

**NEW
&
NOW**



PERIOD 2 MARKETING & PRODUCT GUIDE

APRIL 28 - MAY 25, 2024

My Store #



Kudos to Store #434

Period 2

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 2



Promotional Programs

Period 2 Aeroplan Offers

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Mini Thematic A: Gifts to Celebrate Mother's Day

Mini Thematic B: Gifts for Mom

Mini Thematic C: New Local Craft Beer

Front Nesting Table

Middle Nesting Table

Block Pile A: Lighter Game-Day Beers

Block Pile B: New Mixed Packs

Block Pile C: Aeroplan

Block Pile D: Don Julio

Enhanced Block Pile Display: The Glenlivet Celebrating Parent's/Mother's Day

Pop-Up Activation: Peroni

Flagship Spotlight: Diageo RTD Brand Takeover

Front End Merchandiser

Special Promotions Fixture

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

On Shelf

Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VOA)

Our Wine Country Boutiques

Flex Space

Beer Programs

Seasonal Ready-To-Drink Program

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

Aeroplan Promotions

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

Key Dates: April 28 - May 25, 2024

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

P1-P2 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.
- ENG (Re-order# 25P1-EB3) / BIL (Re-order# 25P1-EB4)



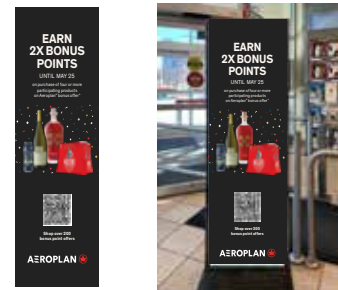
P2 Pre-printed and Blank Aeroplan Shelf Talkers

- Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required
- Pre-Printed Aeroplan Shelf Talkers BIL (Re-order# AIM-25P2-ANS)
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 749359)



P2 Aeroplan Seasonal Banner Insert

- Install the Operational Aeroplan seasonal banner insert.
- ENG (Re-order# 25P2-SB1) / BIL (Re-order# 25P2-SB2)



NEW Operational Aeroplan Bin Tag Pop-Out

- The new Bin Tag Pop-outs will be shipping out to stores in Period 2.
- Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.
- ENG/BIL (Re-order # 23OP-AP20)



P2 2X Bonus Point Offer

Customers will earn 2X bonus points when they purchase four (4) or more products on bonus offer during P2.

Key Dates (April 28 – May 25, 2024)

Signage Components

Components

Image (example only)

Perpendicular Shelftalker

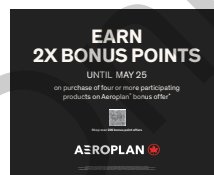
ENG (Re-order # AIM-25P2-2XAP1)

BIL (Re-order # AIM-25P2-2XAP2)



Aeroplan End Aisle Backer Card

- Install the Aeroplan generic backer card on end aisles with Aeroplan offers.
- ENG/BIL (Re-order# 25P2-BC-GEN2)



P2 Bud Light and Blue Jays Bundled Offer

Buy two 908665 Bud Light 6 x 355 mL and earn 50 bonus points all Period long.

On April 28-30, May 1, 10-12, 17-22, 2024 Blue Jays™ Home-Game Days, buy two 908655 Bud Light 6 x 355 mL and earn 200 bonus points.

* NOTE: A supplier display will be distributed to select stores participating in the Block Pile A program.



Artwork not Final
Supplier produced merchandiser
for Block Pile A stores only.

Signage Components

Components

Image (example only)

Perpendicular Shelf Talker

ENG (Re-order # AIM-25P2-BLAP1)

BIL (Re-order # AIM-25P2-BLAP2)

Artwork not Final



Box Sign (AAA-B Stores)

ENG/BIL (Re-order # AIM-25P2-BLAP3)

- Merchandise the box sign in section where there is room with the Bud Light product.

P2 New Zealand Wine Offer

Customers will earn 100 bonus points when they spend \$50 or more (delivery and taxes not included) on select New Zealand Wines. These are the same wines featured on the Middle Nesting table.

Signage Components

Components

Image (example only)

Perpendicular Shelftalker

ENG (Re-order # AIM-25P2-NZAP1)

BIL (Re-order # AIM-25P2-NZAP2)



Components

Image (example only)

Bin Tag Underlay

ENG/BIL (Re-order # 25P2-NZAP3)



Participating Products

| LCBO# | Description | Size (mL) |
|--------|--|-----------|
| 2618 | Stoneleigh Lighter Sauvignon Blanc | 750 |
| 18947 | >Kim Crawford Illuminate Sauvignon Blanc | 750 |
| 28569 | Selaks Sauvignon Blanc | 750 |
| 225557 | >Erabus Sauvignon Blanc | 750 |
| 277731 | Yealands Sauvignon Blanc Marlborough | 750 |
| 308288 | Whitehaven Sauvignon Blanc | 750 |

| LCBO# | Description | Size (mL) |
|--------|---|-----------|
| 324228 | >Stoneleigh Latitude Marlborough Sauv Blanc | 750 |
| 326090 | >Oyster Bay Pinot Grigio Hawke's Bay | 750 |
| 415745 | Nobilo Sauvignon Blanc Marlborough | 750 |
| 426601 | Villa Maria Private Bin Sauvignon Blanc | 750 |
| 590414 | >Oyster Bay Pinot Noir Marlborough | 750 |
| 650325 | >Kim Crawford Hawke's Bay Rose | 750 |

P2 South African Wine Tiered Aeroplan Offer

Earn 60 bonus points when you spend \$40 or more

OR Earn 20 pts when you spend \$20 on ALL South African Wine (GL & Vintages).

* This offer is also valid on the Flex Space display for South African wines.

Signage Components

Components

Image (example only)

Category Sign Overlay

ENG/BIL (Re-order # AIM-25P2-SAAP1)

Category Sign Magnetic Overlay

ENG/BIL (Re-order # AIM-25P2-SAAP2)



Category Sign Extender

Right Facing:

ENG/BIL (Re-order # AIM-25P2-SAAP3) / BIL (Re-order # AIM-25P2-SAAP4)

Left Facing:

ENG (Re-order # AIM-25P2-SAAP5) / BIL (Re-order # AIM-25P2-SAAP6)



Perpendicular Shelftalker

ENG (Re-order # AIM-25P2-SAAP7)

BIL (Re-order # AIM-25P2-SAAP8)



P2 Aeroplan Combo Offers (LF)

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

Key Dates (April 29 - May 26, 2024)

Participating Products

| Promo code | LCBO# | Description | Size (mL) | BAP Offers | LTO |
|------------|--------|---|-----------|------------|--------|
| LF | 18942 | Spade & Sparrows Rose | 750 | 60 | \$2.00 |
| | 25462 | Mindful Rose VQA | 750 | 40 | \$1.50 |
| | 116327 | Grey Goose La Poire Vodka | 750 | 100 | \$5.00 |
| | 217505 | Henry Of Pelham Cuvee Catharine Brut Rose VQA | 750 | 40 | \$3.00 |
| | 370361 | >Riesling Sparkling Limestone Ridge (Tawse) | 750 | 100 | \$2.00 |
| | 492314 | Vieni Bruce Trail White VQA | 750 | 50 | \$1.00 |

P2 Aeroplan Bundling Pair Offers (LB)

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

Key Dates (April 28 - May 25, 2024)

Participating Products

| Promo code | LCBO# | Description | Size (mL) | BAP | Offer Code |
|------------|--------|---|-----------|-----|------------|
| LB | 469304 | 13th Street Burger Blend Ries. P. Grigio VQA | 750 | 50 | B0006294 |
| | 419945 | 13th Street Burger Blend Gamay Pinot Noir VQA | 750 | | B0006294 |

Buy both items get 50 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.

P2 Bud Light and Blue Jays Bundled Offer

*** See further signage and merchandising instructions on Page 4.**

Participating Products

| LCBO# | Description | Size (mL) | Offer |
|--------|-----------------|-----------|-------------------|
| 908665 | Bud Light (275) | 6 × 355 | BAP Bundled Offer |

Buy two 908665 Bud Light 6 × 355 mL and earn 50 bonus points.

Period 2: New & Now

SIGNAGE GALLERY

Spring ushers in a rejuvenated state of being, a chance to enliven our senses and live more fully in the moment. We're newly inspired to share things up and embrace fresh trends, flavours and ways to connect. This season, the LCBO will champion this palpable spring energy through a) generating excitement for new product release, b) make discovery easy for consumers and c) reinforce LCBO as a trend authority.



Signage Ship Date

The Period 2 signage components will be shipped to stores beginning **April 24, 2024**. The Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

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

Music CD Reorder# AIM-25P2-MUSIC-CD | Music USB Reorder# AIM-25P2-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 New & Now
 - 2 Aeroplan Rewards
 - 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- * Repeat ‘Taste & Travel’ Thematic Banner in the fourth banner spot



| 1 New & Now | 2 Aeroplan Rewards | 3 Same Day | Generic Ecomm |
|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| | | | |
| Re-order# 25P1-EB1 (English) | Re-order# 25P1-EB3 (English) | Re-order# 25P1-EB5 (English) | Re-order# 25P1-EB7 (English) |
| Re-order# 25P1-EB2 (Bilingual) | Re-order# 25P1-EB4 (Bilingual) | Re-order# 25P1-EB6 (Bilingual) | Re-order# 25P1-EB8 (Bilingual) |

Exterior Banners are to remain in place until the end of P2.

Signage is to remain in place for the duration of P1-2

Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.

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



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

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

1 Information Board



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

2 Responsible Service



Re-order# 22OP-RSP1
(Bilingual)

3 Seasonal Thematic



Re-order# 25P1-WS1
(Bilingual)

4 Same Day

Generic Ecomm



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

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

Signage is to remain in place for the duration of P1-2

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 BIL

eComm BIL

Signage is to remain in place for the duration of P1-2

P1-2 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# 25P1-TB1

BIL Re-order# 25P1-TB2



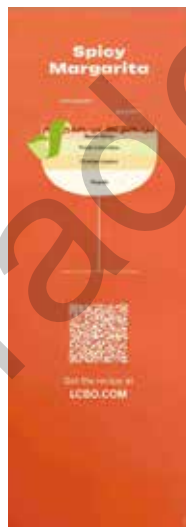
P2 Blade Signs

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

Remove the P1 blade signs and replace with the new Period 2 versions below.



EA1AB Tegrani
ENG (25P2-BS1)
BIL (25P2-BS6)



EA2AB Spicy Margarita
ENG (25P2-BS2)
BIL (25P2-BS7)



EA3A Magnotta
Venture Series
ENG (25P2-BS3)
BIL (25P2-BS8)



EA3B Sustainable
Ontario Wines
ENG (25P2-BS4)
BIL (25P2-BS9)



EA4AB Baileys on the
Rocks
ENG (25P2-BS5)
BIL (25P2-BS10)

P2 End Aisles Backer Cards

Remove the P1 EA 1-4 and 10 backer cards and replace with the new Period 2 versions below.

25P2-BC1



EA 1AB

25P2-BC2A



EA 2A

25P2-BC2B



EA 2B

25P2-BC3A



EA 3A

25P2-BC3B



EA 3B

25P2-BC4



EA 4AB

25P2-BC10



EA 10

P1-2 Generic Backer Cards

Continue to display the Generic Backer Cards from P1. Only replace the Aeroplan Backer with the new version below.

25P1-BC-GEN1



NOTE: Use this backer card with any product.

25P1-BC-GEN3



NOTE: Use this backer card with any product.

25P1-BC-GEN4



NEW 25P2-BC-GEN2



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

25P1-BC-GEN5



NOTE: Use this backer card with Wine products.

25P1-BC-GEN6



NOTE: Use this backer card with Spirit products.

25P1-BC-GEN7



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

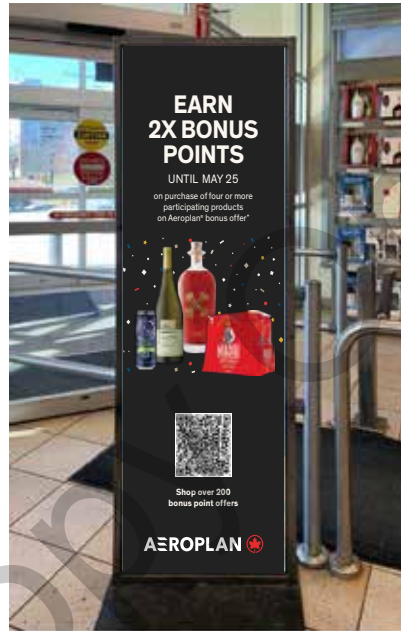
These Generic Backer Cards are to remain in place until the end of P2.

P2 Seasonal Banner Insert

Dimensions: 20" w x 70" h

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

ENG (Re-order# 25P2-SB1) / BIL (Re-order# 25P2-SB2)



P1-2 Employee Engagement

Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 1 and 2.

- "Ask me What's New and On Trend."
- 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 # 25P1-NT1) / BIL (Re-order # 25P1-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 (April 28 - May 25, 2024)

Participating Stores

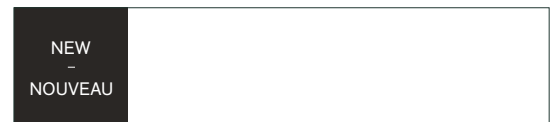
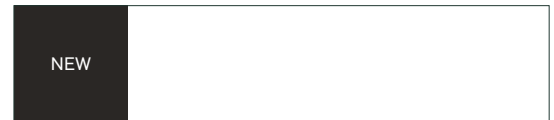
All Stores

Signage Components

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

Merchandising Instructions

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



Example Only

Period 2 New Products

| LCBO# | Description | Sub Set | Product Type |
|--------|---|-----------------------|--------------|
| 15153 | Pommies Mimosa Cider | Ontario Craft Cider | Seasonal |
| 18474 | Brasserie De Blaugies La Moneuse Saison | Craft Beer - Imported | One-Shot |
| 19040 | Growers Light Extra Dry Cider | Cider | Seasonal |
| 28741 | Muskoka Winter Beard Nitro Latte Stout | Ontario Craft Beer | Seasonal |
| 31717 | Siempre Supremo Tequila | Tequila Deluxe | One-Shot |
| 31743 | Ironwood Ciderita Caribbean Lime | Ontario Craft Cider | Seasonal |
| 35041 | Peninsula Ridge Tiny Bubbles Sparkling Wine VQA | Sparkling VQA | Seasonal |
| 35474 | Andechser Doppelbock Dunkel | Craft Beer - Imported | One-Shot |
| 35627 | Jinro 24 | Asian Spirits | Regular |
| 36479 | Ren Ultra Premium Vodka | Vodka | Regular |
| 37716 | Collective Arts Daily Forecast | Ontario Craft Beer | Regular |
| 38062 | Collective Arts Peak To Peak West Coast IPA | Ontario Craft Beer | Seasonal |
| 38063 | Collective Arts Grapefruit & Lime Gose | Ontario Craft Beer | Seasonal |
| 406439 | Gregorius Trappist Beer | Craft Beer - Imported | One-Shot |

Trade Copy

**Continue to merchandise
the New Product Underlays for the following P1 SKUs:**

| LCBO# | Description |
|--------------|--|
| 11173 | West Avenue Cider Cherriosity |
| 11324 | Hornitos Cristalino |
| 13497 | Grand Sud Rosé |
| 13681 | Collective Arts Cherry Press Cider |
| 13907 | Jackson-Triggs Proprietors Selection Light Rosé |
| 14145 | Toro Bravo Shiraz Garnacha Rosado |
| 15568 | Listel Gris Rosé |
| 17513 | Paulaner Munchner Hell Lager |
| 17893 | Porta 6 Rosé |
| 17901 | Botter Oggi Pinot Grigio Rosato Doc Delle Venezie |
| 18950 | Fresita Orange Sunset Sparkling Wine |
| 19062 | Sandbanks Sparkling Rose VQA |
| 19253 | Jp Chenet Fashiion Pineapple Sparkling |
| 19304 | Cipriani Bellini |
| 21623 | Freixenet Rose Igt |
| 23757 | S De La Sablette - Coteaux Varois Rosé |
| 23760 | Doppio Passo Primitivo Rosato Igt Puglia |
| 24080 | Jacob's Creek Moscato Rose Lower Sugar |
| 24081 | Stoneleigh Lighter Rosé |
| 24084 | Kim Crawford Illuminate Rosé |
| 24086 | Smoky Bay Rosé |
| 24435 | Bacardi Tropical |
| 24542 | Dillon's Strawberry Gin |
| 24572 | Funky Fresh Kiwi Lime Sour |
| 26263 | Sheringham Seaside Gin |
| 26813 | El Dorado Cask Strength Single Still Port Mourant |
| 27148 | Thalia Rosé |
| 27498 | #Plantation 5 Year Old Barbados Rum (C Ferrand) |
| 27916 | House Of The Dragon Cabernet Sauvignon |
| 27918 | House Of The Dragon Pinot Noir |
| 30333 | Angostura White Oak Rum |
| 30719 | Seventh Heaven Classic London Dry Gin |
| 30720 | Beefeater Peach & Raspberry |
| 30722 | Gray Whale Gin |
| 31006 | Rosie Sparkling Rosé |
| 31354 | Twisted Tea Bag N'box 4L |
| 31471 | Protea Rosé |
| 31710 | The Beach By Whispering Angel Aoc Coteaux |
| 32025 | Keep Calm And Love Pinot Grigio Blush |

| LCBO# | Description |
|--------------|---|
| 32178 | Saintly Sparkling Rose VQA |
| 32392 | Hennessy Vsop Nba 2023-2024 Gift Box |
| 32393 | Hennessy Vs Nba 2023-2024 Gift Box |
| 32733 | Ardiel Cider House Pear Cider |
| 33212 | Big Rig Hola Cerveza |
| 34068 | Fresh Rose VQA |
| 34459 | Duvel Cherry Chouffe |
| 35578 | Babich Pinot Gris |
| 35624 | Babich Pinot Noir |
| 35981 | Clynelish 10 Year Old |
| 35983 | Glenkinchie 27 Year Old |
| 35984 | Lagavulin Islay Scotch Whisky 12 Year Old |
| 35986 | Mortlach Single Malt Scotch Whisky |
| 35987 | Oban 11 Year Old |
| 35988 | Roseisle 12 Year Old |
| 35990 | The Singleton Of Glendullan 14 Year Old |
| 35991 | Talisker Single Malt Scotch Whisky |
| 36041 | Yvon Mau Saint Emilion |
| 36042 | Antano Crianza Rioja Doc |
| 36044 | Castillo De Logrono Crianza |
| 36054 | Louis Bernard Costieres De Nimes Red |
| 36056 | Chemin Des Papes Cotes Du Rhone |
| 36217 | Don Armando Ron Reserva |
| 36218 | The Salford Rum |
| 36220 | Worthy Park Select Jamaican Rum |
| 36221 | Langs Banana Rum |
| 36222 | El Dorado Single Still Cask Strength Versailles |
| 36234 | Red Bank Whisky |
| 36432 | Arbikie Nadar Climate Positive Gin |
| 36440 | Empress Elderflower Rose Gin |
| 36443 | Hendrick's Grand Cabaret |
| 36444 | Tarsier Southeast Asian Dry Gin |
| 36451 | Chum Churum Saero |
| 36453 | El Mocambo Vodka |
| 36454 | Polar Ice Orange Blizzard Flavoured Vodka |
| 36455 | Cottage Springs The Dock Pack |
| 36480 | Zubrowka Vodka Czarna Black |
| 36494 | Ramsbury Gin |
| 36571 | Good Day Lychee Soju |
| 36572 | Good Day Pineapple Soju |
| 36762 | Omnipollo Zodiak Extra Nelson IPA |

**Continue to merchandise
the New Product Underlays for the following P1 SKUs:**

| LCBO# | Description |
|--------------|---|
| 36795 | Uptown Cocktails Pina Colada Wine Beverage |
| 36801 | Barefoot Fruitscato Blueberry |
| 36802 | Sutter Home Peach Tea |
| 36803 | Fresita Ligero Strawberry Sparkling Wine |
| 36804 | Hoxie Lemon Ginger Rose Can |
| 36811 | Adobe Reserva Cabernet Sauvignon |
| 36812 | Cono Sur Green Society Cabernet Sauvignon Reserva |
| 36815 | Leyda Reserva Sauvignon Blanc |
| 36816 | Leyda Reserva Pinot Noir |
| 36817 | Don David Reserve Cabernet Sauvignon |
| 36819 | Anakena Nuna Reserva Cabernet Sauvignon |
| 36824 | Santa Julia Reserva Pinot Grigio |
| 36825 | Tall Horse Chenin Blanc |
| 36827 | Tavernello Pinot Bianco Famoso Gold Edition |
| 36835 | Stealla Rosa Black |
| 36836 | Stella Rosa Peach |
| 36838 | Romeo Pink Paloma |
| 36840 | Calvet Pouch Blanc Igp Cotes De Thau |
| 36841 | Bottega Lemon Spritz Veneto |
| 36842 | Bicycle Thief Pouch Portugal White |
| 36858 | Postales Del Fin Del Mundo Patagonia Malbec |
| 36915 | Sangre De Toro Rioja |
| 36977 | Castell Blanc Brut Cava |
| 36978 | Cape Pastoral Organic Cabernet Sauvignon Merlot |
| 36989 | Mamamango Moscato |
| 37104 | Partake Hazy IPA |
| 37162 | Las Ninas Ella Reserva Chardonnay Organic |
| 37190 | Vignes De Nicole Paul Mas Rosé |
| 37193 | Cellier Des Dauphins Prestige Rose Cdr |
| 37201 | Desir De Rose Igp Cotes Thau Cap D'agde* |
| 37202 | Feudo Arancio Rosato Terre Siciliane Igt |
| 37207 | Au Vodka Black Grape |
| 37208 | Moillard Beaujolais |
| 37211 | Jacob's Creek Lively Bunch Rosé |
| 37220 | Santa Julia Malbec Rosé |
| 37221 | Minimalista Rosé |
| 37224 | Animus Vinho Verde |
| 37227 | Monte Das Anforas |
| 37228 | Aveleda Lisboa Red |

| LCBO# | Description |
|--------------|---|
| 37229 | Lab White Lisboa |
| 37252 | Campo Viejo Ecologico |
| 37300 | Blue Moon Mango Wheat |
| 37301 | Madri Excepcional |
| 37352 | Honest Lot Rosé |
| 37356 | Brunch Rose VQA Pouch |
| 37371 | Joseph Drouhin Chablis |
| 37502 | On The Rocks Jalapeno Pineapple Margarita |
| 37574 | Fraser & Thompson |
| 37620 | Lake Of Bays Low 'N' Go Mixed Pack |
| 37625 | Muskoka Brewery Survival Pack 2024 |
| 37644 | Rally Base Layer Lager |
| 37645 | Muskoka Brewery Nitro Drifter Hazy Pale Ale |
| 37669 | Yokaichi Barley Mugi Honkaku Shochu |
| 37711 | Beau's Wonder Crush Hazy IPA |
| 37718 | Main & Vine Lemonade Stand Lemonade Moscato |
| 37801 | Side Launch Lite Lager 6 Pack |
| 37896 | Niagara Cider Blackberry Honey Cider |
| 37976 | Bellwoods Greenbelly Triple IPA |
| 38022 | Amsterdam Summer Entertainer |
| 38043 | Waterloo Mango Passionfruit Radler |
| 38044 | Malibu Strawberry Rum |
| 38047 | Brickworks Raspberry Lemonade Cider |
| 38524 | Block Party Mix Pack |
| 164343 | The Beachhouse Rosé |
| 173294 | The Stump Jump Grenache Shiraz Mourvedre |
| 227694 | Negra Modelo 6 Pk-B+ |
| 273771 | 20 Bees Rose VQA |
| 341164 | El Dorado Enmore Single Still |
| 402834 | Smith And Cross Traditional Jamaican Rum |
| 405118 | Bavaria 8.6 Original+ |
| 408310 | Pinot Noir Ursulines Bourgogne (J.C. Boisset) |
| 448761 | Alamos Chardonnay |
| 547653 | Starr Rum Africa |
| 603795 | Rioja Rosé (Muga) |
| 647149 | Calvet Rosé, Igp Terres Du Midi (Pouch) |
| 647313 | Joiy Rosé Sparkling |
| 950576 | Rosé Cuvee Tradition (Mas Des Bressade) |

REMOVE the New Product Underlays from the following SKUs:

| LCBO# | Description |
|-------|--|
| 13041 | Highland Park 25 YO |
| 17662 | Glenfarclas 40 Year Old |
| 20105 | Equiano Rum, Mauritius And Barbados |
| 24411 | Infinite Minds Supersonic Puppy Dreams |
| 25323 | Woodford Reserve Kentucky Straight Wheat Whiskey |
| 31248 | Southside Gin Fizz By Aloette |
| 31263 | Black Fly Vodka Frozen Raspberry |
| 31265 | John Sleeman & Sons - Ginger & Lime Mule |
| 31276 | Bangarang Tropical Bellini Hard Seltzer |
| 31303 | Quik Shots Cinnamon Whisky |
| 31305 | Palm Bay Rainbow Twist Pouch |
| 31306 | Mike's Blue Freeze Pouch |
| 31332 | Black Fly Vodka Frozen Grape |
| 31480 | Coldstream Peach Iced Tea |
| 31851 | Pink Gin Fizz |
| 31877 | Nickel Brook Citrus Paloma |
| 31990 | Reid's Gin & Tonic |
| 33954 | Founder's Original Tequila Cocktail Box |
| 33972 | Cottage Springs Punched Up Vodka Soda Mixed 8 |
| 34720 | Bartenura Moscato - Kpm Igt* |
| 35297 | Glenfarclas 35 Yr Old Highland Malt Whisky |
| 35656 | Emmanuel De Landtsheer Malheur 12 Belgian Dark Ale |
| 35896 | Ceder's Crisp |
| 35941 | Woodford Reserve Historic Barrel Entry 700ml |
| 35945 | Mconnells Irish Whisky Sherry Cask |
| 35978 | Clyde Mays's Straight Bourbon Whiskey |
| 36043 | Toro Bravo Oak Seleccion Red |
| 36049 | Marques De Toledo Tempranillo |
| 36055 | Saint Tourelle Aoc Bordeaux |
| 36223 | King Maui Sauvignon Blanc |
| 36224 | Clonakilty Single Batch Double Oak Irish Whiskey |
| 36225 | Bacardi Caribbean Spiced |
| 36230 | J.J Corry The Hanson |
| 36397 | The Glenlivet 12 YO 200 Year Anniversary Edition |

| LCBO# | Description |
|-------|--|
| 36403 | Chivas Royal Salute 21 YO Lunar New Year Edition |
| 36575 | Absolut Berry Vodkarita |
| 36576 | Jameson Whiskey & Lemonade |
| 36577 | Malibu Pina Colada |
| 36578 | Polar Ice Berry Blizzard |
| 36579 | Casa Del Rey Tequila Cocktail Mixed 6 Pack |
| 36583 | Cottage Springs Vodka Soda Dock Day Mixed 8 P |
| 36586 | Nutrl Vodka Soda Lime |
| 36587 | Georgian Bay Tropical Smash Passionfruit |
| 36588 | Georgian Bay Cocktail Club Bees Knees |
| 36589 | Georgian Bay Vodka Iced Tea |
| 36591 | Georgian Bay Gin Smash Mixed Pack |
| 36592 | Nutrl 7 Mixed Pack |
| 36594 | Palm Bay Tiki Rum Punch Mango Guava |
| 36595 | Sandbagger Mixer Pack |
| 36596 | Cutwater Caesar |
| 36597 | Seagram 13 Long Island Iced Tea |
| 36598 | Cutwater Rum Mai Tai |
| 36600 | Seagram 13 Cosmopolitan |
| 36601 | Storyteller Singapore Sling |
| 36602 | High Noon Tequila Variety Pack |
| 36603 | White Claw Tequila Smash 8-Pack |
| 36604 | Crazy Uncle Strawberry Cream Soda |
| 36605 | White Claw Vodka Smash 8-Pack |
| 36606 | Keg Spicy Horseradish Caesar |
| 36609 | White Claw Strawberry |
| 36610 | Cottage Springs Lemon Vodka Soda Springers |
| 36611 | Cottage Springs Tequila Lemonade 2L Bib |
| 36612 | White Claw Surge Green Apple |
| 36613 | Dillon's Vodka Cocktails Variety Pack |
| 36614 | Coors Seltzer Island Breeze Variety Pack |
| 36617 | Vizy Max Exotic Twist Variety Pack |
| 36618 | Simply Spiked Peach Variety Pack |
| 36619 | Captain Morgan Cocktail Collection Pack |
| 36620 | Twisted Tea Slightly Sweet Blueberry Tall Can |
| 36621 | Black Fly Vodka Lemonade Mixer Pack |

REMOVE the New Product Underlays from the following SKUs:

| LCBO# | Description |
|-------|---|
| 36622 | Mott's Clamato Light |
| 36626 | Blue Lobster Vodka Soda Blueberry Lemon |
| 36628 | Truly Berry Mixed Pack 12 X 355 mL |
| 36629 | Pabst Strong Iced Tea |
| 36634 | Twisted Tea Party Pack 24 X 355 mL |
| 36635 | Svns Hard Seven Up Original + Vodka |
| 36636 | Social Lite Classics Tom Collins |
| 36637 | Social Lite Italian Spritz Cocktail Seltzer |
| 36638 | Social Lite Happy Hour Mixer |
| 36639 | Social Lite Vodka Soda Mixer Pack |
| 36641 | Nude Vodka Soda Mini 12 Pack |
| 36642 | Matt & Steve's Caesar Sipper (4pk) |
| 36646 | Jaw Drop Black Cherry Bombade |
| 36647 | Black Fly Rum Mojito Raspberry |
| 36648 | Black Fly Vodka Crushed Black Cherry |
| 36650 | Black Fly Gin Lemon Drop |
| 36651 | Black Fly Rum Runner |
| 36652 | Smirnoff Ice Tea Lemon |
| 36653 | Turtle Bay Rum Swizzle |
| 36654 | Smirnoff Vodka & Soda Party Pack |
| 36655 | Arizona Hard Peach Iced Tea |
| 36659 | Twisted Tea Island Pack |
| 36674 | Absolut Cocktails Vodka Mojito |
| 36675 | Trader Vic's Mai Tai Cocktail |
| 36678 | Aperol Spritz Ready To Serve |
| 36679 | Twisted Shotz Buttery Swirl |
| 36682 | Malibu Pineapple Bay Breeze |
| 36683 | Jose Cuervo Authentic Tropical Paradise Marga |
| 36684 | Bloodshot Strawberry Muerta Rita 4 L |
| 36697 | Mike's Harder Lemonade |
| 36982 | Distl Vodka Seltzer Peach And Blueberry |
| 37081 | Gin And Soda With Cherry Juice |
| 37082 | Nutri Vodka Soda Tropical Mixed Pack |
| 37083 | Beattie's Blueberry Splash Alliston Ontario |
| 37106 | Sandbagger Transfusion |
| 37107 | Hard Brio Italian Soda |
| 37108 | White Claw Lemonade Limon 473 mL |

| LCBO# | Description |
|--------|--|
| 37109 | Jack Daniel's And Coca Cola |
| 37110 | Jack Daniel's And Coca Cola Zero Sugar |
| 37115 | Sunday Funday Orange Mimosa |
| 37116 | Willibald Cherry Spritz Ontario |
| 37117 | Svns Hard Seven Up Original + Vodka + Lemonade |
| 37120 | Fling Cherry And Lime Vodka Soda |
| 37157 | Ole Margarita |
| 37158 | Ole Tequila Sunrise |
| 37187 | Coco Rum Original - 473 mL (Single Can) |
| 37350 | Happy Dad Hard Seltzer Fruit Punch |
| 37395 | Triple Bogey Transfusion |
| 37573 | Hennessy Paradis |
| 37651 | White Claw Variety 24 Pack |
| 345199 | Glenfarclas 15 YO Highland Malt Whisky (J&G Grant) |
| 663427 | Glenfarclas 30 YO Malt Whiskey (J&G Grant) |

FOOD & DRINK

Early Summer Release Date

The Early Summer issue of *Food & Drink* should be distributed in stores starting Wednesday, May 8, 2024.

PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MAY 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

- Early Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #25P2-FD1)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #25P2-FD2)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #25P2-FD3)



LOOKING AHEAD

The next issue, Summer 2024, will be released June 26, 2024.

