



**SUMMER
HOT LIST**

Period 6 Marketing & Product Guide
AUGUST 14 - SEPTEMBER 10, 2022

Period 6 Marketing & Product Guide

Participating DONE		Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 6	2	<input type="checkbox"/> <input type="checkbox"/> Display Program Wines Block Pile	37
<input type="checkbox"/> <input type="checkbox"/>	Operational Signage Safe Shopping Signage	3	<input type="checkbox"/> <input type="checkbox"/> Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture	38
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Beer & Cider Promotion	4	<input type="checkbox"/> <input type="checkbox"/> Period 6 End Aisles	40
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Rosé Wines Promotion	7	<input type="checkbox"/> <input type="checkbox"/> Beer Excitement Zone	48
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Operational Signage	8	<input type="checkbox"/> <input type="checkbox"/> Ontario Craft Beer End Aisle	50
<input type="checkbox"/> <input type="checkbox"/>	Signage Gallery	14	<input type="checkbox"/> <input type="checkbox"/> Craft Beer Imported Shelf Talkers	51
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	19	<input type="checkbox"/> <input type="checkbox"/> Ontario Wines	52
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF - FFA-A) Feature Fixture	20	<input type="checkbox"/> <input type="checkbox"/> Vintages	54
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	22	<input type="checkbox"/> <input type="checkbox"/> Gifting	58
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS-BSE) Entrance Table	24	<input type="checkbox"/> <input type="checkbox"/> Wine And Spirits Special Promotions Fixture (CE2)	59
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	26	<input type="checkbox"/> <input type="checkbox"/> Flex Space	61
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	27	<input type="checkbox"/> <input type="checkbox"/> Front End Merchandiser	64
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	28	<input type="checkbox"/> <input type="checkbox"/> Staff Picks Impulse Displays	67
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	29	<input type="checkbox"/> <input type="checkbox"/> Beer, Cider, RTD Impulse Displays	68
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBA) Block Pile A	32	<input type="checkbox"/> <input type="checkbox"/> The Cold Room Spirits Display (CM)	69
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBB) Block Pile B	33	<input type="checkbox"/> <input type="checkbox"/> The Cold Room Fireball Whisky Dispenser	70
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBC) Block Pile C	34	<input type="checkbox"/> <input type="checkbox"/> On Shelf	71
<input type="checkbox"/> <input type="checkbox"/>	Display Program (XBP) Block Pile D	35	<input type="checkbox"/> <input type="checkbox"/> Sold Space Worksheets	73
<input type="checkbox"/> <input type="checkbox"/>	Display Program Long Weekend Block Pile	36		

WHAT'S NEW FOR PERIOD 6



Promotional Programs

Aeroplan Beer Promotion

Period 6 Aeroplan Offers

Feature Fixture A: New products and offers for P6. Stores should maintain their P5 category sign, bin strips and box sign signage.

New & Seasonal Fixture: Rosé/Aeroplan

Entrance Table: Batched Brandy Old Fashioned

Mini Thematic A: Giftable: BBQ-ready bourbons

Mini Thematic B: New products and offers for P6. Stores should maintain their P5 category sign and backer card signage.

Mini Thematic C: Discover LCBO's Summer Hot List

Front Nesting Table: Easy: Just Mix And Serve

Middle Nesting Table: Mediterranean Wines

Block Pile A: Best For: Kicking Back

Block Pile B: Trending Big Flavours

Block Pile C: Great Buy: Spirits For Cocktails

Block Pile D: Cazadores Taco Truck

Long Weekend Super Sale (Sept 2-4)

Wines Block Pile

End Aisle Backer Cards

Front End Merchandiser

UPDATED Staff Picks Impulse Display

UPDATED Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display: New products and offers for P6. Stores should maintain their P5 A-frame sign.

P4-P6 Fireball Whisky Dispenser: Product will remain the same as P4 with new offer in P6.



Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VOA)

Flex Space

Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



Operational Signage

SAFE SHOPPING SIGNAGE

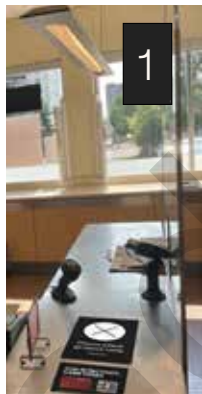
As regulations and mandates begin to ease in Ontario, we have taken the opportunity to reevaluate our Safe Shopping signage package. Some components may now be removed, and others will be updated to the new Black/White Operational colour scheme.

[Reference details on each sign, and instructions on how and where they should be placed on the Portal.](#)



Store Exterior & Entrance Components

- Operational Store Hours Decal
- Front Door “No Smoking/No Vaping” Decal
- Aeroplan Front Window Decal
- Front Door “Safe Shopping” Decal
- Window Sign Suction Cups & Holders



Vestibule & Cash Area Components

- Plexi Shields
- Hand Sanitizer Pump Decals
- “Cash Closed” Metal Frame Signs
- Cash Desk Decal
- “Please Place All Items Here” Cash Desk Decal
- Aeroplan 6”w x 8”h Cash Desk Decal
- [Cash Register Numbers: Reference details on cash register numbering rollout here](#)



Additional Components

- “Line Up Here” Metal Stand Sign
- Kitchen Safety Priority Poster
- Backroom/Office Safety Priority Poster
- Generic Store Temporarily Closed Sign

Aeroplan BEER & CIDER PROMOTION

Overview

During P6, customers can earn **100 Bonus Aeroplan Points when they buy any 8 participating Beer or Cider products.** This offer applies to any combination of 8 SKUs from the participating sku list.

Key Dates (Period 5 - Period 6)

Important Note: There are new participating products and offers in P6. Stores are to reuse the P5 "Earn 100 Bonus Points" signage for the Beer & Cider promotion.

Participating Stores

All Stores

Participating Products

Aeroplan Offer: 100 Bonus Aeroplan Points when you buy any 8 participating Beer or Cider products.

LCBO#	Description	Size (mL)	Aeroplan Offers
12457	Magnotta Brewery Grupetto Light Lager	473	10
16282	Magnotta Small Batch Peach Cider	473	12
16430	Hobgoblin IPA	500	12
16903	Storyteller Lager	473	15
17851	Stella Artois	6 x 355	30
17853	Corona Extra	473	5
18170	Czechvar Dark Lager	500	12
19965	Chill Street Afternoon Delight Cider	473	5
20137	Hop City Misfit Mango Passionfruit IPA	473	26
22089	Hop Valley Bubble Stash	473	27
25670	Hop City Hopper Creamsicle	473	25
26164	Lagunitas IPA	500	10
143891	Peroni Nastro Azzurro	500	5
148007	Czechvar Premium Lager	500	12
159202	Young's Double Chocolate Stout	440	12
271619	Harp Lager	500	10
337949	Heineken Lager	500	27
377275	Innis & Gunn Lager	500	24
439828	Wells IPA	500	12
471417	Mascot Pilsner	473	5
488429	Hobgoblin Ruby Ale	500	12

LCBO#	Description	Size (mL)	Aeroplan Offers
506741	Kronenbourg 1664	500	10
516682	Wells Banana Bread	500	12
518795	Omnipollo IPA	473	20
531400	Estrella Damm	500	25
536227	Guinness Hop House 13	500	10
556720	Warsteiner Premium Pilsener	500	22
560532	Strongbow Cider	500	26
609248	Moosehead Radler	473	23
616540	Dos Equis Lager	6 x 355	40
666917	Creemore Premium Lager	473	27
667808	Hoegaarden	500	5

ALL STORES

All stores will be participating with bin ticket extension and perpendicular shelf talkers.

Important Note: There are new participating products and offers in P6. Stores are to reuse the P5 "Earn 100 Bonus Points" signage for the Beer & Cider promotion.

Signage Components & Merchandising Instructions

Components

Image

In-section Bin Ticket Extension

English Re-order# 23P5-APB4

Bilingual Re-order# 23P5-APB5

- Stores are to reuse the "Earn 100 Bonus Points" bin ticket extension signage that was provided in P5.
- Install the bin ticket extensions in front of participating products to highlight the participating Beer products in-section.



In-section Perpendicular Shelf Talker

English Re-order# 23P5-APB2

Bilingual Re-order# 23P5-APB3

- Stores are to reuse the "Earn 100 Bonus Points" perpendicular shelf talker signage that was provided in P5.
- Install the perpendicular shelf talkers throughout the Beer section to raise awareness of the Aeroplan Offer.



8-PACK CARRIER STORES

Select stores received an updated Aeroplan 8-pack carrier and header sign in P5.

Aeroplan 8-Pack Merchandiser Header Sign

English Re-order# 23P5-BCS1

Bilingual Re-order# 23P5-BCS2

- **This sign replaces the operational header sign until the end of P6.**
- Continue to display the Aeroplan header sign.
- **NOTE:** Operational header signs should be kept in a safe place for re-use in P7. Header Signs will be available for reorder at Customer Care Retail Support if any become lost or damaged.



Aeroplan Header Sign
(Install for P5 & P6)



Aeroplan 8-Pack Carrier

- **The Aeroplan 8-Pack Carrier was shipped to participating stores in P5. No additional inventory is available.**
- Display the Aeroplan 8-Pack carriers on the metal merchandiser for both Period 5 & Period 6.
- Fill the merchandiser with flat/unfolded carriers on all hooks, on both sides. Position the metal merchandiser in a prominent location near the front of your beer or RTD sections.



DISCRETIONARY END AISLE STORES

Use the end aisle backer card that was provided in P5 to build a display with the participating Beer products on an available discretionary promo end aisle.

Important Note: There are new participating products and offers in P6. Stores are to reuse the P5 "Earn 100 Bonus Points" signage for the Beer & Cider promotion.

1, 3, 4, 5, 6, 10, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 153, 154, 156, 164, 165, 167, 168, 171, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 208, 209, 210, 211, 212, 214, 217, 218, 226, 227, 228, 233, 234, 242, 243, 244, 249, 252, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 311, 312, 321, 324, 325, 329, 334, 340, 343, 344, 345, 346, 353, 355, 358, 359, 360, 361, 367, 368, 371, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 416, 417, 425, 428, 431, 434, 436, 437, 444, 445, 452, 456, 457, 459, 465, 469, 470, 485, 486, 490, 491, 494, 495, 497, 500, 501, 505, 521, 522, 526, 532, 533, 534, 537, 539, 540, 544, 545, 547, 549, 551, 553, 554, 555, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 632, 634, 635, 639, 641, 642, 644, 645, 646, 648, 649, 652, 653, 654, 655, 657, 658, 660, 661, 671, 676, 677, 680, 684, 686, 693, 694, 698, 699, 700, 702, 703, 741, 747, 748, 749, 751, 755, 758, 771, 776

End Aisle Backer Card

English/Bilingual Re-order# 23P5-APB1

- Stores are to reuse the "Earn 100 Bonus Points" backer card signage that was provided in P5.
- Use the end aisle backer card to build a display with the participating Beer products on an available discretionary promo end aisle.



Aeroplan ROSÉ WINES PROMOTION

Customers can earn **40 Bonus Aeroplan Points when you spend \$40 or more on Rosé wines**. This offer applies to all Rosé wines, including Vintages.

All stores will be participating with bin ticket extension and perpendicular shelf talkers. Feature Fixture B & Flex Space FSA stores will receive additional signage components in support of the Aeroplan offer. Refer to the Feature Fixture B & Flex Space sections for more details.

Key Dates (August 14 - September 10, 2022)

Participating Stores

All Stores

Participating Products

All Rosé wines

Aeroplan Offer: 40 Bonus Aeroplan Points when you spend \$40 or more on Rosé wines

Signage Components & Merchandising Instructions

Components

Image

In-section Bin Ticket Extension

English Re-order# AIM-23P6-APR3

Bilingual Re-order# AIM-23P6-APR4

- Install the bin ticket extensions in front of participating products to highlight the participating Rosé products in-section.



In-section Perpendicular Shelf Talker

English Re-order# AIM-23P6-APR1

Bilingual Re-order# AIM-23P6-APR2

- Install the perpendicular shelf talkers throughout the Rosé section to raise awareness of the Aeroplan Offer.



Aeroplan

OPERATIONAL SIGNAGE

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores.

The participating products and Aeroplan offers will change every period promotional Period. The operational signage is to remain in place until further notice.

P6 Aeroplan Offers Key Dates (August 14 - September 10, 2022)

Participating Stores

All Stores

Signage Components & Merchandising Instructions

NEW Period 6 Pre-Printed Aeroplan Shelf Talkers English/Bilingual Re-order # AIM-23P6-ANS

- Install the Aeroplan shelf talkers in-section and on applicable displays.



Aeroplan Exterior Banners

English Re-order# 23OP-AP6/Bilingual Re-order# 23OP-AP7

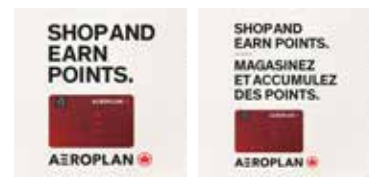
- Continue to display the Aeroplan Exterior Banner.



Aeroplan Front Door Decal

English Re-order# 23OP-AP10/Bilingual Re-order# 23OP-AP11

- Continue to display the 8x8 decal on the left side of the second door.



Aeroplan Seasonal Banner Insert

English Re-order# 23OP-AP3/Bilingual Re-order# 23OP-AP4

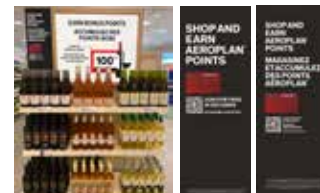
- Continue to display the Aeroplan Seasonal Banner Insert.



End Aisle Blade Sign (English/Bilingual)

- Continue to display the Blade Signs on every other End Aisle, beginning at End Aisle #2.

English Re-order# 23OP-AP8 / Bilingual Re-order# 23OP-AP9



Signage Components & Merchandising Instructions

Aeroplan Generic End Aisle Backer Card English/Bilingual Re-order# 23OP-AP5

- Generic Aeroplan backer card should be installed on end aisles with Aeroplan offers.



Aeroplan In-section Perpendicular Shelf Talker English Re-order# 23OP-AP14/Bilingual Re-order# 23OP-AP15

- Perpendicular shelf talkers should be installed in-section - throughout the store, using a perpendicular shelf clip (PSTC201404).
- Shelf Talkers should be installed every 12' on each gondola run.



Aeroplan Cash Desk Decal English Re-order# 23OP-AP12/Bilingual Re-order#23OP-AP13

- Continue to display the Aeroplan decal on the Cash Counter.



Bonus Aeroplan Points Perpendicular Shelf Talkers English Re-order # 22OP-AP1/Bilingual Re-order # 22OP-AP2

- Install the Bonus Aeroplan Points shelf talkers with the Aeroplan Perpendicular Shelf Talkers in-section and on applicable displays, using a perpendicular shelf clip (PSTC201404).



