Liqueur	750	\$2.00	Discovery Extender
605881	Disaronno Originale Amaretto	1140	\$4.00	Shelf Extender
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	
609362	Casamigos Mezcal	750	\$5.00	S1
611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00	
614651	Trapiche Reserve Malbec	750	\$1.50	Shelf Extender
614909	Kozel Beer	500	\$0.25	
617647	Amsterdam Blonde	568	\$0.30	
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Middle Nesting Table
620054	Babich Sauvignon Blanc	750	\$2.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
620617	Collavini Pinot Grigio	1500	\$3.75	End Aisle
620724	Creekside Sauvignon Blanc VQA	750	\$1.50	goLOCAL
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender
633560	Three Thieves Chardonnay	750	\$2.00	Shelf Extender
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	\$3.00	VL1
637058	Bombay Sapphire London Dry Gin	375	\$1.00	
637504	Hendrick's Gin	750	\$3.00	Front Nesting Table
637801	> (V)Bartenura Malvasia Kpm (Royal Wines)	750	\$1.00	
638478	Driftwood Brewery Fat Tug IPA	473	\$0.20	
649343	Smirnoff Ice Light Original	4 × 355	\$1.00	
650432	>(V) Castelgiocondo Brunello (Marchesi Frecobaldi)	750	\$5.00	
661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00	Flex Space
668418	22 Fabre Montmayou Mendoza Rosé	750	\$2.00	
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	
672931	19 Palazzo Della Torre Veronese Igt (Allegri	750	\$2.00	
676106	Stiegl Bier	500	\$0.20	
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$3.00	End Aisle
688507	Flying Monkeys Sparklepuff Triple IPA	473	\$0.30	
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	\$0.30	
707158	>(V) Lugana San Benedetto Doc (Zenato)	750	\$2.00	
719435	>La Crema Sonoma Coast Pinot Noir	750	\$3.00	
720532	Auchentoshan Three Wood (Morrison Bowmore)	750	\$5.00	
904144	Molson Canadian	6 × 355	\$1.00	
904334	Budweiser	6 × 355	\$1.00	
906628	Coors Light	6 × 355	\$1.00	Seasonal Block Pile A
906669	Coors Light	473	\$0.20	Seasonal Block Pile A
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	End Aisle
921296	Wellington Helles Lager	473	\$0.25	
943787	>Wakefield Estate Label Shiraz Clare Valley	750	\$2.00	Flex Space
958975	>Mer Soleil Reserve Chardonnay	750	\$3.00	VL1
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00	End Aisle, Flex Space
985002	>Catena Cabernet Sauvignon Mendoza	750	\$2.00	
991562	>Cremant De Bourgogne Brut Rsv (Baillly Lapie)	750	\$3.50	Wine Fridge

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
42	Canadian Club Premium	750	200
729	Blue Nun Deutscher Tafelwein	750	30
935	Captain Morgan White Rum	750	60
984	Alberta Premium Whisky	750	100
1206	Bacardi Gold Rum	750	60
1867	Drambuie	750	150
1925	Courvoisier VS	750	300
2253	Disaronno Amaretto	750	100
6502	Cointreau	750	100
8805	Forty Creek Barrel Select Whisky	1750	120
10213	Kahlua Coffee Liqueur	750	120
10216	Kahlua Coffee Liqueur	1140	160
10946	Fireball 6 Pack Carrier	6 x 50	100
11573	Vodkow	750	140
12197	Five Farms Single Batch Irish Cream Liqueur	750	150
13244	Brockmans Gin	750	200
14409	Catrina Reposado Tequila	750	250
14483	Ace Hill Raspberry Vodka Soda	355	5
14484	Arizona Hard Green Tea	473	25
14485	Ace Hill Lemon Vodka Soda	355	5
14754	Whitley Neil Handcrafted Blood Orange Gin	750	200
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	25
15806	Skyy Vodka	750	100
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	100
16363	Cono Sur Pinot Noir Organic	750	100
17406	Side Launch Any Day Light IPA	473	8
17804	Callaway Cellar Selection Cabernet Sauvignon	750	100
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	99
18627	Callaway Cellar Selection Chardonnay	750	100
19158	Laphroaig Quarter Cask Single Islay Malt	750	400
19347	Founder's Original Bourbon Sour	355	7
19592	Ren Ultra Premium Vodka Ddp	750	150
19951	Ezra Brooks 99	750	120
19953	Tommasi Le Rosse Pinot Grigio	750	75
20191	Flor De Cana Eco-15	750	200
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	120
21825	Wayne Gretzky Estates Canadian Maple Cream	750	99