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

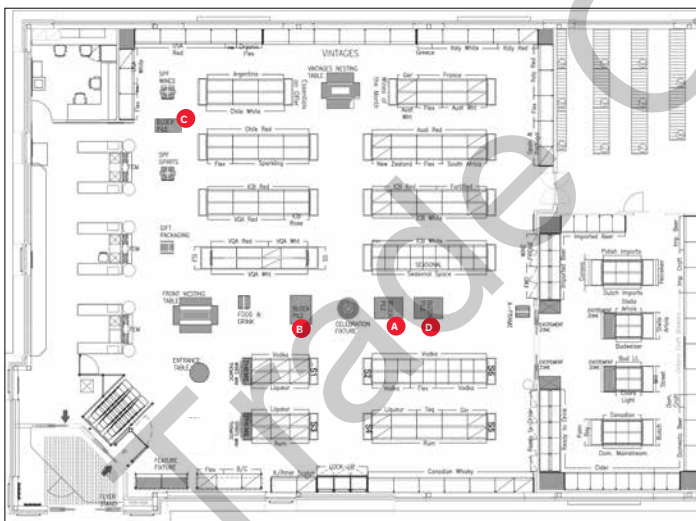
Middle Nesting Table/Celebration Fixture: DD

- A** Block Pile A (SBA): Lighter Game Day Beers
- B** Block Pile B (SBB): New Mixed Packs
- C** Block Pile C (SBC): Aeroplan
- D** Block Pile D (XBP): Don Julio

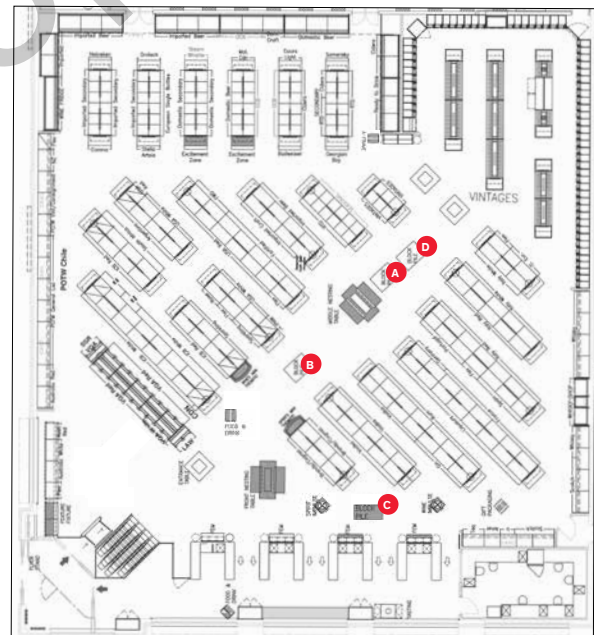
Hennessy (FSG-B): The Glenlivet Celebrating Parent's/
Mother's Day

Pop-up Activation (FSM-A): Peroni

Flagship Spotlight (FSN-A): Diageo RTD Brand Takeover



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.

P2 ANTI-THEFT PROMOTIONAL PRODUCT SUBSTITUTIONS

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

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

| Promotional Display | ORIGINAL SKU | | | REPLACE WITH | | |
|--|--------------|-----------------------------|-----------|--------------|---|-----------|
| | LCBO# | Description | Size (mL) | LCBO# | Description | Size (mL) |
| EA 2B | 386789 | Casamigos Tequila Blanco | 750 | | No substitutions. Please merchandise best-selling products at the Manager's discretion to fill the display. | |
| | 388694 | Casamigos Tequila Reposado | 750 | | | |
| | 425686 | Casamigos Tequila Anejo | 750 | | | |
| EA 19 | 31828 | Johnnie Walker Double Black | 750 | 1099 | Johnnie Walker Red Label Scotch Whisky | 750 |
| | 217802 | Johnnie Walker Black Label | 1140 | 217794 | Johnnie Walker Red Label Scotch Whisky | 1140 |
| Shelf Extender D8: Discovery Spirits 2 | 7880 | Johnnie Walker Black 12 Yr | 750 | 1099 | Johnnie Walker Red Label Scotch Whisky | 750 |

Key Display (FFA-A)

FEATURE FIXTURE A

Sparkling Wine Gifts

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

Participating Stores

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

This display will feature a variety of sparkling wines perfect for gifting!

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|---|-----------|---------|
| 16327 | Calvet Brut Celebration Rosé | 750 | LTO |
| 16396 | Champagne Victoire Brut Rosé | 750 | LTO |
| 16858 | Malivoire Che Bello Sparkling VQA | 750 | LTO |
| 20995 | Bottega Prosecco Rosé Doc Spumante Brut, Veneto | 750 | BAP |
| 21621 | Bread & Butter Prosecco Doc | 750 | LTO |
| 21624 | Josh Cellars Prosecco Rosé | 750 | LTO |
| 25515 | Saintly Sparkling Brut VQA | 750 | LTO |
| 25904 | Champagne Pommery Brut Rosé | 750 | LTO |
| 28420 | 13th Street Blanc De Blanc | 750 | LTO |
| 30835 | Yellow Tail Bubbles | 750 | LTO |
| 30836 | Yellow Tail Bubbles Rosé | 750 | LTO |
| 31006 | Rosie Sparkling Rosé | 750 | LTO |
| 85316 | Blu Giovello Prosecco | 750 | LTO |
| 203125 | Henkell Rosé | 750 | LTO |
| 210633 | Jacob's Creek Chardonnay Pinot Noir Sparkling | 750 | |
| 216960 | Segura Viudas Brut Reserva Cava Sparkling | 750 | LTO |
| 217273 | Mumm Cuvee Napa Brut Prestige | 750 | LTO |
| 217679 | Jackson-Triggs Sparkling Reserve VQA | 750 | LTO |
| 302752 | > (V) Santa Margherita Rosé Brut | 750 | |
| 308056 | Mumm Grand Cordon Brut Champagne | 750 | LTO |
| 384651 | Martini Prosecco Sparkling | 750 | LTO |
| 394387 | Villa Sandi Prosecco Il Fresco Doc, Treviso | 750 | LTO |
| 462432 | Piper-Heidsieck Brut Champagne | 750 | LTO |
| 467811 | Ruffino Prosecco | 750 | LTO |
| 487694 | La Marca Prosecco Doc | 750 | LTO, VA |
| 536565 | Lily Sparkling Rosé VQA | 750 | LTO |

Value-Add (VA) - Rep Applied: La Marca Bespoke Gifting Bow

Signage Components

- Category Sign ENG/BIL (Re-order # 25P1-FF1)
- Solid Colour Category Sign (Re-order # 25P1-FF2)
- Bin Strips - Solid Colour (Re-order # 25P1-FF3)
- **NEW** Shelf Talkers ENG (Re-order # 25P2-FF11) / BIL (Re-order # 25P2-FF12)
- **NOTE:** From P2-6 there will be one set of Rosé Shelf Talkers sent for the FFA and Flex Space A combined. The Shelf Talkers can be used for either fixture.

Merchandising Instructions

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

8ft. Feature Fixture



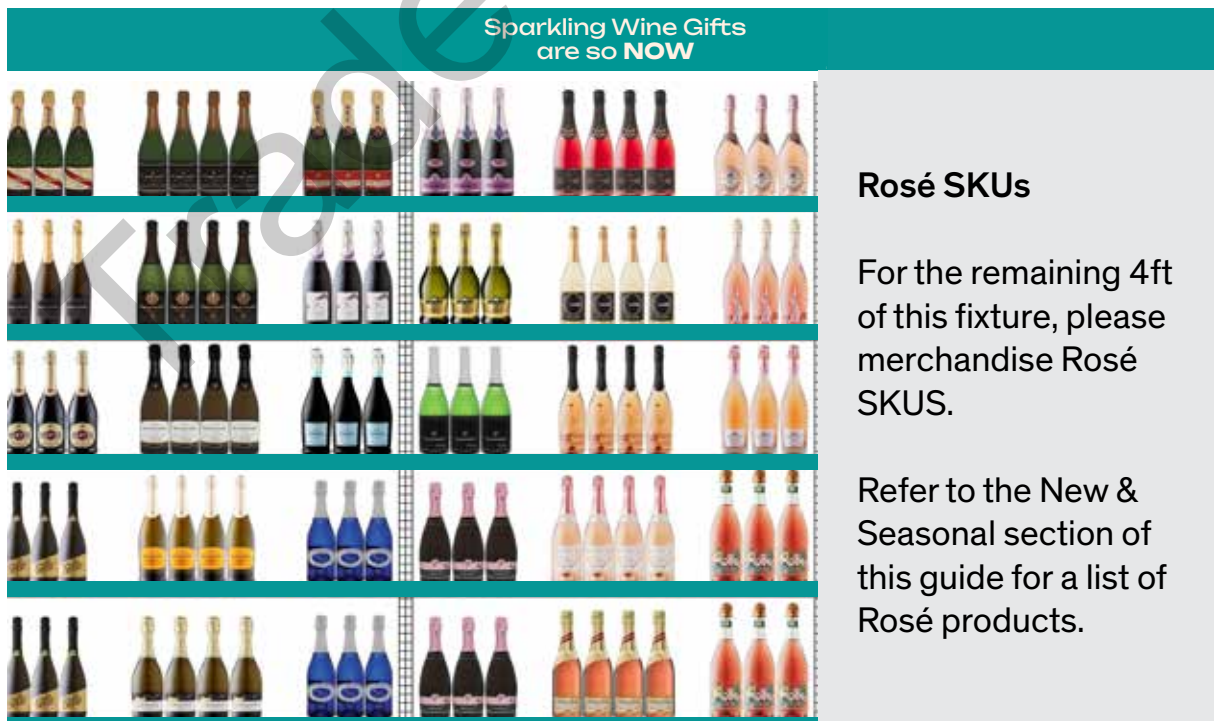
The 8ft. Feature Fixture display consists of five shelves. The top shelf has a teal header with the text "Sparkling Wine Gifts are so NOW". The shelves are filled with various bottles of sparkling wine. To the right of the shelves, there is a grey background with text.

Rosé SKUs

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

Refer to the New & Seasonal section of this guide for a list of Rosé products.

12ft. Feature Fixture



The 12ft. Feature Fixture display consists of five shelves. The top shelf has a teal header with the text "Sparkling Wine Gifts are so NOW". The shelves are filled with various bottles of sparkling wine. To the right of the shelves, there is a grey background with text.

Rosé SKUs

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

Refer to the New & Seasonal section of this guide for a list of Rosé products.

NEW & SEASONAL FIXTURE

Seasonal Rosés

This is a sold program. Participation is mandatory.

IMPORTANT: The Rosé SKUs will be force allocated to all participating stores. Please adjust your SOQ's as appropriate throughout the season, or until warehouse inventory is depleted.

This fixture will feature a variety of Seasonal Rosé wines.

Key Dates (P1-P6)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | LCBO# | Description | Size (mL) |
|-------|---|-----------|--------|---|-----------|
| 13907 | Jackson-Triggs Proprietors Selection Light Rosé | 750 | 32025 | Keep Calm & Love | 750 |
| 14867 | Sandbanks Summer Rosé | 750 | 32178 | Saintly Sparkling Rosé VQA | 200 |
| 15568 | Listel Gris Rosé | 750 | 34068 | Fresh Rosé | 750 |
| 17893 | Porta 6 Rosé | 750 | 35041 | Tiny Bubbles Sparkling Rosé VQA | 750 |
| 17901 | Botter OGGI Pinot Grigio Rosato DOC Delle Venezie | 750 | 37190 | Vignes de Nicole Paul Mas Rosé | 750 |
| 19062 | Sandbanks Sparkling Rosé | 750 | 37193 | Cellier Des Daughins Prestige Rosé CdR | 750 |
| 23757 | S de la Sablette Coteaux Varois Rosé | 750 | 37201 | Desir de Rosé IGP Cotes Thau Cap d'Agde | 750 |
| 23760 | Doppio Passo Primitivo Rosato Puglia IGT | 750 | 37211 | Jacob's Creek Lively Bunch Rosé | 750 |
| 24080 | Jacob's Creek Moscato Rosé Lower Sugar | 750 | 37221 | Minimalista Rosé | 750 |
| 24084 | Kim Crawford Illuminate Rosé | 750 | 37352 | Honest Lot Rosé | 750 |
| 24972 | Family Tree Speck Brothers | 750 | 37356 | Brunch Rosé VQA Pouch | 1500 |
| 27148 | Thalia Cabernet Sauvignon Agiorgitiko Rosé | 750 | 164343 | The Beachhouse Rosé | 750 |
| 31710 | The Beach by Whispering Angel | 750 | 273771 | 20 Bees Rosé | 750 |
| | | | 603795 | Bodegas Muga, Rioja Rosé | 750 |
| | | | 647149 | Calvet Pouch IGP Terres de Midi Rosé | 1500 |

Signage Components

- Category Sign ENG/BIL (Re-order # 25P1-NS1)
- Blank Category Sign - Solid Colour (Re-order #25P1-NS2)
- Bin Strips - Solid Colour (Re-order # 25P1-NS3)
- **NEW** Shelf Talkers ENG (Re-order # 25P2-NS4) / BIL (Re-order # 25P2-NS5)

Merchandising Instructions

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

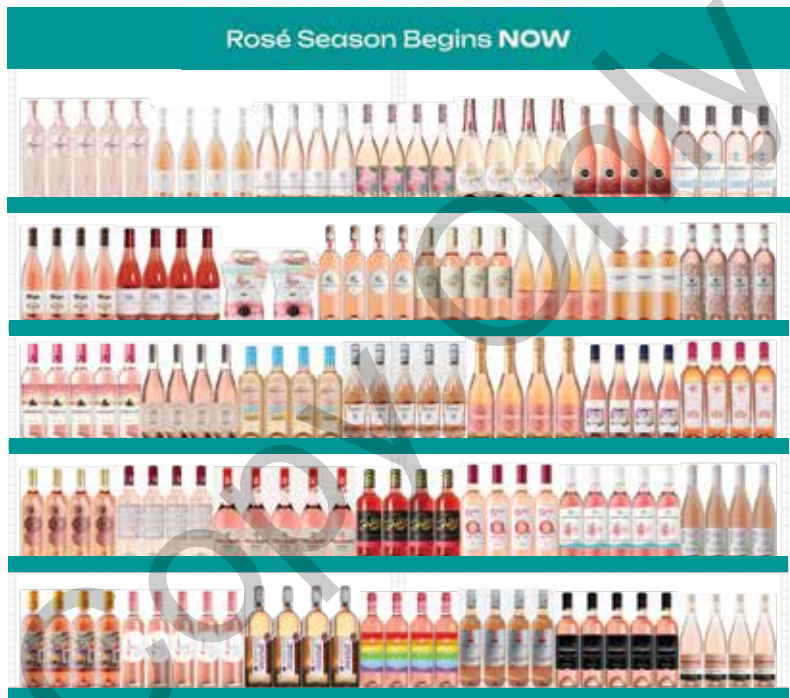


This planogram is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



Key Display (EA-S1)

ENTRANCE TABLE

Jose Cuervo

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|---|-----------|--------|
| 10899 | Jose Cuervo Tradicional Plata | 750 | LTO |
| 11845 | Jose Cuervo Reserva De La Familia Platino | 750 | LTO |
| 401307 | Maestro Dobel Tequila | 750 | LTO |
| 450932 | Jose Cuervo Tradicional Reposado | 750 | LTO |

Get ready to raise the glass and toast to incredible deals on tequila this Period. Our customers will have this amazing opportunity to save big on their favourite tequila brands. Cheers to Spring, cheers to savings!

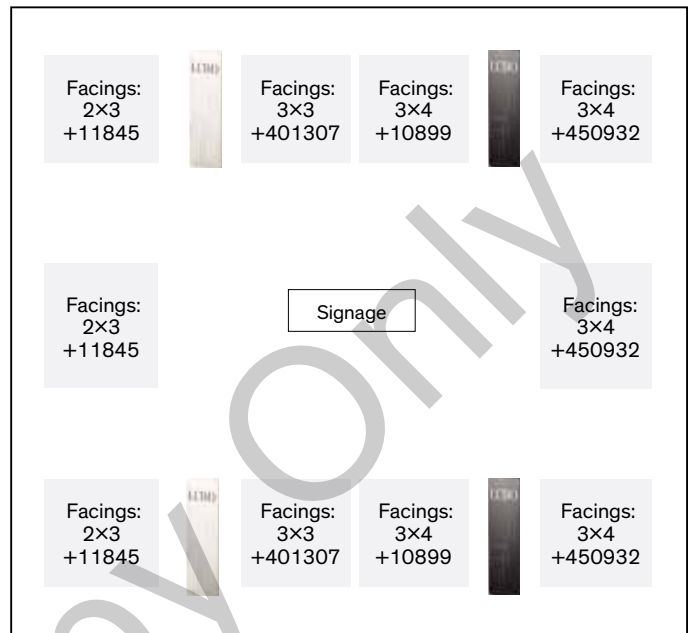
Merchandising Instructions

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

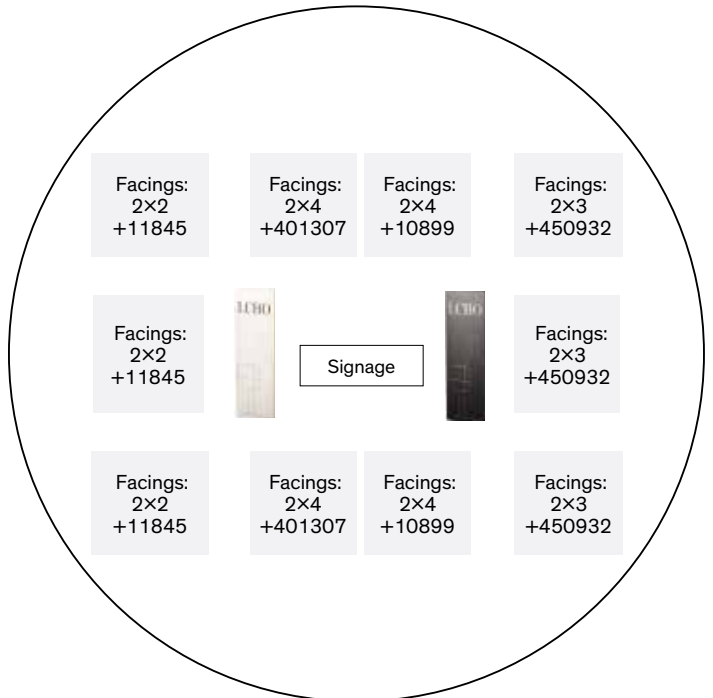
Signage Components

- Entrance Table Sign with Extension
ENG (Re-order # 25P2-ET1) / BIL (Re-order # 25P2-ET2)
- Shelf Talkers ENG (Re-order # 25P2-ET5) / BIL (Re-order # 25P2-ET6)

Planogram - Square Table



Planogram - Round Table



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

Tegroni



This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

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

Introducing the Tegroni. This display will offer customers a new way to enjoy a classic cocktail, the Negroni, by swapping out gin for tequila.

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|----------------------------|-----------|--------|
| 125187 | Cazadores Reposado Tequila | 750 | BAP |
| 143040 | Hornitos Reposado Tequila | 750 | LTO |
| 324855 | Espolon Tequila Reposado | 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# 25P2-BC1)
- Blade Sign ENG (Re-order# 25P2-BS1) / BIL (Re-order# 25P2-BS6)
- End Aisle Shelf Talker Bundle
ENG (Re-order# 25P2-ST1) / BIL (Re-order# 25P2-ST2)



Spirits (MI-A)

GIFTING DISPLAY A

Gifts to Celebrate Mother's Day

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|--------------------------------|-----------|--------|
| 15963 | Luxardo Limoncello | 750 | LTO |
| 16079 | Martini Fiero | 750 | BAP |
| 111443 | Chambord Royale | 750 | LTO |
| 176834 | Aperol | 750 | LTO |
| 180695 | St-Germain Elderflower Liqueur | 750 | BAP |
| 277954 | Campari Aperitivo | 750 | |
| 322297 | > Lillet Blanc (Lillet Freres) | 750 | LTO |
| 601484 | Amaro Montenegro Liqueur | 750 | |

Signage Components

- Category sign ENG/BIL (Re-order # 25P2-MTA1)
- Backer card ENG/BIL (Re-order # 25P2-MTA2)
- Shelf talkers ENG (Re-order # 25P2-MTA3) / BIL (Re-order # 25P2-MTA4)

Merchandising Instructions

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

A variety of Spirit products, perfect for Mother's Day gifting.



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

Wines (MI-B)

GIFTING DISPLAY B

Gifts for Mom

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|--|-----------|--------|
| 17690 | Trius Brut Rosé Sparkling (Andrew Peller) | 750 | LTO |
| 18486 | Bread & Butter Rosé | 750 | LTO |
| 20896 | Ruffino Prosecco Rosé Doc | 750 | LTO |
| 30836 | Yellow Tail Bubbles Rosé | 750 | LTO |
| 158550 | > Cuvee Rosé Brut(Champagne Laurent Perrier) | 750 | LTO |
| 211466 | De Chanceney Cremant De Loire Rosé Brut | 750 | LTO |
| 341347 | Fresh Sparkling Rosé VQA | 750 | LTO |
| 365205 | Cono Sur Sparkling Rosé | 750 | LTO |
| 492959 | Roséhall Run Pixie Sparkling Rosé VQA | 750 | LTO |

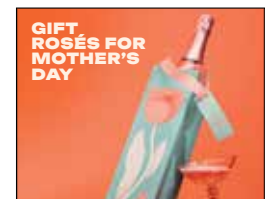
Signage Components

- Category sign ENG/BIL (Re-order # 25P2-MTB7)
- Backer card ENG/BIL (Re-order # 25P2-MTB8)
- Shelf talkers ENG (Re-order # 25P2-MTB9) / BIL (Re-order # 25P2-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.

A variety of Rosé products to gift Mom for Mother's Day.



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

Beer (MI-C)

LOCAL BEER & CIDER DISPLAY

New Local Craft Beer

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

An assortment of local craft beers on trend to try this Spring.

Participating Stores

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

Participating Products

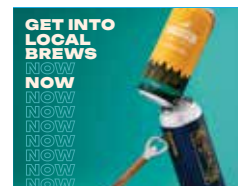
| LCBO# | Description | Size (mL) | Offers | Distributor |
|--------|--|-----------|--------|--|
| 10815 | Collective Arts Hazy State | 473 | | LCBO Warehouse |
| 26073 | Indie Ale House Marco Polo Italian Style Pilsner | 473 | | 789 - Indie Ale House |
| 34148 | Bobcaygeon Brewing Cottage Lager | 473 | | 462 - Bobcaygeon Brewing Company Limited |
| 37264 | IPA Fun Box, 8th Edition | 6 × 473 | | 5732 - Refined Fool Brewing Company |
| 37570 | Cameron's Pastime Pilsner | 473 | | 413 - Cameron's Brewing Co. |
| 142364 | Side Launch Northbound Lager | 473 | BAP | 3827 - Side Launch Brewing |
| 458273 | Great Lakes Octopus Wants To Fight IPA | 473 | LTO | 1929 - Great Lakes Brewing Co. Inc. |
| 481515 | Bench Brewing Balls Falls Session IPA | 473 | LTO | 798 - Bench Brewing Company |
| 513044 | Henderson's Brewing Co. Henderson's Best | 473 | LTO | 798 - Bench Brewing Company |

Signage Components

- Backer card ENG/BIL (Re-order# 25P2-BC10)
- Shelf Talkers ENG (Re-order # 25P2-ST1) / BIL (Re-order # 25P2-ST2)

Merchandising Instructions

- 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

Gin & Tonic/Malibu

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

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, 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, 416, 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 # 25P2-FNT9) / BIL (Re-order # 25P2-FNT10)
- Shelf Talkers ENG (Re-order # 25P2-FNT13) / BIL (Re-order # 25P2-FNT14)
- Perpendicular Shelf Talkers ENG (Re-order # 25P2-FNT15) / BIL (Re-order # 25P2-FNT16)

Standard

- Table Sign ENG (Re-order # 25P2-FNT17) / BIL (Re-order # 25P2-FNT18)
- Shelf Talkers ENG (Re-order # 25P2-FNT21) / BIL (Re-order # 25P2-FNT22)

Merchandising Instructions

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

Premium Flight:
Encouraging customers to make a Gin & Tonic with their favourite gin.

Standard Flight:
Shining light on tropical flavours from Malibu with cocktail solutions on the back of the bottles.



Premium
Value Add Shelf Talker

Premium



Standard



Participating Products

| | LCBO# | Description | Size (mL) | Offers |
|---|--|-----------------------------|-----------|--------|
| Premium | 1040 | Gordons Gin | 750 | LTO |
| | 2691 | Tanqueray London Dry Gin | 750 | LTO |
| | 21996 | Aviation Gin | 1750 | VA |
| | 96263 | Tanqueray London Dry Gin | 1750 | VA |
| | 111021 | Gordons Gin (P.E.T) | 1750 | VA |
| | 129940 | Aviation Gin | 750 | LTO |
| | 216721 | Tanqueray London Dry Gin | 1140 | VA |
| | 217166 | Gordons Gin | 1140 | VA |
| | 358184 | Tanqueray Rangpur Gin | 750 | LTO |
| | 573956 | Tanqueray Flor De Sevilla | 750 | LTO |
| | 600163 | Tanqueray No. Ten Gin | 750 | LTO |
| | 636092 | Gordon's Pink Gin | 750 | BAP |
| | Value-Add (VA) - Near Pack: Glassware | | | |
| Standard | 30104 | Malibu Coconut Rum | 1750 | VA |
| | 31727 | Malibu Pineapple Rum | 750 | LTO |
| | 36577 | Malibu Pina Colada | 355 | BAP |
| | 36682 | Malibu Pineapple Bay Breeze | 1000 | BAP |
| | 38044 | Malibu Strawberry Rum | 750 | |
| | 217448 | Malibu Coconut Rum | 1140 | VA |
| | 477836 | Malibu Coconut Rum | 750 | |
| | 601666 | Malibu Mango Rum Liqueur | 750 | VA |
| | 601765 | Malibu Coconut Rum | 375 | BAP |
| | Value-Add (VA) - Rep Applied: | | | |
| LCBO# 30104: Malibu Pina Colada 355 mL | | | | |
| Value-Add (VA) - Merchandiser: | | | | |
| LCBO# 217448 & 601666: Brand Malibu Beach Towel | | | | |

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

| | | | | |
|----------------------------|--|----------------------------|--|----------------------------|
| Facings: 3x7 +573956 | | Facings: 4x7 +2691 | | Facings: 3x7 +358184 |
| Facings: 5x3 +636092 | | Facings: 6x2 +600163 | | Facings: 5x3 +1040 |
| SIGNAGE | | | | |
| Facings: 4x2 +21996 | | Facings: 4x2 +111021 | | Facings: 4x2 +96263 |

| | | | | |
|-----------------------------|--|----------------------------|---------------|----------------------------|
| Facings: 3x10 +129940 | | Facings: 3x8 +217166 | Value-Add | Facings: 3x6 +216721 |
|-----------------------------|--|----------------------------|---------------|----------------------------|

Front

Standard Flight

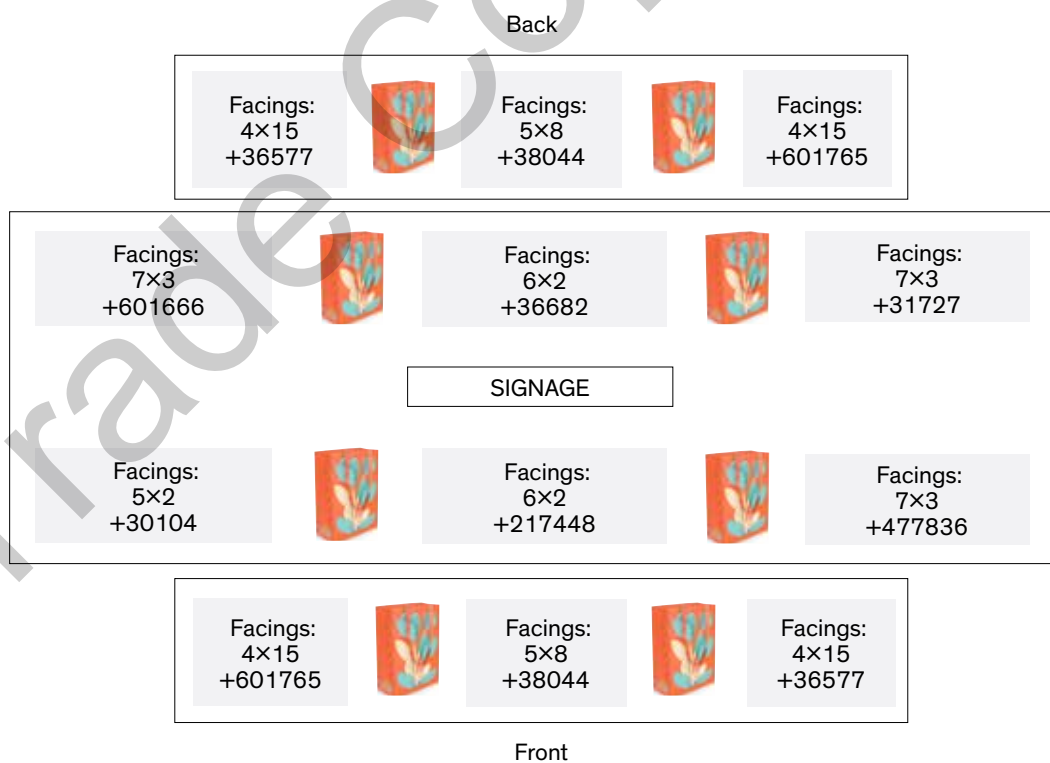
7Ft Nesting Table Planogram (For stores that do not have end tables)

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



Front View

Back View



A

Display Program (BP-SBA)

BLOCK PILE A

Lighter Game-Day Beers

This is a sold program. Participation is mandatory.

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

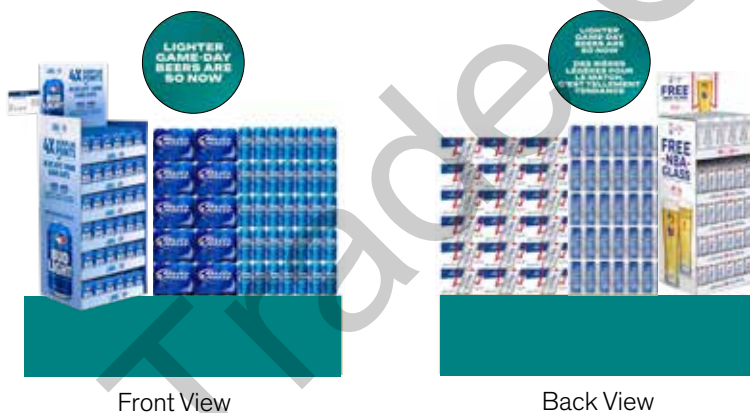
Please refer to the Participation Lookup page for information (http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|----------------------|-----------|-------------------------------|
| 1107 | Bud Light (275) | 473 | LTO |
| 284562 | Michelob Ultra (275) | 473 | |
| 311779 | Bud Light (275) | 6 × 473 | Contest |
| 496968 | Michelob Ultra (275) | 6 × 473 | VA |
| 697623 | Michelob Ultra (275) | 6 × 355 | LTO |
| 908665 | Bud Light (275) | 6 × 355 | BAP Bundled Offer (see below) |

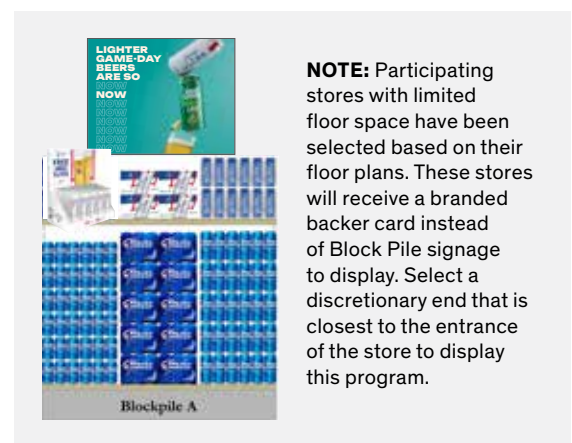
Value-Add (VA) - Merchandiser: NBA Glassware

This display features an assortment of brews perfect for game-day.



Front View

Back View



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.

Bud Light and Blue Jays Bundled Offer

Buy two 908665 Bud Light 6 × 355 mL and earn 50 bonus points all Period long.