Period 6 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
307	Seagrams V.O.	750	150
570	Beefeater Dry	750	50
620	Silk Tassel Canadian Whisky	750	100
2527	Mouton Cadet Bordeaux White Aoc	750	60
3558	Gibson's Finest Rare 12 Years Old	750	100
5009	Lamb's White Rum	750	150
5041	Ballantine's	375	40
7617	Chivas Regal 12 Year Old	750	110
12457	Magnotta Brewery Grupetto Light Lager	473	10
13295	Matua Sauvignon Blanc Hawke's Bay	1500	60
14354	Appleton Estate 8YO Reserve	750	75
14355	Appleton Estate 12YO Rare	750	100
15285	Thalia Red Syrah-Kotsifali	750	50
16225	Bees Knees	355	15
16282	Magnotta Small Batch Peach Cider	473	12
16430	Hobgoblin IPA	500	12
16546	On The Rocks Hornitos Margarita	375	100
16580	Maker's Mark	1140	100
16785	Peller Family Vineyards Light Pinot Grigio	750	30
16903	Storyteller Lager	473	15
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	50
17851	Stella Artois	6 × 355	30
17853	Corona Extra	473	5
18170	Czechvar Dark Lager	500	12
19143	Tempo Gin Smash Strawberry Lemon	473	20
19339	Good Natured Merlot Gamay Noir VQA	750	80
19415	Mataroa Mediterranean Dry Gin	750	250
19921	Luccarelli Puglia Bianco Igp	750	25
19965	Chill Street Afternoon Delight Cider	473	5
20137	Hop City Misfit Mango Passionfruit IPA	473	26
20782	Dewar's White Label	1750	120
21442	Honest Lot Cabernet Sauvignon	750	45
21474	Bread & Butter Cabernet Sauvignon	1500	60
22089	Hop Valley Bubble Stash	473	27
24350	Mott's Clamato Caesar Reserve	341	5
24378	Mikes Hard Tea	473	20
24410	Landshark Seltzer Passionfruit Strawberry	473	5
24492	Lolea No2 White Sangria	750	25
25104	Luksusowa Vodka	1750	200
25219	Taylor Fladgate Chip Dry & Tonic	250	10
25315	Topo Chico Strawberry Guava	473	8
25515	Saintly Sparkling Brut VQA	750	70
25517	Peller Family Reserve Rosé Bubbles VQA	750	80
25670	Hop City Hopper Creamsicle	473	25
26164	Lagunitas IPA	500	10

Period 6 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
26577	Duval-Leroy Brut Nv Reserve	750	100
26678	On The Rocks Effen Cosmopolitan	375	100
26679	On The Rocks Knob Creek Old Fashioned	375	100
26944	18 Techni Red (Wine Art)	750	50
27128	Flat Roof Manor Pinot Grigio	750	80
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100
31930	Seagrams V.O.	1750	300
33340	Collavini Pinot Grigio	750	100
35840	Zubrowka Bison Vodka	750	170
57133	Santa Carolina Carmenere Reserva	750	80
60608	El Dorado 12 Year Old Rum	750	250
64287	Cono Sur Bicicleta Viognier	750	100
90860	Kittling Ridge Kingsgate Reserve Apera	750	20
111799	Reif Riesling VQA	750	95
116426	Frontera Cabernet Sauvignon	750	60
128090	Collective Arts Artisanal Gin	750	200
141952	Pasqua Passimento Rosso Igt	750	120
143891	Peroni Nastro Azzurro	500	5
145441	Pelee Island Lighthouse Cabernet Franc VQA	750	100
148007	Czechvar Premium Lager	500	12
159202	Young's Double Chocolate Stout	440	12
169052	Carmen Reserva 1850 Premier Carmenere	750	75
175034	Girls' Night Out Strawberry Samba	750	50
175349	Open Rosé VQA	750	30
200741	Gibson's Finest Rare 12 Years Old	1750	250
212282	Luksusowa Vodka	1140	100
216978	Seagrams V.O.	1140	200
230565	Cono Sur Chardonnay Organic	750	100
239046	Quatro Ventos Douro	750	40
240416	Montesor Amarone Della Valpolicella Doc	750	100
244186	Collingwood Whisky	750	120
267302	Crystal Head Vodka	750	200
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	50
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	40
271619	Harp Lager	500	10
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	120
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	60
297648	Voga Pinot Grigio Igt	375	35
301507	Wente Southern Hills Cabernet Sauvignon	750	100
306019	Colio Extra Dry White Bag In Box	4000	250
311910	Canadian Club Classic 12 Year Old	375	50
319442	Mike's Hard Lemonade	6 × 355	60
322024	Adobe Reserva Merlot Organic	750	75
336735	Baden Gewurztraminer	750	50

Period 6 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
337949	Heineken Lager	500	27
341602	Cono Sur Bicicleta Pinot Noir	750	100
348680	Bersano Costalunga Barbera D'Asti Docg	750	100
350397	Banff Ice Vodka	750	75
358960	Fleur Du Cap Chardonnay	750	80
369967	Inception Deep Layered Red	750	100
377275	Innis & Gunn Lager	500	24
398024	Dr. McGillicuddy Intense Peach	1140	120
398479	1800 Reposado	750	130
402859	El Dorado 3 YO Rum	750	180
417295	Ciroc Original Unflavoured	750	120
427328	Long Weekend Cabernet VQA	750	40
439075	Bulleit Bourbon 10 YO	750	100
439828	Wells IPA	500	12
448613	Black Fly Vodka Sour Raspberry	473	25
462309	Lamb's Spiced Rum	750	60
471417	Mascot Pilsner	473	5
474239	Spinelli Unoaked Chardonnay Terre Di Chieti	750	10
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80
488429	Hobgoblin Ruby Ale	500	12
491118	Radio Boka Tempranillo Vdespana Bib	3000	75
491829	Southern Comfort	1140	160
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120
506741	Kronenbourg 1664	500	10
516682	Wells Banana Bread	500	12
517987	Ezra Brooks Black Label Bourbon Whiskey	750	100
518795	Omnipollo IPA	473	20
531400	Estrella Damm	500	25
536227	Guinness Hop House 13	500	10
541672	Basil Hayden's Bourbon	375	75
545368	Santa Teresa 1796 Solera Rum	750	150
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	90
553578	Black Fly Vodka Crushed Orange	473	5
556720	Warsteiner Premium Pilsener	500	22
560532	Strongbow Cider	500	26
565713	Reif Estate Cabernet/Merlot VQA	750	105
572800	Beringer Brothers Bourbon Barrel Red Blend	750	50
577023	Girls' Night Out Rosé VQA	250	20
580183	Blu Giovello Pinot Grigio	750	40
589432	Louis Bernard Cotes Du Rhone White Aoc	750	100
603050	The Glenlivet French Oak Reserve 15 Year Old	750	180
605063	Buffalo Trace Bourbon	750	160
609248	Moosehead Radler	473	23
616540	Dos Equis Lager	6 × 355	40

Period 6 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
635466	Romeo's Gin	750	200
638239	Alario Sauvignon Blanc	750	65
638247	Alario Cabernet Sauvignon	750	65
649269	Smirnoff Vodka & Soda Cranberry Lime	4 x 355	40
666917	Creemore Premium Lager	473	27
667014	Fortress Rum	750	150
667113	Peller Family Vineyards Cabernet Sauvignon	750	30
667808	Hoegaarden	500	5
669200	Ciao Pinot Grigio Organic Carton	1000	100
669226	Voga Pinot Grigio	750	55

Discover LCBO's Summer Hot List

SIGNAGE GALLERY

Overview

As the days get longer and the weather turns warm, we're all thinking about the ways we can celebrate the few short weeks of summer that we have. Whether it's enjoying the outdoors, trying something new, or celebrating everything Canada has to offer, at the LCBO we've got all the tips and tricks to help you make the most of your summer with the latest drinks, recipes, and food pairings.

And just like last year, we've organized it into an assorted list that every Ontarian can enjoy. The LCBO Summer Hot List. It's the true sign that summer has arrived, full of inspiration for the hottest summer products and activities.

The LCBO Summer Hot List is back and better than ever and we want to build excitement about it.



Signage Ship Date

The Period 6 signage components will be shipped to stores beginning **August 5, 2022**.

Period 6 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-23P6-MUSIC-CD | Music USB Reorder# AIM-23P6-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.

NEW P6 End Aisle Backer Cards

End Aisles 1, 2, 3, 4 & 10:

23P6-BC1



EA 1

23P6-BC2



EA 2

23P6-BC3



EA 3

23P6-BC4



EA 4

23P6-BC10



EA 10

End Aisles 5-9 & 11-20 Generic Backer Cards

NOTE: Signage will remain up for Period 3 - Period 6.

23P3-BC-GEN1



Generic Spirits/
RTD Image

23P3-BC-GEN2



Generic Wine Image

23P3-BC-GEN3



Generic Beer/
Cider Image

23P3-BC-GEN4



Generic eCOMM

23OP-AP5



Aeroplan Loyalty

NOTE: Signage will remain up for Period 3 - Period 6.

Exterior Banners

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

PRIORITY OF EXTERIOR BANNERS:

- 1 Summer Hot List
- 2 Aeroplan Rewards
- 3 ShopLCBO.com
- 4 Repeat Thematic Banner: Summer Hot List



1 Summer Hot List



Re-order#
23P3-EB1
(English)

Re-order#
23P3-EB2
(Bilingual)

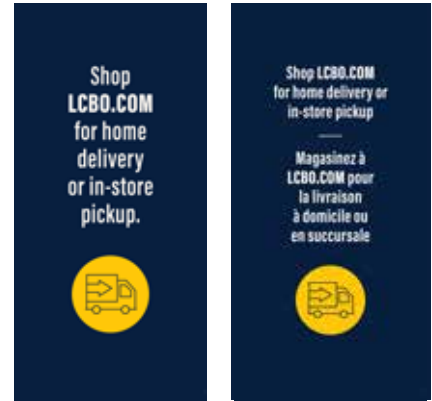
2 Aeroplan Rewards



Re-order#
23OP-AP6
(English)

Re-order#
23OP-AP7
(Bilingual)

3 ShopLCBO.com



Re-order#
23P3-EB5
(English)

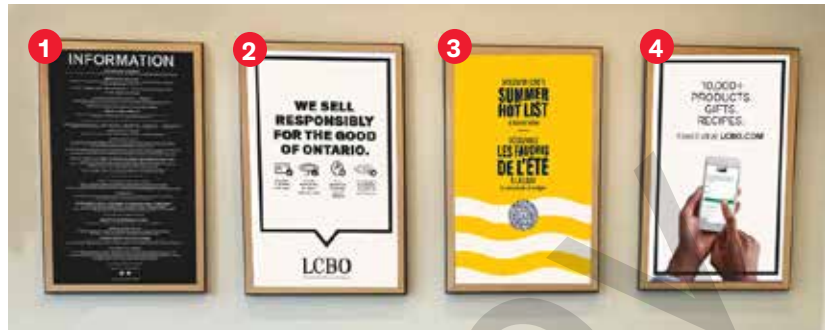
Re-order#
23P3-EB6
(Bilingual)

NOTE: Signage will remain up for Period 3 - Period 6.

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** Summer Hot List (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
(English + Bilingual)

3 Seasonal Thematic: Summer Hot List



Re-order# 23P3-WS1
(English + Bilingual)

4 Same Day Pick Up **OR** Generic Ecomm (not both)



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

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

NOTE: Signage will remain up for Period 3 - Period 6.

Transparencies

Perimeter Transparency Horizontal

Vendor installed



Spirits Image ENG/BIL



Wines Image ENG/BIL



eCOMM ENG/BIL



Same Day Pickup ENG/BIL

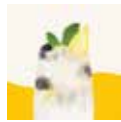
Only 1 version to be displayed in store depending on service available:
eCOMM generic message OR Same Day Pickup version

Perimeter Transparency Square

Vendor installed



Summer Hot List
ENG/BIL



Image



Same Day Pickup
ENG/FRE



eCOMM
ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Small Vertical Transparencies



Summer Hot List
ENG/BIL



eComm
ENG/BIL



Same Day Pickup
ENG/BIL

Medium Vertical Transparencies



Summer Hot List
ENG/BIL



eComm
ENG/BIL



Same Day Pickup
ENG/BIL

Large Vertical Transparencies



Summer eComm
Hot List BIL

Aeroplan Loyalty Seasonal Banner Insert

Note: Signage is to remain in place until further notice.

Dimensions: 20" w x 70" h

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



ENG Re-order #23OP-AP3
FR Re-order #23OP-AP4



STORE LAYOUT

Overview

For Brand Spotlight Programs, 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: BS - BSE

Feature Fixture: FF - FFA

Front Nesting Table: BS - BSF

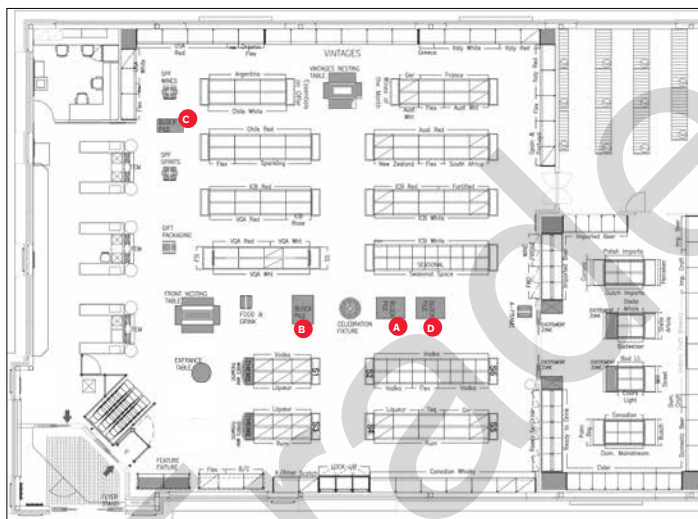
Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Best For: Kicking Back

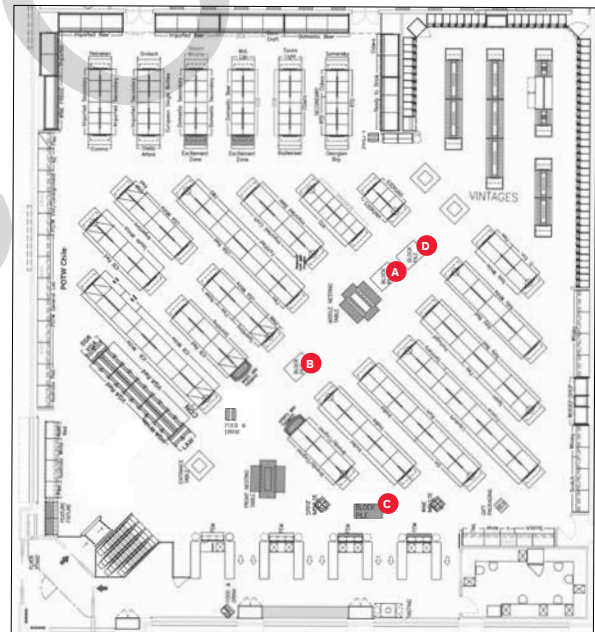
B Block Pile B (SBB): Trending Big Flavours

C Block Pile C (SBC): Great Buy: Spirits For Cocktails

D Block Pile D (XBP): Cazadores Taco Truck



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.

Brand Spotlight (FF - FFA-A) FEATURE FIXTURE

Trending: Light Summer Whites



This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Featuring a selection of light and refreshing white wines including new seasonal products. New products and offers in P6. The P5 category sign, bin strips and box sign signage is to remain in place.

New Period 6 Participating Products

LCBO#	Description	Size (mL)	Offers
5322	Aveleda Vinho Verde	750	Wine Fridge
13700	The Beachhouse Sauvignon Blanc	1500	
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00 LTO
17522	Megalomaniac Much Obligated White VQA	750	\$1.00 LTO
18689	The Vinecrafter Chenin Blanc	750	\$1.00 LTO
24486	Le Val Sauvignon Blanc Pouch	1500	
25651	Lola Limited Edition White VQA	750	\$1.00 LTO
146761	Fielding Riesling VQA	750	\$1.00 LTO
176461	Folonari Soave Doc	750	\$1.00 LTO
269753	Raymond Classic Chardonnay	750	\$2.00 LTO
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00 LTO
340380	Two Oceans Sauvignon Blanc	750	Wine Fridge
375022	Winzer Krems Gruner Veltliner 13	750	
375071	Calmel & Joseph Villa Blanche Chardonnay Pays	750	
580183	Blu Giovello Pinot Grigio	750	40 APP
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	Wine Fridge
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00 LTO

Signage Components

Note: All stores will receive a new set of shelf talkers for the start of P6. Stores should maintain their P5 category sign, bin strips and box sign signage.

- **NEW** Shelf Talkers ENG (Re-order # 23P6-AF3) BIL (Re-order # 23P6-AF4)
- Category Sign "Trending: Light Summer Whites" ENG/BIL (Re-order # 23P5-FF1)
- Category Sign - Solid Colour (Re-order # 23P5-FF2)
- Bin Strips - solid colour (Re-order # 23P5-FF3)
- Box Sign ENG/BIL (Re-order # 23P5-FF4)

Merchandising Instructions

- Merchandise the participating products according to the planogram. For the remaining 4ft of this fixture, stores are to merchandise Rosé products (Refer to the New & Seasonal section for a list of Rosé products).
- Merchandise the branded shelf talkers on the feature fixture display.
- Continue to display the P5 category sign, box sign and bin strips.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- **NOTE:** If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

4ft. Feature Fixture



8ft. Feature Fixture



GET 40 AEROPLAN BONUS POINTS
WHEN YOU SPEND \$40 OR MORE ON ROSÉ WINES
RECEVEZ 40 POINTS-BONI AÉROPLAN
À L'ACHAT DE 40 \$ OU PLUS SUR DES VINS ROSÉS

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



GET 40 AEROPLAN BONUS POINTS
WHEN YOU SPEND \$40 OR MORE ON ROSÉ WINES
RECEVEZ 40 POINTS-BONI AÉROPLAN
À L'ACHAT DE 40 \$ OU PLUS SUR DES VINS ROSÉS

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

Earn More with Rosés



During P6, customers can earn **40 Bonus Aeroplan Points when you spend \$40 or more on Rosés wines**. Participating stores will receive a new category sign, box sign and shelf talkers in support of the Aeroplan offer.

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Signage Components

- Category Sign "Rosé/Aeroplan Offer" ENG/BIL (Re-order # 23P6-NS1)
- Shelf Talkers ENG (Re-order # 23P6-NS4) / BIL (Re-order # 23P6-NS5)
- Box Sign ENG/BIL (Re-order # 23P6-NS6)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise your seasonal Rosé assortment on the fixture.
- Install branded shelf talkers on the feature fixture display.
- Remove and recycle the Summer signage. Install the new Rosé/Aeroplan category sign and box sign.



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.