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
22089	Hop Valley Bubble Stash	473	20
22195	Fresco Di Masi Bianco	750	150
23422	Founder's Original Old Fashioned	750	85
24213	Original G Homeland German Riesling	750	50
24325	Canadian Club & Ginger Ale	473	15
24385	Bacardi Pina Colada	355	5
24392	Smirnoff Ice Pink Lemonade	473	10
24431	Coors Seltzer Fruit Splash Variety Pack	12 x 355	80
25554	Dirty Devil Vodka	750	100
25698	Jacob's Creek Grenache Shiraz	750	120
25904	Champagne Pommery Brut Rosé	750	120
26076	Thornbury Craft Co.Haze For Dayz	473	20
26346	Smirnoff Ice Original 12 Pack	12 x 355	80
27381	Talisker Skye	700	150
27605	Reifel Rye	750	150
27757	High Road Cellars Pinot Grigio	750	50
27972	Kahlua Salted Caramel Delight	750	100
28460	Gray Jay Deluxe Canadian Whisky	750	100
28636	Vizy Signature Variety Pack	12 x 355	80
28728	Somrus Mango Cream Liqueur	750	60
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100
30082	Carolans Irish Cream	1750	200
30083	Don Julio 70th	750	180
30554	Mucho Mas White	750	100
30603	Larceny Kentucky Straight Bourbon	750	100
30834	Canadian Club Classic 12 Year Old	1140	300
31052	Revelation Cabernet Merlot	750	60
31120	Osborne Santa Maria Cream Sherry	750	100
31173	Settesoli Vermentino Igt Terre Siciliane	750	100
31206	French 75 Gin Cocktail	355	10
31242	Malibu Watermelon Mojito	355	25
31246	Jack Daniel's & Ginger	473	20
31258	Muskoka Spirits Nitro Espresso Martini	250	15
31564	Burdock Vermont Blond	355	10
31718	Olmecca Altos Anejo	750	150
31824	Codigo 1530 Blanco	750	200
32126	Flecha Azul Reposado	750	200

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
32462	Headline Acts Shiraz	750	80
32535	Veuve Du Vernay Brut Sparkling	750	50
32566	Moillard Bougogne Pinot Noir	750	10
32631	Liebfraumilch Drathen Rheinhessen	1000	50
32743	Patron El Cielo	700	300
32928	Grolsch Premium Pilsner	6 × 473	30
33268	Collingwood Double Barreled Whisky	750	200
33526	Innis & Gunn Caribbean Rum Cask Ruby Red Beer	473	30
34260	Sync Cabernet Sauvignon	750	50
34261	Sync Sauvignon Blanc	750	50
34489	Canadian Club Classic 12 Year Old	375	75
52050	The Famous Grouse	750	125
53082	Alberta Pure Vodka (P.E.T)	1750	150
53140	Havana Club 7 Years Old	750	120
54213	Alberta Premium Whisky (P.E.T)	1750	250
58677	XOXO Pinot Grigio/Chardonnay	750	100
60707	20 Bees Pinot Grigio VQA	750	75
71746	Tullamore Dew Irish Whiskey	750	200
86439	Waterloo Dark	473	10
88799	Alberta Pure Vodka (P.E.T)	750	100
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	120
95935	Grey Goose Vodka	750	200
106377	Jacob's Creek Shiraz/Cabernet	750	100
172387	Boutari Moschofilero White	750	30
175034	Girls' Night Out Strawberry Samba	750	50
176834	Aperol	750	100
177808	Appleton Estate V/X Signature Blend	750	100
191866	Pknt Cabernet Sauvignon Reserve	750	120
192922	Seagram's 83	1140	300
204099	> Cherry Liq Luksusowa Wisniowa (Wyborowa)	750	200
215012	Black Tower Rivaner	1000	100
216226	Alberta Premium Whisky	1140	100
220749	Glengoyne 10 YO Single Highland Malt	750	400
221887	>Robert Mondavi Napa Valley Sauvignon Blanc	750	100
229583	Kronenbourg 1664 Blanc	6 × 330	100
231571	Seagrams 83 (P.E.T)	1750	400
238048	Liebfraumilch Drathen Qualitatswein	1500	50