On April 28-30, May 1, 10-12, 17-22, 2024 Blue Jays™ Home-Game Days, buy two 908665 Bud Light 6 × 355 mL and earn 200 bonus points.

End Aisle Box Sign (AAA-B Stores)
ENG/BIL (Re-order # AIM-25P2-BLAP3)

Artwork Not Final



NOTE: Stores with an end aisle display should merchandise the Aeroplan box sign and pricer card.

Display Program (BP-SBA)

BLOCK PILE A

Lighter Game-Day Beers

Signage Components

- Pole Topper Sign ENG (Re-order# 25P2-BPA1) / BIL (Re-order# 25P2-BPA2)
- Riser Wrap - solid colour (Re-order# 25P2-BPA3)
- Pricer Cards ENG (Re-order# 25P2-BPA4) / BIL (Re-order# 25P2-BPA5)
- Shelf Talkers ENG (Re-order# 25P2-BPA6) / BIL (Re-order# 25P2-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P2-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P2-BPA9) / BIL (Re-order# 25P2-BPA10)

Merchandising Instructions

- 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.

B

Display Program (BP-SBB)

BLOCK PILE B

New Mixed Packs

This is a sold program. Participation is mandatory.

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|-------|--|-----------|--------|
| 33972 | Cottage Springs Punched Up Vodka Soda Mixed 8 Pack | 8 × 355 | |
| 36591 | Georgian Bay Gin Smash Mixed Pack | 12 × 355 | |
| 36595 | Sandbagger Mixer Pack | 12 × 355 | BAP |
| 36602 | High Noon Tequila Variety Pack | 8 × 355 | VA |
| 36613 | Dillons Vodka Cocktail Variety Pack | 12 × 355 | |
| 36617 | Vizzy Max Exotic Twist Variety Pack | 12 × 355 | BAP |
| 36618 | Simply Spiked Peach Variety Pack | 12 × 355 | |
| 37651 | White Claw Variety 24 Pack | 24 × 355 | |

Value-Add (VA) - Rep Applied: High Noon Branded Koozies

Signage Components

- Pole Topper Sign ENG (Re-order # 25P2-BPB1)
BIL (Re-order # 25P2-BPB2)
- Riser Wrap - solid colour (Re-order # 25P2-BPB3)
- Pricer Cards ENG (Re-order # 25P2-BPB4)
BIL (Re-order # 25P2-BPB5)
- Shelf Talkers ENG (Re-order # 25P2-BPB6)
BIL (Re-order # 25P2-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P2-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P2-BPB9)
BIL (Re-order # 25P2-BPB10)

Merchandising Instructions

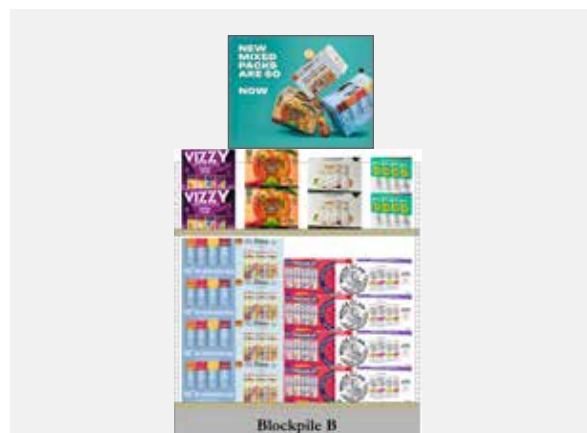
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

This display features a variety of new mixed packs.



Front View

Back View



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
2X BONUS POINTS
UNTIL MAY 25

on purchase of four or more participating products on Aeroplan® bonus offer*

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 (April 28 - May 25, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Block Pile Wines: Participating Products

| LCBO# | Description | Size (mL) | BAP Offer |
|--------|--------------------------------|-----------|-----------|
| 68254 | Yellow Tail Pinot Grigio | 750 | 100 |
| 621623 | Yellow Tail Cabernet Sauvignon | 750 | 100 |
| 624544 | Yellow Tail Shiraz | 750 | 100 |
| 627802 | Yellow Tail Chardonnay | 750 | 100 |

Block Pile Spirits: Participating Products

| LCBO# | Description | Size (mL) | BAP Offer |
|--------|--------------------------|-----------|-----------|
| 935 | Captain Morgan White Rum | 750 | 60 |
| 11248 | Baileys Espresso | 750 | 60 |
| 33200 | Smirnoff Spicy Tamarind | 750 | 60 |
| 36450 | Alberta Pure Vodka | 750 | 200 |
| 37876 | Smirnoff Peach Lemonade | 750 | 60 |
| 403519 | Crown Royal Apple | 750 | 60 |
| 476911 | Crown Royal Vanilla | 750 | 60 |

Spirits and Wines with great Aeroplan offers.



Front View

Back View



Front View

Back View

Signage Components

- Pole Topper Sign ENG (Re-order # 25P2-BPC1) / BIL (Re-order # 25P2-BPC2)
- Riser Wrap (Re-order # 25P2-BPC3)
- Pricer Cards ENG (Re-order # 25P2-BPC4) / BIL (Re-order # 25P2-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P2-BPC8) / BIL (Re-order # 25P2-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.

Display Program (XBP)

BLOCK PILE D

Don Julio

Overview

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

1, 22, 31, 115, 130, 154, 156, 195, 198, 226, 243, 253, 263, 288, 329, 346, 393, 394, 398, 437, 443, 445, 499, 522, 523, 545, 573, 623, 630, 632, 641

Participating Products

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

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P2-BPD1)
BIL (Re-order # 25P2-BPD2)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSG-B)

ENHANCED BLOCK PILE DISPLAY

The Glenlivet Celebrating Parent's/Mother's Day

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 (April 28 - May 25, 2024)

Participating Store

21, 38, 148, 171, 187, 334, 371, 385, 404, 412, 438, 500, 590, 619, 624, 631, 698, 703, 741, 776

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|--|-----------|--------|
| 21097 | The Glenlivet 12 Yr Malt | 750 | LTO |
| 25621 | The Glenlivet 14YO Single Malt Scotch Whisky | 750 | LTO |
| 603050 | The Glenlivet French Oak Reserve 15 Year Old | 750 | BAP |

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P2-BPD3) / BIL (Re-order # 25P2-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

POP-UP ACTIVATION (FSM-A)

Peroni

Overview

A pop-up shop featuring Peroni products will be taking place at stores 164, 217, and 511 during P2.

Key Dates (April 28 - May 25, 2024)

Participating Store: 164, 217, 511

Participating Products

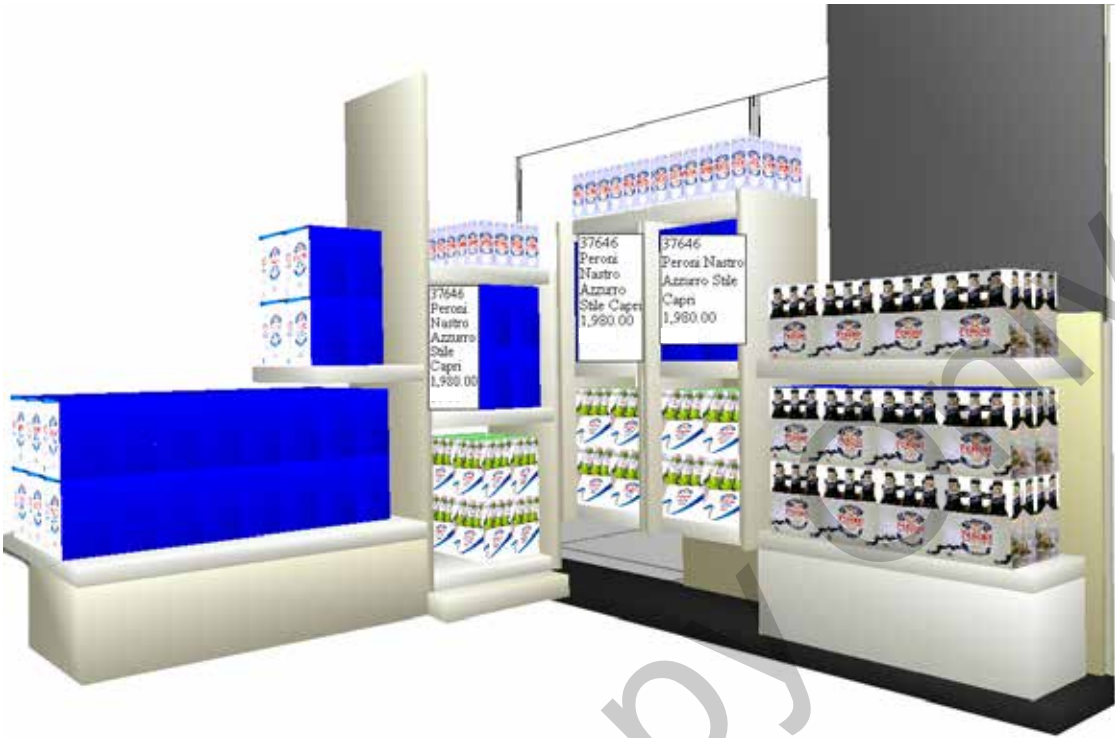
| LCBO# | Description | Size (mL) | Offers |
|--------|-----------------------------------|-----------|--------|
| 19923 | Peroni Nastro Azzurro | 6 × 330 | |
| 27824 | Peroni Nastro Azzurro 0.0 | 6 × 330 | |
| 37646 | Peroni Nastro Azzurro Stile Capri | 6 × 330 | VA |
| 143891 | Peroni Nastro Azzurro | 500 | LTO |
| 525188 | Peroni Nastro Azzurro | 6 × 330 | LTO |

Value-Add (VA) - Merchandiser: Beach towel

Signage and Merchandising Instructions

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

Store 164 & 217



Store 511



FLAGSHIP SPOTLIGHT (FSN-A)

(Formerly Enhanced Occasions Package)

Diageo RTD Brand Takeover

Overview

The Flagship Spotlight fixture will showcase an assortment of Diageo products.

It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P2.

Key Dates (April 28 - May 25, 2024)

Participating Store: 164, 217, 511

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|---|-----------|--------|
| 24392 | Smirnoff Ice Pink Lemonade | 473 | |
| 24404 | Smirnoff Vodka Soda Berry Blast | 355 | |
| 24408 | Smirnoff Seltzer Lemonades Variety Pack | 12 × 355 | |
| 26346 | Smirnoff Ice Original 12 Pack | 12 × 355 | |
| 31300 | Smirnoff Ice Orange Blast | 473 | |
| 31311 | Captain Morgan Mango Mai Tai | 355 | |
| 36619 | Captain Morgan Cocktail Collection Pack | 12 × 355 | |
| 36652 | Smirnoff Ice Tea Lemon | 473 | BAP |
| 36654 | Smirnoff Vodka & Soda Party Pack | 12 × 355 | |
| 321760 | Smirnoff Ice (P.E.T) | 1000 | |
| 321786 | Smirnoff Ice | 4 × 330 | |
| 449157 | Smirnoff Ice Tall Can | 473 | |
| 450130 | Smirnoff Ice Light Raspberry & Soda | 4 × 355 | |
| 450452 | Smirnoff Ice Light Black Cherry & Soda | 4 × 355 | LTO |
| 553339 | Smirnoff Berry Blast | 473 | |
| 649343 | Smirnoff Ice Light Original | 4 × 355 | |

Signage and Merchandising Instructions

- Stretch fabric graphics for Stores 164 & 217 and Large signs for Store 511 will be installed by Visual Merchandising.
- Nesting Table Sign ENG (Re-order # 25P2-FSS1) / BIL (Re-order # 25P2-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P2-FSS5) / BIL (Re-order # 25P2-FSS6)

Store 164 & 217

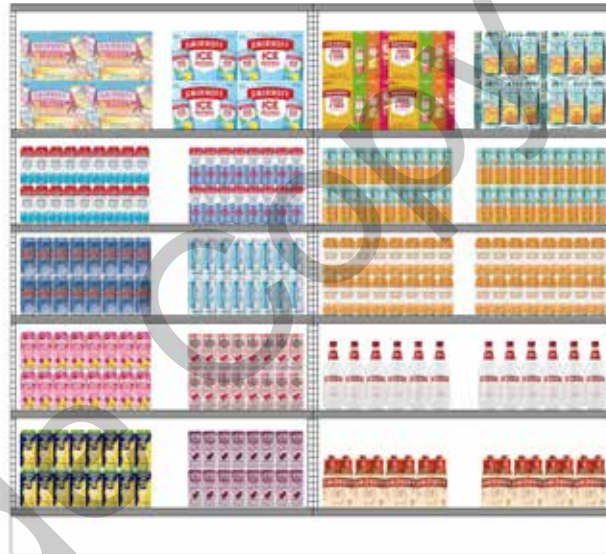


Right View



Left View

Store 511



Nesting Table



Front



Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

New Zealand Wines

This is a sold program. Participation is mandatory.

New Zealand Wine Offer - All Stores

Earn 100 Bonus Points when you spend \$50 or more on the Middle Nesting Table products.

The Middle Nesting Table will feature a variety of wines from New Zealand.

Key Dates (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|---|-----------|--------|
| 12618 | Stoneleigh Lighter Sauvignon Blanc | 750 | LTO |
| 18947 | >Kim Crawford Illuminate Sauvignon Blanc | 750 | LTO |
| 28569 | Selaks Sauvignon Blanc | 750 | LTO |
| 225557 | >Eradus Sauvignon Blanc | 750 | BAP |
| 277731 | Yealands Sauvignon Blanc Marlborough | 750 | LTO |
| 308288 | Whitehaven Sauvignon Blanc | 750 | LTO |
| 324228 | >Stoneleigh Latitude Marlborough Sauv Blanc | 750 | LTO |
| 326090 | >Oyster Bay Pinot Grigio Hawke's Bay | 750 | LTO |
| 415745 | Nobilo Sauvignon Blanc Marlborough | 750 | LTO |
| 426601 | Villa Maria Private Bin Sauvignon Blanc | 750 | LTO |
| 590414 | >Oyster Bay Pinot Noir Marlborough | 750 | LTO |
| 650325 | >Kim Crawford Hawke's Bay Rosé | 750 | LTO |



Front



Back

Signage Components

- Table Sign ENG (Re-order # 25P2-MNT1) / BIL (Re-order # 25P2-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P2-MNT5) / BIL (Re-order # 25P2-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P2-MNT7)
- Shelf Talkers ENG (Re-order # 25P2-MNT8) / BIL (Re-order # 25P2-MNT9)
- Perpendicular shelf-talkers ENG (Re-order # AIM-25P2-NZAP1) / BIL (Re-order # AIM-25P2-NZAP2)

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 and perpendicular shelf-talkers in-section and on the table.

New Zealand Wine Offer

*Please note that the New Zealand Offer signage will be shipped with the Aeroplan on-shelf signage package.
 A bundle of Perpendicular Shelf Talkers will be shipped with the Middle Nesting Table signage to be displayed on the table.
 A separate shipment with a bundle of Perpendicular Shelf Talkers and Bin Channel underlays will be shipped to stores in a separate AIM package to be displayed in-section.

Perpendicular Shelf Talker:
 ENG (Re-order # AIM-25P2-NZAP1)
 BIL (Re-order # AIM-25P2-NZAP2)



Image (example only)

Bin Channel Underlay (for use in section):
 ENG/BIL (Re-order # AIM-25P2-NZAP3)

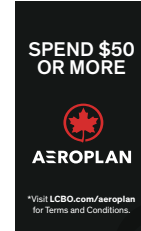


Image (example only)

Middle Nesting Table Planograms



Front View



Back View

| | | |
|----------------------------|----------------------------|----------------------------|
| Facings: 4x8 +324228 | Facings: 6x8 +590414 | Facings: 4x8 +324228 |
|----------------------------|----------------------------|----------------------------|

| | | |
|----------------------------|----------------------------|----------------------------|
| Facings: 6x3 +28569 | Facings: 6x3 +225557 | Facings: 6x2 +308288 |
| SIGNAGE | | |
| Facings: 7x3 +415745 | Facings: 6x2 +650325 | Facings: 7x3 +426601 |

Facings:
7x9
+326090

Facings:
7x8
+277731

| | | |
|---------------------------|---------------------------|---------------------------|
| Facings: 4x8 +12618 | Facings: 5x8 +18947 | Facings: 4x8 +12618 |
|---------------------------|---------------------------|---------------------------|

Top View

Celebration Fixture Planograms



Front View



Back View

Period 2

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.

End Aisle #1 Cocktail of the Month (BS-BSE-A)



| LCBO# | Description | Size (mL) | Offers |
|--------|----------------------------|-----------|--------|
| 125187 | Cazadores Reposado Tequila | 750 | BAP |
| 143040 | Hornitos Reposado Tequila | 750 | LTO |
| 324855 | Espolon Tequila Reposado | 750 | LTO |

Tegroni Cocktail Blade Sign ENG (Re-order# 25P2-BS1) / BIL (Re-order# 25P2-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.

Tegroni Backer Card ENG / BIL (Re-order# 25P2-BC1)



End Aisle #2A Premium



| LCBO# | Description | Size (mL) | Offers |
|-------|---------------------------|-----------|---------|
| 6502 | Cointreau | 750 | VA, LTO |
| 19749 | Teremana Blanco Tequila | 750 | VA |
| 19750 | Teremana Reposado Tequila | 750 | VA |

Value-Add (VA) - Rep Applied:

LCBO# 6502: Tajin Spices
LCBO# 19749, 19750: Cointreau

Spicy Margarita Cocktail Blade Sign ENG (Re-order# 25P2-BS2) / BIL (Re-order# 25P2-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.

Spice up a classic - Teremana Backer Card ENG / BIL (Re-order# 25P2-BC2A)



| LCBO# | Description | Size (mL) | Offers |
|--------|----------------------------|-----------|---------|
| 386789 | Casamigos Tequila Blanco | 750 | LTO, VA |
| 388694 | Casamigos Tequila Reposado | 750 | LTO, VA |
| 425686 | Casamigos Tequila Anejo | 750 | BAP, VA |

End Aisle #2B
Standard

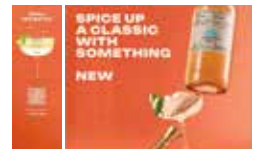


Value-Add (VA) - Merchandiser: Mothers Day Card

Spicy Margarita Cocktail Blade Sign
ENG (Re-order# 25P2-BS2) / BIL (Re-order# 25P2-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.

Spice up a classic - Casamigos Backer Card
ENG / BIL (Re-order# 25P2-BC2B)



| LCBO# | Description | Size (mL) | Offers |
|--------|--|-----------|--------|
| 27751 | Magnotta Pinot Grigio Chardonnay Venture Series VQA | 750 | LTO |
| 27752 | Magnotta Cabernet Sauvignon Merlot V. Series VQA | 750 | LTO |
| 574533 | Magnotta Pinot Grigio Venture Series VQA | 750 | LTO |

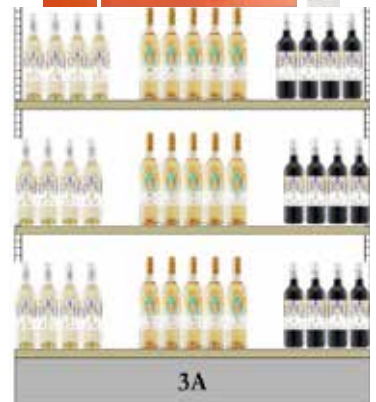
End Aisle #3A
Premium



Magnotta Venture Series Blade Sign
ENG (Re-order# 25P2-BS3) / BIL (Re-order# 25P2-BS8)

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

Supporting Local is so Now Backer Card
ENG / BIL (Re-order# 25P2-BC3A)



| LCBO# | Description | Size (mL) | Offers |
|--------|---------------------------------|-----------|--------|
| 135939 | Pelee Island Pinot Noir VQA | 750 | LTO |
| 136044 | Pelee Island Chardonnay VQA | 750 | LTO |
| 276170 | Pelee Island Blanc De Blanc VQA | 750 | LTO |

End Aisle #3B
Standard



Sustainable Ontario Wines Blade Sign
ENG (Re-order# 25P2-BS4) / BIL (Re-order# 25P2-BS9)

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

Sip on eco-friendly wines Backer Card
ENG / BIL (Re-order# 25P2-BC3B)



End Aisle #4



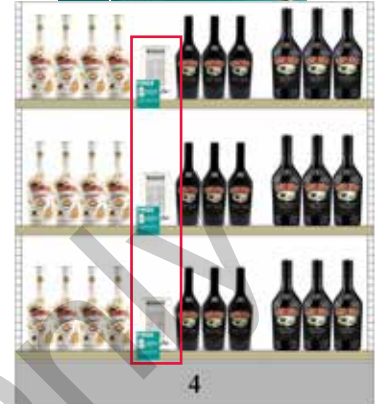
| LCBO# | Description | Size (mL) | Offers |
|--------|----------------------------|-----------|--------|
| 5959 | Baileys Irish Cream | 750 | LTO |
| 27692 | Baileys S'Mores | 750 | VA |
| 605956 | Baileys Irish Cream Liquor | 1140 | VA |

Value-Add (VA) - Near Pack: Mason Jar Glass

Baileys Cocktail Blade Sign
 ENG (Re-order# 25P2-BS5) / BIL (Re-order# 25P2-BS10)

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

Baileys Backer Card
 ENG / BIL (Re-order# 25P2-BC4)



End Aisle #5A

Premium

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

Value-Add (VA) - Rep Applied: Colour Changing Cocktail Cup



End Aisle #5B

Standard

| LCBO# | Description | Size (mL) | Offers |
|--------|----------------------------|-----------|--------|
| 117 | Bacardi Superior White Rum | 750 | VA |
| 13589 | Bacardi Lime | 750 | VA |
| 24435 | Bacardi Tropical | 750 | VA |
| 446021 | Bacardi Coconut Rum | 750 | VA |

Value-Add (VA) - Rep Applied: Bacardi RTD 355 mL



| | LCBO# | Description | Size (mL) | Offers |
|--|--------|------------------------------|-----------|--------|
| End Aisle #6A Premium | 20926 | Aperol | 375 | |
| | 36678 | Aperol Spritz Ready To Serve | 4 × 200 | VA |
| | 176834 | Aperol | 750 | LTO |
| Value-Add (VA) - Rep Applied: Aperol Spritz Bottle Opener | | | | |

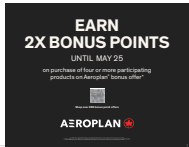


| | LCBO# | Description | Size (mL) | Offers |
|---|--------|-------------------------|-----------|--------|
| End Aisle #6B Standard | 314856 | Fireball Whisky Shooter | 1140 | LTO |
| | 398776 | Fireball Whisky Shooter | 375 | LTO |
| | 447953 | Fireball Whisky Shooter | 750 | BAP |



| | LCBO# | Description | Size (mL) | Offers |
|---------------------|--------|--|-----------|--------|
| End Aisle #7 | 222877 | >Caymus Napa Valley Cabernet Sauvignon | 750 | BAP |
| | 660241 | >Bonanza California Cabernet Sauvignon | 750 | BAP |
| | 958975 | >Mer Soleil Reserve Chardonnay | 750 | LTO |





| | LCBO# | Description | Size (mL) | Offers |
|---------------------|-------|---|-----------|--------|
| End Aisle #8 | 33954 | Founder's Original Tequila Cocktail Box | 8 × 355 | BAP |
| | 36575 | Absolut Berry Vodkarita | 355 | BAP |
| | 36597 | Seagram 13 Long Island Iced Tea | 355 | BAP |
| | 36600 | Seagram 13 Cosmopolitan | 355 | BAP |
| | 36674 | Absolut Cocktail Vodka Mojito | 750 | BAP |
| | 36682 | Malibu Pineapple Bay Breeze | 1000 | BAP |



| | LCBO# | Description | Size (mL) | Offers |
|---------------------|-------|-----------------------------|-----------|--------|
| End Aisle #9 | 17817 | Corona Extra (275/TBS) | 6 × 473 | |
| | 17850 | Corona Light (275/TB) | 6 × 330 | LTO |
| | 32618 | Moosehead Chelada (275/TBS) | 6 × 473 | LTO |



Trade Copy Only

| | LCBO# | Description | Size (mL) | Offers |
|---|--------|--|-----------|--------|
| End Aisle #10 | 10815 | Collective Arts Hazy State (LCBO Warehouse) | 473 | |
| | 26073 | Indie Ale House Marco Polo Italian Style Pilsner (789) | 473 | |
| | 34148 | Bobcaygeon Brewing Cottage Lager (462) | 473 | |
| | 37264 | IPA Fun Box, 8th Edition (5732) | 6 × 473 | |
| | 37570 | Cameron's Pastime Pilsner (413) | 473 | |
| | 142364 | Side Launch Northbound Lager (3827) | 473 | BAP |
| | 458273 | Great Lakes Octopus Wants To Fight IPA (1929) | 473 | LTO |
| | 481515 | Bench Brewing Balls Falls Session IPA (798) | 473 | LTO |
| | 513044 | Henderson's Brewing Co. Henderson's Best (798) | 473 | LTO |
| Get Into Local Brews Now Backer Card ENG / BIL (Re-order # 25P2-BC10) | | | | |

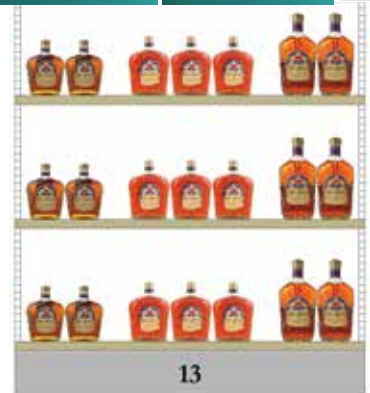


| | LCBO# | Description | Size (mL) | Offers |
|----------------------|--------|------------------------------------|-----------|--------|
| End Aisle #11 | 217653 | Captain Morgan Original Spiced Rum | 1140 | |
| | 454686 | Captain Morgan 100 Proof | 750 | LTO |
| | 500512 | Captain Morgan Original Spiced Rum | 750 | LTO |



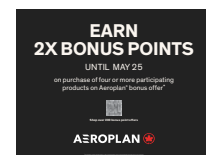


| | LCBO# | Description | Size (mL) | Offers |
|----------------------|--------|-------------------------|-----------|--------|
| End Aisle #12 | 22017 | Smirnoff Vodka (P.E.T) | 750 | |
| | 33200 | Smirnoff Spicy Tamarind | 750 | BAP |
| | 216929 | Smirnoff Vodka | 1140 | BAP |



| | LCBO# | Description | Size (mL) | Offers |
|----------------------|--------|-------------|-----------|--------|
| End Aisle #13 | 1487 | Crown Royal | 750 | VA |
| | 114694 | Crown Royal | 1750 | VA |
| | 217950 | Crown Royal | 1140 | LTO |

Value-Add (VA) - Rep Applied:
 LCBO# 1487: Crown Canvas ON bags
 LCBO# 114694: Crown Peach 2 x 50 mL



| | LCBO# | Description | Size (mL) | Offers |
|----------------------|--------|--------------------------|-----------|--------|
| End Aisle #14 | 30716 | Hendrick's Flora Adora | 750 | BAP |
| | 36443 | Hendrick's Grand Cabaret | 750 | BAP |
| | 637504 | Hendrick's Gin | 750 | VA |

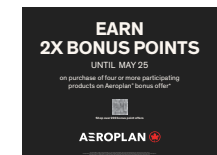
Value-Add (VA) - Rep Applied: Branded Glassware



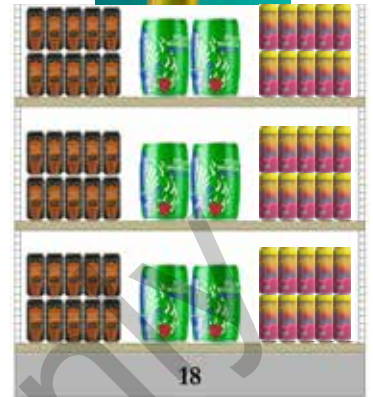
| | LCBO# | Description | Size (mL) | Offers |
|----------------------|--------|----------------------------|-----------|--------|
| End Aisle #15 | 134940 | Adesso Chardonnay D'Italia | 1500 | LTO |
| | 572453 | Adesso Merlot D'Italia | 750 | BAP |
| | 649723 | Adesso Merlot D'Italia | 1500 | BAP |



| | LCBO# | Description | Size (mL) | Offers |
|--------------------------------------|--------|-------------------------------|-----------|--------|
| End Aisle #16 | 34637 | Canadian Club Premium | 1750 | LTO |
| | 103341 | Canadian Club Premium (P.E.T) | 750 | VA |
| | 217687 | Canadian Club Premium | 1140 | VA |
| Value-Add (VA) - Rep Applied: | | | | |
| LCBO# 103341: Cocktail Cubes | | | | |
| LCBO# 217687: Reifel Rye 50 mL | | | | |



| | LCBO# | Description | Size (mL) | Offers |
|----------------------|--------|------------------------------|-----------|--------|
| End Aisle #17 | 12596 | Empress Gin | 375 | BAP |
| | 36440 | Empress Elderflower Rose Gin | 750 | BAP |
| | 557470 | Empress 1908 Gin | 750 | LTO |



| | LCBO# | Description | Size (mL) | Offers |
|----------------------|--------|---|-----------|--------|
| End Aisle #18 | 16787 | Collingwood Happy Tails Session IPA (4205) | 473 | |
| | 31551 | Steam Whistle Pilsner 5 L Keg (LCBO Warehouse) | 5000 | LTO |
| | 275172 | Nickel Brook Head Stock West Coast-Style IPA (6699) | 473 | LTO |



| | LCBO# | Description | Size (mL) | Offers |
|--|--------|-----------------------------|-----------|--------|
| End Aisle #19 | 31828 | Johnnie Walker Double Black | 750 | BAP |
| | 217794 | Johnnie Walker Red Label | 1140 | |
| | 217802 | Johnnie Walker Black Label | 1140 | VA |
| Value-Add (VA) - Rep Applied: Singleton 50 mL | | | | |



| | LCBO# | Description | Size (mL) | Offers |
|----------------------|-------|---|-----------|--------|
| End Aisle #20 | 13681 | Collective Arts Local Press Apple Cherry Cider (LCBO Warehouse) | 473 | |
| | 15153 | Pommies Mimosa Cider (LCBO Warehouse) | 473 | |
| | 37888 | Stock And Row Lime Crush Cider (LCBO Warehouse) | 355 | |
| | 37889 | Ernest Grapefully Flavoured Cider (LCBO Warehouse) | 473 | |
| | 37896 | Niagara Cider Company Blackberry Honey (798) | 473 | LTO |
| | 37897 | KW Craft Cider Chai Spiced (LCBO Warehouse) | 473 | |

Discovery End Aisles - Discover Veuve Clicquot (EA-W5)

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

3, 10, 18, 19, 149, 164, 217, 415, 511, 528

Participating Products

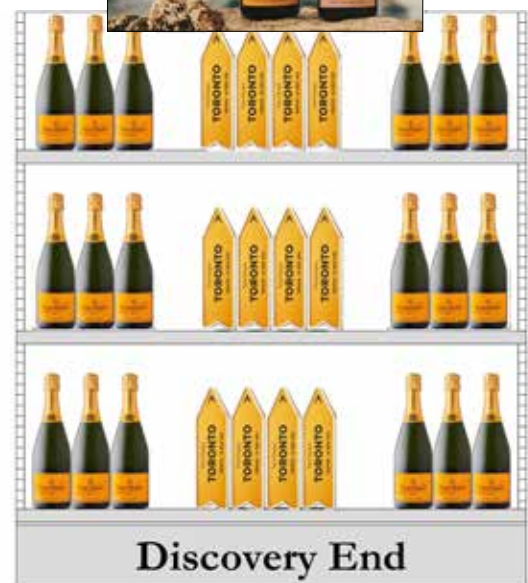
| LCBO# | Description | Size (mL) |
|--------|----------------------------------|-----------|
| 513473 | Veuve Clicquot Toronto Arrow Tin | 750 |
| 563338 | Veuve Clicquot Brut Champagne | 750 |

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P2-DBC1)
- Shelf Talkers - print at store level

Merchandising Instructions

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



Discovery End Aisles - Fresh Whites From Loire (EA-W6)

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

1, 19, 21, 31, 35, 83, 154, 187, 288, 326, 329, 346, 367, 371, 391, 393, 394, 398, 412, 417, 437, 438, 443, 445, 481, 499, 511, 522, 556, 569, 573, 579, 590, 619, 623, 624, 630, 632, 641, 741

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|---|-----------|--------|
| 12641 | Remy Pannier Rosé D'Anjou | 750 | LTO |
| 253229 | Bougrier Vouvray Chenin Blanc | 750 | LTO |
| 471318 | Remy Pannier Sauvignon Blanc Igp Val De Loire | 750 | LTO |

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P2-DBC2)
- Shelf Talkers - print at store level

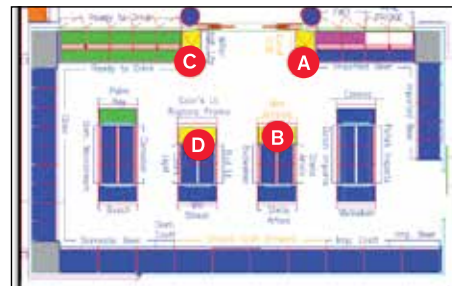
Merchandising Instructions

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



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 (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| Location | LCBO# | Description | Size (mL) | Supplying Source /Distributor | Offers |
|-------------------------------------|--|--------------------------------------|-----------|-------------------------------------|--------|
| A Plinth (EA - EZA) | 37284 | Miller Lite | 6 × 355 | 275 - The Beer Store | |
| | 558940 | Miller Lite | 6 × 473 | 275 - The Beer Store | VA |
| | Value-Add/Merchandiser: Miller Lite Baseball Style Shirt | | | | |
| B Plinth (EA - EZB) | 38309 | Great Lakes Brewery - Octo Mix Pack | 4 × 473 | 1929 - Great Lakes Brewing Co. Inc. | |
| C Plinth (EA - EZH) | 37646 | Peroni Stile Capri | 6 × 330 | LCBO Warehouse | VA |
| | 525188 | Peroni Nastro Azzurro | 6 × 330 | LCBO Warehouse | LTO |
| | Value-Add/Merchandiser: Blue & White Striped Beach Towel | | | | |
| D End Aisle (EA - EZD) | 24407 | Nutrl The Mixed | 12 × 355 | | VA |
| | 36592 | Nutrl 7 Mixed Pack | 12 × 355 | | VA |
| | 37082 | Nutrl Vodka Soda Tropical Mixed Pack | 15 × 355 | | VA |
| | Value-Add/Merchandiser: Nutrl Branded Stanley Water Tumbler | | | | |

Beer Excitement Zone A: Enjoy a lighter brew and get a free branded baseball style shirt with the purchase of Miller Lite (558940 | 6 × 473 mL).