Participating Products

Aeroplan Offer: **40 Bonus Aeroplan Points when they spend \$40 or more on Rosé wines.**

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750	23758	Aveleda Fonte Rosé	750
13245	Argento Rosé	750	23759	Les Jamelles Clair De Rosé	750
13488	Perrin Studio By Miraval	750	23760	Doppio Passo Primitivo Rosato Igt Puglia	750
13497	Grand Sud Rosé	1000	23805	Cupcake Light Hearted Rosé	750
13522	Gran Passione Rosato Igt Veneto	750	24080	Jacob's Creek Moscato Rosé Lower Sugar	750
13548	Chateau De Berne Romance Igp Mediterranee	750	24081	Stoneleigh Lighter Rosé	750
13907	Jackson-Triggs Proprietors Selection Light Rosé	750	24084	Kim Crawford Illuminate Rosé	750
14145	Toro Bravo Shiraz Garnacha Rosado	750	24085	Santa Carolina Reserva Rosé	750
14867	Sandbanks Summer Rosé VQA	750	24086	Smoky Bay Rosé	750
15568	Listel Gris Rosé	750	24087	Republic Of Pink Rosé	750
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	24088	Villa Maria Sauvignon Blanc Blush	750
18485	Stel + Mar California Rosé	750	24971	Good Natured Rosé VQA	750
18486	Bread & Butter Rosé	750	24972	Speck Bros. F. Tree The Merry Widow Rosé VQA	750
18528	Jacob's Creek Reserve Rosé	750	24973	Offshore Hang Ten Rosé VQA	750
19062	Sandbanks Sparkling Rosé VQA	750	48819	Creekside Cabernet Rosé VQA	750
19667	La Baume Rosé	750	164343	The Beachhouse Rosé	750
20188	Maison No 9	750	480467	Radio Boka Rosé Vdt Castilla	750
20359	Expression Cabernet Franc Rosé VQA	750	483040	Francois Dulac Cotes De Provence	750
21623	Freixenet Rosé Igt	750	632513	Lab Rosé Lisboa Vr	750
23745	Campo Viejo Crisp Rosé	750	639856	Megalomaniac Homegrown Rosé VQA	750
23755	Pasqua Romeo & Juliet Pinot Grigio Rosé	750	642884	D'Ont Poke The Bear Rosé VQA	750
23757	S De La Sablette - Coteaux Varois Rosé	750	647149	Calvet Rosé, Languedoc Aop (Pouch)	1500

Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Batched Brandy Old Fashioned



This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
1925	Courvoisier Vs	750	
16544	St Remy Signature	750	\$2.00 LTO
286807	Buton Vecchia Romagna Brandy	750	\$1.00 LTO
522359	Torres Brandy 10	750	\$2.00 LTO

This cocktail uses lightly sweet brandy as the base instead of the traditional bourbon. That's an ideal make-ahead to serve with friends on the back deck.

Merchandising Instructions

- Please 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.
- Install the recipe shelf talkers on the entrance table display and in section.
- Add cut cases around the table to bring volume of product out onto the floor.

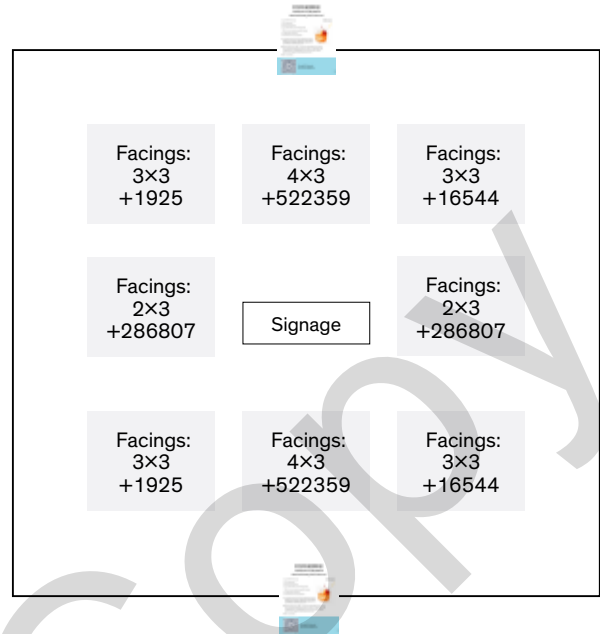
Signage Components

- Square Entrance Table Sign ENG (Re-order # 23P6-ET1) / BIL (Re-order # 23P6-ET2)
- Round Entrance Table Sign ENG (Re-order # 23P6-ET3) / BIL (Re-order # 23P6-ET4)
- Shelf Talkers ENG (Re-order # 23P6-ET5) / BIL (Re-order # 23P6-ET6)
- Recipe Shelf Talkers ENG (Re-order # 23P6-ET7) / BIL (Re-order # 23P6-ET8)

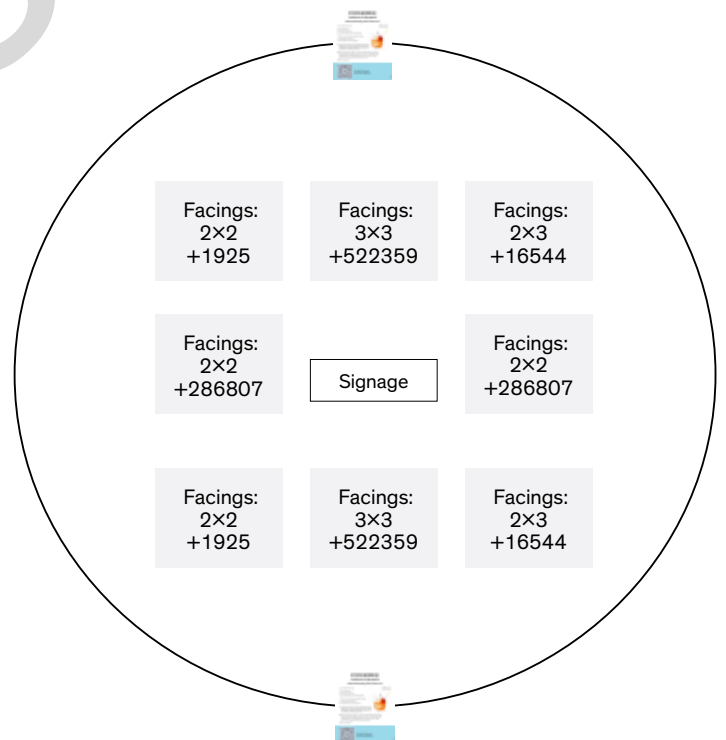


Recipe Shelf Talker

Planogram - Square Table



Planogram - Round Table



Spirits (MI-A) MINI THEMATIC A

Giftable: BBQ-ready Bourbons



This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
10393	Legent	750	\$6.00 LTO
21378	Jim Beam White Label Bourbon	750	\$1.75 LTO
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.00 LTO
326025	Basil Hayden Kentucky Bourbon	750	\$5.00 LTO
405845	Evan Williams Kentucky Straight Bourbon	750	VA: Rocks Glass (rep-applied)
439075	Bulleit Bourbon 10 Year Old	750	100 APP
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00 LTO
517987	Ezra Brooks Black Label Bourbon Whiskey	750	100 APP
547729	Elijah Craig Small Batch Bourbon Whiskey	750	\$3.00 LTO
605063	Buffalo Trace Kentucky Straight Bourbon Whiskey	750	160 APP
618991	Michter's Us1 Small Batch Kentucky Bourbon	750	

Featuring an assortment of BBQ-ready Bourbon Whiskeys perfect for gifts.

GIFTABLE: BBQ-READY BOURBONS
CADEAUX PARFAITS: BOURBONS POUR LE BBQ



Signage Components

- Category sign ENG/BIL (Re-order # 23P6-MTA1)
- Backer card ENG/BIL (Re-order # 23P6-MTA2)
- Shelf talkers ENG (Re-order # 23P6-MTA3) / BIL (Re-order # 23P6-MTA4)

Merchandising Instructions

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



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

Wines (MI-B) MINI THEMATIC B

Giftable: Summery Sparkling Wines



This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

New Period 6 Participating Products

LCBO#	Description	Size (mL)	LTO
604	Chiarli Castelvetro Lambrusco	750	\$1.00
14884	Pelee Island Lola Secco Sparkling VQA	750	\$1.00
16306	Segura Viudas Brut Rose D.o. Cava	750	\$2.00
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$1.50
277202	Bottega Rose Vino Dei Poeti Sparkling	750	\$1.50
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00
593855	Astoria Prosecco La Robinia	750	\$2.00
998351	Jp Chenet Ice White	750	\$2.00

Signage Components

Note: All stores will receive a new set of shelf talkers for the start of P6. Stores should maintain their P5 category sign and backer card signage.

- **New** Shelf talkers ENG (Re-order # 23P6-MTB9) / BIL (Re-order # 23P6-MTB10)
- Category sign ENG/BIL (Re-order # 23P5-MTB7)
- Backer card ENG/BIL (Re-order # 23P5-MTB8)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Continue to display the P5 category sign and backer card signage.

Selection of Sparkling Wines Gifts for Summer Celebrations. New products and offers in P6. The P5 category sign and backer card signage is to remain in place.



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

Beer (MI-C) MINI THEMATIC C

Discover LCBO's Summer Hot List



This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

This display will feature a selection of Wheat beers from a variety of local craft breweries.

Participating Products

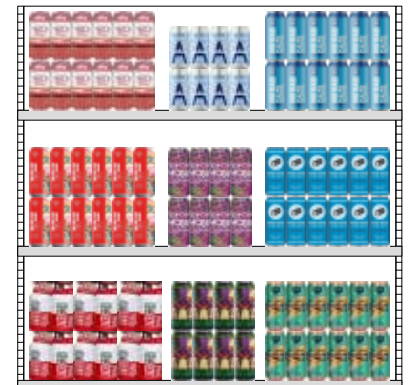
LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
13814	Shawn & Ed Lagershed Original (902)	4 × 473	\$1.50	902 - Shawn & Ed Brewing Co.
18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	\$0.25	6699 - Nickel Brook Brewing Company
19677	Bench Brewing Berry Fields Sour Ale (798)	473		798 - Bench Brewing Company
24826	Ace Hill Carb Free (LCBO Warehouse)	4 × 355		LCBO Warehouse
25665	Flying Monkeys Cold IPA (6309)	473		6309 - Flying Monkeys Craft Brewery
458273	GLB Octopus Wants To Fight IPA (1929)	473		1929 - Great Lakes Brewing Co. Inc.
459537	Woodhouse Lager (189)	473	\$0.20	189 - Woodhouse Brewing Co
479030	Railway City Orange Creamsicle Ale (8447)	473	\$0.20	8447 - Railway City Brewing Company
549873	Collective Arts Jam Up The Mash (LCBO Warehouse)	473		LCBO Warehouse

Signage Components

- Backer card ENG/BIL (Re-order# 23P6-BC10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Easy: Just Mix And Serve

This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

The Summer is in full swing and with Absolut that includes making easy and simple cocktails to go where the spirit of the summer takes you. All products come with a Beach Towel VA.

Participating Product

LCBO#	Description	Size (mL)	Offers
19515	Absolut Watermelon	750	VA: Absolut Beach Blanket
22013	Absolut Raspberri Vodka	750	\$1.00 LTO + VA: Absolut Beach Blanket
110056	Absolut Vodka	750	\$1.00 LTO + VA: Absolut Beach Blanket
209221	Absolut Vodka	1140	VA: Absolut Beach Blanket
216655	Absolut Vodka	1750	\$1.25 LTO + VA: Absolut Beach Blanket
257238	Absolut Citron Vodka	750	\$1.00 LTO + VA: Absolut Beach Blanket
493999	Absolut Lime Vodka	750	VA: Absolut Beach Blanket
550749	Absolut Mandrin Vodka	750	\$1.00 LTO + VA: Absolut Beach Blanket
604348	Absolut Apeach Vodka	750	VA: Absolut Beach Blanket
925685	Absolut Grapefruit Vodka	750	\$1.00 LTO + VA: Absolut Beach Blanket

VA/Merchandise: Free Absolut beach blanket with purchase of participating products. The supplier will be providing the value add/merchandise to all participating stores for the start of the promotion.

Signage Components

- Table Sign Large ENG (Re-order # 23P6-FNT1) / BIL (Re-order # 23P6-FNT2)
- Table Sign Small ENG (Re-order # 23P6-FNT3) / BIL (Re-order # 23P6-FNT4)
- Shelf Talkers ENG (Re-order # 23P6-FNT5) / BIL (Re-order # 23P6-FNT6)
- Value-add Perpendicular Shelf Talkers ENG (Re-order # 23P6-FNT7) / BIL (Re-order # 23P6-FNT8)

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.
- Merchandise the pre-printed shelf talkers and value-add shelf talkers in-section and on the table.
- Install supplier-provided merchandise and value-add.



VA Shelf Talker

7Ft Nesting Table Planogram (For stores that have end tables)



Front View



Back View

Top View (Back)

Facings: 4x7 +257238	Facings: 6x7 +550749	Facings: 4x7 +493999
Facings: 5x7 +257238	Facings: 6x7 +550749	Facings: 5x7 +493999

Facings: 5x7 +209221

Facings: 5x7 +209221

Facings: 8x3 +257238	Facings: 8x3 +110056	Facings: 8x3 +493999
Signage		
Facings: 8x3 +22013	Facings: 8x3 +110056	Facings: 8x3 +925685

Facings: 4x6 +216655

Facings: 4x6 +216655

VA
Display

Facings: 5x7 +22013	Facings: 6x7 +19515	Facings: 5x7 +604348
Facings: 4x7 +22013	Facings: 6x7 +19515	Facings: 4x7 +604348

Top View (Front)

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



Front View



Back View

Top View (Back)

Facings: 4x7 +257238	Facings: 6x7 +550749	Facings: 4x7 +493999
Facings: 5x7 +257238	Facings: 6x7 +550749	Facings: 5x7 +493999

Facings: 8x3 +257238	Facings: 8x3 +110056	Facings: 8x3 +493999
Facings: 3x3 +209221	Signage	Facings: 3x3 +216655
Facings: 8x3 +22013	Facings: 8x3 +110056	Facings: 8x3 +925685

VA
Display

Facings: 5x7 +22013	Facings: 6x7 +19515	Facings: 5x7 +604348
Facings: 4x7 +22013	Facings: 6x7 +19515	Facings: 4x7 +604348

Top View (Front)

5Ft Nesting Table Planogram (For stores that have end tables)



Front View



Back View

Top View (Back)

Facings: 3×7 +257238	Facings: 3×7 +550749	Facings: 3×7 +493999
Facings: 3×7 +257238	Facings: 3×7 +550749	Facings: 3×7 +493999

Facings: 5×6 +209221
Facings: 5×6 +209221

Facings: 5×3 +257238	Facings: 5×3 +110056	Facings: 5×3 +493999
Signage		
Facings: 5×3 +22013	Facings: 5×3 +110056	Facings: 5×3 +925685

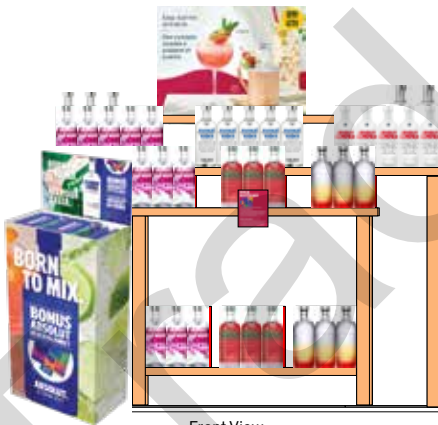
Facings: 4×5 +216655
Facings: 4×5 +216655

VA Display

Facings: 3×7 +22013	Facings: 3×7 +19515	Facings: 3×7 +604348
Facings: 3×7 +22013	Facings: 3×7 +19515	Facings: 3×7 +604348

Top View (Front)

5Ft Nesting Table Planogram (For stores that do not have end tables)



Front View



Back View

Top View (Back)

Facings: 3×7 +257238	Facings: 3×7 +550749	Facings: 3×7 +493999
Facings: 3×7 +257238	Facings: 3×7 +550749	Facings: 3×7 +493999

Facings: 5×3 +257238	Facings: 5×3 +110056	Facings: 5×3 +493999
Facings: 2×3 +209221	Signage	Facings: 2×3 +216655
Facings: 5×3 +22013	Facings: 5×3 +110056	Facings: 5×3 +925685

VA Display

Facings: 3×7 +22013	Facings: 3×7 +19515	Facings: 3×7 +604348
Facings: 3×7 +22013	Facings: 3×7 +19515	Facings: 3×7 +604348

Top View (Front)

A

Display Program (BP-SBA)

BLOCK PILE A

Best For: Kicking Back



This is a sold program. Participation is mandatory.

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

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
300681	Coors Light (275/TBS)	6 × 473	VA: Duffle Bag
906560	Coors Light (275/TBS)	6 × 341	\$1.00 LTO
906628	Coors Light (275/TBS)	6 × 355	\$1.00 LTO

Value-add: Free Duffle Bag with the purchase of Coors Light 6-pack (300681 | 6×473 mL). The supplier will be providing the value-add and merchandiser display to all participating stores for the start of the promotion.