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
242339	Alberta Pure Vodka (P.E.T)	1 140	150
253856	Luccarelli Primitivo Puglia Igt	750	50
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	110
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	60
270447	Guinness Draught Beer	500	10
271643	Tequila Tromba Blanco	750	100
273318	Jagermeister	200	50
273490	Thalia White Assyrtiko Sauvignon Blanc	750	25
277004	Plymouth English Gin	750	250
277186	Zonin Prosecco Brut 1821 Doc	750	100
277954	Campari Aperitivo	750	100
278127	Santa Carolina Sauvignon Blanc Reserva	1500	100
281378	Forty Creek Cream Liquor	750	100
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	100
287409	Cortel Napoleon VSOP Brandy	750	100
292177	Phillips Butter Ripple Schnapps	750	50
292615	Jameson Black Barrel	750	240
296228	Calvados Boulard Pays D'Auge	750	120
298505	La Vieille Ferme Luberon Blanc Aoc	750	60
311910	Canadian Club Classic 12 Year Old	375	75
314856	Fireball Whisky Shooter	1 140	280
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	100
326025	Basil Hayden Straight Bourbon	750	300
330803	Bowmore 12 Year Old Islay Single Malt	750	300
338079	Alize Gold Passion Liquor	750	150
339895	Waterloo IPA	473	10
355933	Black Cellar Shiraz Cabernet	750	100
356857	Hine Rare VSOP	750	500
358192	Bruichladdich The Botanist Islay Dry Gin	750	150
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	100
365205	Cono Sur Sparkling Rosé	750	100
367276	Jacob's Creek Moscato Rosé	750	100
369801	Mount Gay Eclipse Rum	1 140	200
374231	Ungava Gin	750	100
375568	Deanston Virgin Oak	750	120
377101	JP Azeitao White	750	40
378711	Daura Damm	6 × 330	140