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

Beer Excitement Zone C: Find a new favourite and get a free beach towel with purchase of Peroni Stile Capri (37646 | 6 × 330 mL).

Beer Excitement Zone D: Discover new flavours with convenience of mixed packs and get a Stanley Water Tumbler with the purchase of Nutri The Mixed (24407 | 12 × 355 mL), Nutri 7 Mixed Pack (36592 | 12 × 355 mL), or Nutri Vodka Soda Tropical Mixed Pack (37082 | 15 × 355 mL).

Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P2-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 25P2-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P2-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P2-BEZ5) / BIL (Re-order # 25P2-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P2-BEZ7) / BIL (Re-order # 25P2-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 (P1-P2)

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 (P1-P2)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 25P1-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 25P1-BBE2)
- Heineken Card ENG/BIL (Re-order # 25P1-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

Ontario Craft Beer (CB) END AISLE

Overview

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers | Supplying Source / Distributor |
|--------|--|-----------|--------|-------------------------------------|
| 11226 | Whitewater Blood Moon Orange Sour | 473 | | 8454 - Whitewater Brewing Company |
| 20121 | Great Lakes Brewery - Great Lakes Lager | 473 | | 1929 - Great Lakes Brewing Co. Inc. |
| 31448 | Flying Monkeys Crowd Surf Motel Passionfruit IPA | 473 | | 6309 - Flying Monkeys Craft Brewery |
| 467324 | Broadhead Blueberry Blonde | 473 | | 4712 - Broadhead Brewing |
| 497438 | Spearhead Hawaiian Pale Ale | 473 | | 86 - Spearhead Brewing Company |
| 557439 | Perth Brewery Calypso IPA | 473 | | 317 - Perth Brewery Ltd. |

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-25P2-OCB1)
BIL (Re-order #AIM-25P2-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) |
|--------|---|-----------|
| 13966 | Sweetwater Brewing Company IPA | 473 |
| 18474 | Brasserie De Blaugies La Moneuse Saison | 375 |
| 34427 | Jolly Pumpkin Artisan Ales Oro | 473 |
| 35925 | Wildbrau Grandauer Weissbier | 500 |
| 35928 | Siren Craft Brew Pompelmoello Sour IPA | 330 |
| 35939 | Doppel Hirsch Doppel Bock | 500 |
| 406439 | Gregorius Trappist Beer | 330 |
| 642835 | Troubadour - Magma | 330 |

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-25P2-ICB1 / BIL (Re-order #AIM-25P2-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 (April 28 - May 25, 2024)

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|---|-----------|------------|
| 32194 | Peller Family Reserve Secco Bubbles VQA | 750 | \$2.00 LTO |
| 219022 | White House Wine Co. Riesling P. Grigio VQA | 750 | \$2.00 LTO |
| 295006 | Cave Spring Dry Rosé VQA | 750 | \$2.00 LTO |
| 433714 | Pelee Island Cabernet Franc VQA | 750 | \$1.00 LTO |

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P2-ON1)

Merchandising Instructions

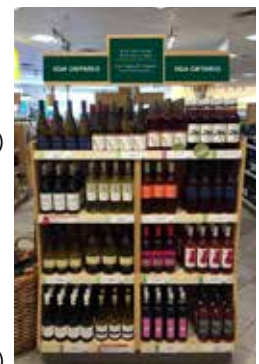
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Signs x 2
(Re-order# OWSIGN-001)



Cube Sign
(Re-order# OWSIGN-002)



NEW! PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

Signage Components

- Our Wine Country Backer Card (Re-order# AIM-25P2-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P2-ON1)

Merchandising Instruction

- Stores with a VQA Gondola Fixture are to install the Backer Card on a single End Aisle display.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card
(Re-order# AIM-25P2-ON2)

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 (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------------|----------------------------------|------------------|---------------|
| 23877 | Sprucewood Beach Glass White VQA | 750 | 100 BAP |
| 89862 | Girls' Night Out Rosé VQA | 750 | 60 BAP |

Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P2-OWPC1)
- Ontario Buyer's Pick Backer Card
ENG (Re-order # 25P2-OWPC2) / BIL (Re-order # 25P2-OWPC3)

Merchandising Instructions

End Aisle Display Stores:

- Stores with a 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.

Shelf Talker Only Stores:

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



Our Wine Country Boutiques

TURN 1 (P13 - P5)

Standout Selections & Style Spotlight (VQA)

This is a sold program. Participation is mandatory.

Dedicated merchandising guides for Our Wine Country Boutiques were previously produced for each product turn. Select programs have been discontinued, and only Style Spotlight and Standout Selections will remain and will now only turn twice per year.

OWC Boutique Stores will find new product information with merchandising instructions printed in the Marketing & Product Guide with each new turn.

Key Dates (March 2 - August 17, 2024)

Participating Stores

40, 84, 115, 187, 252, 253, 300, 392, 401, 407, 417, 445, 490, 497, 522, 523, 624, 641, 658

Participating Products

| LCBO# | Description | Size (mL) |
|------------------------------------|---|-----------|
| Standout Selections | | |
| 16713 | Marynissen Estates Cabernet Merlot 2021 | 750 |
| 203539 | Frogpond Farm Organic Riesling | 750 |
| 498519 | Vieni Estates Gamay Noir 2020 | 750 |
| Style Spotlight: Chardonnay | | |
| 11950 | Casa-Dea Unoaked Chardonnay 2021 | 750 |
| 33187 | Lighthall Fondation Chardonnay VQA | 750 |
| 520247 | Vieni Private Reserve Chardonnay 2016 | 750 |



Standout Selections



Style Spotlight: Chardonnay

Signage Components

- Standout Selections Backer Card VQA Gondola Size
ENG (Re-order #25P1-OWC2) / BIL (Re-order #25P1-OWC9)
- Style Spotlight Backer Card VQA Gondola Size
ENG (Re-order #25P1-OWC1) / BIL (Re-order #25P1-OWC8)

Merchandising Instructions

- Stores are to install each Backer Card on a single VQA Gondola Fixture End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.
- Merchandise the shelf talkers in front of 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 (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|-------------------------|-----------|--------|
| 58339 | >Kaiken Malbec | 750 | LTO |
| 479014 | >(V) Gran Feudo Reserva | 750 | LTO |

Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P2-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P2-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P2-VINT3)

Merchandising Instructions

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



V2 VINTAGES Wines of the Month

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

Key Dates (April 27 & May 11 Release)

Mandatory Participating Stores

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

Important Note

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

Participating Products

| LCBO# | Description | Size (mL) |
|-------------------------|---|-----------|
| April 27 Release | | |
| 37384 | Anciano No. 10 Gran Reserva 2015 | 750 |
| 57869 | Clayhouse Cabernet Sauvignon 2020 | 750 |
| May 11 Release | | |
| 288530 | Mazzei Ser Lapo Riserva Chianti Classico 2020 | 750 |
| 489112 | Sacred Hill Marlborough Sauvignon Blanc 2023 | 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 (April 28 - May 25, 2024)

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

Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- Shelf Talkers (Re-order# AIM-25P2-VLTO1)

Participating Products

LTO Offers:

| LCBO# | Description | Size (mL) | LTO |
|--------|---|-----------|---------|
| 16081 | Caffo Vecchio Amaro Del Capo | 750 | \$2.00 |
| 980482 | Cambria Julia's Vineyard Pinot Noir | 750 | \$5.00 |
| 478727 | Catena Malbec | 750 | \$2.00 |
| 80234 | Featherstone Black Sheep Riesling | 750 | \$2.00 |
| 43281 | Flat Rock Riesling | 750 | \$3.00 |
| 708305 | Francis Coppola Diamond Collection Chardonnay | 750 | \$2.00 |
| 60749 | Galil Mountain Merlot KP | 750 | \$2.00 |
| 141580 | Galil Mountain Shiraz KP | 750 | \$2.00 |
| 479014 | Gran Feudo Reserva | 750 | \$2.00 |
| 35426 | H.J. Fabre Reserva Cabernet Franc | 750 | \$2.00 |
| 240127 | Hakutsuru Sho-Une Junmai Daiginjo Sake | 300 | \$1.00 |
| 27516 | J. Lohr Los Osos Merlot | 750 | \$3.00 |
| 58339 | Kaiken Malbec | 750 | \$2.00 |
| 18947 | Kim Crawford Illuminate Sauvignon Blanc | 750 | \$2.00 |
| 650325 | Kim Crawford Rosé | 750 | \$2.00 |
| 158550 | Laurent-Perrier Cuvée Brut Rosé Champagne | 750 | \$10.00 |
| 958975 | Mer Soleil Reserve Chardonnay | 750 | \$3.00 |
| 69377 | Monte Antico | 750 | \$2.00 |
| 326090 | Oyster Bay Pinot Grigio | 750 | \$2.00 |
| 590414 | Oyster Bay Pinot Noir | 750 | \$3.00 |
| 694208 | Pérez Cruz Reserva Cabernet Sauvignon | 750 | \$2.00 |
| 177295 | Rivera Il Falcone Riserva Castel Del Monte | 750 | \$3.00 |
| 734681 | Spy Valley Pinot Noir | 750 | \$2.00 |
| 324228 | Stoneleigh Latitude Sauvignon Blanc | 750 | \$2.25 |
| 370361 | Tawse Spark Limestone Ridge Organic Brut Sparkling Riesling | 750 | \$2.00 |
| 104299 | The Prisoner Red Blend | 750 | \$5.00 |
| 59311 | The Seven Deadly Zins Old Vine Zinfandel | 750 | \$3.00 |
| 24133 | Thirty Bench Winemaker's Blend Riesling | 750 | \$3.00 |
| 744235 | Wakefield Estate Cabernet Sauvignon | 750 | \$2.00 |

Aeroplan Offers:

| LCBO# | Description | Size (mL) | BAP |
|--------------|---|------------------|------------|
| 660241 | Bonanza California Cabernet Sauvignon | 750 | 150 |
| 367698 | Boschendal 1685 Chardonnay | 750 | 100 |
| 213983 | Cave Spring Blanc de Blancs Brut Sparkling | 750 | 150 |
| 222877 | Caymus Cabernet Sauvignon | 750 | 300 |
| 225557 | Eradus Sauvignon Blanc | 750 | 50 |
| 373985 | Gérard Bertrand Côte des Roses Rosé | 750 | 100 |
| 258699 | J. Lohr Riverstone Chardonnay | 750 | 100 |
| 231282 | Ken Forrester Old Vine Reserve Chenin Blanc | 750 | 75 |
| 395384 | Luc Belaire Rare Rosé Sparkling | 750 | 120 |
| 552562 | Speck Bros. Three of Hearts Rosé | 750 | 100 |
| 419770 | Wines of Substance Cabernet Sauvignon | 750 | 100 |

Trade Copy Only

VINTAGES Ontario Our Buyer's Picks Program

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

Key Dates (April 28 - May 25, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Product

| LCBO# | Description | Size (mL) | Offers |
|-------|---|-----------|------------|
| 24133 | > Riesling Thirty Bench (Andrew Peller) | 750 | \$3.00 LTO |

Signage Components & Merchandising Instructions

Signage re-order code: AIM-25P2-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by the end of the promotion.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the Vintages section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by the end of the promotion.

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

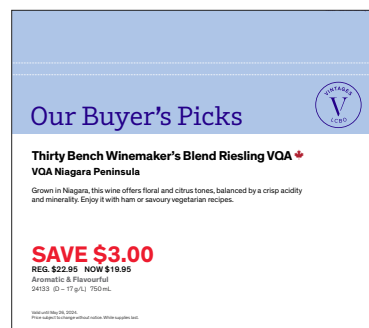
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

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



Basket Sign



Pricer Card



Shelf Talker

2024 Vintages Summer Store Program (P2 - P7)

Overview

One hundred and twenty participating stores generated \$13.5 million in Vintages net sales between May 5 and October 7, 2023.

This year, 102 stores will offer fine wines from the Vintages Essentials Collection and will run from May 3 to October 12, 2024 (Week 6-28).

Participating stores were selected in collaboration with District Managers.

For questions and comments, please contact:

Dana Pencz, Product Manager

New World Wines & Ontario Wines

T: (416) 864-4078 E: dana.pencz@lcbo.com

Key Dates (May 3 - October 12, 2024)

Signage Ship Date: April 26, 2024

Participating Stores

24, 28, 29, 49, 54, 56, 63, 66, 71, 77, 78, 79, 85, 87, 89, 91, 98, 101, 108, 111, 112, 113, 114, 119, 127, 136, 137, 146, 170, 196, 205, 208, 210, 219, 222, 224, 225, 229, 230, 231, 232, 235, 236, 238, 240, 241, 251, 259, 261, 266, 267, 268, 270, 276, 277, 283, 284, 285, 293, 302, 305, 306, 312, 313, 315, 323, 330, 331, 335, 343, 352, 363, 369, 376, 399, 419, 446, 447, 448, 449, 451, 454, 460, 467, 469, 474, 482, 492, 496, 507, 513, 516, 550, 552, 557, 561, 581, 582, 596, 644, 674, 744

Ordering Information

Stores are responsible for ordering their own Vintages Essentials to support this program.

For stores that carry Essentials year round, there is an opportunity to capitalize on increased customer traffic by expanding your assortment for the summer season. For stores that only list Essentials as part of the summer program, we ask that you choose and order products from your servicing warehouse in a timely manner.

When ordering Essentials, please ensure that the item is in listed status and that the distributor code reflects your supplying warehouse; this will allow SOQs to be automatically generated. Please place a min./max. against the item (system default is 4). For your initial order, please be sure to co-ordinate with your delivery schedule to ensure that the products are on the shelf no later than **May 1, 2024**.

Distributor codes are:

- Durham: W002
- London: L003
- Ottawa: O004
- Thunder Bay: T005

Top 10 Essentials Collection Products

| LCBO# | Description | Size (mL) | Retail | Set |
|--------|--|-----------|----------|---------------------|
| 656561 | >J.Loehr Seven Oaks Cabernet Sauvignon | 750 | \$23.95 | California Red |
| 35386 | >Kim Crawford Marlborough Sauvignon Blanc | 750 | \$21.95 | New Zealand White |
| 106450 | >(V)Pinot Grigio Valdadige (S Margherita) | 750 | \$22.95 | Italy White |
| 316570 | >Oyster Bay Sauvignon Blanc Marlborough | 750 | \$20.95 | New Zealand White |
| 212126 | >Mcmanis Cabernet Sauvignon | 750 | \$21.95 | California Red |
| 130138 | >Meiomi Pinot Noir | 750 | \$23.95 | California Red |
| 373985 | >(V)Cote Des Roses Rose Languedoc (Gerard Bertrand | 750 | \$19.95 | Rosé Wines European |
| 222877 | >Caymus Napa Valley Cabernet Sauvignon | 750 | \$109.95 | California Red |
| 444059 | >Joel Gott 815 Cabernet Sauvignon | 750 | \$25.95 | California Red |
| 186171 | >Decoy Cabernet Sauvignon | 750 | \$39.95 | California Red |

New to the Essentials Collection

| LCBO# | Description | Size (mL) | Retail | Launch |
|--------|--|-----------|---------|-------------|
| 367896 | La Crema Monterey Pinot Noir | 750 | \$34.95 | P12 2023-24 |
| 158683 | La Crema Monterey Chardonnay | 750 | \$29.95 | P12 2023-24 |
| 265983 | McManis Chardonnay | 750 | \$21.95 | P13 2023-24 |
| 269357 | Chateau Ste Michelle Cabernet Sauvignon | 750 | \$22.95 | P13 2023-24 |
| 20899 | Closson Chase The Brock Chardonnay | 750 | \$24.95 | P2 2024-25 |
| 390351 | Pondview Vidal Icewine | 200 | \$19.95 | P2 2024-25 |
| 382879 | Cave Buxy, Montagny Villages Buissonnier | 750 | \$24.95 | P4 2024-25 |

Rosé Essentials

| LCBO# | Description | Size (mL) | Retail |
|--------|--|-----------|---------|
| 373985 | >(V)Cote Des Roses Rose Languedoc (Gerard Bertrand | 750 | \$19.95 |
| 325076 | >(V) Whispering Angel Rose (Caves D'Esclans) | 750 | \$29.95 |
| 650325 | >Kim Crawford Hawke's Bay Rose | 750 | \$21.95 |
| 14673 | >(V) Gerard Bertrand Gris Blanc Rose | 750 | \$16.95 |
| 284943 | >Francis Coppola Sofia Rose | 750 | \$24.95 |
| 342584 | >(V)Cotes De Provence Rose Miraval (Perrin) | 750 | \$26.95 |
| 559088 | >(V) Rose Ladybug (Malivoire Wine Co.) | 750 | \$17.95 |
| 367375 | >(V) Lafage Miraflor Rose Cotes Catalanes Igp | 750 | \$19.95 |
| 552562 | >(V) Three Of Hearts Rose | 750 | \$19.95 |

Low-Alc Essentials (Below 9% ABV)

| LCBO# | Description | Size (mL) | Retail | Alcohol Content | Sugar GM |
|--------|---|-----------|---------|-----------------|----------|
| 256289 | >Nova 7 By Benjamin Bridge Sparkling | 750 | \$25.95 | 6.5% | 48 |
| 18947 | >Kim Crawford Illuminate Sauvignon Blanc | 750 | \$21.95 | 7% | 6 |
| 38117 | >V Riesling Elevation St Urban (Vineland) | 750 | \$22.95 | 8.4% | 37 |

Essentials On Offer (VL1)

| LCBO# | Description | Size (mL) | Retail | Period |
|--------|---|-----------|--------|--------|
| 58339 | >Kaiken Malbec | 750 | \$2.00 | P2 |
| 479014 | >(V) Gran Feudo Reserva | 750 | \$2.00 | P2 |
| 316570 | >Oyster Bay Sauvignon Blanc Marlborough | 750 | \$2.00 | P3 |
| 273748 | >(V) Tres Picos Campo De Borja (Bodegas Borsao) | 750 | \$3.00 | P3 |
| 145920 | >Tenuta Frescobaldi Di Castiglioni Toscana (Fre | 750 | \$3.00 | P4 |
| 269357 | >Chateau Ste Michelle Cabernet Sauvignon | 750 | \$2.00 | P4 |
| 444059 | >Joel Gott 815 Cabernet Sauvignon | 750 | \$4.00 | P5 |
| 964221 | >(V) Le Volte Dell'Ornellaia Igt Toscana | 750 | \$2.00 | P5 |
| 910430 | >(V)Tommasi Ripasso Valpolicella (Tommasi) | 750 | \$2.00 | P6 |
| 324228 | >Stoneleigh Latitude Marlborough Sauv Blanc | 750 | \$3.00 | P6 |

Essentials on LTOs, BAPs and Combo Offers



- Please refer to the Worksheets on LCBO Central for the complete list of all Essential Collection products with LTOs, BAPs and Combo offers each period.
- **TIP!** Type “Worksheets” in the search bar for easy access.

Merchandising Instructions

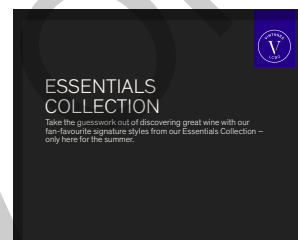
Planoguides are for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

4ft Wall Option:

- Install the Vintages gondola sign in the holder.
- Install Vintages coloured bin strip in the channel behind the shelf talkers.
- Merchandise shelf talkers with appropriate product in designated display.
- Install 1 or 2 of the Essential Collection Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.


Discretionary End Aisle Option:

- Install the End Aisle Backer Card in the frame on your discretionary End Aisle.
- Merchandise shelf talkers with appropriate product in designated display.
- Install 1 or 2 of the Essential Collection Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.



Signage Components

These signage components will be sent to all stores participating in the Vintages Summer Store Program.

| Components | Image (example only) |
|---|---|
| <p>Vintages Essentials Collection Blank Shelf Talkers Shells 3”w x 2”h</p> <p>English / Bilingual Re-order code: 2321</p> <p>Merchandise with appropriate product in designated display.</p> <p>If using with 2" wood ticket moulding, attach with 2" plastic clips.</p> |  |
| <p>Vintages Blank Pricer Cards 8" w. x 7" h.</p> <p>English / Bilingual Re-order code: 2326</p> <p>Install on block pile display of participating product.</p> |  |
| <p>Vintages Perpendicular Shelf Talkers 4" w. x 5" h.</p> <p>Re-order code: 25P2-VOV5</p> <p>Install at your discretion to highlight that our full collection is available to order online. It is not intended that every product have a Perpendicular Shelf Talker.</p> <p>Attach using Perpendicular Shelf Talker Clips. If using with 2" wood ticket moulding, attach with 2" plastic clips.</p> |  |
| <p>Vintages Coloured Bin Strip 52" w. x 1.75" h.</p> <p>Re-order code: 25P2-VOV6</p> <p>Install on-shelf, behind Vintages Essentials Collection shelf talkers.</p> |  |

These components are **NOT** being shipped with the Summer Stores signage, but can be ordered as needed.

Components

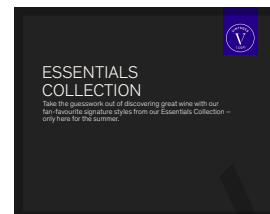
Image (example only)

Vintages Essentials Collection End Aisle Backer Card
30" w. x 24" h.

Vintages-sized Re-order code: **24OP-VIN-VBC36**

LCBO-sized Re-order code: **24OP-VIN-LBC36**

Install the End Aisle Backer Card in the frame on your discretionary End Aisle.



Vintages Perimeter & Gondola Sign and filler strips
28" w. x 6.375" h.

Perimeter & Gondola sign Re-order code: **VIN315**

Filler strips Re-order code: **VIN325**

Install in perimeter sign channel or gondola sign holder. Use the filler strips to fill in blank space in the channel so no wood shows around edges of sign.



LCBO-sized Gondola Sign
47.5" w. x 6.375" h.

Re-order code: **CATSIGN-066**

Install in gondola sign holder.



Perpendicular Shelf Talker Clip

Re-order code: **PSTC201404**

Use to attach Hot Buttons and Perpendicular Shelf Talker to bin ticket channels.



Clip for 2" Wood Ticket Moulding

Re-order code: **LC1506**

Use this clip to display Hot Buttons and Perpendicular Shelf Talker in stores with 2" Wood Ticket Moulding.



Miracle Stick

Re-order code: **692012**

Use to install Bin Tags on fixtures with no ticket moulding.



SPRING GIFTING

The Spring Gift Bags were shipped to participating stores during period 13.

Please refer to the P1 online worksheets posted on the portal for information on Spring Gifting stores & allocation. Refer to the Period 1 Marketing and Product Guide for signage re-order codes and merchandising instructions.

Signage Re-order Codes

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

Merchandising Options:

| Gifted Items | Cash Ends | End Aisles | Reusable Bag Stand | Nesting Tables | Gifting Displays | Metal Gift Fixture | Wooden Gift Fixture |
|--|-----------|------------|--------------------|----------------|------------------|--------------------|---------------------|
| 36503 Spring Enhanced 1 Bottle Bag - Teal | ✓ | | | | ✓ | | ✓ |
| 36504 Spring Enhanced 1 Bottle Bag - Apricot | ✓ | | | | ✓ | | ✓ |
| 36505 Spring Enhanced 2 Bottle Bag - Apricot | | | ✓ | ✓ | | | ✓ |
| 38277 Spring Gift Card - Teal | ✓ | | | | | | ✓ |
| 38276 Spring Gift Card - Apricot | ✓ | | | | | | ✓ |
| 38278 Spring Gift Card Carrier | ✓ | | | | | | ✓ |



Spring Enhanced
2 Bottle Bag - Apricot • \$3.95
LCBO# 36505



Spring Enhanced
1 Bottle Bag - Apricot • \$2.95
LCBO# 36504



Spring Enhanced
1 Bottle Bag - Teal • \$2.95
LCBO# 36503



Spring Gift Card & Carrier
Apricot • LCBO# 38276
Teal • LCBO# 38277
Carrier • LCBO# 38278

YEAR-ROUND GIFTING

| LCBO# | Component | Case Pack | Retail |
|-----------------------|--|-----------|---------|
| Gift Packaging | | | |
| NEW 37539 | Year Round Gift Bag White V1 2024 – SM bottles | 100 | \$1.50 |
| NEW 37540 | Year Round Gift Bag Black V1 2024 – SM Bottles | 100 | \$1.50 |
| NEW 37541 | Year Round Gift Bag White V2 2024 – LG Bottles | 100 | \$1.50 |
| NEW 37542 | Year Round Gift Bag Black V2 2024 – LG bottles | 100 | \$1.50 |
| NEW 37524 | Enhanced 2 Bottle Paper Gift Bag White | 24 | \$3.95 |
| NEW 37525 | Enhanced 2 Bottle Paper Gift Bag Black | 24 | \$3.95 |
| 35049 | Year Round 1 Bottle Gift Box Black 2023 | 24 | \$5.95 |
| 35050 | Year Round 1 Bottle Gift Box Warm White 2023 | 24 | \$5.95 |
| 27353* | LCBO “Our Favourite” Bag | 100 | \$1.50 |
| 27354* | Enhanced 2 Bottle Paper Gift Bag | 24 | \$4.95 |
| 27355* | Year-Round 1 Bottle Rigid Box | 24 | \$5.95 |
| 35421 | 2 Bottle Reusable Bag | 50 | \$1.25 |
| 27396 | Reusable Bag 6 Bottle | 50 | \$2.95 |
| 27397 | Large Reusable Bag | 50 | \$2.95 |
| 16877 | Organic Cotton Canvas 4 Pocket Bag | 50 | \$14.95 |
| 16679* | Vintages 1 Bottle Box | 24 | \$5.95 |
| 34381 | Vintages Enhanced Gift Bag | 50 | \$2.95 |
| 35051 | Vintages 1 Bottle Folding Gift Box | 24 | \$5.95 |
| 17373 | Vintages Wooden Box - 1 Bottle Box | 12 | \$12.95 |
| 17377 | Vintages Wooden Box - 2 Bottle Box | 6 | \$17.95 |
| 17374 | Vintages Wooden Box - 3 Bottle Box | 3 | \$22.95 |
| 17378 | Vintages Wooden Box - 6 Bottle Box | 2 | \$30.95 |

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

MERCHANDISING OPTIONS

| | | Cash Ends | End Aisles | Reusable Bag Stand | Nesting Tables | Mini-Thematics | Metal Gift Fixture | Wooden Gift Fixture | Vintages Nesting Tables | Vintages End Aisles | Vintages Feature Fixture | Small Acrylic Gift Card Merchandiser |
|----------------------------------|--|-----------|------------|--------------------|----------------|----------------|--------------------|---------------------|-------------------------|---------------------|--------------------------|--------------------------------------|
| Gifting Items | | | | | | | | | | | | |
| 37539 | Year Round Gift Bag White V1 2024 SM Bottles | ✓ | ✓ | | | | | ✓ | | | | |
| 37540 | Year Round Gift Bag Black V1 2024 SM Bottles | ✓ | ✓ | | | | | ✓ | | | | |
| 37541 | Year Round Gift Bag White V2 2024 LG Bottles | ✓ | ✓ | | | | | ✓ | | | | |
| 37542 | Year Round Gift Bag Black V2 2024 LG Bottles | ✓ | ✓ | | | | | ✓ | | | | |
| 37524 | Enhanced 2 Bottle Paper Gift Bag White | ✓ | | ✓ | | | | | | | | |
| 37525 | Enhanced 2 Bottle Paper Gift Bag Black | ✓ | | ✓ | | | | | | | | |
| 35049 | Year Round 1 Bottle Gift Box Black 2023 | | | | ✓ | ✓ | | ✓ | | | | |
| 35050 | Year Round 1 Bottle Gift Box Warm White 2023 | | | | ✓ | ✓ | | ✓ | | | | |
| 27355 | Year-Round 1 Bottle Rigid Box | | | | ✓ | | | ✓ | | | | |
| 35421 | 2 Bottle Reusable Bag | ✓ | | ✓ | | | ✓ | | | | | |
| 27396 | Reusable Bag 6 Bottle | | | ✓ | | | ✓ | | | | | |
| 27397 | Large Reusable Bag | | | ✓ | | | ✓ | | | | | |
| 16877 | Organic Cotton Canvas 4 Pocket Bag | ✓ | | | | | ✓ | | | | | |
| 16679 | Vintages 1 Bottle Box | | | | | | | ✓ | ✓ | | ✓ | |
| 34381 | Vintages Enhanced Gift Bag | | | | | | | ✓ | ✓ | ✓ | ✓ | |
| 35051 | Vintages 1 Bottle Folding Gift Box | | | | | | | ✓ | ✓ | ✓ | ✓ | |
| 17373 | Vintages Wooden Box - 1 Bottle Box | | | | | | | ✓ | ✓ | | ✓ | |
| 17377 | Vintages Wooden Box - 2 Bottle Box | | | | | | | ✓ | ✓ | | ✓ | |
| 17374 | Vintages Wooden Box - 3 Bottle Box | | | | | | | ✓ | ✓ | | ✓ | |
| 17378 | Vintages Wooden Box - 6 Bottle Box | | | | | | | ✓ | ✓ | | ✓ | |
| Gift Cards & Carriers | | | | | | | | | | | | |
| 27053 | Soft Black Gift Card | | | | | | | ✓ | | | | ✓ |
| 27054 | Warm White Gift Card | | | | | | | ✓ | | | | ✓ |
| 27055 | Gift Card Carrier | | | | | | | ✓ | | | | ✓ |
| 33823 | Vintages Gift Card | | | | | | | ✓ | | | | ✓ |
| 33824 | Vintages Carrier | | | | | | | ✓ | | | | ✓ |

HOW TO MERCHANDISE







Gift Packaging Floor Merchandiser (Wood)