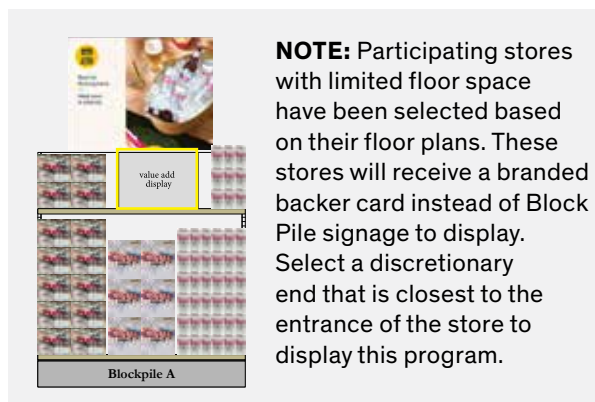
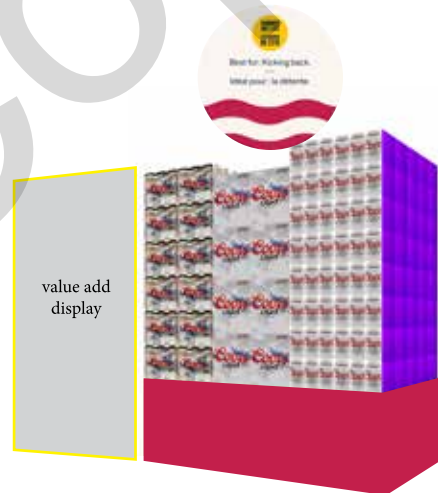
Signage Components

- Supplier Provided Merchandiser
- Pole Toppers
ENG (Re-order # 23P6-BPA1) / BIL (Re-order # 23P6-BPA2)
- Cut Case Backer Card
ENG (Re-order # 23P6-BPA3) / BIL (Re-order # 23P6-BPA4)
- Riser Wrap - solid colour (Re-order # 23P6-BPA5)
- Pricer Cards
ENG (Re-order # 23P6-BPA7) / BIL (Re-order # 23P6-BPA8)
- Shelf Talkers
ENG (Re-order # 23P6-BPA9) / BIL (Re-order # 23P6-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P6-BPA11)

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.
- Install the shelf talkers in front of the participating products in section.
- Merchandise the value-add display beside the participating product (300681 | 6×473 mL).

Easy, convenient and refreshing. Featuring the Coors Light Brand Family in a variety of formats. This display includes a free duffle bag VA when you purchase Coors Light 6-pack (+300681).



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

B

Display Program (BP-SBB)

BLOCK PILE B

Trending: Big Flavours



This is a sold program. Participation is mandatory.

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

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

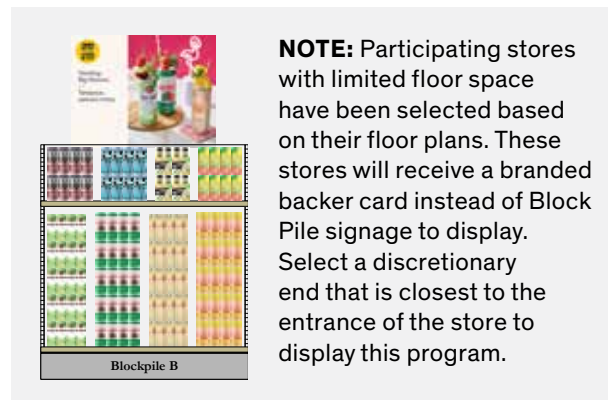
Participating Products

LCBO#	Description	Size (mL)	Offers
19119	Bacardi Mojito	355	\$0.25 LTO
19134	Absolut Mango Mule	355	\$0.30 LTO
24324	Mxd Sour Cherry	473	
24328	Jaw Drop Blue Blast	473	
24333	Palm Bay Paradise Twist	473	
24342	Black Fly Rum Pina Colada	4 x 400	
24373	Georgian Bay Watermelon Vodka Smash	473	\$0.20 LTO
24390	Smirnoff Ice Peach Lemonade	473	



Signage Components

- Pole Toppers
ENG (Re-order # 23P6-BPB1) / BIL (Re-order # 23P6-BPB2)
- Cut Case Backer Card
ENG (Re-order # 23P6-BPB3) / BIL (Re-order # 23P6-BPB4)
- Riser Wrap - solid colour (Re-order # 23P6-BPB5)
- Pricer Cards
ENG (Re-order # 23P6-BPB7) / BIL (Re-order # 23P6-BPB8)
- Shelf Talkers
ENG (Re-order # 23P6-BPB9) / BIL (Re-order # 23P6-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P6-BPB11)



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

C

Display Program (BP-SBC)

BLOCK PILE C

Great Buy: Spirits For Cocktails

Great buy:
Spirits for cocktails

Achats judicieux :
Des spiritueux
pour les cocktails

GRAND
BIEN
MÊME
À CÊTE

This is a sold program. Participation is mandatory.

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

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

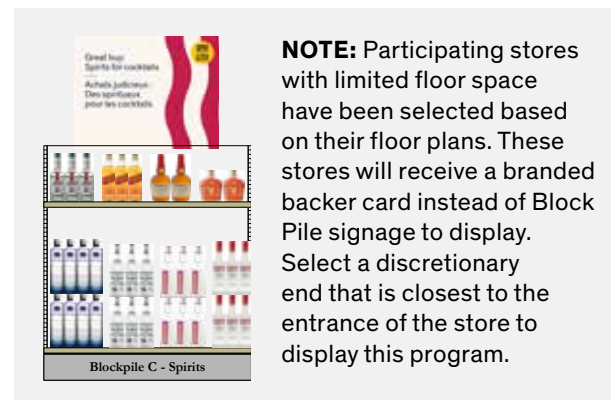
Participating Products

LCBO#	Description	Size (mL)	Offers
1099	Johnnie Walker Red Label Scotch Whisky	750	\$1.00 LTO
5009	Lamb's White Rum	750	150 APP
10357	Crown Royal Peach	750	\$2.00 LTO
16580	Maker's Mark Kentucky Bourbon	1140	100 APP
40196	Luxardo Sambuca Dei Cesari	750	VA: Lavazza Espresso (Rep Applied)
212282	Luksusowa Vodka	1140	100 APP
401315	Jose Cuervo Especial Silver Tequila	1140	\$3.00 LTO
417295	Cîroc	750	120 APP



Signage Components

- Pole Toppers
ENG (Re-order # 23P6-BPC1) / BIL (Re-order # 23P6-BPC2)
- Cut Case Backer Card
ENG (Re-order # 23P6-BPC3) / BIL (Re-order # 23P6-BPC4)
- Riser Wrap - solid colour (Re-order # 23P6-BPC5)
- Pricer Cards
ENG (Re-order # 23P6-BPC7) / BIL (Re-order # 23P6-BPC8)
- Shelf Talkers
ENG (Re-order # 23P6-BPC9) / BIL (Re-order # 23P6-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P6-BPC11)



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.

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Display Program (XBP)

BLOCK PILE D

Cazadores Taco Truck

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.

This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

1, 15, 21, 22, 31, 38, 115, 130, 148, 149, 154, 156, 164, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 371, 385, 393, 394, 398, 404, 437, 438, 443, 445, 452, 486, 499, 500, 522, 523, 545, 573, 590, 619, 623, 624, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
113241	Cazadores Anejo Tequila	750	
125187	Cazadores Reposado Tequila	750	VA: Pitcher
363986	Cazadores Blanco Tequila	750	

Signage Components

- Pricer Card ENG (Re-order # 23P6-BPD1) / BIL (Re-order # 23P6-BPD2)

Merchandising Instructions

- The supplier will deliver the merchandiser and value-add 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 BLOCK PILE

Long Weekend Super Sale (September 2-4)



**LONG WEEKEND
SUPER SALE**

SEPTEMBER 2 - 4
Only at the LCBO

**GRAND
SOLDE DU LONG
WEEK-END**

DU 2 AU 4 SEPTEMBRE
Seulement à la LCBO

Celebrate the Labour Day Holiday weekend with outstanding deals on select products that are ideal for long weekend festivities!

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

Key Dates (September 2 - 4, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
19543	Twisted Tea Original	12 × 355	\$5.65 LTO
24347	Cottage Springs Mango Vodka Water Box	4000	\$5.00 LTO
24400	Palm Bay Island Mixer	12 × 355	\$4.55 LTO
24407	Nutrl The Mixed	12 × 355	\$4.00 LTO
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$6.00 LTO
321794	Smirnoff Ice	24 × 330	\$10.75 LTO



Signage Components

- Pole Toppers ENG (Re-order #23P6-BPE1) / BIL (Re-order # 23P6-BPE2)
- Cut Case Backer Card ENG (Re-order #23P6-BPE3) / BIL (Re-order # 23P6-BPE4)
- Riser Wrap - solid colour (Re-order # 23P6-BPE5)
- Pricer Cards ENG (Re-order #23P6-BPE7) / BIL (Re-order # 23P6-BPE8)
- Shelf Talkers ENG (Re-order #23P6-BPE9) / BIL (Re-order # 23P6-BPE10)
- End Aisle Backer Card BIL (Re-order # 23P6-BPE11)

Merchandising Instructions

- Product may be featured in section or on a Block Pile display in select stores.
- Use the cut case backer card to build a display with the participating products.
- Merchandise the pricer card in front of the participating products.
- Install the shelf talkers in front of the participating product in section.

Display Program WINES BLOCK PILE

Great California Savings

**SAVE
BIG
ON WINES**

Overview

Select stores will build a block pile display with their top-selling California wines that are on LTO. To take advantage of customer traffic, Participating Stores will build this display in the Power Aisle.

The below products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion.

Key Dates (August 14 - September 10, 2022)

Participating Stores

1, 15, 17, 19, 21, 22, 25, 31, 38, 41, 44, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 148, 149, 187, 195, 198, 211, 221, 226, 227, 243, 253, 263, 329, 334, 346, 359, 385, 394, 397, 398, 438, 470, 489, 522, 523, 542, 579, 632, 652, 694, 703

Participating Products

LCBO#	Description	Size (mL)	LTO	Case Saving
294298	(V) Conundrum California Red	750	\$2.00	\$24.00
342428	Bonterra Cabernet Sauvignon Organic	750	\$2.00	\$24.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$2.00	\$24.00
507467	Josh Cellars Legacy Red	750	\$2.00	\$24.00
996405	Stags' Leap Napa Vly Cabernet Sauvignon	750	\$5.00	\$60.00

Merchandising Instructions

- Stores will not be forced allocated inventory. The above products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion.
- Please ensure sufficient stock is ordered.
- Build the block pile display in the Power Aisle, in line with other displays.
- Install the cut case backer card and merchandise the pricer cards in front of the corresponding products.



Pricer Card Example



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Mediterranean Wines: Made For Summer

This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

Please refer to the Participation Lookup page for information

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

Customers will have the opportunity to explore the diverse regions, varietals and styles of wine from across the Mediterranean.

Participating Product

LCBO#	Description	Size (mL)	Offers
16840	Bolla Valpolicella Classico	750	\$2.00 LTO
19698	Leonardo Chianti Riserva Docg	750	\$2.00 LTO
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00 LTO
36483	> (V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00 LTO
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00 LTO
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00 LTO
137810	Campo Viejo Rioja Reserva	750	\$3.00 LTO
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00 LTO
384651	Martini Prosecco Sparkling	750	\$2.00 LTO, Wine Fridge
413237	>15 Terroir Languedoc (Gerard Bertrand)	750	\$2.00 LTO
530261	Casal Garcia Vinho Verde, Do	750	\$1.00 LTO
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00 LTO
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00 LTO

Signage Components

- Table Sign Large ENG (Re-order # 23P6-MNT1) / BIL (Re-order # 23P6-MNT2)
- Table Sign Small ENG (Re-order # 23P6-MNT3) / BIL (Re-order # 23P6-MNT4)
- Celebration Fixture Drum Sign ENG (Re-order # 23P6-MNT5) / BIL (Re-order # 23P6-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P6-MNT7)
- Shelf Talkers ENG (Re-order # 23P6-MNT8) / BIL (Re-order # 23P6-MNT9)

Merchandising Instructions

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

Middle Nesting Table Planograms



Front View



Back View

Top View (Back)

Facings: 5x8 +43588	Facings: 5x7 +530261	Facings: 5x8 +384651
---------------------------	----------------------------	----------------------------

Facings: 6x8 +43588	Facings: 6x7 +530261	Facings: 6x8 +384651
---------------------------	----------------------------	----------------------------

Facings: 5x8 +36483

Facings: 8x3 +910430

Facings: 8x3 +19953

Facings: 8x3 +384651

Facings: 5x8 +245340

Signage

Facings: 6x3 +137810

Facings: 6x3 +111641

Facings: 6x3 +545319

Facings: 6x3 +413237

Facings: 5x8 +245340

Facings: 6x8 +16840

Facings: 6x8 +111641

Facings: 6x8 +19698

Facings: 5x8 +16840

Facings: 5x8 +111641

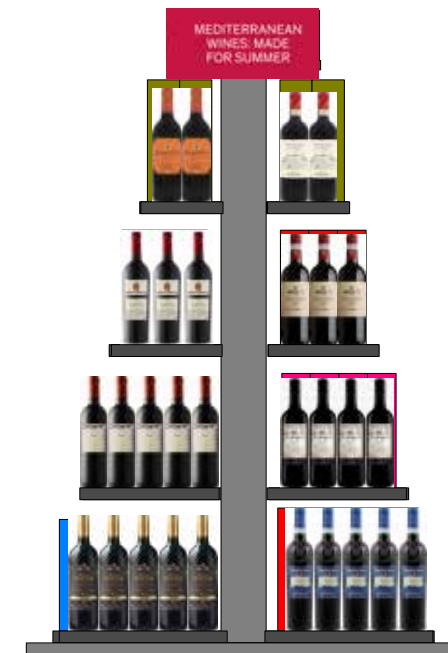
Facings: 5x8 +19698

Top View (Front)

Celebration Fixture Planograms



Front View



Back View

Period 6 END AISLES

End Aisle #1

LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	LTO
17055	Jameson Cold Brew Irish Whiskey	750	VA
275933	Jameson Irish Whiskey	1750	VA

Value-add/Merchandise: Jameson Paddle Ball Set with the purchase of Jameson Irish Whiskey (275933 | 1750 mL) or Jameson Cold Brew Irish Whiskey (17055 | 750 mL).



End Aisle #2

LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	VA
116327	Grey Goose La Poire Vodka	750	VA
417196	Grey Goose Vodka	1140	VA

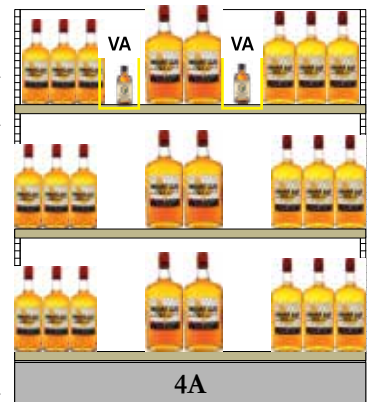
Value-add: Perrier Peach 10 Pack with the purchase of any participating Grey Goose Vodka.



	LCBO#	Description	Size (mL)	Offers
End Aisle #3	17760	19 Crimes Pinot Noir	750	LTO
	18116	19 Crimes Snoop Dogg Cali Red	750	VA
	20624	19 Crimes Snoop Dogg Cali Rosé	750	VA
	25067	19 Crimes Martha's Chard	750	VA
	369777	19 Crimes Shiraz Durif	750	LTO
	461525	19 Crimes Cabernet Sauvignon	750	LTO
	633438	19 Crimes The Uprising Red Wine	750	LTO
Value-add/Merchandiser: Tote Bag with the purchase of 19 Crimes Snoop Dogg Cali Red (18116 750 mL), 19 Crimes Snoop Dogg Cali Rosé (20624 750 mL) or 19 Crimes Martha's Chard (25067 750 mL).				



	LCBO#	Description	Size (mL)	Offers
End Aisle #4A Premium	369793	Mount Gay Eclipse Rum	750	VA
	369801	Mount Gay Eclipse Rum	1140	LTO, VA, Necktag
	369819	Mount Gay Eclipse Rum	1750	VA, Necktag
Value-adds:				
<ul style="list-style-type: none"> • Cocktail Stir Sticks (rep-applied) with the purchase of Mount Gay Eclipse Rum (369793 750 mL). • Cocktail Bitters (near pack) with the purchase of Mount Gay Eclipse Rum (369801 1140 mL). • Simply Cocktail Mix (rep-applied) with the purchase of Mount Gay Eclipse Rum (369819 1750 mL). 				



	LCBO#	Description	Size (mL)	Offers
End Aisle #4B Standard	53140	Havana Club 7 Years Old	750	LTO
	400671	Havana Club Original 3 Year Old	1140	LTO
	443903	Havana Club Anejo Reserva	750	VA
Value-add/Merchandiser: Havana Club Slides with the purchase of Havana Club Anejo Reserva (443903 750 mL).				