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
380865	Rumchata	750	100
380972	Luccarelli Negroamaro Puglia Igt	750	40
386789	Casamigos Tequila Blanco	750	180
390583	Canadian Club 100% Rye	750	125
395582	Auchentoshan American Oak, Lowland	750	300
398024	Dr. McGillicuddy Intense Peach	1140	200
400069	Craigellachie 13 Year Old	750	165
402818	Flor De Cana Grand Reserva 7 Rum	750	100
405845	Evan Williams Black Label Bourbon Whiskey	750	60
407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	80
428417	Gooderham & Worts Canadian Whisky	750	90
438960	Canadian Club 100% Rye	1140	125
446625	Beatties Farm Crafted Vodka	750	200
449157	Smirnoff Ice Tall Can	473	10
463661	Yellowstone Select Bourbon Whiskey	750	120
478909	Blue Moon	473	20
479923	Stalk & Barrel Blue Blend	750	200
479949	Wild Turkey 101	750	100
487181	Spier Bay View Chardonnay	750	100
491803	Southern Comfort (P.E.T)	375	100
491811	Southern Comfort	750	200
492520	Bacardi 8 Year Old Reserva Gold Rum	750	100
493254	Roscato Rosso Igt Provincia Di Pavia	750	40
517136	Alberta Premium Whisky (P.E.T)	750	100
518670	Sour Puss Raspberry Liquor	750	75
518688	Sour Puss Apple Liquor	750	75
519777	Whitewater Brewing Legion Lager	473	5
520718	Sour Puss Raspberry Liquor	375	50
521963	Chopin Potato Vodka	750	250
540229	Angostura Bitters	100	50
544155	Iceberg Vodka (P.E.T)	1750	120
545343	Flor De Cana Anejo Clasico 5	1140	100
545392	Smirnoff Berry Blast	750	60
550715	Forty Creek Barrel Select	750	100
563122	Le Fat Bastard Shiraz Pays D'Oc	750	50
565713	Reif Estate Cabernet/Merlot VQA	750	100
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
573402	Bearface 7YO Triple Oak Canadian Whisky	750	100
578005	>Austin Hope Cabernet Sauvignon	750	200
580183	Blu Giovello Pinot Grigio	750	100
604868	Grey Goose Vodka	1750	180
605972	Glenfiddich Single Malt 15 Year Old	750	250
609248	Moosehead Radler	473	10
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	79
619395	Red Knot Shiraz	750	100
620773	Masi Masianco Pinot Grigio	750	150
621458	>Bottega Gold Sparkling (Bottega Spa)	750	100
622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	60
623678	Carolans Irish Cream	1140	150
626325	>Osoyoos Larose Le Grand Vin Okanagan VQA	750	150
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	80
630913	Tia Maria	750	100
631390	McGuinness Cherry Whisky	750	80
638270	Santa Rita Cavanza Cabernet Sauvignon	750	75
639732	Gato Negro Cabernet Merlot	1500	100
644237	Teeling Small Batch Irish Whiskey	750	90
646729	Bumbu Original Rum	750	120
667303	Blue Lobster Vodka Soda	473	10
669200	Ciao Pinot Grigio Organic Carton	1000	100
894014	El Dorado Demerara 5 Year Old Rum	750	110
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	150

UPDATED Value-Added Program

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

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

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

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

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

Near Packs

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

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Receive Palm Bay Sunset Lamp with purchase	EZD	24400	Palm Bay Island Mixer	12 × 355
Guinness Recipe Mix	EZA	296244	Guinness Draught	4 × 440
Recieve a CL/Raptors Glass with purchase of Coors Light 6×473mL cans	Seasonal Block Pile A	300681	Coors Light	6 × 473

Value-Added Program - Plant Applied /Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
1867	Drambuie	750	Gift Boxes	BAP
10512	Dujardin VSOP Brandy	750	Flor De Cana 12YO 50 mL	
15012	Northern Keep Vodka	750	Northern Keep 50 mL	
22192	Grant's Triplewood 12YO	750	Gift Box	Front Nesting Table
31112	Grant's Triple Wood Blended Scotch Whisky	750	Mini 50 mL	
61408	Jagermeister	375	Shot Glass	FEM3
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 100% Rye 50 mL	
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 50 mL	
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	
247056	Grant's Triple Wood Blended Scotch Whisky	1750	Mini 50 mL	
273326	Jagermeister	1750	Shot Glass	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Prince Igor Extreme 50 mL	
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
454462	Banff Ice Vodka (P.E.T.)	1750	Banff Ice 2 x 50 mL	
456350	Fireball Cinnamon Whisky	1750	Socks	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	Mini 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)	VA Approved	Display Program
42	Canadian Club Premium	750	Maple Syrup	End Aisle, BAP
67	Smirnoff Vodka	750	Captain Morgan OSR 50 mL	End Aisle
570	Beefeater Dry	750	Festive Socks	
1487	Crown Royal	750	Crown Royal NHR 50 mL	End Aisle
1743	Ruffino Chianti	750	Tea Towel Wrap	
1867	Drambuie	750	Gift Boxes	BAP
5959	Baileys Irish Cream	750	Hot Chocolate	FSJ, FSH, Front Nesting Table, End Aisle
7880	Johnnie Walker Black 12 Yr	750	Bulleit 50 mL	Seasonal Block Pile, End Aisle, W6
8284	Hennessy VS Cognac	750	Cardboard Gift Box	
9522	J.P. Wiser's Deluxe	375	JP Wiser's 10YO 50 mL	
10157	Jameson Irish Whiskey	750	Fingerless Gloves	End Aisle

Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
10213	Kahlua Coffee Liquor	750	Kahlua Red Mittens	End Aisle, BAP
10512	Dujardin VSOP Brandy	750	Flor De Cana 12YO 50mL	
11423	Dillon's The Professors Negroni	4 X 125	Bottle Opener	
14354	Appleton Estate 8YO Capital Reserve	750	Holiday Greeting Card	
15282	18.8 Vodka	750	Gray Jay Deluxe Whisky 50 mL	
16439	Montgueret Cremant De Loire Rose	750	Holiday Bows	
17559	Disaronno Velvet	750	ferrero rocher	
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	Red Cask Whisky 50 mL	
18919	D'Usse VSOP	375	Velvet bag	
19266	Beau's Lug Tread +	6x473	473 mL Lug Lite (#28735)	
20214	Fontanafredda Barolo Docg	750	Holiday Gift box	Middle Nesting Table, LTO
20799	La Marca Prosecco Rose Doc	750	Wine Stopper	
20896	Ruffino Prosecco Rose Doc	750	Tea Towel Wrap	
21703	Rumchata Peppermint Bark	750	RumChata Original 50 mL On Pack	
22192	Grant's Triplewood 12YO	750	Gift Box	Front Nesting Table
22297	Ck Mondavi Chardonnay	750	Holiday Bow + Tag	
24493	Courvoisier VSOP Cognac	750	Window Decal	
25515	Saintly Sparkling Brut VQA	750	Cocktail Bomb	
26678	On The Rocks Effen Cosmopolitan	375	Holiday Bow	
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	Copper Bar Spoon	
28483	Stockyards Brewing IPA Mixer Pack	2838	Coffee Sachet	
30282	18.8 Gin	750	Gray Jay Deluxe Whisky 50mL	
30331	Myers's Original Dark Rum	750	Stirrings Mai Tai Cocktail Mix	
31112	Grant's Triple Wood Blended Scotch Whisky	750	Mini 50 mL	
31722	Carolans Peanut Butter	750	Hot Chocolate	
31725	Revel Stoke Son Of A Peach	750	Revel Stoke Bandana	
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	Peach Vodka Airplane Bottle	Shelf Extender
32500	Dancing With The Stars Malbec	750	Disco-ball Ornament	
33377	Forty Creek Cream Butter Tart	750	Scented Candles	
33544	Seagram's VO Select	750	Cocktail Mix	
33928	J.P. Wiser's Deluxe	1750	Wiser's Sparkling Old Fashioned 355 mL	End Aisle
34425	Tom Gore Farmer's Red Blend	750	Cork Box	Flex Space
34637	Canadian Club Premium	1750	Canadian Club 1858 200mL	End Aisle
50088	Patron Reposado Tequila	750	Patrón Aged Marks Piña Pattern Rocks Glasses - 2-Pack	
56366	Sterling Vintner's Cabernet Sauvignon	750	Socks	
61408	Jagermeister	375	Shot glass	FEM3

Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
63891	>Coyam Red Blend Organic	750	Gift Box	Flex Space
95935	Grey Goose Vodka	750	Grey Goose La Poire 50 mL	Front Nesting Table, End Aisle, BAO
108357	Carolans Irish Cream	750	Hot Chocolate Mix	
110049	Sandbanks Estate Baco Noir VQA	750	Baco Noir Jelly	
110056	Absolut Vodka	750	Earmuffs	End Aisle
114694	Crown Royal	1750	Crown Royal Peach 2x50mL	End Aisle
129940	Aviation Gin	750	Ciroc 50 mL	Front Nesting Table
135566	Polar Ice Vodka	750	Headband	Cold Room Spirits
139022	Sandbanks Riesling Vqa	750	Baco Noir Jelly	
143040	Hornitos Reposado Tequila	750	Shot Glass	
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	Branded Corkscrew	
170134	Banrock Station Pink Moscato Rose	750	Produce Bag	
173559	Don Julio Reposado	750	Bow	Front Nesting Table
177477	Sandbanks Estate Shoreline White VQA	750	Baco Noir Jelly	
177485	Sandbanks Cabernet Franc VQA	750	Baco Noir Jelly	
177808	Appleton Estate V/X Signature Blend	750	Holiday Greeting Card	BAP
187088	PJ's Original Cream (Panama)	750	Kavi Coffee Whisky 50 mL	
188193	Gato Negro Cabernet Sauvignon	750	Silicone Glass	
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 50 mL	
209213	Beefeater London Dry Gin	1140	Festive Socks	
215814	Codorniu Brut Clasico Sparkling	750	Champagne stopper	Shelf Extender, LTO
216655	Absolut Vodka	1750	Absolut Vanilia 2x50 mL	
216929	Smirnoff Vodka	1140	Mini Cutting Board	End Aisle
217463	Hennessy XO Cognac	750	Cardboard Gift box	
217653	Captain Morgan Original Spiced Rum	1140	Mugs	End Aisle
217687	Canadian Club Premium	1140	Maple Syrup	End Aisle
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL	
225243	Stoli Vodka	750	Fever Tree	Front Nesting Table
225698	The Kraken Black Spiced Rum	750	Kraken Socks	
227413	Iceberg Vodka	1140	Stalk & Barrel 50 mL	
234369	Apothic Red	750	8oz Ceramic Ramekin & Recipe	
237792	Icebox Long Island Iced Tea	1140	Mixing Glass	
240150	Polar Ice Vodka	1140	Polar Ice Vodka Berry Blizzard 50 mL	
242339	Alberta Pure Vodka (P.E.T.)	1140	Northern Keep 50 mL	Discovery Extender, BAP
247056	Grant's Triple Wood Blended Scotch Whisky	1750	Mini 50 mL	
253948	Martini Asti	750	Martini Bottle Stopper	LTO
265157	Jacob's Creek Moscato	750	Collectible Toque	

Value-Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
265199	Absolut Vodka	375	Kahlua Coffee Liqueur 50 mL	CE1
269563	Maker's Mark Kentucky Straight Bourbon	375	Bows	
273326	Jagermeister	1750	Shot Glass	
293043	Stoneleigh Marlborough Sauvignon Blanc	750	Mini Wooden Cutting Board	
295139	Alamos Malbec	750	Holiday Gifting Bow	
311928	Canadian Club Classic 12 Year Old	750	Gift Box + Reifel Rye 50 mL	
311944	Canadian Club Classic 12 Year Old	1750	On The Rocks Old Fashioned 100 mL	
316844	Bombay Sapphire London Dry	750	Martini Fiero 60 mL	Front Nesting Table, Shelf Extender, LTO
317057	Masi Costasera Amarone Classico Doc	750	Gift Box	
324848	Espolon Tequila Blanco	750	Margarita Salt	
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	Gift Box	
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	Holiday Bow	
363507	Prince Igor Extreme Vodka (P.E.T.)	1750	Prince Igor Extreme 50 mL	
369793	Mount Gay Eclipse Rum	750	Spices - Egg Nog	BSE End Aisle 1, LTO
369801	Mount Gay Eclipse Rum	1140	Spices - Egg Nog	BAP
369819	Mount Gay Eclipse Rum	1750	Spices - Egg Nog	
379180	Robert Mondavi Private Selection Chardonnay	750	Wine Tumbler	
380865	Rumchata	750	RumChata Original 50mL On Pack	BAP
392647	Carnivor Cabernet Sauvignon	750	Mini Meat Thermometer	
398032	Dr. McGillicuddy Intense Butterscotch	750	Fireball 50 mL	
405753	Robert Mondavi Private Selection Sauv Blanc	750	Wine Tumbler	
410803	D'Usse VSOP	750	Velvet bag	
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Lazy Old Fashioned Cocktail Mix	Front Nesting Table
415745	Nobilo Sauvignon Blanc Marlborough	750	Holiday Gifting Bow	
417196	Grey Goose Vodka	1140	St. Germain 50 mL	End Aisle
417295	Ciroc Original Unflavoured	750	Bow	Front Nesting Table
426718	Cesari Amarone Classico Doc	750	Gift Box	
433417	>(V) Marne 180 Amarone (Fratelli Tedeschi)	750	Gift Box	
436279	Hornitos Plata	750	Shot Glass	
437772	Belvedere Pure Vodka	750	Cardboard Gift Box	LTO
446567	Iceberg Vodka (P.E.T.)	750	Stalk & Barrel 50 mL	Comm. Extender, LTO
451336	Tom Gore Cabernet Sauvignon	750	Cork Box	Flex Space
451476	Dixon's Silvercreek Vodka Ddp	750	Branded Glass	
456095	Ketel One Vodka	750	Baileys 50 mL	Front Nesting Table
458810	Tom Gore Chardonnay	750	Cork Box	Flex Space
461053	Josh Cellars Cabernet Sauvignon	750	Holiday Gift Box	
462424	Cabot Trail Maple Cream	750	Coffee Partnership	