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

| LCBO# | Component | Retail |
|-------|--|---------|
| 37539 | Year Round Gift Bag White V1 2024 – SM bottles | \$1.50 |
| 37540 | Year Round Gift Bag Black V1 2024 – SM Bottles | \$1.50 |
| 37541 | Year Round Gift Bag White V2 2024 – LG Bottles | \$1.50 |
| 37542 | Year Round Gift Bag Black V2 2024 – LG bottles | \$1.50 |
| 27353 | LCBO “Our Favourite” Bag | \$1.50 |
| 27354 | Enhanced 2 Bottle Paper Gift Bag | \$4.95 |
| 27355 | Year Round 1 Bottle Rigid Box | \$5.95 |
| 35049 | Year Round 1 Bottle Gift Box Black 2023 | \$5.95 |
| 35050 | Year Round 1 Bottle Gift Box Warm White 2023 | \$5.95 |
| 16679 | Vintages Single Bottle Rigid Gift Box | \$5.95 |
| 34381 | Vintages Enhanced Gift Bag | \$2.95 |
| 35051 | Vintages 1 Bottle Folding Gift Box | \$5.95 |
| 17373 | Vintages Wooden Box - 1 Bottle Box | \$12.95 |
| 17377 | Vintages Wooden Box - 2 Bottle Box | \$17.95 |
| 17374 | Vintages Wooden Box - 3 Bottle Box | \$22.95 |
| 17378 | Vintages Wooden Box - 6 Bottle Box | \$30.95 |
| 36505 | Spring Enhanced 2 Bottle Bag 2024 | \$3.95 |
| 36503 | Spring Enhanced 1 Bottle Bag Blue 2024 | \$2.95 |
| 36504 | Spring Enhanced 1 Bottle Bag Peach 2024 | \$2.95 |

Signage Re-order Codes

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

| Signage | Description | Reorder # |
|---|--|------------------------------------|
|  | Wooden Gift Packaging Sign Insert | ENG: 25P1-GFT27 BIL: 25P1-GFT28 |
|  | \$1.50 Bag Hot Button Signs | 24P11-GFT1 |
|  | \$5.95 Bag Hot Button Signs | 24P11-GFT15 |
|  | \$2.95 Vintages Gift Bags Hot Button Signs | 24P11-GFT19 |
|  | \$2.95 Bag Hot Button Signs | 25P1-GFT21 |
|  | \$3.95 Bag Hot Button Signs | 25P1-GFT22 |
| | Hot Button Sign Clip (bundles of 10) | NIHK102 |
| | Metal Bag Holder | 749390 |

SIDE A:



Residual LCBO Gift Cards & Presenters

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

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

SIDE B:



Spring Gift Cards & Presenters

Spring Enhanced 1 Bottle Bag Blue 2024
LCBO# 36503 • \$2.95

Spring Enhanced 1 Bottle Bag Peach 2024
LCBO# 36504 • \$2.95

Spring Enhanced 2 Bottle Bag 2024
LCBO# 36505 • \$3.95

SIDE C:



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

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

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

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

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

SIDE D:



LCBO Gift Cards & Presenters

LCBO Year Round Gift Bag Case packed 100 • \$1.50 (4 versions)

Black Small Bottles
LCBO# 37540

Black Large Bottles
LCBO# 37542

White Small Bottles
LCBO# 37539

White Large Bottles
LCBO# 37541

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

HOW TO MERCHANDISE

Reusable/Hanging Bag Stand

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

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

Signage Re-order Codes

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

| Description | Reorder # |
|---|---|
| <p data-bbox="509 800 735 825">Reuseable Bag Sign</p> | <p data-bbox="1019 783 1230 808">ENG 25P1-GFT25</p> <p data-bbox="1019 814 1230 842">BIL 25P1-GFT26</p> |



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



Enhanced Double Bottle Paper Gift Bag (2 Versions)
White: LCBO# 37524 • \$3.95
Black: LCBO# 37525 • \$3.95



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



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



Reusable 2 Bottle Bag
LCBO# 35421 • \$1.25



Spring Enhanced 2 Bottle Bag - Apricot
LCBO# 36505 • \$3.95

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Metal)

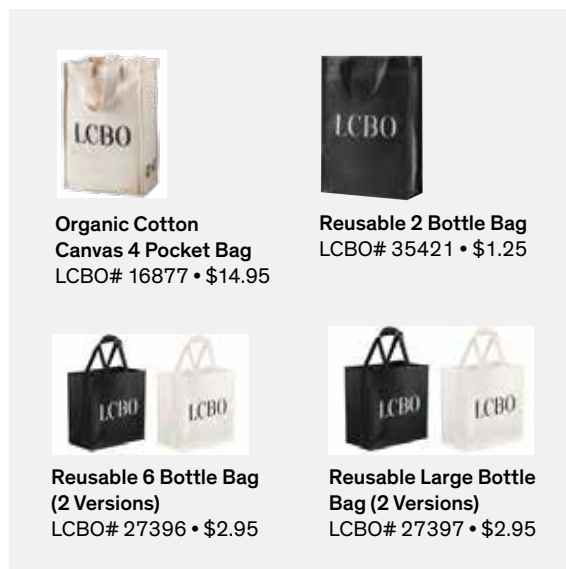
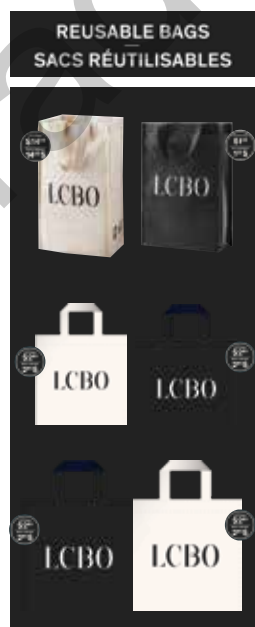
Continue to merchandise the operational signage for this fixture.

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

Signage Re-order Codes





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

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



HOW TO MERCHANDISE LCBO Gift Cards

Gift Cards & Carriers

| LCBO# | Description | Image |
|-------|--------------------------|---|
| 27053 | Soft Black |  |
| 27054 | Warm White |  |
| 33823 | Vintages Gift Card |  |
| 38277 | Spring Gift Card Teal |  |
| 38276 | Spring Gift Card Apricot |  |

| LCBO# | Description | Image |
|-------|--------------------------|---|
| 27055 | LCBO Year-Round Carrier |  |
| 33824 | Vintages Carrier |  |
| 38278 | Spring Gift Card Carrier |  |

Receiving Instructions

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

Merchandising Instructions

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

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card
Merchandiser (2 pieces)

Inserts Reorder # 25P1-GFT24

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 (April 28 - May 25, 2024)

Participating Stores

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

Merchandising Instructions

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

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 25P1-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 25P2-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P2-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P2-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P2-FS5)
- **NOTE: From P2-6 there will be one set of Rosé Shelf Talkers sent for the FFA and Flex Space A combined. The Shelf Talkers can be used for either fixture.**
- Shelf Talkers ENG (Re-order # 25P2-FS6) / BIL (Re-order # 25P2-FS7)
- Bin Strip ENG/BIL (Re-order # 25P2-FS8)

Participating Products

| Box signs | LCBO# | Description | Size (mL) | Offers |
|-----------|-------|-------------|-----------|--------|
|-----------|-------|-------------|-----------|--------|

(FSA) Sparkling/Rosé Flex Space "SEASONAL ROSÉ"

***Start to load Seasonal Rosés in FSA (Sparkling/Rosé) as they arrive.
Print FSA Shelf Talkers at store level.**

IMPORTANT: The Rosé SKUs will be force allocated to all participating stores.

Please adjust your SOQ's as appropriate throughout the season, or until warehouse inventory is depleted.



| | | | |
|--------|--|------|--|
| 14145 | Toro Bravo Shiraz Garnach Rosado DO Manchuela | 750 | |
| 14867 | Sandbanks Summer Rosé | 750 | |
| 17901 | Botter OGGI Pinot Grigio Rosato DOC Delle Venezie | 750 | |
| 23757 | S de la Sablette Coteaux Varois Rosé | 750 | |
| 24080 | Jacob's Creek Moscato Rosé Lower Sugar | 750 | |
| 24084 | Kim Crawford Illuminate Rosé | 750 | |
| 24086 | Smoky bay Shiraz Rosé | 750 | |
| 31710 | The Beach by Whispering Angel | 750 | |
| 37190 | Vignes de Nicole Paul Mas Rosé | 750 | |
| 37193 | Cellier Des Dauphins Prestige Rosé Cdr | 750 | |
| 37201 | Desir de Rosé IGP Cotes Thau Cap d'Agde | 750 | |
| 37211 | Jacob's Creek Lively Bunch Rosé | 750 | |
| 452573 | Mimi Grande Reserve Rosé AOP Cotes de Provence | 750 | |
| 647149 | Calvet Pouch IGP Terres de Midi Rosé | 1500 | |
| 950576 | Mas des Bressades, Rosé Cv Trad Costieres de Nimes | 750 | |

(FSB) USA - California Flex Space "PICK UP SUSTAINABLE J. LOHR WINES"

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



| | | | |
|--------|---------------------------------------|-----|-----|
| 27516 | >J.Lohr Los Osos Merlot | 750 | LTO |
| 258699 | >J.Lohr Riverstone Chardonnay | 750 | BAP |
| 313817 | >J.Lohr Seven Oaks Cabernet Sauvignon | 375 | |
| 656561 | >J.Lohr Seven Oaks Cabernet Sauvignon | 750 | |
| 686584 | >J.Lohr Hilltop Cabernet Sauvignon | 750 | |

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

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



| | | | |
|--------|---|-----|-----|
| 36041 | Yvon Mau Saint Emilion | 750 | LTO |
| 36042 | Antano Crianza Rioja Doc | 750 | LTO |
| 36043 | Toro Bravo Oak Seleccion Red | 750 | LTO |
| 36044 | Castillo De Logrono Crianza | 750 | LTO |
| 36049 | Marques De Toledo Tempranillo | 750 | LTO |
| 36055 | Saint Tourelle Aoc Bordeaux | 750 | LTO |
| 408310 | Pinot Noir Ursulines Bourgogne (J.C. Boisset) | 750 | LTO |

| Box signs | LCBO# | Description | Size (mL) | Offers |
|--|-------|-------------|-----------|--------|
| (FSD) Australia/New Zealand Flex Space "JACOB'S CREEK: LIGHTER STYLES FOR SPRING" | | | | |

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



| | | | |
|--------|--------------------------------------|------|-----|
| 13016 | Jacob's Creek Moscato Rosé | 1500 | |
| 19276 | Jacob's Creek Moscato Lower Sugar | 750 | |
| 265157 | Jacob's Creek Moscato | 750 | |
| 367276 | Jacob's Creek Moscato Rosé | 750 | LTO |
| 406843 | Jacob's Creek Moscato | 1500 | LTO |
| 445825 | Jacob's Creek Moscato Rosé Sparkling | 750 | LTO |
| 633578 | Jacob's Creek Pinot Grigio | 750 | LTO |

| | | | | |
|---|--|--|--|--|
| (FSE) Chile/Argentina Flex Space "NEW WINES FROM SOUTH AFRICA" | | | | |
|---|--|--|--|--|

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

***Earn 60 bonus points when you spend \$40 or more**

OR Earn 20 pts when you spend \$20 on ALL South African Wine (GL & Vintages).



| | | | |
|--------|--|-----|-----|
| 30694 | With Love From The Cape Chenin Blanc | 750 | LTO |
| 30695 | With Love From The Cape Cabernet Sauvignon | 750 | LTO |
| 32461 | Tete De Lion Cabernet Sauvignon | 750 | LTO |
| 33147 | Arniston Bay Sauvignon Blanc | 750 | BAP |
| 33148 | Arniston Bay Shiraz | 750 | BAP |
| 231282 | >Ken Forrester Old Vine Reserve Chenin Blanc | 750 | BAP |
| 367698 | >Boschendal 1685 Chardonnay | 750 | BAP |
| 414144 | Essay Chenin Blanc Viognier Roussanne | 750 | BAP |



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.

Sparkling/Rosé Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



P2 South African Wine Tiered Aeroplan Offer

***Earn 60 bonus points when you spend \$40 or more OR Earn 20 pts when you spend \$20 on ALL South African Wine (GL & Vintages).**



Perpendicular Shelf Talker:
 ENG (Re-order # AIM-25P2-SAAP7)
 BIL (Re-order #AIM -25P2-SAAP8)

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 (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|------------------------------------|-----------|--------|
| 34489 | Canadian Club Classic 12 Year Old | 375 | LTO |
| 271338 | Bacardi Superior White Rum (P.E.T) | 200 | BAP |

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P2-SP2) / BIL (Re-order #AIM-25P2-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P2-SP4) / BIL (Re-order #AIM-25P2-SP5)

Merchandising Instructions

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



Shelf Talker



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

| | LCBO# | Description | Size (mL) | Offers |
|-------------------------------|--------|---|-----------|--------|
| White Spirits (FEM1) | 24096 | Campari Negroni | 375 | LTO |
| | 363812 | Tito's Handmade Vodka | 375 | LTO |
| Wines/Wine in Cans (FEM2) | 20857 | Darling Mimosa Sparkling Orange | 355 | LTO |
| | 194191 | Villa Sandi Prosecco Il Fresco, Doc Treviso | 375 | BAP |
| Brown Spirits/Liqueurs (FEM3) | 12195 | Grand Marnier Cordon Rouge | 375 | LTO |
| | 16546 | On The Rocks Hornitos Margarita | 375 | LTO |

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P2-FEM1) / BIL (Re-order #AIM-25P2-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P2-FEM3) / BIL (Re-order #AIM-25P2-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P2-FEM5) / BIL (Re-order #AIM-25P2-FEM6)

Merchandising Instructions

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



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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

*** NOTE: Products are not Promo-Forced. Please order the participating SKUs accordingly at the Store Manager's discretion.**

Key Dates (ongoing)

Participating Stores

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

Merchandising Instructions

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

Signage Components

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



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

| | LCBO# | Description | Size (mL) |
|---------------|--------|---|-----------|
| Brown Spirits | 463 | Canadian Club Premium | 375 |
| | 3517 | Wiser's Special Blend (P.E.T) | 375 |
| | 3871 | Alberta Premium Whisky (P.E.T) | 375 |
| | 119743 | Jack Daniel's Tennessee Whiskey | 375 |
| | 230987 | Jameson Irish Whiskey | 375 |
| White Spirits | 240 | Smirnoff Vodka (P.E.T.) | 375 |
| | 596 | Bacardi Superior White Rum (P.E.T.) | 375 |
| | 10036 | Chum Churum - Strawberry | 360 |
| | 10322 | Cointreau | 375 |
| | 19523 | Tag No.5 Vodka (P.E.T.) | 375 |
| | 32425 | Tanqueray Dry Gin | 375 |
| | 267161 | Jose Cuervo Especial Gold | 375 |
| | 398776 | Fireball Whisky Shooter | 375 |
| | 500504 | Captain Morgan Original Spiced Rum (P.E.T.) | 375 |
| | 601765 | Malibu Coconut Rum | 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) |
|--------|---|-----------|
| 17835 | Mionetto Prestige Prosecco Brut Doc Treviso | 200 |
| 19296 | Pelee Island Lola Sparkling Blush VQA | 250 |
| 29507 | Folonari Pinot Grigio Delle Venezie Doc | 375 |
| 30271 | Peller Family Vineyards Pinot Grigio | 200 |
| 30570 | Peller Family Vineyards Cabernet-Merlot | 200 |
| 31472 | Bread & Butter Rosé Can | 250 |
| 32539 | Brilla! Prosecco Rosato Doc Spumante | 600 |
| 34433 | Josh Cellars Pinot Noir | 375 |
| 36423 | Cave Spring Riesling Dry VQA 375ml | 375 |
| 38810 | Chateau Des Charmes Cabernet Merlot | 375 |
| 160085 | Kim Crawford Marlborough Sauvignon Blanc | 375 |
| 167791 | Freixenet Cordon Negro Brut Cava | 200 |
| 250480 | Zonin Prosecco Brut 1821 Doc (3×200ml) | 600 |
| 313817 | (V) J. Lohr Seven Oaks Cabernet Sauvignon | 375 |
| 389056 | Veuve Clicquot Brut Champagne | 375 |
| 389858 | Santa Carolina Chardonnay | 375 |



Examples Only

Important Note:

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

Top Picks (Beer, Cider, RTD)

IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

The cash desk, being the last touch-point in the customer journey, is a key display for influencing customers with impulse and other recommended products.

In order to display both Staff Picks and Top Picks (i.e. Beer/RTD Impulse) products at Cash, a dual branded riser wrap has been developed to easily switch between the two messages.

This is a sold program. Participation is mandatory.

Key Dates (April 28 - May 25, 2024)

Participating Stores

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

Merchandising Instructions

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

Signage Components

- Pricer Card ENG (Re-order #AIM-25P2-FEM7) / BIL (Re-order #AIM-25P2-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.



LCBO# 37157
Ole Margarita
355 mL | 15 BAP



LCBO# 36646
Jaw Drop Black Cherry
Bombade
473 mL | 25 BAP



LCBO# 31480
Coldstream Peach Iced Tea
473 mL | 10 BAP



LCBO# 36636
Social Lite Classics
Tom Collins
355 mL | 5 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 (April 28 - May 25, 2024)

Participating Stores

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

Participating Products

| LCBO# | Description | Size (mL) | Offers |
|--------|-----------------------------|-----------|--------|
| 366534 | The Kraken Black Spiced Rum | 375 | BAP |

Signage Components














- A-Frame Sign ENG (Re-order# 25P1-AF1) / BIL (Re-order# 25P1-AF2)
- Shelf Talkers English Bundle (Re-order# 25P1-AF3)
Shelf Talkers Bilingual Bundle (Re-order# 25P1-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: 25P2-ST1 BIL: 25P2-ST2 |  |
| PREMIUM Shelf Talker Bundle ENG/BIL | Shelf Talkers 6½" w x 1¾" h | ENG: 25P2-ST12 BIL: 25P2-ST13 |  |
| STANDARD Shelf Talker Bundle ENG/BIL | Shelf Talkers 6½" w x 1¾" h | ENG: 25P2-ST14 BIL: 25P2-ST15 |  |
| Branded Extender Strip ENG/BIL | Extender Strips 12" w x 2½" h | ENG: 25P2-ST3 BIL: 25P2-ST4 |  |
| Community Extender Strip ENG/BIL | Extender Strips 12" w x 2½" h | ENG: 25P2-ST5 BIL: 25P2-ST6 |  |
| Discovery Extender Strip ENG/BIL | Extender Strips 12" w x 2½" h | ENG: 25P2-ST7 BIL: 25P2-ST8 |  |
| Go Green Extender Strip ENG/BIL | Extender Strips 12" w x 2½" h | ENG: 25P2-ST9 BIL: 25P2-ST10 |  |
| Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support. | Pricer Cards 8" w x 7" h | 692111 |  |
| Generic Blank Extender Strips (25pk) (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support. | Extender Strips 12" w x 2½" h | 692186 |  |
| Blank Bin Tags for General Use (50pk) | Bin Tags 6" w x 1¾" h | 2300 |  |
| Aeroplan Shelf Talker ENG/BIL | Shelf Talkers 6½" w x 1¾" h | AIM-25P2-ANS |  |
| Aeroplan/SAVE Shelf Talker ENG/BIL | Shelf Talkers 6½" w x 1¾" h | ENG: AIM-25P2-AS1 BIL: AIM-25P2-AS2 |  |
| "SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program) | Shelf Talkers 6½" w x 1¾" h | AIM-25P2-LTO |  |

Sold Space WORKSHEETS

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

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <https://lcbo.sharepoint.com/:f:/r/sites/marketing/Marketing%20%20Digital/Marketing%20%26%20Product%20Guidelines?csf=1&web=1&e=CnnvCP> page on the Portal.



Weekly Newsletter

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



Customer Experience Portal Site

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



Marketing & Product Guidelines

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

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|--|--------|---|-----------|--------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 1 A/B (Promo code is BSE not EA 1) | 125187 | Cazadores Reposado Tequila | 750 | BAP |
| | | | 143040 | Hornitos Reposado Tequila | 750 | LTO |
| | | | 324855 | Espolon Tequila Reposado | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 A | 6502 | Cointreau | 750 | LTO, Value Add |
| | | | 19749 | Teremana Blanco Tequila | 750 | Value Add |
| | | | 19750 | Teremana Reposado Tequila | 750 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | 2 B | 386789 | Casamigos Tequila Blanco | 750 | LTO, Value Add |
| | | | 388694 | Casamigos Tequila Reposado | 750 | LTO, Value Add |
| | | | 425686 | Casamigos Tequila Anejo | 750 | BAP, Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 A | 27751 | Magnotta Pinot Grigio Chardonnay Venture Series VQA | 750 | LTO |
| | | | 27752 | Magnotta Cabernet Sauvignon Merlot V. Series VQA | 750 | LTO |
| | | | 574533 | Magnotta Pinot Grigio Venture Series VQA | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | 3 B | 135939 | Pelee Island Pinot Noir VQA | 750 | LTO |
| | | | 136044 | Pelee Island Chardonnay VQA | 750 | LTO |
| | | | 276170 | Pelee Island Blanc De Blanc VQA | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | 4 A/B | 5959 | Baileys Irish Cream | 750 | LTO |
| | | | 27692 | Baileys S'Mores | 750 | Value Add |
| | | | 605956 | Baileys Irish Cream Liquor | 1140 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | 5 A | 32274 | The Kraken Gold Spiced Rum | 750 | LTO |
| | | | 225698 | The Kraken Black Spiced Rum | 750 | LTO |
| | | | 318683 | The Kraken Black Spiced Rum | 1140 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | 5 B | 117 | Bacardi Superior White Rum | 750 | Value Add |
| | | | 13589 | Bacardi Lime | 750 | Value Add |
| | | | 24435 | Bacardi Tropical | 750 | Value Add |
| | | | 446021 | Bacardi Coconut Rum | 750 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | 6 A | 20926 | Aperol | 375 | |
| | | | 36678 | Aperol Spritz Ready To Serve | 4 × 200 | Value Add |
| | | | 176834 | Aperol | 750 | Mini Thematic, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | 6 B | 314856 | Fireball Whisky Shooter | 1140 | LTO |
| | | | 398776 | Fireball Whisky Shooter | 375 | LTO |
| | | | 447953 | Fireball Whisky Shooter | 750 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | 7 A/B | 222877 | >Caymus Napa Valley Cabernet Sauvignon | 750 | BAP |
| | | | 660241 | >Bonanza California Cabernet Sauvignon | 750 | BAP |
| | | | 958975 | >Mer Soleil Reserve Chardonnay | 750 | LTO |

Display Programs

| Participating Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|------------------------|----------|--------|--|-----------|--------------------------|
| □ □ | 8 A/B | 33954 | Founder's Original Tequila Cocktail Box | 8 × 355 | BAP |
| | | 36575 | Absolut Berry Vodkarita | 355 | BAP |
| | | 36597 | Seagram 13 Long Island Iced Tea | 355 | BAP |
| | | 36600 | Seagram 13 Cosmopolitan | 355 | BAP |
| | | 36674 | Absolut Cocktail Vodka Mojito | 750 | BAP |
| | | 36682 | Malibu Pineapple Bay Breeze | 1000 | Front Nesting Table, BAP |
| □ □ | 9 A/B | 17817 | Corona Extra (275/TBS) | 6 × 473 | |
| | | 17850 | Corona Light (275/TB) | 6 × 330 | LTO |
| | | 32618 | Moosehead Chelada (275/TBS) | 6 × 473 | LTO |
| □ □ | 10 | 10815 | Collective Arts Hazy State (LCBO Warehouse) | 473 | |
| | | 26073 | Indie Ale House Marco Polo Italian Style Pilsner (789) | 473 | |
| | | 34148 | Bobcaygeon Brewing Cottage Lager (462) | 473 | |
| | | 37264 | IPA Fun Box, 8th Edition (5732) | 6 × 473 | |
| | | 37570 | Cameron's Pastime Pilsner (413) | 473 | |
| | | 142364 | Side Launch Northbound Lager (3827) | 473 | BAP |
| | | 458273 | Great Lakes Octopus Wants To Fight IPA (1929) | 473 | LTO |
| | | 481515 | Bench Brewing Balls Falls Session IPA (798) | 473 | LTO |
| □ □ | 11 | 513044 | Henderson's Brewing Co. Henderson's Best (798) | 473 | LTO |
| | | 217653 | Captain Morgan Original Spiced Rum | 1140 | |
| | | 454686 | Captain Morgan 100 Proof | 750 | LTO |
| | | 500512 | Captain Morgan Original Spiced Rum | 750 | LTO |
| □ □ | 12 | 22017 | Smirnoff Vodka (P.E.T) | 750 | |
| | | 33200 | Smirnoff Spicy Tamarind | 750 | Seasonal Block Pile CBAP |
| □ □ | 13 | 216929 | Smirnoff Vodka | 1140 | BAP |
| | | 1487 | Crown Royal | 750 | Value Add |
| | | 114694 | Crown Royal | 1750 | Value Add |
| □ □ | 14 | 217950 | Crown Royal | 1140 | LTO |
| | | 30716 | Hendrick's Flora Adora | 750 | BAP |
| | | 36443 | Hendrick's Grand Cabaret | 750 | BAP |
| □ □ | 15 | 637504 | Hendrick's Gin | 750 | Value Add |
| | | 134940 | Adesso Chardonnay D'Italia | 1500 | LTO |
| | | 572453 | Adesso Merlot D'Italia | 750 | BAP, Neckag |
| | | 649723 | Adesso Merlot D'Italia | 1500 | BAP |

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|---|--------|---|-----------|------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | 16 | 34637 | Canadian Club Premium | 1750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 103341 | Canadian Club Premium (P.E.T) | 750 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | | 217687 | Canadian Club Premium | 1140 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | 17 | 12596 | Empress Gin | 375 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | | 36440 | Empress Elderflower Rose Gin | 750 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | | 557470 | Empress 1908 Gin | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | 18 | 16787 | Collingwood Happy Tails Session IPA (4205) | 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> | | 31551 | Steam Whistle Pilsner 5l Keg (LCBO Warehouse) | 5000 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 275172 | Nickel Brook Head Stock West Coast-Style IPA (6699) | 473 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | 19 | 31828 | Johnnie Walker Double Black | 750 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | | 217794 | Johnnie Walker Red Label | 1140 | |
| <input type="checkbox"/> | <input type="checkbox"/> | | 217802 | Johnnie Walker Black Label | 1140 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | 20 | 13681 | Collective Arts Local Press Apple Cherry Cider (LCBO Warehouse) | 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> | | 15153 | Pommies Mimosa Cider (LCBO Warehouse) | 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> | | 37888 | Stock And Row Lime Crush Cider (LCBO Warehouse) | 355 | |
| <input type="checkbox"/> | <input type="checkbox"/> | | 37889 | Ernest Grapefully Flavoured Cider (LCBO Warehouse) | 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> | | 37896 | Niagara Cider Company Blackberry Honey (798) | 473 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 37897 | Kw Craft Cider Chai Spiced (LCBO Warehouse) | 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> | Discovery End (W5) Champagne from France | 513473 | Veuve Clicquot Toronto Arrow Tin | 750 | |
| <input type="checkbox"/> | <input type="checkbox"/> | | 563338 | Veuve Clicquot Brut Champagne | 750 | |
| <input type="checkbox"/> | <input type="checkbox"/> | Discovery End (W6) Loire | 12641 | Remy Pannier Rosé D'Anjou | 750 | W6, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 253229 | Bougrier Vouvray Chenin Blanc | 750 | W6, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 471318 | Remy Pannier Sauvignon Blanc Igp Val De Loire | 750 | W6, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | Entrance Table (EA-S1) | 10899 | Jose Cuervo Tradicional Plata | 750 | S1, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 11845 | Jose Cuervo Reserva De La Familia Platino | 750 | S1, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 401307 | Maestro Dobel Tequila | 750 | S1, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 450932 | Jose Cuervo Tradicional Reposado | 750 | S1, LTO |

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|---|--|--|-----------|------------------------|
| | | | 15963 | Luxardo Limoncello | 750 | LTO |
| | | | 16079 | Martini Fiero | 750 | BAP |
| | | | 111443 | Chambord Royale | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | Gifting Display A (Mini Thematic A) | 176834 | Aperol | 750 | End Aisle, LTO |
| | | | 180695 | St-Germain Elderflower Liqueur | 750 | BAP |
| | | | 277954 | Campari Aperitivo | 750 | |
| | | | 322297 | > Lillet Blanc (Lillet Freres) | 750 | LTO |
| | | | 601484 | Amaro Montenegro Liqueur | 750 | |
| | | | 17690 | Trius Brut Rosé Sparkling (Andrew Peller) | 750 | LTO |
| | | | 18486 | Bread & Butter Rosé | 750 | LTO |
| | | 20896 | Ruffino Prosecco Rosé Doc | 750 | LTO | |
| <input type="checkbox"/> | <input type="checkbox"/> | Gifting Display B (Mini Thematic B) | 30836 | Yellow Tail Bubbles Rosé | 750 | Feature Fixture A, LTO |
| | | | 158550 | > Cuvee Rosé Brut(Champagne Laurent Perrier) | 750 | LTO |
| | | | 211466 | De Chanceny Cremant De Loire Rosé Brut | 750 | LTO |
| | | | 341347 | Fresh Sparkling Rosé VQA | 750 | LTO |
| | | | 365205 | Cono Sur Sparkling Rosé | 750 | LTO |
| | | | 492959 | Roséhall Run Pixie Sparkling Rosé VQA | 750 | LTO |
| | | | 10815 | Collective Arts Hazy State (LCBO Warehouse) | 473 | |
| | | 26073 | Indie Ale House Marco Polo Italian Style Pilsner (789) | 473 | | |
| | | 34148 | Bobcaygeon Brewing Cottage Lager (462) | 473 | | |
| <input type="checkbox"/> | <input type="checkbox"/> | Local Beer & Cider Display (Mini Thematic C) | 37264 | IPA Fun Box, 8th Edition (5732) | 6 × 473 | |
| | | | 37570 | Cameron's Pastime Pilsner (413) | 473 | |
| | | | 142364 | Side Launch Northbound Lager (3827) | 473 | BAP |
| | | | 458273 | Great Lakes Octopus Wants To Fight IPA (1929) | 473 | LTO |
| | | | 481515 | Bench Brewing Balls Falls Session IPA (798) | 473 | LTO |
| | | | 513044 | Henderson's Brewing Co. Henderson's Best (798) | 473 | LTO |

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|--|--------|-----------------------------|-----------|------------------|
| | | | 1040 | Gordons Gin | 750 | LTO |
| | | | 2691 | Tanqueray London Dry Gin | 750 | LTO |
| | | | 21996 | Aviation Gin | 1750 | Value Add |
| | | | 96263 | Tanqueray London Dry Gin | 1750 | Value Add |
| | | | 111021 | Gordons Gin (P.E.T) | 1750 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | Front Nesting Table Premium Flight | 129940 | Aviation Gin | 750 | LTO |
| | | | 216721 | Tanqueray London Dry Gin | 1140 | Value Add |
| | | | 217166 | Gordons Gin | 1140 | Value Add |
| | | | 358184 | Tanqueray Rangpur Gin | 750 | LTO |
| | | | 573956 | Tanqueray Flor De Sevilla | 750 | LTO |
| | | | 600163 | Tanqueray No. Ten Gin | 750 | LTO |
| | | | 636092 | Gordon's Pink Gin | 750 | BAP |
| | | | 30104 | Malibu Coconut Rum | 1750 | Value Add |
| | | | 31727 | Malibu Pineapple Rum | 750 | LTO |
| | | | 36577 | Malibu Pina Colada | 355 | BAP |
| | | | 36682 | Malibu Pineapple Bay Breeze | 1000 | End Aisle, BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | Front Nesting Table Standard Flight | 38044 | Malibu Strawberry Rum | 750 | |
| | | | 217448 | Malibu Coconut Rum | 1140 | Value Add |
| | | | 477836 | Malibu Coconut Rum | 750 | |
| | | | 601666 | Malibu Mango Rum Liqueur | 750 | Value Add |
| | | | 601765 | Malibu Coconut Rum | 375 | BAP |