	LCBO#	Description	Size (mL)	Offers
End Aisle #5	20289	Yellow Tail Shiraz	1500	LTO
	379180	Robert Mondavi Private Selection Chardonnay	750	LTO
	413070	Two Oceans Sauvignon Blanc	1500	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #6A Premium	60608	El Dorado 12 Year Old Rum	750	APP
	366666	El Dorado 8 YO Cask Aged Demerara Rum	750	LTO
	894014	El Dorado Demerara 5 Year Old Rum	750	LTO

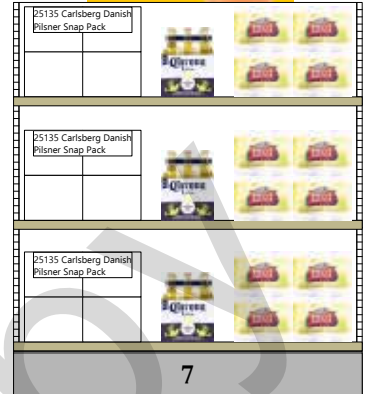


	LCBO#	Description	Size (mL)	Offers
End Aisle #6B Standard	14354	Appleton Estate 8YO Reserve	750	APP
	14355	Appleton Estate 12YO Rare	750	APP
	177808	Appleton Estate V/X Signature Blend	750	VA

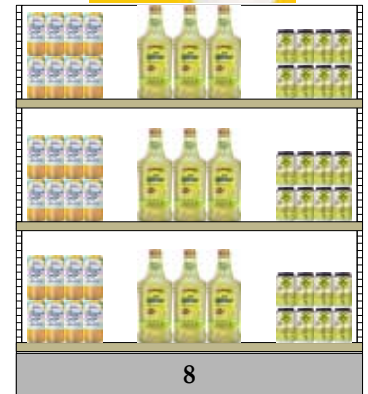
Value-add: Appleton Estate Coasters (rep applied) with the purchase of Appleton Estate V/X Signature Blend (177808 | 750 mL).



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	17818	Corona Extra (275/TBS)	6 × 330	LTO
	17819	Stella Artois (275/TBS)	6 × 473	
	25135	Carlsberg Danish Pilsner Snap Pack (LCBO Warehouse)	6 × 355	



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	14494	Jose Cuervo Authentic Margarita	1750	LTO
	24352	Jose Cuervo Playamar Mango	4 × 355	
	27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	LTO

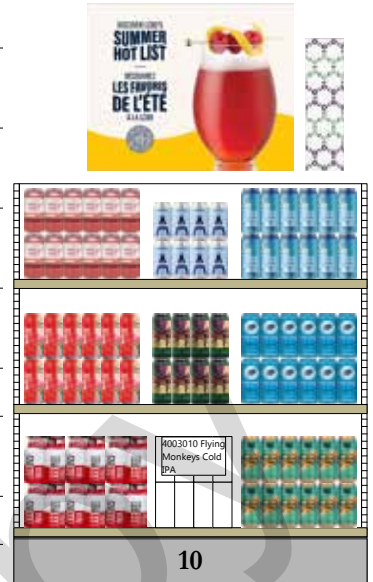


	LCBO#	Description	Size (mL)	Offers
End Aisle #9	22872	Radio Boka Verdejo	750	LTO
	376145	Radio Boka Tempranillo Vdt Castilla	750	LTO
	491118	Radio Boka Tempranillo Vdespana Bib	3000	APP



**Beer/Cider
Mini Thematic C
End Aisle #10**

LCBO#	Description	Size (mL)	Offers
13814	Shawn & Ed Lagershed Original (902)	4 x 473	LTO
18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	LTO
19677	Bench Brewing Berry Fields Sour Ale (798)	473	
24826	Ace Hill Carb Free (LCBO Warehouse)	4 x 355	
25665	Flying Monkeys Cold IPA (6309)	473	
458273	GLB Octopus Wants To Fight IPA (1929)	473	
459537	Woodhouse Lager (189)	473	LTO
479030	Railway City Orange Creamsicle Ale (8447)	473	LTO
549873	Collective Arts Jam Up The Mash (LCBO Warehouse)	473	



End Aisle #11

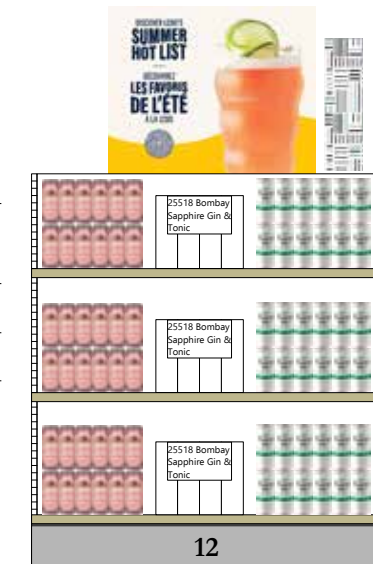
LCBO#	Description	Size (mL)	Offers
312959	Ketel One	1750	LTO
363770	Ketel One Vodka	1140	
456095	Ketel One Vodka	750	VA

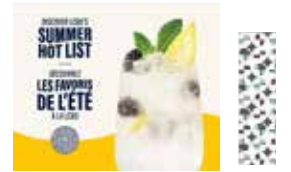
Value-add: Ciroc 50 mL (rep-applied) with the purchase of Ketel One Vodka (456095 | 750 mL).



End Aisle #12

LCBO#	Description	Size (mL)	Offers
19350	Founder's Original Tequila Paloma	355	
24325	Canadian Club & Ginger Ale	473	LTO
25518	Bombay Sapphire Gin & Tonic	250	





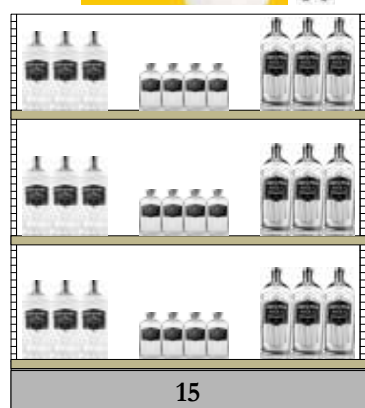
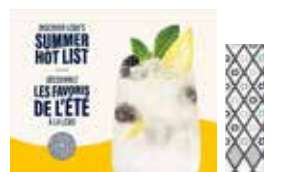
	LCBO#	Description	Size (mL)	Offers
End Aisle #13	22192	Grant's Triplewood 12YO	750	LTO
	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
	605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	431106	Creekside Cabernet Merlot VQA	750	LTO
	450981	Pelee Island Lola Blush Sparkling VQA	750	LTO
	561381	Pelee Island Pinot Grigio Bag In Box	3000	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	16608	Aviation Gin	375	VA
	21996	Aviation Gin	1750	LTO
	129940	Aviation Gin	750	VA



Value-adds:

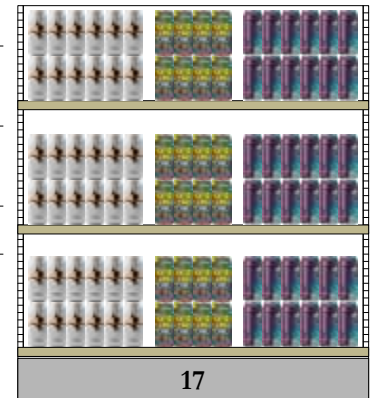
- **Angostura Orange Bitters (rep-applied)** with the purchase of Aviation Gin (16608 | 375 mL).
- **Sunglasses (rep-applied)** with the purchase of Aviation Gin (129940 | 750 mL)



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	19113	Pussycat Twisted Shot	4 × 30	
	491480	Twisted Shotz B52	4 × 30	
	558098	Twisted Shotz Sex On The Beach	4 × 30	



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	20118	Collective Arts Good Monster (LCBO Warehouse)	473	LTO
	20265	Flying Monkeys Worlds Away Modern Lager (6309)	473	LTO
	921296	Wellington Helles Lager (4826)	473	LTO

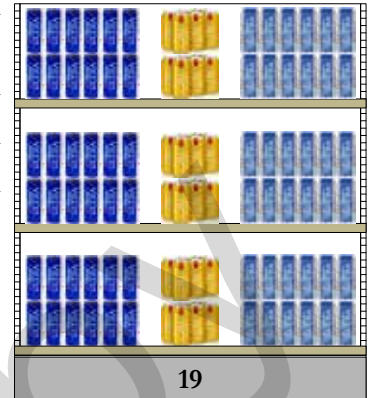


	LCBO#	Description	Size (mL)	Offers
End Aisle #18	227678	1800 Silver Tequila	750	
	398479	1800 Reposado	750	APP
	492454	1800 Coconut Tequila	750	LTO



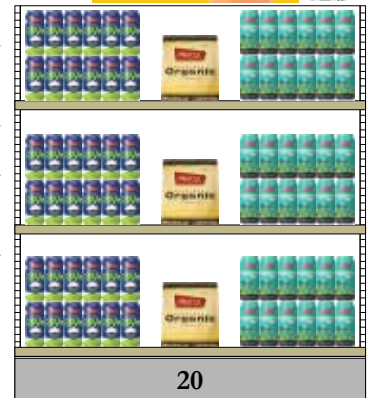


LCBO#	Description	Size (mL)	Offers
End Aisle #19			
26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	
284562	Michelob Ultra (275/TBS)	473	
496968	Michelob Ultra (275/TBS)	6 × 473	LTO, Contest



19

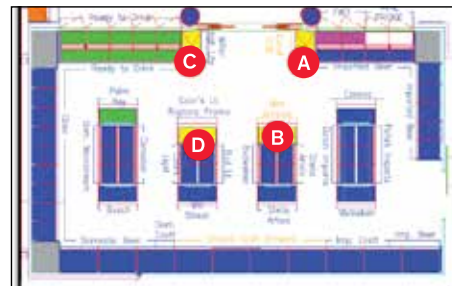
LCBO#	Description	Size (mL)	Offers
End Aisle #20			
20068	Mill Street Hazy Organic IPA (1950)	473	
20871	Mill Street Juice Cloud IPA (1950)	473	
84210	Mill Street Original Organic Lager (1950)	6 × 341	LTO



20

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 (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
A Plinth (EA - EZA)	1107	Bud Light	473	275 - The Beer Store	\$0.20 LTO
	311779	Bud Light	6×473	275 - The Beer Store	VA: Beer Shades
	311787	Budweiser	6×473	275 - The Beer Store	\$1.00 LTO
	Value-add/Merchandiser: Purchase 2 Bud Light (311779 6 × 473 mL) and receive a free Bud Light Beer Shades. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
B New/ Seasonal (EA - EZB)	28634	Muskoka Ipa Mixer Pack 2022	2838	LCBO Warehouse	
	28527	Collective Arts Pog Fresh Fruit Sour	473	LCBO Warehouse	
	485367	Great Lakes Brewery Karma Citra Ipa	473	1929 - Great Lakes Brewing Co. Inc.	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	15363	Mike's Hard Blue Freeze	473		\$0.15 LTO + VA: Sling Cooler Bag Cooler Bag
	19145	Mike's Hard White Freeze	473		VA: Sling Cooler Bag
	24332	Mikes Hard Red Freeze	473		VA: Sling Cooler Bag
	Value-add/Merchandiser: Buy 6 Mike's Hard Freeze products and receive a sling cooler bag. The supplier is providing a 6-can carrier in support of the VA. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
D End Aisle (EA - EZD)	18	Heineken Lager	6×330	LCBO Warehouse	\$1.00 LTO
	302810	Heineken	6×500	LCBO Warehouse	VA: Wireless Speaker
	Value-add/Merchandiser: Purchase 2 Heineken (302810 6 × 500 mL) 6-packs and receive a Wireless Speaker. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				

Ontario Craft Beer

END AISLE

Overview

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

NEW Ontario Craft Beer Backer Card:

The Ontario Craft Beer End Aisle has been updated. Remove and recycle the chalkboard version and replace with the new backer card.



Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

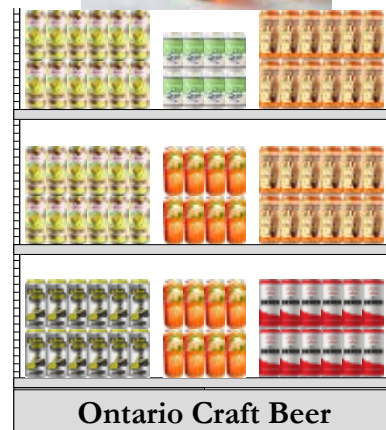
LCBO#	Description	Size (mL)	Supplying Source / Distributor
16954	Bench Brewing Lincoln Lager (798)	473	798 - Bench Brewing Company
25224	Side Launch Raspberry Lemonade Refresher (3827)	473	3827 - Side Launch Brewing
409268	Broadhead Amber Ale (4712)	473	4712 - Broadhead Brewing
446955	Big Rig Alpha Bomb IPA (1188)	473	1188 - Big Rig Brewing Co.
497438	Spearhead Hawaiian Pale Ale(86)	473	86 - Spearhead Brewing Company
645416	Left Field Brewery Greenwood IPA (4846)	355	4846 - Left Field Brewery Inc.

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

- **NEW** End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-23P6-OCB1) / BIL (Re-order #AIM-23P6-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.

Craft Beer Imported

SHELF TALKERS

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
19369	Saison Du Tracteur American Saison	600
25020	St-Ambroise IPA Mix Pack	1892
25021	Deschutes King Crispy Pilsner	1420
25024	Cigar City Frost Proof Belgian-Style White	1420
25617	Upstreet Rhuby Social Strawberry Rhubarb Wit	473
25025	Westmalle Extra	330
25026	Mas Agave Clasica Grapefruit Barrel Aged Series	355
25027	Duchesse Cherry	330

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-23P6-ICB1) / BIL (Re-order #AIM-23P6-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 (August 14 - September 10, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
61101	Peninsula Ridge Merlot VQA	750	\$2.00 LTO
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00 LTO
348979	Inniskillin Pinot Grigio VQA	750	\$2.00 LTO
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P6-ON1)

Merchandising Instructions

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



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



Cube Sign
(Re-order# OWSIGN-002)



PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA067)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P6-ON1)

Merchandising Instruction

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



Backer Card
(Re-order#
NIVQA067)



ON2: Our Buyer's Pick (VQA) - (OWC)

(formerly known as Ontario Superstars)

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

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
145441	Pelee Island Lighthouse Cabernet Franc VQA	750	100 APP
175349	Open Rose VQA	750	30 APP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P6-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P6-OWP2)

Merchandising Instructions

Cut-Case Display Stores:

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

End Aisle Display Stores:

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

Shelf Talker Only Stores:

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

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00 LTO
326090	Oyster Bay Pinot Grigio	750	\$3.00 LTO



Signage Components

- **Signage Kit (Re-order # AIM-23P6-VINT1)**
Branded Backer Card ENG/BIL
LTO Shelf Talkers 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 on a frontfacing/primary end aisle.
- Install the branded backer card and LTO offer shelf talkers.
- Use the bin tag overlays 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.



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 (August 13, 2022 Release)

Mandatory Participating Stores

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

Important Note

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

Participating Products

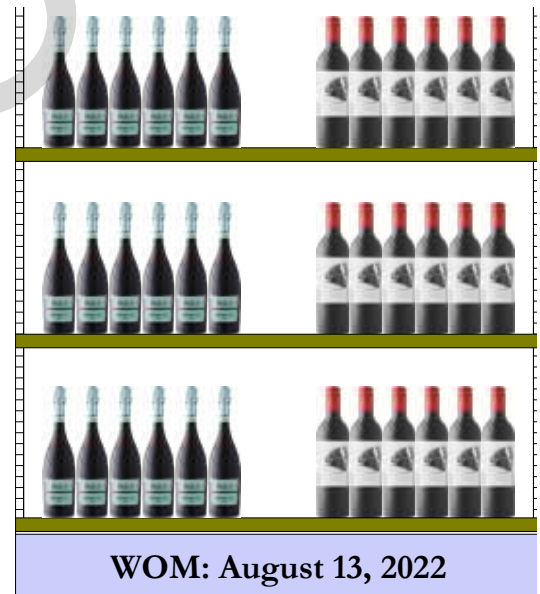
LCBO#	Description	Size (mL)
13836	Brilla! Extra Dry Prosecco	750
353193	Zonte's Footstep Blackberry Patch Cabernet 2019	750

Signage Components

- Year-round backer card kit ENG/BIL:
Vintages fixtures (Re-order# VBC042)
LCBO fixtures (Re-order# VBCL056)
- 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 (August 14 - September 10, 2022)

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.