LCBO#	Description	Size (mL)	VA Approved	Display Program
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	Wine Tumbler	
469643	Rossi D'Asiago Limoncello Snaps	750	Holiday Cocktail Booklet	
477885	Polar Ice Vodka (P.E.T)	1750	Polar Ice Vodka 200 mL	
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Glassware	
487694	La Marca Prosecco Doc	750	Wine Stopper	
491829	Southern Comfort	1140	Fireball 2 X 50 mL	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	PJ 50 mL	
520304	Bacardi Gold	1140	Holiday Spiced Rum Cake	End Aisle, LTO
520320	Bacardi Superior	1140	Holiday Spiced Rum Cake	End Aisle, LTO
544155	Iceberg Vodka (P.E.T.)	1750	Socks	BAP
568642	Sapporo Premium Lager	2130	Katana Bottle Opener	
569905	Carnivor Zinfandel	750	Mini Meat Thermometer	
570366	Bacardi Spiced Rum	1140	Holiday Spiced Rum Cake	End Aisle
589101	Ruffino Lumina Pinot Grigio lgt	750	Tea Towel Wrap	
594341	Rh Phillip Toasted Head Chardonnay	750	Holiday Bow	
597559	Tito's Handmade Vodka	750	Sweater	
605816	St Remy Brandy	1140	St Remy XO 50 mL	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	Mini 50 mL	
605956	Baileys Irish Cream Liquor	1140	Gift Card	FSH, FSJ, End Aisle
620666	Casillero Del Diablo Reserva Carmenere	750	Wine Charms	
623678	Carolans Irish Cream	1140	Hot Chocolate	Shelf Extender, BAP
633347	Longshot Cabernet Sauvignon	750	Holiday Bow	
633354	Longshot Pinot Grigio	750	Holiday Bow	
636209	Roku Gin	750	Straw	

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
893	J.P. Wiser's Deluxe	750	Paramount Subscription	End Aisle, Necktag
19255	Matua Pinot Grigio Marlborough	750	New Lower Price	WFP-B
27768	J.P. Wiser's 10YO Canadian Whisky	750	Paramount Subscription	
35659	Bosco Anice	750	Recipe Card	
115824	Snow Allure Vodka Ddp	750	Christmas themed	LTO
116426	Frontera Cabernet Sauvignon	750	Trip to the Grammys Contest	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	New Lower Price	
352583	>Beringer Knight's Valley Cabernet Sauvignon	750	New Lower Price	
391631	Fantini Pinot Grigio	750	Fantini Pinot Grigio	
483321	Noble Vines 337 Cabernet Sauvignon	750	Noble by Nature Second Harvest Sponsorship	
512327	Fantini Sangiovese Igt	750	Fantini Sangiovese	
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	Fantini Casale Vecchio Lot 23 Montepulciano d'Abruzzo Organic	BAP
626325	>Osyoos Larose Le Grand Vin Okanagan VQA	750	Canadian Red Cross BC Fire Donation	BAP