Display Programs

| Participating Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|---------------------------|--|--------|---|-----------|-----------------------------|
| | | 16327 | Calvet Brut Celebration Rosé | 750 | LTO |
| | | 16396 | Champagne Victoire Brut Rosé | 750 | LTO |
| | | 16858 | Malivoire Che Bello Sparkling VQA | 750 | LTO |
| | | 20995 | Bottega Prosecco Rosé Doc Spumante Brut, Veneto | 750 | BAP |
| | | 21621 | Bread & Butter Prosecco Doc | 750 | LTO |
| | | 21624 | Josh Cellars Prosecco Rosé | 750 | LTO |
| | | 25515 | Saintly Sparkling Brut VQA | 750 | LTO, Wine Fridge |
| | | 25904 | Champagne Pommery Brut Rosé | 750 | LTO |
| | | 28420 | 13th Street Blanc De Blanc | 750 | LTO |
| | | 30835 | Yellow Tail Bubbles | 750 | LTO, Wine Fridge |
| | | 30836 | Yellow Tail Bubbles Rosé | 750 | Mini Thematic, LTO |
| | | 31006 | Rosie Sparkling Rosé | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> Feature Fixture A (FFA) | 85316 | Blu Giovello Prosecco | 750 | LTO, Wine Fridge |
| | | 203125 | Henkell Rosé | 750 | LTO |
| | | 210633 | Jacob's Creek Chardonnay Pinot Noir Sparkling | 750 | |
| | | 216960 | Segura Viudas Brut Reserva Cava Sparkling | 750 | LTO, Wine Fridge |
| | | 217273 | Mumm Cuvee Napa Brut Prestige | 750 | LTO |
| | | 217679 | Jackson-Triggs Sparkling Reserve VQA | 750 | LTO |
| | | 302752 | > (V) Santa Margherita Rosé Brut | 750 | |
| | | 308056 | Mumm Grand Cordon Brut Champagne | 750 | LTO |
| | | 384651 | Martini Prosecco Sparkling | 750 | LTO |
| | | 394387 | Villa Sandi Prosecco Il Fresco Doc, Treviso | 750 | LTO |
| | | 462432 | Piper-Heidsieck Brut Champagne | 750 | LTO |
| | | 467811 | Ruffino Prosecco | 750 | LTO |
| | | 487694 | La Marca Prosecco Doc | 750 | LTO, Value Add, Wine Fridge |
| | | 536565 | Lily Sparkling Rosé VQA | 750 | LTO |

Display Programs

| Participating Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--|--------|---|-----------|-------------------|
| | | 13907 | Jackson-Triggs Proprietors Selection Light Rosé | 750 | |
| | | 14867 | Sandbanks Summer Rosé | 750 | |
| | | 15568 | Listel Gris Rosé | 750 | |
| | | 17893 | Porta 6 Rosé | 750 | |
| | | 17901 | Botter OGGI Pinot Grigio Rosato DOC Delle Venezie | 750 | |
| | | 19062 | Sandbanks Sparkling Rosé | 750 | |
| | | 23757 | S de la Sablette Coteaux Varois Rosé | 750 | |
| | | 23760 | Doppio Passo Primitivo Rosato Puglia IGT | 750 | |
| | | 24080 | Jacob's Creek Moscato Rosé Lower Sugar | 750 | |
| | | 24084 | Kim Crawford Illuminate Rosé | 750 | |
| | | 24972 | Family Tree Speck Brothers | 750 | |
| | | 27148 | Thalia Cabernet Sauvignon Agiorgitiko Rosé | 750 | |
| | | 31710 | The Beach by Whispering Angel | 750 | |
| <input type="checkbox"/> | <input type="checkbox"/> Feature Fixture B (FFB) | 32025 | Keep Calm & Love | 750 | |
| | | 32178 | 32178 Saintry Sparkling Rosé VQA | 200 | |
| | | 34068 | Fresh Rosé | 750 | |
| | | 35041 | Tiny Bubbles Sparkling Rosé VQA | 750 | |
| | | 37190 | Vignes de Nicole Paul Mas Rosé | 750 | |
| | | 37193 | Cellier Des Daughins Prestige Rosé CdR | 750 | |
| | | 37201 | Desir de Rosé IGP Cotes Thau Cap d'Agde | 750 | |
| | | 37211 | Jacob's Creek Lively Bunch Rosé | 750 | |
| | | 37221 | Minimalista Rosé | 750 | |
| | | 37352 | Honest Lot Rosé | 750 | |
| | | 37356 | Brunch Rosé VQA Pouch | 1500 | |
| | | 164343 | The Beachhouse Rosé | 750 | |
| | | 273771 | 20 Bees Rosé | 750 | |
| | | 603795 | Bodegas Muga, Rioja Rosé | 750 | |
| | | 647149 | Calvet Pouch IGP Terres de Midi Rosé | 1500 | |
| | | 1107 | Bud Light (275/TBS) | 473 | LTO |
| | | 284562 | Michelob Ultra (275/TBS) | 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> Block Pile A | 311779 | Bud Light (275/TBS) | 6 × 473 | Contest |
| | | 496968 | Michelob Ultra (275/TBS) | 6 × 473 | Value Add |
| | | 697623 | Michelob Ultra (275/TBS) | 6 × 355 | LTO |
| | | 908665 | Bud Light (275/TBS) | 6 × 355 | BAP Bundled Offer |

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|--|--------|---|-----------|------------------|
| | | | 33972 | Cottage Springs Punched Up Vod Soda Mixed 8 P | 8 × 355 | |
| | | | 36591 | Georgian Bay Gin Smash Mixed Pack | 12 × 355 | |
| | | | 36595 | Sandbagger Mixer Pack | 12 × 355 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | Block Pile B | 36602 | High Noon Tequila Variety Pack | 8 × 355 | Value Add |
| | | | 36613 | Dillons Vodka Cocktail Variety Pack | 12 × 355 | |
| | | | 36617 | Vizzy Max Exotic Twist Variety Pack | 12 × 355 | BAP |
| | | | 36618 | Simply Spiked Peach Variety Pack | 12 × 355 | |
| | | | 37651 | White Claw Variety 24 Pack | 24 × 355 | |
| | | | 935 | Captain Morgan White Rum | 750 | BAP |
| | | | 11248 | Baileys Espresso | 750 | BAP |
| | | | 33200 | Smirnoff Spicy Tamarind | 750 | End Aisle, BAP |
| | | | 36450 | Alberta Pure Vodka | 750 | BAP |
| | | | 37876 | Smirnoff Peach Lemonade | 750 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | Block Pile C | 68254 | Yellow Tail Pinot Grigio | 750 | BAP |
| | | | 403519 | Crown Royal Apple | 750 | BAP |
| | | | 476911 | Crown Royal Vanilla | 750 | BAP |
| | | | 621623 | Yellow Tail Cabernet Sauvignon | 750 | BAP |
| | | | 624544 | Yellow Tail Shiraz | 750 | BAP |
| | | | 627802 | Yellow Tail Chardonnay | 750 | BAP, Wine Fridge |
| | | | 26979 | Don Julio Anejo | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | Block Pile D (XBP) Don Julio | 30083 | Don Julio 70th | 750 | BAP |
| | | | 173542 | Don Julio Blanco | 750 | LTO |
| | | | 173559 | Don Julio Reposado | 750 | |
| | | Enhanced Block Pile Display Hennessy (FSG-A) The Glenlivet Celebrating Parent's/ Mother's Day | 21097 | The Glenlivet 12 Yr Malt | 750 | FSG, LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | | 25621 | The Glenlivet 14YO Single Malt Scotch Whisky | 750 | FSG, LTO |
| | | | 603050 | The Glenlivet French Oak Reserve 15 Year Old | 750 | FSG, WS, BAP |

Display Programs

| Participating Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|--------|--|-----------|------------------------------|
| | | 24392 | Smirnoff Ice Pink Lemonade | 473 | FSN |
| | | 24404 | Smirnoff Vodka Soda Berry Blast | 355 | FSN |
| | | 24408 | Smirnoff Seltzer Lemonades Variety Pack | 12 × 355 | FSN |
| | | 26346 | Smirnoff Ice Original 12 Pack | 12 × 355 | FSN |
| | | 31300 | Smirnoff Ice Orange Blast | 473 | FSN |
| | | 31311 | Captain Morgan Mango Mai Tai | 355 | FSN |
| | | 36619 | Captain Morgan Cocktail Collection Pack | 12 × 355 | FSN |
| <input type="checkbox"/> | <input type="checkbox"/> | | Flagship Spotlight (Enhanced Occasions) (FSN-A) | | |
| | | 36652 | Smirnoff Ice Tea Lemon | 473 | FSN, BAP |
| | | 36654 | Smirnoff Vodka & Soda Party Pack | 12 × 355 | FSN |
| | | 321760 | Smirnoff Ice (P.E.T) | 1000 | FSN |
| | | 321786 | Smirnoff Ice | 4 × 330 | FSN |
| | | 449157 | Smirnoff Ice Tall Can | 473 | FSN |
| | | 450130 | Smirnoff Ice Light Raspberry & Soda | 4 × 355 | FSN |
| | | 450452 | Smirnoff Ice Light Black Cherry & Soda | 4 × 355 | Discovery Extender, FSN, LTO |
| | | 553339 | Smirnoff Berry Blast | 473 | FSN |
| | | 649343 | Smirnoff Ice Light Original | 4 × 355 | FSN |
| <input type="checkbox"/> | <input type="checkbox"/> | | Pop-up Activation (FSM-A) | | |
| | | 19923 | Peroni Nastro Azzurro | 6 × 330 | FSM |
| | | 27824 | Peroni Nastro Azzurro 0.0 | 6 × 330 | FSM |
| | | 37646 | Peroni Nastro Azzurro Stile Capri | 6 × 330 | EZH, FSM, Value Add |
| | | 143891 | Peroni Nastro Azzurro | 500 | FSM, LTO |
| | | 525188 | Peroni Nastro Azzurro | 6 × 330 | EZH, LTO, FSM |
| <input type="checkbox"/> | <input type="checkbox"/> | | Middle Nesting Table/Celebration Fixture | | |
| | | 12618 | Stoneleigh Lighter Sauvignon Blanc | 750 | LTO |
| | | 18947 | >Kim Crawford Illuminate Sauvignon Blanc | 750 | LTO |
| | | 28569 | Selaks Sauvignon Blanc | 750 | LTO |
| | | 225557 | >Eradius Sauvignon Blanc | 750 | BAP |
| | | 277731 | Yealands Sauvignon Blanc Marlborough | 750 | LTO |
| | | 308288 | Whitehaven Sauvignon Blanc | 750 | LTO, Wine Fridge |
| | | 324228 | >Stoneleigh Latitude Marlborough Sauv Blanc | 750 | LTO, Wine Fridge |
| | | 326090 | >Oyster Bay Pinot Grigio Hawke's Bay | 750 | LTO |
| | | 415745 | Nobilo Sauvignon Blanc Marlborough | 750 | LTO |
| | | 426601 | Villa Maria Private Bin Sauvignon Blanc | 750 | LTO, Wine Fridge |
| | | 590414 | >Oyster Bay Pinot Noir Marlborough | 750 | LTO |
| | | 650325 | >Kim Crawford Hawke's Bay Rosé | 750 | LTO |

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|------------------------------|--------|---|-----------|------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement Zone A | 37284 | Miller Lite (275/TBS) | 6 × 355 | |
| | | | 558940 | Miller Lite (275/TBS) | 6 × 473 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement Zone B | 38309 | Great Lakes Brewery - Octo Mix Pack (1929) | 4 × 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement Zone C | 37646 | Peroni Nastro Azzurro Stile Capri (LCBO Warehouse) | 6 × 330 | FSM, Value Add |
| | | | 525188 | Peroni Nastro Azzurro (LCBO Warehouse) | 6 × 330 | LTO, FSM |
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement Zone D | 24407 | Nutrl The Mixed | 12 × 355 | Value Add |
| | | | 36592 | Nutrl 7 Mixed Pack | 12 × 355 | Value Add |
| | | | 37082 | Nutrl Vodka Soda Tropical Mixed Pack | 15 × 355 | Value Add |
| <input type="checkbox"/> | <input type="checkbox"/> | Ontario Craft Beer End Aisle | 11226 | Whitewater Blood Moon Orange Sour (8454) | 473 | |
| | | | 20121 | Great Lakes Brewery - Great Lakes Lager (1929) | 473 | |
| | | | 31448 | Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309) | 473 | |
| | | | 467324 | Broadhead Blueberry Blonde (4712) | 473 | |
| | | | 497438 | Spearhead Hawaiian Pale Ale (86) | 473 | |
| | | | 557439 | Perth Brewery Calypso IPA (317) | 473 | |
| <input type="checkbox"/> | <input type="checkbox"/> | Ontario Go-Local | 32194 | Peller Family Reserve Secco Bubbles VQA | 750 | LTO, Wine Fridge |
| | | | 219022 | White House Wine Co. Riesling P. Grigio VQA | 750 | LTO |
| | | | 295006 | Cave Spring Dry Rosé VQA | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | Ontario VQA Our Buyer's Pick | 433714 | Pelee Island Cabernet Franc VQA | 750 | LTO |
| | | | 23877 | Sprucewood Beach Glass White VQA | 750 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages Essentials on Offer | 89862 | Girls' Night Out Rosé VQA | 750 | BAP |
| | | | 58339 | >Kaiken Malbec | 750 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages WOM: April 27 | 479014 | > (V) Gran Feudo Reserva | 750 | LTO |
| | | | 37384 | Anciano No. 10 Gran Reserva 2015 | 750 | |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages WOM: May 11 | 57869 | Clayhouse Cabernet Sauvignon 2020 | 750 | |
| | | | 288530 | Mazzei Ser Lapo Riserva Chianti Classico 2020 | 750 | |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages Our Buyer's Picks | 489112 | Sacred Hill Marlborough Sauvignon Blanc 2023 | 750 | |
| <input type="checkbox"/> | <input type="checkbox"/> | Spirited Picks Display (CE1) | 24133 | > Riesling Thirty Bench (Andrew Peller) | 750 | LTO |
| | | | 34489 | Canadian Club Classic 12 Year Old | 375 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | RTD Impulse 1 (CE3) | 271338 | Bacardi Superior White Rum (P.E.T) | 200 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | RTD Impulse 2 (CE4) | 37157 | Ole Margarita | 355 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | RTD Impulse 3 (CE5) | 36646 | Jaw Drop Black Cherry Bombade | 473 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | RTD Impulse 4 (CE6) | 31480 | Coldstream Peach Iced Tea | 473 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | | 36636 | Social Lite Classics Tom Collins | 355 | BAP |

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs | |
|--------------------------|--------------------------|---|--|---|--------------------------|------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | The Cold Room Spirits | 366534 | The Kraken Black Spiced Rum | 375 | BAP | |
| | | | 463 | Canadian Club Premium | 375 | | |
| | | | 3517 | Wiser's Special Blend (P.E.T) | 375 | | |
| | | | 3871 | Alberta Premium Whisky (P.E.T) | 375 | | |
| | | | 119743 | Jack Daniel's Tennessee Whiskey | 375 | | |
| | | | 230987 | Jameson Irish Whiskey | 375 | | |
| | | | 240 | Smirnoff Vodka (P.E.T.) | 375 | | |
| | | | 596 | Bacardi Superior White Rum (P.E.T.) | 375 | | |
| <input type="checkbox"/> | <input type="checkbox"/> | | Special Promotions Fixture (CE2) Spirit Impulse Skus | 10036 | Chum Churum - Strawberry | 360 | |
| | | | | 10322 | Cointreau | 375 | |
| | | 19523 | | Tag No.5 Vodka (P.E.T.) | 375 | | |
| | | 32425 | | Tanqueray Dry Gin | 375 | | |
| | | 267161 | | Jose Cuervo Especial Gold | 375 | | |
| | | 398776 | | Fireball Whisky Shooter | 375 | | |
| | | 500504 | | Captain Morgan Original Spiced Rum (P.E.T.) | 375 | | |
| | | 601765 | | Malibu Coconut Rum | 375 | | |
| | | 17835 | | Mionetto Prestige Prosecco Brut Doc Treviso | 200 | | |
| | | 19296 | | Pelee Island Lola Sparkling Blush VQA | 250 | | |
| | | 29507 | Folonari Pinot Grigio Delle Venezie Doc | 375 | | | |
| | | 30271 | Peller Family Vineyards Pinot Grigio | 200 | | | |
| | | 30570 | Peller Family Vineyards Cabernet-Merlot | 200 | | | |
| | | 31472 | Bread & Butter Rosé Can | 250 | | | |
| | | 32539 | Brilla! Prosecco Rosato Doc Spumante | 600 | | | |
| <input type="checkbox"/> | <input type="checkbox"/> | Special Promotions Fixture (CE2) Wine Impulse Half Bottles/Can Skus | 34433 | Josh Cellars Pinot Noir | 375 | | |
| | | | 36423 | Cave Spring Riesling Dry VQA 375ml | 375 | | |
| | | | 38810 | Chateau Des Charmes Cabernet Merlot | 375 | | |
| | | | 160085 | Kim Crawford Marlborough Sauvignon Blanc | 375 | | |
| | | | 167791 | Freixenet Cordon Negro Brut Cava | 200 | | |
| | | | 250480 | Zonin Prosecco Brut 1821 Doc (3x200ml) | 600 | | |
| | | | 313817 | (V) J. Lohr Seven Oaks Cabernet Sauvignon | 375 | | |
| | | | 389056 | Veuve Clicquot Brut Champagne | 375 | | |
| | | | 389858 | Santa Carolina Chardonnay | 375 | | |

Display Programs

| Participating | Executed | Location | LCBO# | Description | Size (mL) | Support Programs |
|--------------------------|--------------------------|----------------|--------|---|-----------|---------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | FEM 1: Spirits | 24096 | Campari Negroni | 375 | LTO |
| | | | 363812 | Tito's Handmade Vodka | 375 | LTO |
| <input type="checkbox"/> | <input type="checkbox"/> | FEM 2: Wines | 20857 | Darling Mimosa Sparkling Orange | 355 | LTO, Wine Fridge |
| | | | 194191 | Villa Sandi Prosecco Il Fresco, Doc Treviso | 375 | BAP |
| <input type="checkbox"/> | <input type="checkbox"/> | FEM 3: Spirits | 12195 | Grand Marnier Cordon Rouge | 375 | LTO |
| | | | 16546 | On The Rocks Hornitos Margarita | 375 | Shelf Extender, LTO |

Trade Copy Only

Shelf Extenders

| Extender Location | LCBO# | Description | Size (mL) | Support Programs | #of Extenders | | | | | | | | | | | | |
|-------------------|-------------------------|---|-----------|------------------|---------------|----|----|----|----|----|----|----|----|----|----|---|---|
| | | | | | 15 | 20 | 30 | 40 | 45 | 50 | 55 | 60 | 65 | 66 | 67 | | |
| R1 | Vodka A | 604926 Prince Igor Extreme Vodka (P.E.T) | 750 | LTO | | | | | | | | | | | | Y | Y |
| R2 | Vodka B | 227413 Iceberg Vodka | 1140 | Value-Add | | | | | | | | Y | Y | Y | Y | Y | Y |
| R3 | Vodka C | 253302 Luksusowa Vodka | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R4 | Vodka D | 456095 Ketel One Vodka | 750 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R5 | Vodka E | 225250 Stolli Vodka | 1140 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R6 | Rum A | 894014 El Dorado Demerara 5 Year Old Rum | 750 | LTO | | | | | | | | | | | | | Y |
| R7 | Rum B | 80127 Sailor Jerry Spiced Rum | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R8 | Rum C | 520353 Bacardi Spiced Rum | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R9 | Rum D | 1206 Bacardi Gold Rum | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R10 | Rum E | 112979 Bacardi Superior White Rum (P.E.T) | 750 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R11 | Canadian Whisky A | 350207 Forty Creek Copper Bold Whisky | 1140 | LTO | | | | | | | | | | | | Y | Y |
| R12 | Canadian Whisky B | 387209 Centennial 10 Year Old Limited Edition Rye | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R13 | Canadian Whisky C | 275933 Jameson Irish Whiskey | 1750 | LTO | | | | | | | Y | Y | Y | Y | Y | Y | Y |
| R14 | Canadian Whisky D | 224352 Crown Royal Black | 750 | LTO | | | | | | | Y | Y | Y | Y | Y | Y | Y |
| R15 | Canadian Whisky E | 8805 Forty Creek Barrel Select Whisky | 1750 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R16 | Scotch A | 1099 Johnnie Walker Red Label | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R17 | Scotch B | 21378 Jim Beam White Label Bourbon | 750 | BAP | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R18 | Gin A | 570 Beefeater Dry | 750 | LTO | | | | | | | Y | Y | Y | Y | Y | Y | Y |
| R19 | Liqueurs A | 491829 Southern Comfort | 1140 | LTO | | | | | | | | | | | Y | Y | Y |
| R20 | Liqueurs B | 398016 Dr. McGillicuddy Intense Peach | 750 | BAP | | | | | | | | Y | Y | Y | Y | Y | Y |
| R21 | Liqueurs C | 16546 On The Rocks Hornitos Margarita | 375 | FEM3, LTO | | | | | | | Y | Y | Y | Y | Y | Y | Y |
| R22 | Liqueurs D | 33545 Skrewball Peanut Butter Whiskey | 750 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R23 | Brandy A | 24493 Courvoisier VSOP Cognac | 750 | LTO | | | | | | | | | | | | | Y |
| R24 | Brandy B | 410803 D'Usse VSOP | 750 | BAP | | | | | | | Y | Y | Y | Y | Y | Y | Y |
| R25 | Tequila A | 267187 Jose Cuervo Especial Gold | 750 | LTO | | | | | | | | | | | Y | Y | Y |
| R26 | Ontario Blend A | 16779 Bask Pinot Noir | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R27 | Ontario Blend B | 27757 High Road Cellars Pinot Grigio | 750 | LTO | | | | | | | Y | Y | Y | Y | Y | Y | Y |
| R28 | Ontario Blend C | 33578 Honest Lot Pinot Grigio | 750 | LTO, Wine Fridge | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R29 | Ontario Non-VQA A | 296848 Chateau Des Charmes Aligote Estate Grown VQA | 750 | LTO | | | | | | | | | | | Y | Y | Y |
| R30 | Ontario Non-VQA B | 32187 Hopetown Sauvignon Blanc VQA | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R31 | Ontario Non-VQA C | 582825 Peller Family Reserve Chardonnay VQA | 750 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R32 | Ontario Non-VQA D | 14870 Wayne Gretzky Rosé VQA | 750 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R33 | Ontario VQA A | 110031 Sandbanks Estate Dunes White VQA | 750 | BAP | | | | | | | | | | | Y | Y | Y |
| R34 | Ontario VQA B | 439281 Konzelmann Merlot VQA | 750 | LTO | | | | | | | | | | | Y | Y | Y |
| R35 | Australia/New Zealand A | 470062 Yalumba Y Series Viognier | 750 | LTO | | | | | | | | | | | Y | Y | Y |
| R36 | Australia/New Zealand B | 506691 Wolf Blass Yellow Label Shiraz | 750 | LTO | | | | | | | | | | | Y | Y | Y |
| R37 | Australia/New Zealand C | 106377 Jacob's Creek Shiraz/Cabernet | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y | Y |
| R38 | Australia/New Zealand D | 20289 Yellow Tail Shiraz | 1500 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R39 | USA A | 541961 Three Thieves Cabernet Sauvignon | 750 | LTO | | | | | | | Y | Y | Y | Y | Y | Y | Y |
| R40 | USA B | 534263 Beringer Founders Estate Cabernet Sauvignon | 750 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R41 | Chile A | 11927 La Linda Malbec | 750 | LTO | | | | | | | | | | | Y | Y | Y |
| R42 | Chile B | 11928 Gato Negro Chardonnay | 1500 | BAP | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |

Shelf Extenders

| Extender Location | LCBO# | Description | Size (mL) | Support Programs | #of Extenders | | | | | | | | | | | |
|------------------------------------|--------|--|-----------|------------------|---------------|----|----|----|----|----|----|----|----|---|---|---|
| | | | | | 15 | 20 | 30 | 40 | 45 | 50 | 55 | 60 | 65 | | | |
| R43 France Blend A | 277194 | Batasiolo Bosc D'La Rei Moscato D'Asti Docg | 750 | LTO | | | | | | | | | | | | Y |
| R44 France Blend B | 649749 | Castillo De Almansa Reserva | 1500 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R45 France South A | 620583 | Dragani Pinot Grigio Trebbiano | 2000 | LTO | | | | | | | | | | | Y | Y |
| R46 France South B | 269589 | Rocca Delle Macie Chianti Vernaiolo Docg | 750 | LTO | | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R47 France Bordeaux/ Burgundy A | 336743 | Yvon Mau Merlot Vdp | 750 | LTO | | | | | | | | | | Y | Y | Y |
| R48 Italy Central A | 530261 | Casal Garcia Vinho Verde, Do | 750 | LTO | | | | | | | | | | | Y | Y |
| R49 Italy Central B | 218040 | Martini Bianco Vermouth | 1000 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R50 Italy North A | 378091 | Villa Annaberta Valpolicella Ripasso Superiore | 750 | LTO | | | | | | | | Y | Y | Y | Y | Y |
| R51 Italy North B | 270363 | Castillo De Almansa Reserva, Almansa | 750 | LTO | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R52 Southern Europe A | 175026 | Funf 5 German Riesling Rhein | 750 | LTO | | | | | | | | | | | | Y |
| R53 Southern Europe B | 17779 | Belleruche Rouge Cote Du Rhone | 750 | LTO | | | | | | | | | | Y | Y | Y |
| R54 Germany A | 19698 | Leonardo Chianti Riserva Docg | 750 | LTO | | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R55 Sparkling A | 13492 | Riunite Lambrusco Frizzante | 750 | LTO | | | | | | | | | | Y | Y | Y |
| R56 Sparkling B | 20321 | Yellow Tail Chardonnay | 1500 | LTO, Wine Fridge | | | | | Y | Y | Y | Y | Y | Y | Y | Y |
| R57 Ontario Beer A | 271619 | Harp Lager (LCBO Warehouse) | 500 | LTO | | | | | | | | | | | Y | Y |
| R58 Ontario Beer B | 541243 | Creemore Springs Premium Lager (1757) | 6 × 473 | LTO | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R59 Beer 1 | 34048 | Thornbury Blue Mountain Light Lager (8609) | 473 | LTO | | | | | | | | | | | | Y |
| R60 Beer 2 | 255380 | Pilsner Urquell (LCBO Warehouse) | 500 | LTO | | | | | Y | Y | Y | Y | Y | Y | Y | Y |
| R61 Beer 3 | 32064 | Strongbow Ultra Apple (LCBO Warehouse) | 6 × 330 | LTO | | | | | Y | Y | Y | Y | Y | Y | Y | Y |
| R62 Beer 4 | 508572 | Flying Monkeys Juicy Ass IPA (6309) | 473 | LTO | | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R63 Party Zone 1 | 24342 | Black Fly Rum Pina Colada | 4 × 400 | LTO | | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |
| R64 Party Zone 2 | 24319 | Dillon's Tangerine, Lemon & A Hint Of Mint | 473 | BAP | | | | | Y | Y | Y | Y | Y | Y | Y | Y |
| R65 Party Zone 3 | 15310 | Matt & Steve's Caesar Original Lightly Spiced | 473 | LTO | | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y | Y |

Community Shelf Extenders

| Location | LCBO# | Description | Size (mL) | Support Program | Agent |
|---------------------------|--------|--|-----------|-----------------|-------------------------------|
| C1: Rum | 116327 | Grey Goose La Poire Vodka | 750 | LTO | CHARTON HOBBS INC |
| C2: Canadian Whisky | 54213 | Alberta Premium Whisky (P.E.T) | 1750 | BAP | GLAZER'S OF CANADA |
| C3: Ontario Non VQA Blend | 617662 | Diabolica Red VQA | 750 | LTO | BEAM SUNTORY |
| C4: French Blend | 166 | Sogrape Mateus Rosé | 750 | LTO | SELECT WINE MERCHANTS INC. |
| C5: Fixed Store Location | 55517 | Smoking Loon Cabernet Sauvignon | 750 | LTO | BACARDI CANADA INC. |
| C6: Vodka | 358556 | Dillon's Gin 22 Unfiltered | 750 | LTO | PMA CANADA LTD. |
| C7: Scotch | 16544 | St Remy Signature | 750 | Value-Add | MARK ANTHONY WINE & SPIRITS |
| C8: Liqueurs | 215038 | Gibson's Finest Sterling Edition | 1750 | BAP | DIONYSUS WINES & SPIRITS LTD. |
| C9: Ontario Blends | 467662 | Strewn Two Vines Riesling Gewurztraminer VQA | 750 | LTO | PHILIPPE DANDURAND WINES LTD. |
| C10: France Red | 501551 | Alaris Trapiche Malbec | 750 | LTO | MARK ANTHONY WINE & SPIRITS |

Discovery Shelf Extenders

| Location | LCBO# | Description | Size (mL) | Support Program | Agent |
|-------------------------|--------|---|-----------|-----------------|-------------------------------|
| D1: Discovery Wines 1 | 65342 | Strewn Rogue's Lot C. Sauv/ Cabernet Franc VQA | 750 | LTO | DIONYSUS WINES & SPIRITS LTD. |
| D2: Discovery Wines 2 | 385385 | Les Dauphins Cotes Du Rhone Reserve Red Aoc | 750 | LTO | CHURCHILL CELLARS LTD. |
| D3: Discovery Wines 3 | 61663 | Casillero Del Diablo Reserva Cabernet Sauvignon | 1500 | LTO | ESCALADE WINES & SPIRITS |
| D4: Discovery BSM 1 | 23047 | Figo Italian Pilsner (798) | 473 | | BENCH BREWING CO. |
| D5: Discovery BSM 2 | 4606 | Vodka Mudshake Creamy Vanilla | 4 x 270 | | GLAZER'S OF CANADA |
| D6: Discovery BSM 3 | 450452 | Smirnoff Ice Light Black Cherry & Soda | 4 x 355 | FSN, LTO | DIAGEO CANADA INC. |
| D7: Discovery Spirits 1 | 33377 | Forty Creek Cream Butter Tart | 750 | LTO | FORTY CREEK DISTILLERY LTD |
| D8: Discovery Spirits 2 | 7880 | Johnnie Walker Black 12 Yr | 750 | LTO | DIAGEO CANADA INC. |
| D9: Discovery Spirits 3 | 173617 | El Jimador Tequila Blanco | 750 | LTO | PMA CANADA LTD. |