Participating Stores

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

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-23P6-VLTO1)**

Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offer
26944	Wine Art Techni Alipias Red Blend	750		\$27.95	50 APP
43281	Flat Rock Riesling	750	\$19.95	\$16.95	\$3.00 LTO
67587	Megalomaniac Narcissist Riesling	750	\$18.95	\$16.95	\$2.00 LTO
326090	Oyster Bay Pinot Grigio	750	\$19.95	\$16.95	\$3.00 LTO
342428	Bonterra Organic Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00 LTO
417642	Cave Spring Pinot Noir	750	\$21.95	\$19.95	\$2.00 LTO
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$23.95	\$20.95	\$3.00 LTO
294298	Conundrum Red	750	\$24.95	\$22.95	\$2.00 LTO
413237	Gérard Bertrand Languedoc	750	\$16.95	\$14.95	\$2.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$22.95	\$19.95	\$3.00 LTO
606624	Ringbolt Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00 LTO
111641	Rocca delle Macie Riserva Chianti	750	\$16.95	\$14.95	\$2.00 LTO
21982	Scarlet Vine Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$64.95	\$59.95	\$5.00 LTO
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$46.95	\$41.95	\$5.00 LTO
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$25.95	\$23.95	\$2.00 LTO
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
660043	Two Hands Gnarly Dudes Shiraz	750	\$24.95	\$21.95	\$3.00 LTO
559088	Malivoire Ladybug Rosé	750	\$17.95	\$15.95	\$2.00 LTO
172643	Tawse Sketches of Niagara Rosé	750	\$18.95	\$16.95	\$2.00 LTO

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 (August 14 - September 10, 2022)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
417642	Cave Spring Pinot Noir VQA	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-23P6-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 September 11, 2022.

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 September 11 2022.

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 September 11, 2022.

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

GIFTING

Summer 2022 Gift Packaging & Gift Cards

The Summer 2022 gift packaging, gift cards and carriers were shipped in Period 3. All Inventory has been allocated to stores.



Summer Enhanced Paper Gift Bag
LCBO# 24720 • \$2.95



Summer Reusable Double Bottle Gift Bag
LCBO# 24549 • \$1.50



Summer Reusable Large Gift Bag
LCBO# 24550 • \$1.95



Summer Gift Card & Carrier
Gift Card: LCBO# 24482
Carrier: LCBO# 24483

MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Bag Stand	Mini Thematic A/B	Small Acrylic Gift Card Merchandiser
Gifting Items						
+24720 Summer Enhanced Paper Gift Bag	✓	✓	✓		✓	
+24549 Summer Reusable Double Bottle Gift Bag	✓			✓		
+24550 Summer Reusable Large Gift Bag	✓			✓		
Gift Cards & Carriers						
+24482 Summer Gift Card			✓			✓
+24483 Summer Gift Card Carrier			✓			✓
+647222 Vintages Gift Card			✓			✓
+647271 Vintages Gift Card Carrier (ENG)			✓			✓
+657882 Vintages Gift Card Carrier (FR)			✓			✓

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.

This is a sold program. Participation is mandatory.

Key Dates (ongoing)

Participating Stores

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

Merchandising Instructions

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

Signage Components

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



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

	LCBO#	Description	Size (mL)
Whisky	230987	Jameson Irish Whiskey	375
	74393	Baileys Irish Cream	375
Brown Spirits	12195	Grand Marnier Cordon Rouge	375
	31864	Disaronno Amaretto	375
	61408	Jagermeister	375
	398776	Fireball Whisky Shooter	375
	2808	Bacardi Gold Rum (P.E.T)	375
White Spirits	265199	Absolut Vodka	375
	417261	Hendrick's Gin	375
	446468	Ketel One	375
	604934	Grey Goose Vodka	375



Wine Impulse - Half Bottles:

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

Participating Products

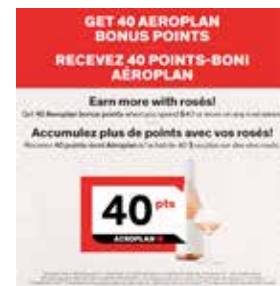
LCBO#	Description	Size (mL)
14665	Good Vines White Wine Spritz	355
14868	Bodacious Moscato Rosé Can	250
19301	Pixie Petite Rosé Spritzer	355
21037	Pelee Island Lola Cabernet Franc Cab Sauv VQA	250
21038	Pelee Island Lola Secco Sparkling VQA	250
24485	Gold Prosecco (Bottega)	200
24487	Ruffino Prosecco	375
24490	Champagne Victoire Brut Prestige	375
24491	Champagne Victoire Brut Rosé	375
24998	Bask Rosé Spritz	355
24999	Bask Green Tea Peach Hard Sparkling Water	355
25126	Good Fortune Lavender Lemonade Hard Seltzer Spkl	355
25219	Taylor Fladgate Chip Dry & Tonic	250
647313	Joiy Rosé Sparkling	250



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.

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 (August 14 - September 10, 2022)

Participating Stores:

FSA (Sparkling/Rosé)

1, 4, 5, 10, 15, 19, 21, 22, 23, 25, 31, 38, 58, 65, 130, 148, 149, 150, 156, 164, 187, 212, 217, 226, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 355, 358, 359, 360, 367, 371, 381, 385, 386, 390, 391, 393, 394, 404, 407, 416, 417, 432, 437, 445, 452, 459, 470, 491, 495, 497, 499, 511, 523, 542, 556, 579, 585, 586, 590, 593, 601, 609, 614, 619, 623, 624, 630, 631, 632, 641, 649, 665, 670, 698, 702, 703

FSB, FSC, FSD and FSE

(USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa)

5, 10, 15, 21, 25, 31, 35, 36, 38, 40, 83, 115, 148, 149, 154, 156, 164, 187, 217, 226, 243, 252, 265, 278, 288, 310, 326, 344, 346, 355, 360, 367, 371, 390, 393, 394, 401, 404, 407, 417, 432, 437, 438, 443, 445, 452, 481, 486, 491, 495, 499, 511, 522, 523, 528, 556, 569, 590, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776

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. Flex Space FSA stores will receive a new box sign in support of the AeroPlan offer.
- Merchandise the shelf talkers in front of participating products.

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P6-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P6-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P6-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P6-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P6-FS5)
- Shelf Talkers ENG (Re-order # 23P6-FS6) / BIL (Re-order # 23P6-FS7)
- Bin Strips - solid colour (Re-order # 23P6-FS8)



Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space “Earn More with Rosés!”				
Aeroplan Offer on Rosé Wines:				
During P6, customers can earn 40 Bonus Aeroplan Points when you spend \$40 or more on Rosés wines . Participating stores will receive a new box sign in support of the Aeroplan offer.				
	11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750	
	13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
	14867	Sandbanks Summer Rosé VQA	750	
	19062	Sandbanks Sparkling Rose VQA	750	
	20359	Expression Cabernet Franc Rosé VQA	750	
	24971	Good Natured Rosé VQA	750	
	24972	Speck Bros. F. Tree The Merry Widow Rosé VQA	750	
	24973	Offshore Hang Ten Rosé VQA	750	
	25900	Champagne Moutard Grande Cuvee	750	\$3.50 LTO
	25903	Gosset Grande Reserve Brut Champagne	750	
	25904	Champagne Pommery Brut Rosé	750	
	26577	Duval-Leroy Brut Nv Reserve	750	100 APP
	48819	Creekside Cabernet Rosé VQA	750	
	639856	Megalomaniac Homegrown Rose VQA	750	
	642884	D'Ont Poke The Bear Rosé VQA	750	
(FSB) USA - California Flex Space “Must-have: Everyday Cali Wines”				
*Mandatory Participation: This is a SOLD promotion.				
	13686	Bread & Butter Pinot Noir	750	\$2.00 LTO
	18486	Bread & Butter Rosé	750	
	19261	Bread & Butter Chardonnay	750	Wine Fridge
	21474	Bread & Butter Cabernet Sauvignon	1500	60 APP
	647644	Bread & Butter Cabernet Sauvignon	750	
(FSC) Europe - Italy/SE Flex Space “Must-try: Best buys from Spain”				
*Mandatory Participation: This is a SOLD promotion.				
	10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	Wine Fridge
	16191	Toro Bravo Sparkling Secco White	750	\$1.00 LTO
	17834	Toro Bravo Tempranillo Merlot	1500	
	14145	Toro Bravo Shiraz Garnacha Rosado	750	
	635755	Toro Bravo Tempranillo Merlot, Do Valencia	750	
(FSD) Australia/New Zealand Flex Space “Trending: Cool, fresh whites”				
*Mandatory Participation: This is a SOLD promotion.				
	13295	Matua Sauvignon Blanc Hawke's Bay	1500	60 APP
	19255	Matua Pinot Grigio Marlborough	750	VA: Blue Jays Fanny Pack
	619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00 LTO

Participating Products

(FSE) Chile/Argentina Flex Space "Top Picks: Sustainably Grown Wines"

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

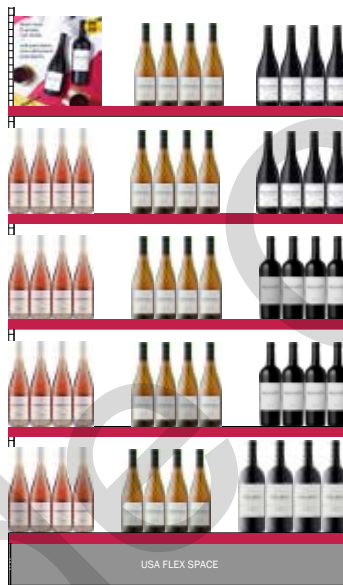


13245	Argento Rosé	750	
363192	Argento Estate Reserva Organic Malbec	750	
406850	Argento Seleccion Pinot Grigio	1500	
589523	Argento Estate Cabernet Sauvignon	750	\$2.00 LTO
591693	Argento Estate Organic Malbec	750	\$2.00 LTO
591701	Argento Chardonnay	750	
620492	Argento Seleccion Pinot Grigio	750	\$2.00 LTO

Sparkling Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



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.

FRONT END MERCHANDISER

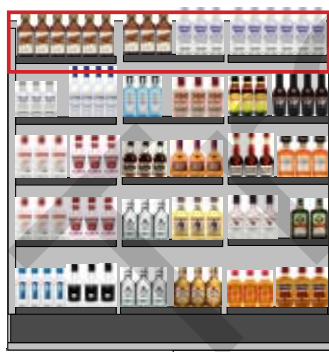
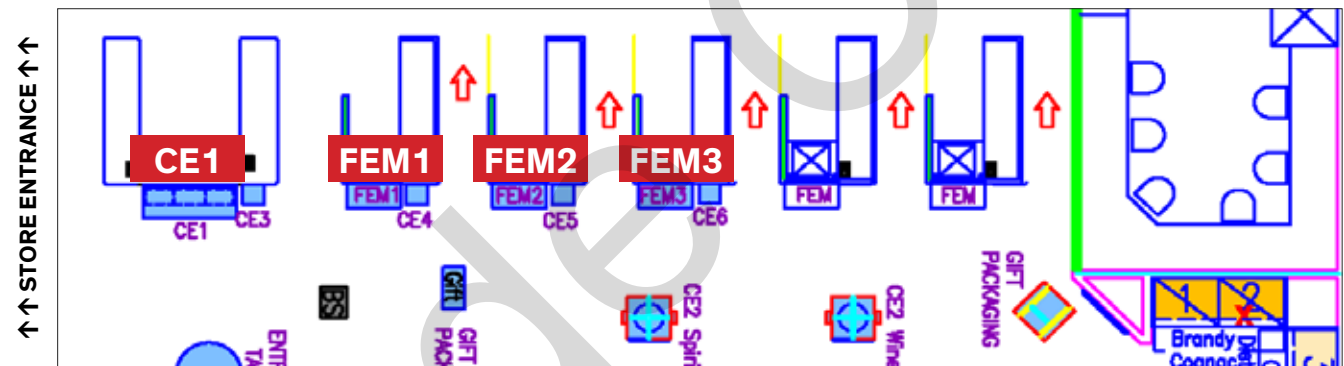
The Front End Merchandiser program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores.

Key Dates (August 14 - September 10, 2022)

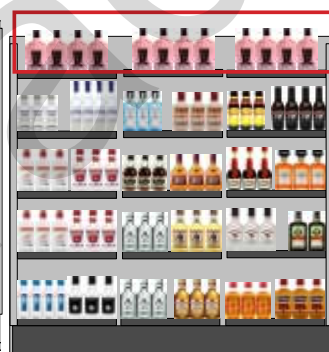
Program Name	Spirited Picks	Front End Merchandiser		
Promo Code & Floorplans	CE1	FEM 1	FEM 2	FEM 3
Merchandising	White Spirits	Brown Spirits	Wines/Wines in Cans	Brown Spirits/Liqueurs

Sample FEM Floorplan/Planoguide

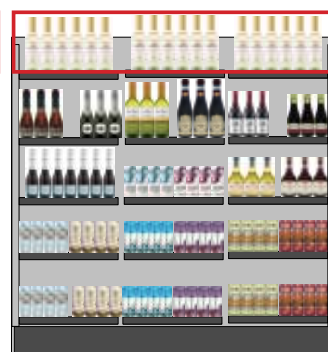
NOTE: Discretionary Front End Merchandisers will be noted as "FEM" on updated store floorplans.



White Spirits (CE1)



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

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 (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
88328	Meaghers Triple Sec	375	VA: Absolut Vodka 50 mL (rep-applied)
265199	Absolut Vodka	375	\$1.00 LTO

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P6-SP2) / BIL (Re-order #AIM-23P6-SP3)
- "Mix with Cranberry Juice" Shelf Talker ENG (Re-order #AIM-23P6-SP4) / BIL (Re-order #AIM-23P6-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 "Mix with Cranberry Juice" shelf talker is installed in the bin strip channel on the fixture.



"Mix with Cranberry Juice" Shelf Talker



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (August 14 - September 10, 2022)

Participating Stores

FEM1:

1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 51, 65, 74, 82, 106, 115, 130, 145, 148, 149, 150, 156, 164, 200, 207, 209, 211, 214, 217, 221, 226, 227, 233, 243, 250, 252, 253, 263, 279, 288, 295, 298, 300, 310, 325, 326, 344, 346, 351, 359, 360, 371, 373, 378, 383, 384, 386, 390, 391, 394, 397, 404, 417, 427, 431, 437, 438, 443, 445, 452, 453, 456, 459, 465, 481, 485, 486, 490, 494, 495, 497, 500, 523, 544, 551, 554, 566, 573, 580, 587, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

FEM2:

1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 82, 115, 130, 148, 149, 150, 156, 164, 211, 214, 217, 221, 226, 233, 243, 252, 253, 279, 288, 295, 310, 326, 344, 346, 359, 360, 371, 383, 384, 386, 390, 391, 394, 397, 404, 417, 431, 438, 443, 445, 452, 453, 456, 481, 485, 486, 494, 495, 497, 500, 523, 551, 554, 566, 573, 580, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

FEM3:

1, 5, 10, 15, 21, 25, 31, 35, 38, 40, 82, 130, 148, 149, 164, 217, 226, 233, 252, 253, 288, 310, 326, 344, 346, 360, 371, 383, 386, 390, 391, 394, 404, 417, 438, 443, 445, 452, 481, 485, 486, 494, 495, 523, 554, 566, 590, 609, 619, 623, 624, 627, 630, 647, 649, 658, 680, 741, 751, 762

Participating Products

	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	21159	New Amsterdam Pink Whitney Vodka	375	
Wines/Wine in Cans (FEM2)	687558	Santa Margherita Pinot Grigio	375	
Brown Spirits/Liqueurs (FEM3)	139667	Gibson's Finest Rare 12 Year Old Whisky	375	\$1.00 LTO

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P6-FEM1) / BIL (Re-order #AIM-23P6-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P6-FEM3) / BIL (Re-order #AIM-23P6-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P6-FEM5) / BIL (Re-order #AIM-23P6-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.



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Staff Picks IMPULSE DISPLAY

The Staff Picks Program is being reintroduced at the LCBO. This is a great way to educate and share our favourite products with customers, at the last touchpoint in their customer journey. **This is a sold program. Participation is mandatory.**

Key Dates (August 14 - September 10, 2022)

Participating Stores - All Stores

Please keep in mind, while setting up Staff Picks Displays at the Cash Desk:

HEIGHT: Please ensure you do not exceed the height of the counter.
Recommendation: If you are placing the flats on risers, please only stack 3 flats high (5 high if not using the riser)

ORIENTATION: Please ensure the orientation of the riser box or flat is positioned so that the short side of the display faces the customer. This opens up more space for the customer to load products onto the counter (refer to the photo shown at right).



Signage Component & Merchandising Instructions

Pricer Card Sticker

ENG (Re-order #23P5-SPP1) / BIL (Re-order #23P5-SPP2)

- Using the generic Operational Price Card shells (#692111), print Pricer cards for each Staff Pick product displayed.
- Affix the Staff Pick sticker to the top right corner of the Pricer Card, as shown on the example to the right.



Riser Wrap ENG (Re-order #23P5-SPP3) / BIL (Re-order #23P5-SPP4)

- Install the riser wrap around the display.



Employee Name Badge Sticker

ENG (Re-order #23P5-NT1) / BIL (Re-order #23P5-NT2)

- The Staff Name Badge Stickers gives you a great opportunity to identify yourself as an expert and recommend your favourite products to customers.
- It is designed to be affixed to the lower portion of the back of the existing name tag, and hangs down approximately 1.5".