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Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	270447	Guinness Draught Beer	500	LCBO Warehouse	Store Order
	296244	Guinness Draught	4 × 440	LCBO Warehouse	Store Order
	554469	Guinness Draught	8 × 440	LCBO Warehouse	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	17428	Great Lakes Brewery - Thrust! An IPA	473	1929	Store Order
	36002	Collective Arts Fuzz Face Triple IPA	473	LCBO Warehouse	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	6106	Kronenbourg 1664	6 × 330	LCBO Warehouse	Store Order
	229583	Kronenbourg 1664 Blanc	6 × 330	LCBO Warehouse	Store Order
	379958	Kronenbourg 1664 Blanc	500	LCBO Warehouse	Store Order
Beer Excitement Zone - 21D (End EZD)	24400	Palm Bay Island Mixer	12 × 355		Store Order
Ontario Craft Beer End Aisle	16954	Bench Brewing Lincoln Lager	473	798	Store Order
	32265	Muskoka Major Tom Hazy DIPA	568	LCBO Warehouse	Store Order
	272104	Dead Elephant Ale	473	8447	Store Order
	275172	Nickel Brook Head Stock West Coast-Style IPA	473	6699	Store Order
	442319	Collective Arts Stranger Than Fiction Porter	473	LCBO Warehouse	Store Order
	446955	Big Rig Alpha Bomb IPA	473	1188	Store Order
	Seasonal Block Pile A	14135	Coors Original 6×355ml Can	2130	275 - The Beer Store
14400		Coors Original 6×473ml Can	2838	275 - The Beer Store	Forced
34434		Miller High Life 6b+	2130	275 - The Beer Store	Forced
300681		Coors Light 6 Pk-Tc	2838	275 - The Beer Store	Forced
478909		Blue Moon 473	473	275 - The Beer Store	Forced
558940		Miller Lite 6×473	2838	275 - The Beer Store	Forced
906628		Coors Light 6 Pk-C.	2130	275 - The Beer Store	Forced
R57: Ontario Beer A		906669	Coors Light 473ml	473	275 - The Beer Store
R58: Ontario Beer B	544833	Miller Genuine Draught	6 × 355	275 - The Beer Store	Forced
R59: Beer 1	16080	Indie Ale House Instigator IPA	473	789	Forced
R60: Beer 2	32217	Big Deal Golden Ale	473	LCBO Warehouse	Forced
R61: Beer 3	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	6309	Forced
R62: Beer 4	556688	Collective Arts Life In The Clouds	473	LCBO Warehouse	Forced
D4: Discovery BSM 1	35727	Wilda Wild Blueberry	473	2533	Forced
D5: Discovery BSM 2	556720	Warsteiner Premium Pilsener	500	LCBO Warehouse	Forced

Questions?

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

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PERIOD 9

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 5 Start of Period 9 Install Holiday Signage	6	7	8 Holiday F&D 	9	10	11 Remembrance Day  (Stores open at 12pm)
12 Vintages Build-A-Case (Nov 12-26)	13 Print & review Holiday Transmission Offices Closed	14	15	16 Beaujolais Nouveau	17	18 Vintages Release
19 Last week of holiday gifting deliveries	20	21	22	23	24 Black Friday Sale (Nov 24-26) 	25 End of Period 9
26 Start of Period 10	27	28 Ontario's Four Children's Hospital Fundraising Campaign Begins	29	30	DECEMBER 1	2 Vintages Release