Green Shelf Extenders

| Location | LCBO# | Description | Size (mL) | Support Program | Agent |
|--------------------|--------|-----------------------------------|-----------|-----------------|--------|
| G1: Green Extender | 589010 | Mezzacorona Pinot Grigio Trentino | 1500 | LTO | VINEXX |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|-------|---|-----------|---------|-------------------------|
| 18 | Heineken Lager | 6 × 330 | \$1.00 | |
| 166 | Sogrape Mateus Rosé | 750 | \$2.00 | Comm. Extender |
| 570 | Beefeater Dry | 750 | \$1.00 | Shelf Extender |
| 1040 | Gordons Gin | 750 | \$1.00 | Front Nesting Table |
| 1099 | Johnnie Walker Red Label | 750 | \$1.50 | Shelf Extender |
| 1107 | Bud Light | 473 | \$0.20 | Seasonal Block Pile A |
| 1206 | Bacardi Gold Rum | 750 | \$1.00 | Shelf Extender |
| 2691 | Tanqueray London Dry Gin | 750 | \$1.00 | Front Nesting Table |
| 4101 | Remy Martin VSOP | 750 | \$10.00 | |
| 4606 | Vodka Mudshake Creamy Vanilla | 4 × 270 | \$1.00 | Discovery Extender |
| 4705 | 20 Bees Chardonnay Unoaked VQA | 750 | \$1.50 | |
| 5959 | Baileys Irish Cream | 750 | \$1.00 | End Aisle |
| 6502 | Cointreau | 750 | \$5.00 | End Aisle, Value Add |
| 7880 | Johnnie Walker Black 12 Yr | 750 | \$3.00 | Discovery Extender |
| 8805 | Forty Creek Barrel Select Whisky | 1750 | \$1.00 | Shelf Extender |
| 10899 | Jose Cuervo Tradicional Plata | 750 | \$3.00 | S1 Front Entrance Table |
| 11845 | Jose Cuervo Reserva De La Familia Platino | 750 | \$10.00 | S1 Front Entrance Table |
| 11927 | La Linda Malbec | 750 | \$2.00 | Shelf Extender |
| 12195 | Grand Marnier Cordon Rouge | 375 | \$2.50 | FEM3 |
| 12618 | Stoneleigh Lighter Sauvignon Blanc | 750 | \$2.00 | Middle Nesting Table |
| 12641 | Remy Pannier Rosé D'Anjou | 750 | \$1.00 | W6 |
| 12858 | Waterloo Grapefruit Radler | 473 | \$0.25 | |
| 13484 | Ginslinger Handcrafted Ontario Gin Ddp | 750 | \$1.50 | |
| 13492 | Riunite Lambrusco Frizzante | 750 | \$1.00 | Shelf Extender |
| 13588 | Bacardi Gold (P.E.T) | 750 | \$1.00 | |
| 13597 | Bumbu XO Rum | 750 | \$4.00 | |
| 14023 | Tawse Gin Ddp | 750 | \$2.00 | |
| 14400 | Coors Original | 6 × 473 | \$1.55 | |
| 14485 | Ace Hill Lemon Vodka Soda | 355 | \$0.20 | |
| 14870 | Wayne Gretzky Rosé VQA | 750 | \$2.00 | Shelf Extender |
| 15009 | New Amsterdam Pink Whitney Vodka | 750 | \$1.00 | |
| 15310 | Matt & Steve's Caesar Original Lightly Spiced | 473 | \$0.30 | Shelf Extender |
| 15372 | Mike's Hard Black Cherry | 6 × 355 | \$1.00 | |
| 15822 | Nestor Avarino White | 750 | \$1.00 | |
| 15823 | Lake Of Bays Off The Grid Hazy Pale Ale | 473 | \$0.30 | |
| 15963 | Luxardo Limoncello | 750 | \$2.00 | Mini Thematic |
| 16081 | Vecchio Amaro Del Capo | 750 | \$2.00 | |
| 16180 | Carlo Pellegrino, Marsala Superiore | 750 | \$2.00 | |
| 16199 | 1924 Bourbon Barrel Aged Cabernet Sauvignon | 750 | \$2.00 | |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|-------|---|-----------|---------|-----------------------------|
| 16327 | Calvet Brut Celebration Rosé | 750 | \$2.00 | Feature Fixture A |
| 16396 | Champagne Victoire Brut Rosé | 750 | \$4.00 | Feature Fixture A |
| 16546 | On The Rocks Hornitos Margarita | 375 | \$3.00 | FEM3, Shelf Extender |
| 16777 | Bask Sauvignon Blanc | 750 | \$1.00 | Wine Fridge |
| 16779 | Bask Pinot Noir | 750 | \$1.00 | Shelf Extender |
| 16858 | Malivoire Che Bello Sparkling VQA | 750 | \$2.00 | Feature Fixture A |
| 16936 | Hacker Pschorr Keller Bier | 500 | \$0.25 | |
| 17690 | Trius Brut Rosé Sparkling (Andrew Peller) | 750 | \$3.00 | Mini Thematic |
| 17779 | Belleruche Rouge Cote Du Rhone | 750 | \$3.00 | Shelf Extender |
| 17818 | Corona Extra | 6 × 330 | \$1.30 | |
| 17820 | Stella Artois | 473 | \$0.20 | |
| 17850 | Corona Light | 6 × 330 | \$1.30 | End Aisle |
| 17886 | H2 Craft Hibiscus & Rose Petal Gin Ddp | 750 | \$1.00 | |
| 18116 | 19 Crimes Snoop Dogg Cali Red | 750 | \$2.00 | |
| 18486 | Bread & Butter Rosé | 750 | \$2.00 | Mini Thematic |
| 18627 | Callaway Cellar Selection Chardonnay | 750 | \$2.00 | Wine Fridge |
| 18942 | Spade & Sparrows Rosé | 750 | \$2.00 | |
| 18947 | >Kim Crawford Illuminate Sauvignon Blanc | 750 | \$2.00 | Middle Nesting Table |
| 19146 | Palm Bay Rainbow Twist | 473 | \$0.20 | |
| 19261 | Bread & Butter Chardonnay | 750 | \$2.00 | Wine Fridge |
| 19303 | Crown Royal Whisky & Cola | 473 | \$0.25 | |
| 19339 | Good Natured Merlot Gamay Noir VQA | 750 | \$1.00 | Necktag |
| 19698 | Leonardo Chianti Riserva Docg | 750 | \$2.00 | Shelf Extender |
| 19748 | Grow Wild Ravishing Rosé VQA | 750 | \$2.00 | |
| 20289 | Yellow Tail Shiraz | 1500 | \$3.00 | Shelf Extender |
| 20321 | Yellow Tail Chardonnay | 1500 | \$2.00 | Shelf Extender, Wine Fridge |
| 20362 | Finlandia Vodka | 750 | \$2.00 | |
| 20857 | Darling Mimosa Sparkling Orange | 355 | \$0.35 | FEM2, Wine Fridge |
| 20896 | Ruffino Prosecco Rosé Doc | 750 | \$2.00 | Mini Thematic |
| 21097 | The Glenlivet 12 Yr Malt | 750 | \$4.00 | FSG |
| 21200 | Somersby Apple Cider | 4 × 473 | \$1.60 | |
| 21391 | Jackson-Triggs Proprietors' Rosé Bag In Box | 4000 | \$3.00 | |
| 21621 | Bread & Butter Prosecco Doc | 750 | \$2.00 | Feature Fixture A |
| 21624 | Josh Cellars Prosecco Rosé | 750 | \$2.00 | Feature Fixture A |
| 24096 | Campari Negroni | 375 | \$1.00 | FEM1 |
| 24133 | > Riesling Thirty Bench (Andrew Peller) | 750 | \$3.00 | OWS |
| 24342 | Black Fly Rum Pina Colada | 4 × 400 | \$1.40 | Shelf Extender |
| 24493 | Courvoisier VSOP Cognac | 750 | \$10.00 | Shelf Extender |
| 24627 | Apothic Merlot | 750 | \$3.00 | |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|-------|---|-----------|---------|----------------------------------|
| 24796 | Dixons Wicked Raspberry Gin | 750 | \$4.00 | |
| 25136 | 818 Tequila Blanco | 750 | \$4.00 | |
| 25462 | Mindful Rosé VQA | 750 | \$1.50 | Wine Fridge |
| 25515 | Saintly Sparkling Brut VQA | 750 | \$2.00 | Feature Fixture A, Wine Fridge |
| 25621 | The Glenlivet 14YO Single Malt Scotch Whisky | 750 | \$5.00 | FSG |
| 25636 | Libra Non-Alcoholic Pale Ale | 4 × 355 | \$1.00 | |
| 25904 | Champagne Pommery Brut Rosé | 750 | \$5.00 | Feature Fixture A |
| 26979 | Don Julio Anejo | 750 | \$6.00 | Seasonal Block Pile D |
| 27407 | Wayne Gretzky Estates No 99 Ice Storm Vodka | 750 | \$2.50 | |
| 27516 | >J.Lohr Los Osos Merlot | 750 | \$3.00 | Flex Space |
| 27751 | Magnotta Pinot Grigio Chardonnay Venture Series VQA | 750 | \$2.00 | End Aisle |
| 27752 | Magnotta Cabernet Sauvignon Merlot V. Series VQA | 750 | \$2.00 | End Aisle |
| 27757 | High Road Cellars Pinot Grigio | 750 | \$1.00 | Shelf Extender |
| 27768 | J.P. Wiser's 10YO Canadian Whisky | 750 | \$3.50 | |
| 28408 | Jackson-Triggs Reserve Sauvignon BI VQA Bib | 3000 | \$3.00 | |
| 28420 | 13th Street Blanc De Blanc | 750 | \$2.00 | Feature Fixture A |
| 28569 | Selaks Sauvignon Blanc | 750 | \$2.00 | Middle Nesting Table |
| 30160 | Vodka Friday Yuzu Deep Citrus Ddp | 750 | \$1.00 | |
| 30694 | With Love From The Cape Chenin Blanc | 750 | \$2.00 | Flex Space |
| 30695 | With Love From The Cape Cabernet Sauvignon | 750 | \$2.00 | Flex Space |
| 30835 | Yellow Tail Bubbles | 750 | \$2.00 | Feature Fixture A, Wine Fridge |
| 30836 | Yellow Tail Bubbles Rosé | 750 | \$2.00 | Mini Thematic, Feature Fixture A |
| 31006 | Rosie Sparkling Rosé | 750 | \$2.00 | Feature Fixture A |
| 31218 | Mikes Hard Orange N' Cream | 473 | \$0.20 | |
| 31225 | Simply Spiked Lemonade Variety Pack | 12 × 355 | \$2.00 | |
| 31250 | Black Fly Tequila Sunrise Cocktail In A Can | 473 | \$0.25 | |
| 31295 | Bacardi Rum Punch | 355 | \$0.25 | |
| 31297 | Jose Cuervo Sparkling Paloma | 4 × 355 | \$1.00 | |
| 31551 | Steam Whistle Pilsner 5l Keg | 5000 | \$4.00 | End Aisle |
| 31727 | Malibu Pineapple Rum | 750 | \$1.00 | Front Nesting Table |
| 31820 | Cinco Tequila Blanco | 750 | \$15.00 | |
| 31981 | Junction 56 Purple Gin Ddp | 375 | \$1.00 | |
| 32064 | Strongbow Ultra Apple | 6 × 330 | \$1.25 | Shelf Extender |
| 32187 | Hopetown Sauvignon Blanc VQA | 750 | \$2.00 | Shelf Extender |
| 32194 | Peller Family Reserve Secco Bubbles VQA | 750 | \$2.00 | goLOCAL, Wine Fridge |
| 32274 | The Kraken Gold Spiced Rum | 750 | \$2.50 | End Aisle |
| 32461 | Tete De Lion Cabernet Sauvignon | 750 | \$2.00 | Flex Space |
| 32618 | Moosehead Chelada | 6 × 473 | \$1.00 | End Aisle |
| 33377 | Forty Creek Cream Butter Tart | 750 | \$2.00 | Discovery Extender |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|--------|---|-----------|--------|--------------------------------|
| 33545 | Skrewball Peanut Butter Whiskey | 750 | \$5.00 | Shelf Extender |
| 33578 | Honest Lot Pinot Grigio | 750 | \$1.00 | Shelf Extender, Wine Fridge |
| 33579 | XOXO Light Pinot Grigio | 1500 | \$2.00 | |
| 34048 | Thornbury Blue Mountain Light Lager | 473 | \$0.50 | Shelf Extender, OCB |
| 34489 | Canadian Club Classic 12 Year Old | 375 | \$1.00 | CE1 |
| 34637 | Canadian Club Premium | 1750 | \$1.00 | End Aisle |
| 35426 | 21 H. J. Fabre Reserva Cabernet Franc | 750 | \$2.00 | |
| 35579 | The Gardener French Riviera Gin | 700 | \$6.00 | |
| 36041 | Yvon Mau Saint Emilion | 750 | \$2.00 | Flex Space |
| 36043 | Toro Bravo Oak Seleccion Red | 750 | \$2.00 | Flex Space |
| 36044 | Castillo De Logrono Crianza | 750 | \$2.00 | Flex Space |
| 36049 | Marques De Toledo Tempranillo | 750 | \$1.00 | Flex Space |
| 36055 | Saint Tourelle Aoc Bordeaux | 750 | \$1.00 | Flex Space |
| 36454 | Polar Ice Orange Blizzard Flavoured Vodka | 750 | \$1.00 | |
| 37861 | Pabst Blue Ribbon | 473 | \$0.25 | |
| 37896 | Niagara Cider Company Blackberry Honey | 473 | \$0.30 | End Aisle |
| 38147 | James Ready 6.0 | 473 | \$0.15 | |
| 43281 | >V) Flat Rock Cellars Estate Riesling | 750 | \$3.00 | |
| 55517 | Smoking Loon Cabernet Sauvignon | 750 | \$2.00 | Comm. Extender |
| 58339 | >Kaiken Malbec | 750 | \$2.00 | VL1 |
| 59311 | >The Seven Deadly Zins Old Vine Zinfandel | 750 | \$3.00 | |
| 60749 | >(V) Merlot Galil Mountain Kp | 750 | \$2.00 | |
| 61663 | Casillero Del Diablo Reserva Cabernet Sauvignon | 1500 | \$3.00 | Discovery Extender |
| 65342 | Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA | 750 | \$1.00 | Discovery Extender |
| 69377 | > (V) Monte Antico Igt (Empson) | 750 | \$2.00 | |
| 77990 | Cavaliere D'Oro Gabbiano Pinot Grigio | 750 | \$2.00 | |
| 80127 | Sailor Jerry Spiced Rum | 750 | \$1.50 | Shelf Extender |
| 80234 | >V) Riesling Black Sheep (Featherstone) | 750 | \$2.00 | |
| 85316 | Blu Giovello Prosecco | 750 | \$2.00 | Feature Fixture A, Wine Fridge |
| 99408 | Woodbridge By Robert Mondavi Chardonnay | 750 | \$2.00 | |
| 104299 | >The Prisoner Red Blend | 750 | \$5.00 | |
| 106377 | Jacob's Creek Shiraz/Cabernet | 750 | \$2.00 | Shelf Extender |
| 107359 | Auchentoshan 12 Year Old Single Malt Scotch | 750 | \$7.00 | |
| 110056 | Absolut Vodka | 750 | \$1.80 | |
| 111443 | Chambord Royale | 750 | \$2.00 | Mini Thematic |
| 112979 | Bacardi Superior White Rum (P.E.T) | 750 | \$1.00 | Shelf Extender |
| 116038 | Metaxa Seven Star | 750 | \$2.00 | |
| 116327 | Grey Goose La Poire Vodka | 750 | \$5.00 | Comm. Extender |
| 129940 | Aviation Gin | 750 | \$2.00 | Front Nesting Table |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|--------|---|-----------|---------|--------------------------------|
| 134940 | Adesso Chardonnay D'Italia | 1500 | \$2.00 | End Aisle |
| 134957 | Open Cab 2 Merlot VQA | 750 | \$1.00 | |
| 135939 | Pelee Island Pinot Noir VQA | 750 | \$1.00 | End Aisle |
| 136044 | Pelee Island Chardonnay VQA | 750 | \$1.00 | End Aisle |
| 141580 | >(V)Syrah K/P (Galil Mountain Winery) | 750 | \$2.00 | |
| 143040 | Hornitos Reposado Tequila | 750 | \$5.00 | BSE End Aisle 1 |
| 143891 | Peroni Nastro Azzurro | 500 | \$0.25 | FSM |
| 149567 | Tag No. 5 Vodka | 750 | \$1.00 | |
| 158550 | > Cuvee Rosé Brut(Champagne Laurent Perrier) | 750 | \$10.00 | Mini Thematic |
| 173542 | Don Julio Blanco | 750 | \$5.00 | Seasonal Block Pile D |
| 173617 | El Jimador Tequila Blanco | 750 | \$2.00 | Discovery Extender |
| 175026 | Funf 5 German Riesling Rhein | 750 | \$2.00 | Shelf Extender |
| 176834 | Aperol | 750 | \$1.00 | End Aisle, Mini Thematic |
| 177295 | >(V)Riserva Il Falcone Castel Del Monte Docg (River | 750 | \$3.00 | |
| 177808 | Appleton Estate V/X Signature Blend | 750 | \$2.00 | |
| 203125 | Henkell Rosé | 750 | \$2.00 | Feature Fixture A |
| 211185 | Rockstar Original | 473 | \$0.55 | |
| 211466 | De Chanceney Cremant De Loire Rosé Brut | 750 | \$3.50 | Mini Thematic |
| 216655 | Absolut Vodka | 1750 | \$1.00 | |
| 216960 | Segura Viudas Brut Reserva Cava Sparkling | 750 | \$2.00 | Feature Fixture A, Wine Fridge |
| 217273 | Mumm Cuvee Napa Brut Prestige | 750 | \$2.50 | Feature Fixture A |
| 217505 | Henry Of Pelham Cuvee Catharine Brut Rosé VQA | 750 | \$3.00 | |
| 217679 | Jackson-Triggs Sparkling Reserve VQA | 750 | \$2.00 | Feature Fixture A |
| 217950 | Crown Royal | 1140 | \$1.00 | End Aisle |
| 218040 | Martini Bianco Vermouth | 1000 | \$2.00 | Shelf Extender |
| 219022 | White House Wine Co. Riesling P. Grigio VQA | 750 | \$2.00 | goLOCAL |
| 224352 | Crown Royal Black | 750 | \$3.00 | Shelf Extender |
| 225250 | Stoli Vodka | 1140 | \$1.00 | Shelf Extender |
| 225698 | The Kraken Black Spiced Rum | 750 | \$2.50 | End Aisle |
| 233635 | Cave Spring Riesling Dry VQA | 750 | \$2.00 | Wine Fridge |
| 238097 | Dalwhinnie 15 Yr Malt | 750 | \$5.00 | |
| 240127 | >Sho-Une Junmai Daiginjo (Hakutsuru) | 300 | \$1.00 | |
| 244616 | Sandbanks Rosé VQA | 750 | \$2.00 | |
| 248997 | Laphroaig 10 Year Old | 750 | \$10.00 | |
| 253229 | Bougrier Vouvray Chenin Blanc | 750 | \$1.00 | W6, LTO |
| 253302 | Luksusowa Vodka | 750 | \$1.00 | Shelf Extender |
| 255380 | Pilsner Urquell | 500 | \$0.20 | Shelf Extender |
| 261099 | Inniskillin Pinot Noir VQA | 750 | \$2.00 | |
| 267070 | Tommasi Il Sestante Valpolicella Rip Sup Doc | 750 | \$2.00 | |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|--------|--|-----------|--------|-----------------------------------|
| 267187 | Jose Cuervo Especial Gold | 750 | \$2.50 | Shelf Extender |
| 269589 | Rocca Delle Macie Chianti Vernaiolo Docg | 750 | \$2.00 | Shelf Extender |
| 270363 | Castillo De Almansa Reserva, Almansa | 750 | \$2.00 | Shelf Extender |
| 270892 | Jackson-Triggs Merlot Bag In Box | 4000 | \$2.00 | |
| 271619 | Harp Lager | 500 | \$0.25 | Shelf Extender |
| 271643 | Tequila Tromba Blanco | 750 | \$3.00 | |
| 275172 | Nickel Brook Head Stock West Coast-Style IPA | 473 | \$0.25 | End Aisle |
| 275933 | Jameson Irish Whiskey | 1750 | \$2.00 | Shelf Extender |
| 276170 | Pelee Island Blanc De Blanc VQA | 750 | \$1.00 | End Aisle |
| 277004 | Plymouth English Gin | 750 | \$3.00 | |
| 277194 | Batasiolo Bosc D'La Rei Moscato D'Asti Docg | 750 | \$2.00 | Shelf Extender |
| 277731 | Yealands Sauvignon Blanc Marlborough | 750 | \$2.00 | Middle Nesting Table |
| 295006 | Cave Spring Dry Rosé VQA | 750 | \$2.00 | goLOCAL |
| 296848 | Chateau Des Charmes Aligote Estate Grown VQA | 750 | \$1.00 | Shelf Extender |
| 300699 | Molson Canadian | 6 × 473 | \$2.00 | |
| 303040 | Fielding Fireside White VQA | 750 | \$1.00 | |
| 308056 | Mumm Grand Cordon Brut Champagne | 750 | \$5.00 | Feature Fixture A |
| 308288 | Whitehaven Sauvignon Blanc | 750 | \$2.00 | Middle Nesting Table, Wine Fridge |
| 311787 | Budweiser | 6 × 473 | \$1.00 | |
| 314856 | Fireball Whisky Shooter | 1140 | \$4.00 | End Aisle |
| 318709 | Captain Morgan Original Spiced Rum (P.E.T) | 750 | \$1.00 | |
| 322297 | >Lillet Blanc (Lillet Freres) | 750 | \$2.50 | Mini Thematic |
| 324228 | >Stoneleigh Latitude Marlborough Sauv Blanc | 750 | \$2.25 | Middle Nesting Table, Wine Fridge |
| 324855 | Espolon Tequila Reposado | 750 | \$2.00 | BSE End Aisle 1 |
| 326090 | >Oyster Bay Pinot Grigio Hawke's Bay | 750 | \$2.00 | Middle Nesting Table |
| 328518 | Jackson-Triggs Chardonnay | 750 | \$1.00 | Wine Fridge |
| 328534 | Jackson-Triggs Cabernet Sauvignon | 750 | \$1.00 | |
| 333583 | Thornbury Premium Apple Cider | 473 | \$0.40 | |
| 334110 | Ciroc Peach | 750 | \$3.00 | |
| 336743 | Yvon Mau Merlot Vdp | 750 | \$1.00 | Shelf Extender |
| 338855 | Bodacious Smooth Red | 750 | \$1.00 | |
| 341347 | Fresh Sparkling Rosé VQA | 750 | \$2.00 | Mini Thematic |
| 350207 | Forty Creek Copper Bold Whisky | 1140 | \$2.50 | Shelf Extender |
| 358184 | Tanqueray Rangpur Gin | 750 | \$2.00 | Front Nesting Table |
| 358556 | Dillon's Gin 22 Unfiltered | 750 | \$2.00 | Comm. Extender |
| 363812 | Tito's Handmade Vodka | 375 | \$1.00 | FEM1, LTO |
| 365205 | Cono Sur Sparkling Rosé | 750 | \$3.00 | Mini Thematic |
| 367276 | Jacob's Creek Moscato Rosé | 750 | \$2.00 | Flex Space |
| 369009 | Pinnacle Vodka | 750 | \$1.00 | |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|--------|--|-----------|--------|-----------------------------------|
| 369777 | 19 Crimes Shiraz Durif | 750 | \$2.00 | |
| 370361 | >Riesling Sparkling Limestone Ridge (Tawse) | 750 | \$2.00 | |
| 374231 | Ungava Gin | 750 | \$3.00 | |
| 378091 | Villa Annaberta Valpolicella Ripasso Superiore | 750 | \$2.00 | Shelf Extender |
| 380923 | Fruli Strawberry Beer | 4 × 330 | \$1.00 | |
| 384651 | Martini Prosecco Sparkling | 750 | \$2.00 | Feature Fixture A |
| 385385 | Les Dauphins Cotes Du Rhone Reserve Red Aoc | 750 | \$2.00 | Discovery Extender |
| 386789 | Casamigos Tequila Blanco | 750 | \$4.00 | End Aisle, Value Add |
| 387209 | Centennial 10 Year Old Limited Edition Rye | 750 | \$1.00 | Shelf Extender |
| 388694 | Casamigos Tequila Reposado | 750 | \$4.00 | End Aisle, Value Add |
| 392647 | Carnivor Cabernet Sauvignon | 750 | \$2.00 | |
| 394387 | Villa Sandi Prosecco Il Fresco Doc, Treviso | 750 | \$2.00 | Feature Fixture A |
| 398776 | Fireball Whisky Shooter | 375 | \$2.00 | End Aisle |
| 399428 | Jackson-Triggs Sauvignon Blanc | 1500 | \$2.00 | |
| 401307 | Maestro Dobel Tequila | 750 | \$5.00 | S1 Front Entrance Table |
| 404939 | Burnt Ship Bay Pinot Grigio VQA | 750 | \$2.00 | |
| 406843 | Jacob's Creek Moscato | 1500 | \$3.00 | Flex Space |
| 408310 | Pinot Noir Ursulines Bourgogne (J.C. Boisset) | 750 | \$3.00 | Flex Space |
| 413500 | Rekorderlig Wild Berries Cider | 500 | \$0.25 | |
| 415745 | Nobilo Sauvignon Blanc Marlborough | 750 | \$2.00 | Middle Nesting Table |
| 417196 | Grey Goose Vodka | 1140 | \$5.00 | |
| 426601 | Villa Maria Private Bin Sauvignon Blanc | 750 | \$3.00 | Middle Nesting Table, Wine Fridge |
| 429787 | Bodacious Smooth White | 1500 | \$1.50 | |
| 430017 | XOXO Pinot Grigio Chardonnay Bag In Box | 4000 | \$3.00 | |
| 430546 | Henry Of Pelham Sauvignon Blanc VQA | 750 | \$2.00 | Wine Fridge |
| 433714 | Pelee Island Cabernet Franc VQA | 750 | \$1.00 | goLOCAL |
| 439281 | Konzelmann Merlot VQA | 750 | \$2.00 | Shelf Extender |
| 442582 | Alexander Keiths IPA | 6 × 473 | \$1.00 | |
| 444497 | American Vintage Lemon Hard Iced Tea | 6 × 355 | \$1.00 | |
| 445825 | Jacob's Creek Moscato Rosé Sparkling | 750 | \$2.00 | Flex Space |
| 450452 | Smirnoff Ice Light Black Cherry & Soda | 4 × 355 | \$1.00 | Discovery Extender, FSN |
| 450932 | Jose Cuervo Tradicional Reposado | 750 | \$3.25 | S1 Front Entrance Table |
| 451336 | Tom Gore Cabernet Sauvignon | 750 | \$2.00 | |
| 454686 | Captain Morgan 100 Proof | 750 | \$2.00 | End Aisle |
| 456095 | Ketel One Vodka | 750 | \$3.00 | Shelf Extender |
| 458273 | Great Lakes Octopus Wants To Fight IPA | 473 | \$0.30 | Mini Thematic |
| 459818 | Sapporo | 6 × 500 | \$2.00 | |
| 459917 | Peller Family Vineyards Rosé | 1500 | \$1.50 | |
| 462432 | Piper-Heidsieck Brut Champagne | 750 | \$4.00 | Feature Fixture A |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|--------|---|-----------|--------|---|
| 464149 | Vint Bourbon Barrels Cab Sauv By Robert Mondavi | 750 | \$2.00 | |
| 467662 | Strewn Two Vines Riesling Gewurztraminer VQA | 750 | \$1.00 | Comm. Extender |
| 467811 | Ruffino Prosecco | 750 | \$2.00 | Feature Fixture A |
| 470062 | Yalumba Y Series Viognier | 750 | \$2.00 | Shelf Extender |
| 471318 | Remy Pannier Sauvignon Blanc Igp Val De Loire | 750 | \$1.00 | W6 |
| 478727 | >Catena Malbec Mendoza | 750 | \$2.00 | |
| 479014 | > (V) Gran Feudo Reserva | 750 | \$2.00 | VL1 |
| 480624 | Woodford Reserve Distiller's Select Bourbon | 750 | \$5.00 | |
| 481515 | Bench Brewing Balls Falls Session IPA | 473 | \$0.30 | Mini Thematic |
| 482729 | Bulleit Bourbon | 375 | \$1.00 | |
| 486142 | Sleeman Clear 2.0 Shrink Pack | 6 × 473 | \$2.00 | |
| 487694 | La Marca Prosecco Doc | 750 | \$2.00 | Feature Fixture A, Value Add, Wine Fridge |
| 491829 | Southern Comfort | 1140 | \$4.00 | Shelf Extender |
| 492116 | Folonari Pinot Grigio Delle Venezie Doc Bib | 3000 | \$5.00 | |
| 492314 | Vieni Bruce Trail White VQA | 750 | \$1.00 | |
| 492959 | Roséhall Run Pixie Sparkling Rosé VQA | 750 | \$2.00 | Mini Thematic |
| 500512 | Captain Morgan Original Spiced Rum | 750 | \$1.00 | End Aisle |
| 501551 | Alaris Trapiche Malbec | 750 | \$2.00 | Comm. Extender |
| 506691 | Wolf Blass Yellow Label Shiraz | 750 | \$2.00 | Shelf Extender |
| 508572 | Flying Monkeys Juicy Ass IPA | 473 | \$0.20 | Shelf Extender |
| 513044 | Henderson's Brewing Co. Henderson's Best | 473 | \$0.40 | Mini Thematic |
| 516880 | Mill Street Original Organic Lager | 6 × 473 | \$2.00 | |
| 520312 | Bacardi Gold (P.E.T) | 1750 | \$2.00 | |
| 520353 | Bacardi Spiced Rum | 750 | \$1.00 | Shelf Extender |
| 523688 | Bodacious Smooth White Bag In Box | 4000 | \$3.00 | |
| 525188 | Peroni Nastro Azzurro | 6 × 330 | \$1.00 | EZH, FSM |
| 530261 | Casal Garcia Vinho Verde, Do | 750 | \$1.00 | Shelf Extender |
| 534263 | Beringer Founders Estate Cabernet Sauvignon | 750 | \$2.00 | Shelf Extender |
| 536565 | Lily Sparkling Rosé VQA | 750 | \$1.00 | Feature Fixture A |
| 541243 | Creemore Springs Premium Lager | 6 × 473 | \$1.45 | Shelf Extender |
| 541961 | Three Thieves Cabernet Sauvignon | 750 | \$2.00 | Shelf Extender |
| 554469 | Guinness Draught | 8 × 440 | \$2.00 | |
| 557470 | Empress 1908 Gin | 750 | \$2.00 | End Aisle |
| 560532 | Strongbow Cider | 500 | \$0.25 | |
| 561381 | Pelee Island Pinot Grigio Bag In Box | 3000 | \$4.00 | |
| 564674 | Masi Modello Pinot Grigio Delle Venezie Doc | 750 | \$3.00 | |
| 568287 | No Boats On Sunday Cider | 500 | \$1.00 | |

Limited Time Offers

| LCBO# | Description | Size (mL) | LTO | Display Program |
|--------|--|-----------|--------|-----------------------|
| 573956 | Tanqueray Flor De Sevilla | 750 | \$2.00 | Front Nesting Table |
| 574533 | Magnotta Pinot Grigio Venture Series VQA | 750 | \$2.00 | End Aisle |
| 575357 | Amsterdam 3 Speed Lager | 568 | \$0.30 | |
| 581256 | Absolut Rainbow Limited Edition Bottle | 750 | \$1.80 | |
| 582825 | Peller Family Reserve Chardonnay VQA | 750 | \$1.00 | Shelf Extender |
| 589010 | Mezzacorona Pinot Grigio Trentino | 1500 | \$3.00 | Green Extender |
| 589051 | Peller Family Vineyards Dry White | 4000 | \$2.00 | |
| 589549 | Clausthaler Premium Non Alcoholic | 500 | \$0.20 | |
| 590414 | >Oyster Bay Pinot Noir Marlborough | 750 | \$3.00 | Middle Nesting Table |
| 594200 | Peninsula Ridge Inox Chardonnay VQA | 750 | \$1.00 | |
| 600163 | Tanqueray No. Ten Gin | 750 | \$5.00 | Front Nesting Table |
| 604926 | Prince Igor Extreme Vodka (P.E.T) | 750 | \$1.00 | Shelf Extender |
| 617662 | Diabolica Red VQA | 750 | \$1.00 | Comm. Extender |
| 620583 | Dragani Pinot Grigio Trebbiano | 2000 | \$2.00 | Shelf Extender |
| 623322 | Peller Family Vineyards Sauvignon BI | 4000 | \$3.00 | |
| 623678 | Carolans Irish Cream | 1140 | \$3.00 | |
| 633578 | Jacob's Creek Pinot Grigio | 750 | \$2.50 | Flex Space |
| 636068 | Malfy Gin Rosa | 750 | \$3.00 | |
| 638734 | Deep Eddy Lemon | 750 | \$1.00 | |
| 639047 | Wolfhead Grapefruit Vodka | 750 | \$2.50 | |
| 649749 | Castillo De Almansa Reserva | 1500 | \$3.00 | Shelf Extender |
| 650325 | >Kim Crawford Hawke's Bay Rosé | 750 | \$2.00 | Middle Nesting Table |
| 669457 | Peller Family Vineyards Shiraz Bag In Box | 4000 | \$3.00 | |
| 669473 | Peller Family Vineyards Pinot Grigio | 1500 | \$2.00 | |
| 694208 | >Perez Cruz Reserva Cabernet Sauvignon | 750 | \$2.00 | |
| 697623 | Michelob Ultra | 6 × 355 | \$1.00 | Seasonal Block Pile A |
| 697797 | Salvador's Original Margarita (P.E.T) | 1750 | \$2.00 | |
| 708305 | >Francis Coppola Diamond Collection Chardonnay | 750 | \$2.00 | Wine Fridge |
| 734681 | 20Pinot Noir Marlborough (Spy Valley) | 750 | \$2.00 | |
| 744235 | (V)Cab Sauv Est Clare Vly (Wakefield) | 750 | \$2.00 | |
| 894014 | El Dorado Demerara 5 Year Old Rum | 750 | \$2.50 | Shelf Extender |
| 906628 | Coors Light | 6 × 355 | \$1.00 | |
| 921296 | Wellington Helles Lager | 473 | \$0.25 | |
| 958975 | >Mer Soleil Reserve Chardonnay | 750 | \$3.00 | End Aisle |
| 980482 | 21 Pinot Noir Julia's Vyd.Cambria (Jackson) | 750 | \$5.00 | |