Beer, Cider, RTD

IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

To allow room at the Cash End for the Staff Picks Program, the Beer, Cider & RTD Impulse Displays will be relocated to either between the Special Promotions Fixture Displays or before the cash desks (in the middle of the floor).

This is a sold program. Participation is mandatory.

Key Dates (July 17 - August 13, 2022)

Participating Stores

1, 5, 10, 15, 17, 18, 22, 23, 25, 26, 31, 35, 36, 38, 40, 41, 44, 51, 55, 57, 58, 62, 64, 65, 74, 82, 83, 84, 90, 97, 102, 106, 115, 125, 130, 132, 139, 144, 145, 148, 149, 150, 154, 156, 163, 164, 168, 179, 187, 191, 195, 196, 198, 200, 201, 207, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 325, 326, 329, 340, 344, 346, 351, 359, 360, 362, 367, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 416, 417, 427, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 456, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 522, 523, 534, 536, 540, 542, 544, 545, 546, 549, 551, 554, 555, 556, 559, 564, 566, 568, 569, 573, 575, 579, 580, 585, 586, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 634, 635, 638, 640, 641, 649, 652, 653, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 680, 684, 691, 694, 695, 699, 702, 703, 706, 741, 743, 753, 756, 758, 771, 776

Merchandising Instructions

- To accommodate Staff Picks displays at Cash End, Stores participating in the BCRTD Impulse Display Program should relocate their displays to one of the following locations:
 - In front of cash desks, in the middle of the floor
 - In between Special Promotion Fixtures
- Install the pricer cards in front of participating products.



MIDDLE OF THE FLOOR,
IN FRONT OF CASH DESKS

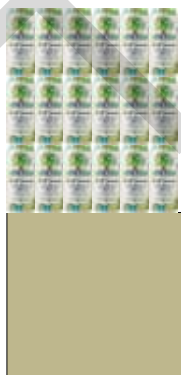


IN BETWEEN SPF FIXTURES

Signage Components

- Pricer Card ENG (Re-order #AIM-23P6-FEM7) / BIL (Re-order #AIM-23P6-FEM8)

CE3



LCBO#25035 | Somersby
Wild Garden Orchard Apple
473 mL (LCBO Warehouse)

CE4



LCBO#16225
Bees Knees | 355 mL
15 APP

CE5



LCBO#609248 | Moosehead
Radler | 473 mL | 23 APP
(275 - The Beer Store)

CE6



LCBO#19098
Founder's Original Gin Bramble
355 mL | \$0.15 LTO

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 (August 14 - September 10, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	NEW Offers
16546	On The Rocks Hornitos Margarita	375	100 APP
26678	On The Rocks Effen Cosmopolitan	375	100 APP
26679	On The Rocks Knob Creek Old Fashioned	375	100 APP

Signage Components

Note: All stores will receive a new set of shelf talkers for the start of P6. Stores should maintain their P5 A-frame sign.

- **New** Shelf Talker ENG (Re-order#23P6-AF3) / BIL (Re-order#23P6-AF4)
- A-Frame Sign ENG (Re-order#23P5-AF1) / BIL (Re-order#23P5-AF2)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Products will remain the same as P5 with new offers in P6.
- Install the pre-printed shelf talkers on the fixture.
- Continue to display the P5 A-frame sign.



The Cold Room

FIREBALL WHISKY DISPENSER

Now through the end of Period 6, a select number of stores will display a Fireball Whisky merchandiser in their Beer Cold Rooms. This merchandiser will house the Fireball 50mL 6-Pack format.

This is a sold program. Participation is mandatory.

Key Dates (Period 4 - Period 6)

Participating Stores

1, 10, 19, 23, 31, 33, 40, 41, 49, 51, 57, 58, 65, 74, 82, 83, 85, 93, 130, 139, 144, 150, 156, 164, 175, 187, 188, 195, 208, 209, 211, 212, 227, 228, 229, 233, 237, 244, 245, 250, 258, 263, 276, 279, 287, 288, 291, 300, 310, 312, 329, 334, 351, 358, 359, 360, 363, 367, 370, 387, 391, 394, 398, 401, 402, 407, 427, 443, 454, 459, 470, 481, 485, 490, 491, 495, 497, 501, 509, 522, 539, 556, 587, 605, 609, 627, 633, 641, 652, 653, 654, 667, 670, 684, 691, 694, 706, 741, 751, 771

Participating Products

LCBO#	Description	Size (mL)	NEW Offers
10946	Fireball 6 Pack Carrier	6 x 50	\$1.50 LTO

Signage Components

- Supplier produced merchandiser/display












Merchandising Instructions






- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Product will remain the same as P4 with new offer in P6.
- Agents delivered the merchandiser to the participating locations in P4.
- Ensure the display is set up against the wall in the Beer Cold Room, allowing traffic to flow around the merchandiser.
- The merchandiser is to stay up for P4, P5 and P6.



Supplied by Agent

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	End Aisles 5-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P6-ST1 BIL: 23P6-ST2	
On Shelf	Premium End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P6-ST12 BIL: 23P6-ST13	
On Shelf	Premium End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P6-STVA5 BIL: 23P6-STVA6	
On Shelf	Premium End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P6-STVA7 BIL: 23P6-STVA8	
On Shelf	Standard End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P6-ST14 BIL: 23P6-ST15	
On Shelf	Standard End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P6-STVA9 BIL: 23P6-STVA10	
On Shelf	Standard End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P6-STVA11 BIL: 23P6-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P6-ST3 BIL: 23P6-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P6-ST5 BIL: 23P6-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P6-ST7 BIL: 23P6-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P6-ST9 BIL: 23P6-ST10	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	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	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P5-ST11	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	
On Shelf	Pre-Printed Aeroplan Points Offer Shelf Talkers (English/Bilingual)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-23P6-ANS	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-23P6-LTO	

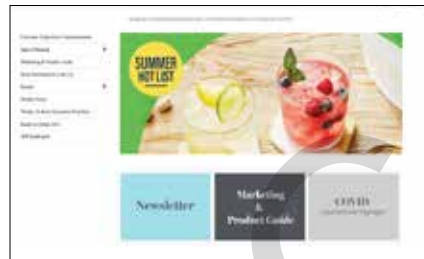
Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1	10157	Jameson Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		17055	Jameson Cold Brew Irish Whiskey	750	VA
			275933	Jameson Irish Whiskey	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	2	95935	Grey Goose Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		116327	Grey Goose La Poire Vodka	750	VA
			417196	Grey Goose Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	3	17760	19 Crimes Pinot Noir	750	LTO
			18116	19 Crimes Snoop Dogg Cali Red	750	VA
			20624	19 Crimes Snoop Dogg Cali Rosé	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		25067	19 Crimes Martha's Chard	750	VA
			369777	19 Crimes Shiraz Durif	750	LTO
			461525	19 Crimes Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4A	633438	19 Crimes The Uprising Red Wine	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		369793	Mount Gay Eclipse Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		369801	Mount Gay Eclipse Rum	1140	LTO, VA, Necktag
			369819	Mount Gay Eclipse Rum	1750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	4B	53140	Havana Club 7 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		400671	Havana Club Original 3 Year Old	1140	LTO
			443903	Havana Club Anejo Reserva	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	5	20289	Yellow Tail Shiraz	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		379180	Robert Mondavi Private Selection Chardonnay	750	LTO
			413070	Two Oceans Sauvignon Blanc	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A	60608	El Dorado 12 Year Old Rum	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		366666	El Dorado 8 YO Cask Aged Demerara Rum	750	LTO
			894014	El Dorado Demerara 5 Year Old Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6B	14354	Appleton Estate 8YO Reserve	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		14355	Appleton Estate 12YO Rare	750	APP
			177808	Appleton Estate V/X Signature Blend	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	7	17818	Corona Extra	6 × 330	LTO
<input type="checkbox"/>	<input type="checkbox"/>		17819	Stella Artois	6 × 473	
			25135	Carlsberg Danish Pilsner Snap Pack	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	8	14494	Jose Cuervo Authentic Margarita	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24352	Jose Cuervo Playamar Mango	4 × 355	
			27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	9	22872	Radio Boka Verdejo	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		376145	Radio Boka Tempranillo Vdt Castilla	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		491118	Radio Boka Tempranillo Vdespana Bib	3000	APP
<input type="checkbox"/>	<input type="checkbox"/>		13814	Shawn & Ed Lagershed Original	4 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		18773	Nickel Brook No Bad Daze Easy Going Lager	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19677	Bench Brewing Berry Fields Sour Ale	473	
<input type="checkbox"/>	<input type="checkbox"/>		24826	Ace Hill Carb Free	4 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	10	25665	Flying Monkeys Cold IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>		458273	GLB Octopus Wants To Fight IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>		459537	Woodhouse Lager	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		479030	Railway City Orange Creamsicle Ale	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		549873	Collective Arts Jam Up The Mash	473	
<input type="checkbox"/>	<input type="checkbox"/>	11	312959	Ketel One	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		363770	Ketel One Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>		456095	Ketel One Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	12	19350	Founder's Original Tequila Paloma	355	
<input type="checkbox"/>	<input type="checkbox"/>		24325	Canadian Club & Ginger Ale	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25518	Bombay Sapphire Gin & Tonic	250	
<input type="checkbox"/>	<input type="checkbox"/>	13	22192	Grant's Triplewood 12YO	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	431106	Creekside Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		450981	Pelee Island Lola Blush Sparkling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		561381	Pelee Island Pinot Grigio Bag In Box	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	16608	Aviation Gin	375	VA
<input type="checkbox"/>	<input type="checkbox"/>		21996	Aviation Gin	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		129940	Aviation Gin	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	16	19113	Pussycat Twisted Shot	4 × 30	
<input type="checkbox"/>	<input type="checkbox"/>		491480	Twisted Shotz B52	4 × 30	
<input type="checkbox"/>	<input type="checkbox"/>		558098	Twisted Shotz Sex On The Beach	4 × 30	
<input type="checkbox"/>	<input type="checkbox"/>	17	20118	Collective Arts Good Monster	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		20265	Flying Monkeys Worlds Away Modern Lager	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		921296	Wellington Helles Lager	473	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		18	227678	1800 Silver Tequila	750	
<input type="checkbox"/>	<input type="checkbox"/>		398479	1800 Reposado	750	APP
			492454	1800 Coconut Tequila	750	LTO
		19	26308	Michelob Ultra Organic Gold	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		284562	Michelob Ultra	473	
			496968	Michelob Ultra	6 × 473	LTO, Contest
		20	20068	Mill Street Hazy Organic IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>		20871	Mill Street Juice Cloud IPA	473	
			84210	Mill Street Original Organic Lager	6 × 341	LTO
		Entrance Table/COTM	1925	Courvoisier VS	750	
<input type="checkbox"/>	<input type="checkbox"/>		16544	St Remy Signature	750	LTO
			286807	Buton Vecchia Romagna Brandy	750	LTO
			522359	Torres Brandy 10	750	LTO
			10393	Legent	750	LTO
		Mini Thematic A	21378	Jim Beam White Label Bourbon	750	LTO
			54866	Bulleit Bourbon Frontier Whiskey	750	LTO
			326025	Basil Hayden Straight Bourbon	750	LTO
			405845	Evan Williams Black Label Bourbon Whiskey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		439075	Bulleit Bourbon 10 YO	750	APP
			480624	Woodford Reserve Distiller's Select Bourbon	750	LTO
			517987	Ezra Brooks Black Label Bourbon Whiskey	750	APP
			547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	LTO
			605063	Buffalo Trace Bourbon	750	APP
			618991	Michters US1 Small Batch Kentucky Bourbon	750	
		Mini Thematic B	604	Chiarli Castelvetro Lambrusco	750	LTO
			14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
			16306	Segura Viudas Brut Rose D.O. Cava	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	LTO
			277202	Bottega Rosé Vino Dei Poeti Sparkling	750	LTO
		Mini Thematic B	428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	LTO
			593855	Astoria Prosecco La Robinia	750	LTO
			998351	JP Chenet Ice White	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	19515	Absolut Watermelon	750	VA, Necktag
			22013	Absolut Raspberry Vodka	750	LTO, VA Necktag
			110056	Absolut Vodka	750	LTO, VA, Necktag
			209221	Absolut Vodka	1140	VA, Necktag
			216655	Absolut Vodka	1750	LTO, VA, Necktag
			257238	Absolut Citron Vodka	750	LTO, VA, Necktag
			493999	Absolut Lime Vodka	750	VA
			550749	Absolut Mandrin	750	LTO, VA, Necktag
			604348	Absolut Apeach Vodka	750	VA, Necktag
			925685	Absolut Grapefruit Vodka	750	LTO, VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	300681	Coors Light	6 × 473	VA, Contest
			906560	Coors Light	6 × 341	LTO
			906628	Coors Light	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	19119	Bacardi Mojito	355	LTO
			19134	Absolut Mango Mule	355	LTO
			24324	Mxd Sour Cherry	473	
			24328	Jaw Drop Blue Blast Vodka Cooler	473	
			24333	Palm Bay Paradise Twist	473	
			24342	Black Fly Rum Pina Colada	4 × 400	
			24373	Georgian Bay Watermelon Vodka Smash	473	LTO
24390	Smirnoff Ice Peach Lemonade	473				
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	1099	Johnnie Walker Red Label	750	Comm. Extender, LTO
			5009	Lamb's White Rum	750	APP
			10357	Crown Royal Peach	750	LTO
			16580	Maker's Mark	1140	APP
			40196	Luxardo Sambuca Dei Cesari	750	Discovery Extender, VA
			212282	Luksusowa Vodka	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	401315	Jose Cuervo Especial Silver	1140	LTO
			417295	Ciroc Original Unflavoured	750	Shelf Extender, APP
			113241	Cazadores Anejo Tequila	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	125187	Cazadores Reposado Tequila	750	VA
			363986	Cazadores Blanco Tequila	750	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Long Weekend Super Sale	1954	Twisted Tea Original	12 × 355	LTO
			24347	Cottage Springs Mango Vodka Water Box	4000	LTO
			24400	Palm Bay Island Mixer	12 × 355	LTO
			24407	Nutrl The Mixed	12 × 355	LTO
			24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	LTO
			321794	Smirnoff Ice	24 × 330	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Wines Block Pile	294298	>(V) Conundrum California Red	750	LTO
			342428	>Bonterra Cabernet Sauvignon Organic	750	LTO
			444059	>Joel Gott 815 Cabernet Sauvignon	750	LTO
			507467	Josh Cellars Legacy Red	750	LTO
			996405	>Stags' Leap Napa Vly Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	16840	Bolla Valpolicella Classico	750	LTO
			19698	Leonardo Chianti Riserva Docg	750	LTO
			19953	Tommasi Le Rosse Pinot Grigio	750	LTO
			36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
			43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO
			111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
			137810	Campo Viejo Rioja Reserva	750	LTO
			245340	Chapoutier Belleruche Cdr White Aoc	750	LTO
			384651	Martini Prosecco Sparkling	750	LTO, Wine Fridge
			413237	>(V)Terroir Languedoc (Gerard Bertrand)	750	LTO
			530261	Casal Garcia Vinho Verde, Do	750	LTO
			545319	Frescobaldi Castiglioni Chianti Docg	750	LTO
			910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	1107	Bud Light (275/TBS)	473	LTO
			311779	Bud Light (275/TBS)	6 × 473	VA
			311787	Budweiser (275/TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	28527	Collective Arts Pog Fresh Fruit Sour (LCBO Warehouse)	473	
			28634	Muskoka IPA Mixer Pack 2022 (LCBO Warehouse)	6 × 473	
			485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	15363	Mike's Hard Blue Freeze	473	LTO, VA
			19145	Mike's Hard White Freeze	473	VA
			24332	Mikes Hard Red Freeze	473	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	18	Heineken Lager (LCBO Warehouse)	6 × 330	LTO
			302810	Heineken (LCBO Warehouse)	6 × 500	VA
			16954	Bench Brewing Lincoln Lager (798)	473	
			25224	Side Launch Raspberry Lemonade Refresher (3827)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	409268	Broadhead Amber Ale (4712)	473	
			446955	Big Rig Alpha Bomb IPA (1188)	473	
			497438	Spearhead Hawaiian Pale Ale(86)	473	
			645416	Left Field Brewery Greenwood IPA (4846)	355	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	19369	Saison Du Tracteur American Saison	600	
			25020	St-Ambroise IPA Mix Pack	1892	
			25021	Deschutes King Crispy Pilsner	1420	
			25024	Cigar City Frost Proof Belgian-Style White	1420	
			25617	Upstreet Rhuby Social Strawberry Rhubarb Wit	473	
			25025	Westmalle Extra	330	
			25026	Mas Agave Clasica Grapefruit Barrel Aged Series	355	
			25027	Duchesse Cherry	330	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	61101	Peninsula Ridge Merlot VQA	750	LTO
			63826	Wayne Gretzky Chardonnay VQA	750	LTO
			348979	Inniskillin Pinot Grigio VQA	750	LTO
			419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	145441	Pelee Island Lighthouse Cabernet Franc VQA	750	APP
			175349	Open Rosé VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	LTO
			326090	Oyster Bay Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Aug 13	13836	Brilla! Extra Dry Prosecco	750	
			353193	Zonte's Footstep Blackberry Patch Cabernet 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	417642	>Cave Spring Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	88328	Meaghers Triple Sec	375	VA
			265199	Absolut Vodka	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	21159	New Amsterdam Pink Whitney Vodka	375	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	687558	>(V) P.Grigio Valdadige Doc (Sta Margherita)	375	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	139667	Gibson's Finest Rare 12 Years Old Whisky	375	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	25035	Somersby Wild Garden Crushed Apple (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	16225	Bees Knees	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	609248	Moosehead Radler (275/TBS)	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	19098	Founder's Original Gin Bramble	355	LTO
			16546	On The Rocks Hornitos Margarita	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	26678	On The Rocks Effen Cosmopolitan	375	APP
			26679	On The Rocks Knob Creek Old Fashioned	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	Fireball Whisky Display	10946	Fireball 6 Pack Carrier	6 × 50	LTO