Aeroplan Offers

| LCBO# | Description | Size (mL) | BAP |
|-------|---|-----------|-----|
| 935 | Captain Morgan White Rum | 750 | 60 |
| 943 | Mouton Cadet Bordeaux Red Aoc | 750 | 80 |
| 2527 | Mouton Cadet Bordeaux White Aoc | 750 | 80 |
| 10912 | Gran Centenario Anejo | 750 | 180 |
| 11248 | Baileys Espresso | 750 | 60 |
| 11573 | Vodkwo | 750 | 60 |
| 11928 | Gato Negro Chardonnay | 1500 | 80 |
| 12596 | Empress Gin | 375 | 50 |
| 13244 | Brockmans Gin | 750 | 150 |
| 14754 | Whitley Neil Handcrafted Blood Orange Gin | 750 | 100 |
| 15152 | Rodenbach Classic | 500 | 25 |
| 16079 | Martini Fiero | 750 | 60 |
| 16363 | Cono Sur Pinot Noir Organic | 750 | 100 |
| 16551 | Olmecca Altos Tequila Reposado | 750 | 160 |
| 16553 | Hornitos Reposado Tequila | 375 | 125 |
| 17760 | 19 Crimes Pinot Noir | 750 | 100 |
| 18574 | Jim Beam Honey | 750 | 200 |
| 18575 | Jim Beam Red Stag | 750 | 200 |
| 19000 | Captain Morgan Dark Rum (P.E.T) | 375 | 30 |
| 19239 | Porta 6 White | 750 | 95 |
| 19388 | Bombay Bramble | 750 | 100 |
| 19981 | No Boats On Sunday Peach Cider | 473 | 20 |
| 20624 | 19 Crimes Snoop Dogg Cali Rosé | 750 | 100 |
| 20807 | Tribute Cabernet Sauvignon | 750 | 100 |
| 20995 | Bottega Prosecco Rosé Doc Spumante Brut, Veneto | 750 | 90 |
| 21378 | Jim Beam White Label Bourbon | 750 | 60 |
| 21442 | Honest Lot Cabernet Sauvignon | 750 | 50 |
| 21544 | Smirnoff Pink Lemonade | 750 | 60 |
| 22192 | Grant's Triplewood 12YO | 750 | 200 |
| 22296 | Ck Mondavi Cabernet Sauvignon | 750 | 100 |
| 22297 | Ck Mondavi Chardonnay | 750 | 100 |
| 23877 | Sprucewood Beach Glass White VQA | 750 | 100 |
| 24319 | Dillon's Tangerine, Lemon & A Hint Of Mint | 473 | 15 |
| 24346 | Jack Daniels Tennessee Honey Lemonade | 473 | 20 |
| 24492 | Lolea No2 White Sangria | 750 | 80 |
| 25037 | No Boats On Sunday Original Cider | 6 × 473 | 100 |
| 25043 | Lost Craft Coastal Wave IPS | 473 | 10 |
| 25046 | High Park Rings Of Saturn IPA | 473 | 10 |
| 25083 | Pump House Crafty Radler Blood Orange Peach | 473 | 25 |

Aeroplan Offers

| LCBO# | Description | Size (mL) | BAP |
|-------|---|-----------|------|
| 25104 | Luksusowa Vodka | 1750 | 300 |
| 25554 | Dirty Devil Vodka | 750 | 150 |
| 27678 | Patron Reposado | 375 | 100 |
| 30083 | Don Julio 70th | 750 | 250 |
| 30331 | Myers's Original Dark Rum | 750 | 200 |
| 30340 | Guinness Nitro Cold Brew Coffee Beer | 4 × 440 | 40 |
| 30716 | Hendrick's Flora Adora | 750 | 200 |
| 30729 | Bombay Citron Presse | 750 | 100 |
| 31267 | Blackfly Gin Grapefruit Greyhound Cocktail | 473 | 10 |
| 31345 | Brock Street Tropical Thunder New England IPA | 473 | 10 |
| 31480 | Coldstream Peach Iced Tea | 473 | 10 |
| 31722 | Carolans Peanut Butter | 750 | 100 |
| 31808 | Orso Bruno Old Vine Zinfandel | 750 | 50 |
| 31828 | Johnnie Walker Double Black | 750 | 180 |
| 32165 | Molson Cold Shots 6.0 | 473 | 20 |
| 32743 | Patron El Cielo | 700 | 500 |
| 32794 | Mindful Pinot Grigio Vidal VQA | 750 | 40 |
| 33147 | Arniston Bay Sauvignon Blanc | 750 | 100 |
| 33148 | Arniston Bay Shiraz | 750 | 100 |
| 33200 | Smirnoff Spicy Tamarind | 750 | 60 |
| 33954 | Founder's Original Tequila Cocktail Box | 8 × 355 | 52 |
| 34430 | Rh Phillip Toasted Head Cabernet Sauvignon | 750 | 100 |
| 36198 | Railway City Whistle Stop Hazy Pale Ale | 473 | 8 |
| 36403 | Chivas Royal Salute 21YO Lunar New Year Edition | 700 | 1000 |
| 36440 | Empress Elderflower Rose Gin | 750 | 100 |
| 36443 | Hendrick's Grand Cabaret | 750 | 200 |
| 36450 | Alberta Pure Vodka | 750 | 200 |
| 36575 | Absolut Berry Vodkarita | 355 | 5 |
| 36577 | Malibu Pina Colada | 355 | 5 |
| 36587 | Georgian Bay Tropical Smash Passionfruit | 473 | 8 |
| 36595 | Sandbagger Mixer Pack | 12 × 355 | 60 |
| 36597 | Seagram 13 Long Island Iced Tea | 355 | 20 |
| 36600 | Seagram 13 Cosmopolitan | 355 | 20 |
| 36601 | Storyteller Singapore Sling | 355 | 10 |
| 36604 | Crazy Uncle Strawberry Cream Soda | 473 | 10 |
| 36612 | White Claw Surge Green Apple | 473 | 15 |
| 36617 | Vizzy Max Exotic Twist Variety Pack | 12 × 355 | 60 |
| 36620 | Twisted Tea Slightly Sweet Blueberry | 473 | 15 |
| 36628 | Truly Berry Mixed Pack | 12 × 355 | 50 |

Aeroplan Offers

| LCBO# | Description | Size (mL) | BAP |
|--------|---|-----------|-----|
| 36636 | Social Lite Classics Tom Collins | 355 | 5 |
| 36642 | Matt & Steve's Caesar Sippers | 4 × 213 | 50 |
| 36646 | Jaw Drop Black Cherry Bombade | 473 | 25 |
| 36652 | Smirnoff Ice Tea Lemon | 473 | 10 |
| 36655 | Arizona Hard Peach Iced Tea | 473 | 30 |
| 36674 | Absolut Cocktail Vodka Mojito | 750 | 100 |
| 36682 | Malibu Pineapple Bay Breeze | 1000 | 80 |
| 37116 | Willibald Cherry Spritz | 355 | 10 |
| 37157 | Ole Margarita | 355 | 15 |
| 37301 | Madri Excepcional | 6 × 473 | 40 |
| 37876 | Smirnoff Peach Lemonade | 750 | 60 |
| 49726 | Yukon Jack | 750 | 120 |
| 54213 | Alberta Premium Whisky (P.E.T) | 1750 | 200 |
| 68254 | Yellow Tail Pinot Grigio | 750 | 100 |
| 89862 | Girls' Night Out Rosé VQA | 750 | 60 |
| 95935 | Grey Goose Vodka | 750 | 200 |
| 110031 | Sandbanks Estate Dunes White VQA | 750 | 50 |
| 111526 | Nederburg Cabernet Sauvignon | 750 | 100 |
| 113241 | Cazadores Anejo Tequila | 750 | 100 |
| 125187 | Cazadores Reposado Tequila | 750 | 100 |
| 131391 | Smirnoff Vodka (P.E.T) | 1140 | 75 |
| 142364 | Side Launch Northbound Lager | 473 | 20 |
| 155051 | Masi Campofiorin Igt | 750 | 150 |
| 158014 | Flor De Cana Centenario 12 Rum | 750 | 200 |
| 170142 | Zonin Valpolicella Ripasso Superiore Doc | 750 | 100 |
| 175034 | Girls' Night Out Strawberry Samba | 750 | 50 |
| 180695 | St-Germain Elderflower Liqueur | 750 | 100 |
| 191866 | Pknt Cabernet Sauvignon Reserve | 750 | 75 |
| 194191 | Villa Sandi Prosecco Il Fresco, Doc Treviso | 375 | 50 |
| 213983 | >Cave Spring Blanc De Blancs Brut VQA | 750 | 150 |
| 215038 | Gibson's Finest Sterling Edition | 1750 | 200 |
| 216929 | Smirnoff Vodka | 1140 | 75 |
| 217067 | Galliano Vanilla | 375 | 100 |
| 217125 | Sauza Silver | 1140 | 300 |
| 217257 | Sailor Jerry Spiced Rum | 1140 | 150 |
| 222877 | >Caymus Napa Valley Cabernet Sauvignon | 750 | 300 |
| 225557 | >Eradus Sauvignon Blanc | 750 | 50 |
| 229583 | Kronenbourg 1664 Blanc | 6 × 330 | 60 |
| 230565 | Cono Sur Chardonnay Organic | 750 | 100 |

Aeroplan Offers

| LCBO# | Description | Size (mL) | BAP |
|--------|--|-----------|-----|
| 231282 | >Ken Forrester Old Vine Reserve Chenin Blanc | 750 | 75 |
| 254722 | Silent Sam Vodka | 1140 | 75 |
| 258699 | >J.Lohr Riverstone Chardonnay | 750 | 100 |
| 270017 | Jacob's Creek Reserve Chardonnay | 750 | 100 |
| 271338 | Bacardi Superior White Rum (P.E.T) | 200 | 50 |
| 272708 | Grey Goose Vodka | 200 | 50 |
| 276816 | Fonseca White Port | 750 | 40 |
| 277186 | Zonin Prosecco Brut 1821 Doc | 750 | 100 |
| 284539 | Trius Brut VQA | 750 | 100 |
| 296228 | Calvados Boulard Pays D'Auge | 750 | 200 |
| 316844 | Bombay Sapphire London Dry | 750 | 100 |
| 321448 | Cono Sur Bicicleta Chardonnay | 750 | 100 |
| 329342 | Prince Igor Vodka (P.E.T) | 375 | 40 |
| 337949 | Heineken Lager | 500 | 10 |
| 356857 | Hine Rare VSOP | 750 | 300 |
| 363986 | Cazadores Blanco Tequila | 750 | 100 |
| 366534 | The Kraken Black Spiced Rum | 375 | 60 |
| 367698 | >Boschendal 1685 Chardonnay | 750 | 100 |
| 373985 | >(V)Cote Des Rosés Rosé Languedoc (Gerard Bertrand | 750 | 100 |
| 374520 | Angry Orchard Hard Crisp Apple | 6 × 355 | 40 |
| 380303 | Smirnoff Blueberry Flavoured Vodka | 750 | 60 |
| 392654 | Apothic Dark Red | 750 | 100 |
| 395384 | >(V)Belaire Sparkling Rosé (Sovereign Brands) | 750 | 120 |
| 397539 | Boodles Gin | 750 | 150 |
| 397976 | Dr. McGillicuddy Intense Peach | 375 | 40 |
| 398016 | Dr. McGillicuddy Intense Peach | 750 | 120 |
| 403519 | Crown Royal Apple | 750 | 60 |
| 407478 | Jaw Drop Squirting Oranges | 473 | 25 |
| 407668 | Shiny Apple Cider | 473 | 15 |
| 408286 | Lolea No 1 Red Sangria Spain | 750 | 80 |
| 410803 | D'Usse VSOP | 750 | 200 |
| 413294 | Grey Goose Le Citron | 750 | 100 |
| 414144 | Essay Chenin Blanc Viognier Roussanne | 750 | 80 |
| 419770 | >Wines Of Substance Cabernet Sauvignon | 750 | 100 |
| 419945 | 13th Street Burger Blend Gamay Pinot Noir VQA | 750 | 50 |
| 425686 | Casamigos Tequila Anejo | 750 | 225 |
| 436279 | Hornitos Plata | 750 | 300 |
| 439661 | Fireball (P.E.T) | 200 | 40 |
| 446625 | Beatties Farm Crafted Vodka | 750 | 100 |

Aeroplan Offers

| LCBO# | Description | Size (mL) | BAP |
|--------|--|-----------|-----|
| 447953 | Fireball Whisky Shooter | 750 | 180 |
| 454074 | Olmecca Altos Plata | 750 | 160 |
| 454900 | Captain Morgan Pineapple Flavoured Rum Liquor | 750 | 60 |
| 456350 | Fireball Cinnamon Whisky | 1750 | 300 |
| 468181 | Brock Street Blonde | 473 | 20 |
| 469304 | 13th Street Burger Blend Ries. P. Grigio VQA | 750 | 50 |
| 476911 | Crown Royal Vanilla | 750 | 60 |
| 478909 | Blue Moon | 473 | 20 |
| 481614 | Ciroc Apple | 750 | 100 |
| 485144 | Inniskillin Sauvignon Blanc Niagara Est Series VQA | 750 | 50 |
| 513077 | Glenfiddich Project XX Experimental Series | 750 | 400 |
| 520320 | Bacardi Superior | 1140 | 100 |
| 531400 | Estrella Damm | 500 | 30 |
| 541755 | Spirit Of York Vodka | 750 | 150 |
| 552562 | >(V) Three Of Hearts Rosé | 750 | 100 |
| 553792 | Cono Sur Cabernet Sauv Carmenere Syrah Organic | 750 | 100 |
| 556753 | Pump House Crafty Radler | 473 | 25 |
| 563122 | Le Fat Bastard Shiraz Pays D'Oc | 750 | 100 |
| 565713 | Reif Estate Cabernet/Merlot VQA | 750 | 100 |
| 572453 | Adesso Merlot D'Italia | 750 | 50 |
| 573931 | Hendrick's Orbium Gin | 750 | 200 |
| 582973 | Bombay Sapphire London Dry | 1750 | 200 |
| 590364 | Alianca Terra Boa Tinto, Old Vines, Beira | 750 | 40 |
| 601765 | Malibu Coconut Rum | 375 | 60 |
| 603050 | The Glenlivet French Oak Reserve 15 Year Old | 750 | 300 |
| 605972 | Glenfiddich Single Malt 15 Year Old | 750 | 400 |
| 620617 | Collavini Pinot Grigio | 1500 | 150 |
| 620724 | Creekside Sauvignon Blanc VQA | 750 | 60 |
| 621227 | Straccali Chianti Docg | 750 | 50 |
| 621623 | Yellow Tail Cabernet Sauvignon | 750 | 100 |
| 624544 | Yellow Tail Shiraz | 750 | 100 |
| 627802 | Yellow Tail Chardonnay | 750 | 100 |
| 633354 | Longshot Pinot Grigio | 750 | 100 |
| 636092 | Gordon's Pink Gin | 750 | 60 |
| 636209 | Roku Gin | 750 | 400 |
| 637710 | Jackson-Triggs Shiraz | 750 | 50 |
| 643114 | Josh Cellars Sauvignon Blanc | 750 | 100 |
| 646729 | Bumbu Original Rum | 750 | 160 |

Aeroplan Offers

| LCBO# | Description | Size (mL) | BAP |
|--------|--|-----------|-----|
| 649723 | Adesso Merlot D'Italia | 1500 | 70 |
| 660241 | >Bonanza California Cabernet Sauvignon | 750 | 150 |
| 666594 | Siempre Tequila Anejo | 750 | 300 |
| 669200 | Ciao Pinot Grigio Organic Carton | 1000 | 100 |
| 669408 | Wolfhead Coffee Whisky Liqueur | 750 | 200 |
| 676841 | Red Stripe Lager | 6 × 330 | 30 |

Trade Copy Only

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) |
|--|---------------------------|--------|--------------------------------------|-----------|
| Mother's Day Card | End Aisle, BAP, Value-Add | 425686 | Casamigos Tequila Anejo | 750 |
| | | 386789 | Casamigos Tequila Blanco | 750 |
| | | 388694 | Casamigos Tequila Reposado | 750 |
| Mason Jar Glass | End Aisle, Value-Add | 27692 | Baileys S'Mores | 750 |
| | | 605956 | Baileys Irish Cream Liquor | 1140 |
| Receive a Miller Lite MLB baseball style T-Shirt with the purchase of 2 6 × 473 mL packs | EZA, Value-Add | 558940 | Miller Lite | 6 × 473 |
| | | 36592 | Nutrl 7 Mixed Pack | 12 × 355 |
| Nutrl Branded Stanley Water Bottle | EZD, Value-Add | 24407 | Nutrl The Mixed 12pk | 12 × 355 |
| | | 37082 | Nutrl Vodka Soda Tropical Mixed Pack | 15 × 355 |
| Beach Towel | EZH, FSM, Value-Add | 37646 | Peroni Nastro Azzurro Stile Capri | 6 × 330 |
| | | 96263 | Tanqueray London Dry Gin | 1750 |
| Glassware | Front Nesting Table | 111021 | Gordons Gin (P.E.T) | 1750 |
| | | 216721 | Tanqueray London Dry Gin | 1140 |
| | | 217166 | Gordons Gin | 1140 |
| Branded Malibu Beach Towel | Front Nesting Table | 217448 | Malibu Coconut Rum | 1140 |
| | | 601666 | Malibu Mango Rum Liqueur | 750 |
| NBA Glassware | Seasonal Block Pile A | 496968 | Michelob Ultra | 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 |
|--------|-----------------------------------|-----------|-----------------------------------|-----------------|
| 16859 | Dixon's Wicked Blueberry Gin | 750 | Wicked Citrus Gin 50 mL | |
| 27605 | Reifel Rye | 750 | Reifel Rye 50 mL | |
| 30834 | Canadian Club Classic 12 Year Old | 1140 | Reifel Rye 50 mL | |
| 184796 | Strongbow Cider | 8 × 440 | Bonus Can- Strongbow Ultra 330 mL | |
| 190363 | Prince Igor Vodka (P.E.T) | 1750 | Prince Igor Extreme 2 × 50 ml | |
| 216903 | Banff Ice Vodka | 1140 | Banff Ice 50 mL | |
| 217257 | Sailor Jerry Spiced Rum | 1140 | Hula Girl Air Freshener | BAP |
| 217687 | Canadian Club Premium | 1140 | Reifel Rye 50 mL | End Aisle |
| 311928 | Canadian Club Classic 12 Year Old | 750 | Reifel Rye 50 mL | |
| 350397 | Banff Ice Vodka | 750 | Banff Ice 50 mL | |
| 390583 | Canadian Club 100% Rye | 750 | Canadian Club 100% Rye 50 mL | |
| 454462 | Banff Ice Vodka (P.E.T) | 1750 | Banff Ice 2 × 50 mL | |
| 637504 | Hendrick's Gin | 750 | Branded Glassware | End Aisle |

Value-Added Program - Sales (Rep) Applied

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

| LCBO# | Description | Size (mL) | VA Approved | Display Program |
|-------|---|-----------|----------------------------------|---------------------|
| 117 | Bacardi Superior White Rum | 750 | Bacardi RTD 355 mL | End Aisle |
| 1487 | Crown Royal | 750 | Crown Canvas ON bags | End Aisle |
| 6502 | Cointreau | 750 | Tajin Spices | End Aisle, LTO |
| 13589 | Bacardi Lime | 750 | Bacardi RTD 355 mL | End Aisle |
| 13909 | Georgian Bay Canadian Whisky | 750 | Sapsucker Sparkling Water | |
| 16544 | St Remy Signature | 750 | Cointreau 50 mL | Comm. Extender |
| 19535 | Skyy Vodka | 1140 | Grand Marnier Cordon Rouge 50 mL | |
| 19749 | Teremana Blanco Tequila | 750 | Cointreau & Pineapple Juice | End Aisle |
| 19750 | Teremana Reposado Tequila | 750 | Cointreau & Pineapple Juice | End Aisle |
| 20799 | La Marca Prosecco Rosé Doc | 750 | La Marca Bespoke Gifting Bow | |
| 21996 | Aviation Gin | 1750 | Glassware | Front Nesting Table |
| 24435 | Bacardi Tropical | 750 | Bacardi RTD 355 mL | End Aisle |
| 27665 | Wayne Gretzky Butter Pecan Cream | 750 | Ice Storm Vodka 50 mL | |
| 29193 | Wolfhead Cinnamon Whisky Ddp | 750 | Vodka 50 mL | |
| 30104 | Malibu Coconut Rum | 1750 | Malibu Pina Colada 355 mL | Front Nesting Table |
| 30149 | Wayne Gretzky Double Barrel Oaked Whisky | 750 | Ice Storm Vodka 50 mL | |
| 31358 | High Noon Pool Pack | 8 × 355 | High Noon Branded Koozies | |
| 31587 | Polar Ice Berry Blizzard | 750 | Polar Ice Orange Blizzard 50 mL | |
| 31826 | Cottage Springs Ontario Peach Flavoured Vodka | 750 | Liquid 50 mL | |

Value-Added Program - Sales (Rep) Applied Continued

| LCBO# | Description | Size (mL) | VA Approved | Display Program |
|--------|--|-----------|---|-------------------------------------|
| 34534 | Shanky's Whip | 750 | Shanky's Whip 50 mL | |
| 36424 | Cottage Springs Raspberry Lemonade Flavoured Vodka | 750 | Liquid 50 mL | |
| 36455 | Cottage Springs Flavoured Vodka Mixed 4 Pack | 4 × 200 | Liquid 50 mL | |
| 36602 | High Noon Tequila Variety Pack | 8 × 355 | High Noon Branded Koozies | Seasonal Block Pile B |
| 36678 | Aperol Spritz Ready To Serve | 4 × 200 | Aperol Spritz Bottle Opener | End Aisle |
| 53082 | Alberta Pure Vodka (P.E.T) | 1750 | Bucket Hat | |
| 103341 | Canadian Club Premium (P.E.T) | 750 | Cocktail Cubes | End Aisle |
| 110049 | Sandbanks Estate Baco Noir VQA | 750 | Dog Treats & HSHPE Donation | |
| 114694 | Crown Royal | 1750 | Crown Peach 2 × 50 mL | End Aisle |
| 114934 | Golden Wedding (P.E.T) | 1750 | Carolans 50 mL | |
| 190363 | Prince Igor Vodka (P.E.T) | 1750 | Prince Igor Extreme 2 × 50 ml | |
| 192922 | Seagram's 83 | 1140 | Seagram's V.O. 2 × 50 mL | |
| 217257 | Sailor Jerry Spiced Rum | 1140 | Hula Girl Air Freshener | BAP |
| 217802 | Johnnie Walker Black Label | 1140 | Singleton 50 mL | End Aisle |
| 223529 | Appleton Estate V/X Signature Blend | 1140 | Appleton Estate 8Y O 50 mL | |
| 225938 | Lucid Absinthe Superieure | 750 | Absinthe Spoon | |
| 227413 | Iceberg Vodka | 1140 | Stalk & Barrel 50 mL | Shelf Extender |
| 231571 | Seagrams 83 (P.E.T) | 1750 | Fireball 200 mL | |
| 242339 | Alberta Pure Vodka (P.E.T) | 1140 | Bucket Hat | |
| 318683 | The Kraken Black Spiced Rum | 1140 | Colour Changing Cocktail Cup | End Aisle |
| 339168 | Bodacious Smooth White | 750 | Retro Sunglasses | |
| 363986 | Cazadores Blanco Tequila | 750 | St Germain 50 mL | BAP |
| 372219 | Sandbanks Pinot Grigio VQA | 750 | Dog Treats & HSHPE Donation with every purchase | Necktag |
| 398024 | Dr.McGilllicuddy Intense Peach | 1140 | Fireball 50 mL | |
| 413104 | Dillon's Dry Gin | 750 | RTD Value Add | |
| 414748 | Sandbanks Summer White VQA | 750 | Dog Treats & HSHPE Donation | |
| 431106 | Creekside Cabernet Merlot VQA | 750 | Fresh Sauvignon Blanc 200 mL | |
| 446021 | Bacardi Coconut Rum | 750 | Bacardi RTD 355 mL | End Aisle |
| 451195 | Jose Cuervo Especial Gold Tequila | 1750 | Cuervo Especial 2 × 50 mL | |
| 487694 | La Marca Prosecco Doc | 750 | La Marca Bespoke Gifting Bow | Feature Fixture A, LTO, Wine Fridge |
| 579979 | Bodacious Bubbles | 750 | Retro Sunglasses | |
| 605063 | Buffalo Trace Bourbon | 750 | Buffalo Trace 50 mL | |
| 637504 | Hendrick's Gin | 750 | Branded Glassware | End Aisle |
| 639880 | Bodacious Rosé | 750 | Retro Sunglasses | |
| 648402 | Bodacious Moscato | 750 | Retro Sunglasses | Wine Fridge |

Necktags

| LCBO# | Description | Size (mL) | NT Approved | Display Program |
|--------|---|-----------|---------------------------------------|-----------------|
| 19339 | Good Natured Merlot Gamay Noir VQA | 750 | Pollinator | LTO |
| 31979 | Calirosa Rosa Blanco | 750 | Mothers Day NeckTag | |
| 34260 | Sync Cabernet Sauvignon | 750 | Hello Fresh Contest Necktag | |
| 34261 | Sync Sauvignon Blanc | 750 | Hello Fresh Contest Necktag | |
| 35386 | >Kim Crawford Marlborough Sauvignon Blanc | 750 | New Low Price | |
| 130138 | >Meiomi Pinot Noir | 750 | PGA Tour Tickets Contest | Necktag Contest |
| 134965 | Open Riesling-Gewurztraminer VQA | 750 | New Low Price | |
| 140129 | Open Merlot VQA | 750 | New Low Price | |
| 175349 | Open Rosé VQA | 750 | New Low Price | |
| 178681 | Open Sauvignon Blanc VQA | 750 | New Low Price | |
| 211326 | Dujardin VSOP Brandy | 1140 | Cocktail Recipe | |
| 258699 | >J.Lohr Riverstone Chardonnay | 750 | New Label | Flex Space, BAP |
| 342428 | >Bonterra Cabernet Sauvignon Organic | 750 | Product Info | |
| 372219 | Sandbanks Pinot Grigio VQA | 750 | Donation to HSHPE with every purchase | Value Add |
| 461525 | 19 Crimes Cabernet Sauvignon | 750 | New Label Necktag | |
| 523027 | Open Dark Red VQA | 750 | New Low Price | |
| 572453 | Adesso Merlot D'Italia | 750 | Tree Canada Donation | End Aisle, BAP |

Beer Direct Delivery Products

| Program | LCBO# | Description | Size (mL) | Distributor | Force Allocated/ Store Order |
|---|--------|---|-----------|--|---------------------------------|
| Beer Excitement Zone - 21A (Plinth EZA) | 37284 | Miller Lite (275/TBS) | 6 × 355 | 275 - The Beer Store | Store Order |
| | 558940 | Miller Lite (275/TBS) | 6 × 473 | 275 - The Beer Store | Store Order |
| Beer Excitement Zone - 21B (New/Seasonal) | 38309 | Great Lakes Brewery - Octo Mix Pack (1929) | 4 × 473 | 1929 - Great Lakes Brewing Co. Inc. | Store Order |
| Beer Excitement Zone - 21C (End EZH) | 37646 | Peroni Nastro Azzurro Stile Capri (LCBO Warehouse) | 6 × 330 | 275 - The Beer Store | Store Order |
| | 525188 | Peroni Nastro Azzurro (LCBO Warehouse) | 6 × 330 | 275 - The Beer Store | Store Order |
| Beer Excitement Zone - 21D (End EZD) | 24407 | Nutrl The Mixed | 12 × 355 | | Store Order |
| | 36592 | Nutrl 7 Mixed Pack | 12 × 355 | | Store Order |
| | 37082 | Nutrl Vodka Soda Tropical Mixed Pack | 15 × 355 | | Store Order |
| Ontario Craft Beer End Aisle | 11226 | Whitewater Blood Moon Orange Sour (8454) | 473 | Whitewater Brewing | Store Order |
| | 20121 | Great Lakes Brewery - Great Lakes Lager (1929) | 473 | Great Lakes Brewing Co | Store Order |
| | 31448 | Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309) | 473 | Flying Monkeys Craft Brewery | Store Order |
| | 467324 | Broadhead Blueberry Blonde (4712) | 473 | Broadhead Brewing Company Ltd. | Store Order |
| | 497438 | Spearhead Hawaiian Pale Ale (86) | 473 | Spearhead Brewing Company | Store Order |
| | 557439 | Perth Brewery Calypso IPA (317) | 473 | Perth Brewery Ltd. | Store Order |
| | 10815 | Collective Arts Hazy State (LCBO Warehouse) | 473 | LCBO Warehouse | Store Order |
| | 26073 | Indie Ale House Marco Polo Italian Style Pilsner (789) | 473 | 789 - Indie Ale House | Store Order |
| End Aisle #10/Mini Thematic C | 34148 | Bobcaygeon Brewing Cottage Lager (462) | 473 | 462 - Bobcaygeon Brewing Company Limited | Store Order |
| | 37264 | IPA Fun Box, 8th Edition (5732) | 6 × 473 | 5732 - Refined Fool Brewing Company | Store Order |
| | 37570 | Cameron's Pastime Pilsner (413) | 473 | 413 - Cameron's Brewing Co. | Store Order |
| | 142364 | Side Launch Northbound Lager (3827) | 473 | 3827 - Side Launch Brewing | Store Order |
| | 458273 | Great Lakes Octopus Wants To Fight IPA (1929) | 473 | 1929 - Great Lakes Brewing Co. Inc. | Store Order |
| | 481515 | Bench Brewing Balls Falls Session IPA (798) | 473 | 798 - Bench Brewing Company | Store Order |
| | 513044 | Henderson's Brewing Co. Henderson's Best (798) | 473 | 798 - Bench Brewing Company | Store Order |



| Program | LCBO# | Description | Size (mL) | Distributor | Force Allocated/ Store Order |
|--------------------------|--------|---|-----------|--|---------------------------------|
| Seasonal Block Pile A | 1107 | Bud Light (275/TBS) | 473 | 275 - The Beer Store | Forced |
| | 284562 | Michelob Ultra (275/TBS) | 473 | 275 - The Beer Store | Forced |
| | 311779 | Bud Light (275/TBS) | 6 × 473 | 275 - The Beer Store | Forced |
| | 496968 | Michelob Ultra (275/TBS) | 6 × 473 | 275 - The Beer Store | Forced |
| | 697623 | Michelob Ultra (275/TBS) | 6 × 355 | 275 - The Beer Store | Forced |
| | 908665 | Bud Light (275/TBS) | 6 × 355 | 275 - The Beer Store | Forced |
| R57: Ontario Beer A | 271619 | Harp Lager (LCBO Warehouse) | 500 | LCBO Warehouse | Forced |
| R58: Ontario Beer B | 541243 | Creemore Springs Premium Lager (1757) | 6 × 473 | 1757 - Creemore Springs Brewery | Forced |
| R59: Beer 1 | 34048 | Thornbury Blue Mountain Light Lager (8609) | 473 | 8609 - Thornbury Village Inc. | Forced |
| R60: Beer 2 | 255380 | Pilsner Urquell (LCBO Warehouse) | 500 | LCBO Warehouse | Forced |
| R61: Beer 3 | 32064 | Strongbow Ultra Apple (LCBO Warehouse) | 6 × 330 | LCBO Warehouse | Forced |
| R62: Beer 4 | 508572 | Flying Monkeys Juicy Ass IPA (6309) | 473 | 6309 - Flying Monkeys Craft Brewery | Forced |
| D4: Discovery BSM 1 | 23047 | Figo Italian Pilsner (798) | 473 | 798 - Bench Brewing Company | Forced |

Questions?

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

Trade Copy Only

PERIOD 2

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|---|---------|-----------|----------|--------|---|
| APRIL 28 Start of Period 2 | 29 | 30 | MAY 1 | 2 | 3 | 4 |
| 5 ORTHODOX EASTER  HAPPY CINCO DE MAYO | 6 | 7 | 8 | 9 | 10 | 11 Vintages Release |
| 12  HAPPY MOTHER'S DAY | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 VICTORIA DAY (Offices and Stores are closed) | 21 | 22 | 23 | 24 | 25 End of Period 2 Vintages Release |
| 26 | 27 | 28 | 29 | 30 | 31 | |

LCBO