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders													
					15	20	30	40	45	50	55	60	65	95				
R1	Vodka A	638130	Dillon's Vodka	750	LTO												Y	Y
R2	Vodka B	149567	Tag No. 5 Vodka	750	LTO								Y	Y	Y	Y	Y	Y
R3	Vodka C	382002	Smirnoff Raspberry Flavoured Vodka	750	LTO								Y	Y	Y	Y	Y	Y
R4	Vodka D	417295	Ciroc Original Unflavoured	750	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	253302	Luksusowa Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	498386	Bacardi Raspberry	750	LTO													Y
R7	Rum B	500512	Captain Morgan Original Spiced Rum	750	VA								Y	Y	Y	Y	Y	Y
R8	Rum C	225615	Brugal Anejo	750	LTO								Y	Y	Y	Y	Y	Y
R9	Rum D	326223	Wray & Nephew White Overproof Rum	750	VA								Y	Y	Y	Y	Y	Y
R10	Rum E	318683	The Kraken Black Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	575001	Wild Turkey Longbranch	750	LTO												Y	Y
R12	Canadian Whisky B	215871	Gibson's Finest Rare 12 Years Old Whisky	1140									Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	LTO								Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	216689	J.P. Wiser's Deluxe	1140	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	34637	Canadian Club Premium	1750	VA	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	211334	The Famous Grouse	1140									Y	Y	Y	Y	Y	Y
R17	Scotch B	217802	Johnnie Walker Black Label	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	358184	Tanqueray Rangpur Gin	750	LTO								Y	Y	Y	Y	Y	Y
R19	Liqueurs A	215988	Luxardo Amaretto Di Saschira	750	LTO											Y	Y	Y
R20	Liqueurs B	217448	Malibu Coconut Rum	1140	LTO								Y	Y	Y	Y	Y	Y
R21	Liqueurs C	462424	Cabot Trail Maple Cream	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	605956	Baileys Irish Cream Liquor	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	605857	Amarula Cream	1140	LTO													Y
R24	Brandy B	410803	D'Usse VSOP	750	VA								Y	Y	Y	Y	Y	Y
R25	Tequila A	143040	Hornitos Reposado Tequila	750	LTO											Y	Y	Y
R26	Ontario Blend A	607903	Peller Family Vineyards Cabernet Merlot	1500	LTO								Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	58677	XOXO Pinot Grigio/Chardonnay	750	LTO								Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	135970	Pelee Island Gewurztraminer	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	639880	Bodacious Rosé	750	LTO										Y	Y	Y	Y
R30	Ontario Non-VQA B	21383	Small Mercy Upbeat White	750	LTO								Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	25517	Peller Family Reserve Rosé Bubbles VQA	750	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	609719	Muskoka Lakes Cranberry/Blueberry Wine	750	LTO											Y	Y	Y
R34	Ontario VQA B	526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO											Y	Y	Y
R35	Australia/New Zealand A	10717	Carnivor Shiraz	750	LTO											Y	Y	Y
R36	Australia/New Zealand B	19254	Smoky Bay Cabernet Sauvignon	1500	LTO											Y	Y	Y
R37	Australia/New Zealand C	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	633578	Jacob's Creek Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	230821	Cupcake Chardonnay	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	359257	Ravenswood Vintners Blend Zinfandel	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	25010	Santa Julia Reserva Cab Sauvignon Cab Franc	750	LTO											Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R42 Chile B	553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	250498	Castello Del Poggio Moscato Frizzante	750	LTO										Y
R44 France Blend B	317057	Masi Costasera Amarone Classico Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	613950	Sogrape Vila Regia Reserve Douro	750	LTO									Y	Y
R46 France South B	649749	Castillo De Almansa Reserva	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A		Store Manager's Discretion											Y	Y
R48 Italy Central A	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	APP									Y	Y
R49 Italy Central B	336529	Black Tower Rivaner	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	475145	Zonin Valpolicella Classico Doc	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	20799	La Marca Prosecco Rosé Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	470096	Marius Rouge Pays D'Oc	750	LTO										Y
R53 Southern Europe B	487728	Melini Chianti Docg	750	LTO									Y	Y
R54 Germany A	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	141432	Sogrape Gazela Vinho Verde	750	LTO									Y	Y
R56 Sparkling B	265157	Jacob's Creek Moscato	750	LTO					Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	365601	Samuel Adams Boston Lager	473	LTO									Y	Y
R58 Ontario Beer B	296889	Birra Moretti	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	570176	Muddy York Gaslight Helles	473											Y
R60 Beer 2	696864	Tyskie Beer Single Bottle	500	LTO					Y	Y	Y	Y	Y	Y
R61 Beer 3	568287	No Boats On Sunday Cider	500	LTO					Y	Y	Y	Y	Y	Y
R62 Beer 4	576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	LTO					Y	Y	Y	Y	Y	Y
R63 Party Zone 1	24384	Bud Light Seltzer Mix Pack	12 x 355						Y	Y	Y	Y	Y	Y
R64 Party Zone 2	491316	Hires Root Beer	473						Y	Y	Y	Y	Y	Y
R65 Party Zone 3	697797	Salvador's Original Margarita (P.E.T)	1750	VA	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	15806	Skyvodka	750	LTO	Forty Creek Distillery Ltd
C2: Canadian Whisky	1099	Johnnie Walker Red Label	750	Block Pile C, LTO	Diageo Canada Inc.
C3: Ontario Non VQA Blend	411751	Family Series Chardonnay VQA	1500	LTO	Andrew Peller Limited
C4: French Blend	363622	Bolla Pinot Grigio Delle Venezie	750	LTO	Philippe Dandurand Wines Ltd.
C5: Fixed Store Location	275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO	Charton Hobbs Inc
C6: Vodka	275248	Citadelle Gin	750	LTO	Imprese Inc.
C7: Scotch	267187	Jose Cuervo Especial Gold	750	LTO	Proximo Spirits Canada Inc.
C8: Liqueurs	893	J.P. Wiser's Deluxe	750	LTO	Corby Spirit And Wine Limited
C9: Ontario Blends	261305	Peninsula Ridge Cabernet Merlot VQA	750	LTO	M.andrew Fine Wines,Beers&Spirits
C10: France Red	20807	Tribute Cabernet Sauvignon	750	LTO	Corby Spirit And Wine Limited

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	16648	Jackson-Triggs Reserve Baco Noir VQA	750	LTO	Arterra Wines Canada Inc.
D2: Discovery Wines 2	19651	Folonari Chardonnay	750	LTO	Philippe Dandurand Wines Ltd.
D3: Discovery Wines 3	13186	Sebastiani Cabernet Sauvignon	750	LTO	Charton Hobbs Inc
D4: Discovery BSM 1	16903	Storyteller Lager	473	APP	Storyteller Beverages Inc
D5: Discovery BSM 2	649269	Smirnoff Vodka & Soda Cranberry Lime	4 x 355	APP	Diageo Canada Inc.
D6: Discovery BSM 3	4606	Vodka Mudshake Creamy Vanilla	4 x 270		Glazer's Of Canada
D7: Discovery Spirits 1	40196	Luxardo Sambuca Dei Cesari	750	Block Pile C, VA	Charton Hobbs Inc
D8: Discovery Spirits 2	541607	The Sexton Single Malt Irish Whiskey	750	LTO	Proximo Spirits Canada Inc.
D9: Discovery Spirits 3	545194	Top Shelf Vodka	750	LTO	Top Shelf Distillers

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	274399	Adobe Reserva Rosé Organic	750	LTO	PMA Canada Ltd.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	EZD
117	Bacardi Superior White Rum	750	\$1.00	
604	Chiarli Castelvetro Lambrusco	750	\$1.00	Mini Thematic
893	J.P. Wiser's Deluxe	750	\$1.75	Comm. Extender
1099	Johnnie Walker Red Label	750	\$1.00	Comm. Extender, Block Pile C
1107	Bud Light	473	\$0.20	EZA
1206	Bacardi Gold Rum	750	\$1.00	
10157	Jameson Irish Whiskey	750	\$2.00	End Aisle
10357	Crown Royal Peach	750	\$2.00	Block Pile C
10393	Legent	750	\$6.00	Mini Thematic
10432	Duntroon Cyder House - Rairdance Rhubarb Infused	473	\$0.20	
10715	Malfy Gin Con Arancia	750	\$3.00	
10717	Carnivor Shiraz	750	\$2.00	Shelf Extender
10946	Fireball 6 Pack Carrier	6 × 50	\$1.50	
11571	XOXO Rosé	750	\$1.00	
11674	Spy Cider House Golden Eye Cider	473	\$0.45	
11850	Buffalo Trace Bourbon	375	\$2.00	
13186	Sebastiani Cabernet Sauvignon	750	\$2.00	Discovery Extender
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	\$2.00	
13588	Bacardi Gold (P.E.T)	750	\$1.00	
13686	Bread & Butter Pinot Noir	750	\$2.00	Flex Space
13814	Shawn & Ed Lagershed Original	4 × 473	\$1.50	Mini Thematic
14494	Jose Cuervo Authentic Margarita	1750	\$1.00	End Aisle
14884	Pelee Island Lola Secco Sparkling VQA	750	\$1.00	Mini Thematic
15119	Creemore Springs Lager	6 × 355	\$1.00	
15363	Mike's Hard Blue Freeze	473	\$0.15	EZH, VA
15806	Skyy Vodka	750	\$1.00	Comm. Extender
15860	Somersby Pear Cider	473	\$0.35	
16191	Toro Bravo Sparkling Secco White	750	\$1.00	Flex Space
16306	Segura Viudas Brut Rose D.O. Cava	750	\$2.00	Mini Thematic
16544	St Remy Signature	750	\$2.00	Front Entrance Table
16648	Jackson-Triggs Reserve Baco Noir VQA	750	\$1.00	Discovery Extender
16767	Saintly Sparkling Rosé VQA	750	\$2.00	
16777	Bask Sauvignon Blanc	750	\$1.00	
16840	Bolla Valpolicella Classico	750	\$2.00	Middle Nesting Table
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00	Feature Fixture A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17522	Megalomaniac Much Obligated White VQA	750	\$1.00	Feature Fixture A
17760	19 Crimes Pinot Noir	750	\$2.00	End Aisle
17818	Corona Extra	6 × 330	\$1.00	End Aisle
17900	J. Lebegue Lussac St-Emilion	750	\$2.00	
17933	Top Shelf Vodka Ddp	1140	\$1.00	
18689	The Vinecrafter Chenin Blanc	750	\$1.00	Feature Fixture A
18717	Adnams Ghost Ship Pale Ale 0.5%	4 × 330	\$1.00	
18773	Nickel Brook No Bad Daze Easy Going Lager	473	\$0.25	Mini Thematic
19098	Founder's Original Gin Bramble	355	\$0.15	CE6
19119	Bacardi Mojito	355	\$0.25	Block Pile B
19134	Absolut Mango Mule	355	\$0.30	Block Pile B
19254	Smoky Bay Cabernet Sauvignon	1500	\$1.50	Shelf Extender
19441	Dejado Tequila Blanco 100% Agave	750	\$5.00	
19444	Spade & Sparrows Pinot Noir	750	\$3.00	
19650	Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	\$2.00	
19651	Folonari Chardonnay	750	\$2.00	Discovery Extender
19698	Leonardo Chianti Riserva Docg	750	\$2.00	Middle Nesting Table
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00	Middle Nesting Table
19966	Brickworks Ciderhouse Raspberry Peach Cider	473	\$0.30	
20082	Fantini Trebbiano D'Abruzzo Doc	1500	\$1.00	
20118	Collective Arts Good Monster	473	\$0.25	End Aisle
20265	Flying Monkeys Worlds Away Modern Lager	473	\$0.20	End Aisle
20289	Yellow Tail Shiraz	1500	\$2.00	End Aisle
20352	Bud Light Seltzer Strawberry	473	\$0.15	
20799	La Marca Prosecco Rosé Doc	750	\$2.00	Shelf Extender
20807	Tribute Cabernet Sauvignon	750	\$3.00	Comm. Extender
21378	Jim Beam White Label Bourbon	750	\$1.75	Mini Thematic
21382	XOXO Rosé Bag In Box	4000	\$2.00	
21383	Small Mercy Upbeat White	750	\$1.00	Shelf Extender
21445	Louis Bernard Louis Costieres De Nimes	750	\$1.50	
21692	Montenegro Select Aperitivo	750	\$2.00	
21825	Wayne Gretzky Estates Canadian Maple Cream	750	\$3.00	
21982	19 Scarlet Vine Cabernet Sauvignon	750	\$2.00	
21996	Aviation Gin	1750	\$2.00	End Aisle
22013	Absolut Raspberry Vodka	750	\$1.00	Front Nesting Table, VA, Necktag
22153	Local Spirit Vodka 8 Ddp	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
22192	Grant's Triplewood 12YO	750	\$3.00	End Aisle
22195	Fresco Di Masi Bianco	750	\$3.00	
22196	Fresco Di Masi Rosso	750	\$3.00	
22296	Ck Mondavi Cabernet Sauvignon	750	\$1.00	
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
22579	Maverick Barnburner Whisky	1140	\$2.00	
22872	Radio Boka Verdejo	750	\$2.00	End Aisle
24325	Canadian Club & Ginger Ale	473	\$0.25	End Aisle
24335	High Noon Pineapple	355	\$0.10	
24373	Georgian Bay Watermelon Vodka Smash	473	\$0.20	Block Pile B
24411	Infinite Minds Supersonic Puppy Dreams	473	\$0.20	
24528	Hounds Black Vodka Ddp	750	\$3.00	
24809	Truly Strawberry Lemonade	473	\$0.20	
24966	Hijinx Hard Seltzer Peach Cosmo	473	\$0.20	
25010	Santa Julia Reserva Cab Sauvignon Cab Franc	750	\$2.00	Shelf Extender
25078	Mill Street Blue Wave	473	\$0.25	
25608	Chateau Haut Balastard Bordeaux	750	\$1.00	
25651	Lola Limited Edition White VQA	750	\$1.00	Feature Fixture A
25900	Champagne Moutard Grande Cuvee	750	\$3.50	Flex Space
26548	Walter Craft Caesar - Classic	458	\$0.25	
27129	Jose Cuervo Sparkling Classic Margarita	4 x 355	\$1.00	End Aisle
27604	Dixon's Silver Creek Vodka	750	\$3.00	
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$3.00	End Aisle
36483	> (V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	Middle Nesting Table
43281	>V) Flat Rock Cellars Estate Riesling	750	\$3.00	
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	Middle Nesting Table
53140	Havana Club 7 Years Old	750	\$3.00	End Aisle
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.00	Mini Thematic
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	Shelf Extender
60707	20 Bees Pinot Grigio VQA	750	\$2.00	
61101	Peninsula Ridge Merlot VQA	750	\$2.00	goLOCAL
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00	goLOCAL
67587	>(V) Riesling Narcissist (J Howard Cellars)	750	\$2.00	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	Shelf Extender
84210	Mill Street Original Organic Lager	6 x 341	\$1.50	End Aisle
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
110056	Absolut Vodka	750	\$1.00	Front Nesting Table, VA, Necktag
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	Middle Nesting Table
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
135970	Pelee Island Gewurztraminer	750	\$2.00	Shelf Extender
137810	Campo Viejo Rioja Reserva	750	\$3.00	Middle Nesting Table
139667	Gibson's Finest Rare 12 Years Old Whisky	375	\$1.00	FEM3
140509	James Ready 5.5	6 × 473	\$1.00	
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Shelf Extender
143040	Hornitos Reposado Tequila	750	\$4.00	Shelf Extender
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	VL1
146761	Fielding Riesling VQA	750	\$1.00	Feature Fixture A
149567	Tag No. 5 Vodka	750	\$1.00	Shelf Extender
172643	>(V) Sketches Of Niagara Rosé (Tawse)	750	\$2.00	
176461	Folonari Soave Doc	750	\$1.00	Feature Fixture A
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$1.50	Mini Thematic
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	\$3.00	
215483	Harveys Bristol Cream Sherry	750	\$2.00	
215988	Luxardo Amaretto Di Saschira	750	\$3.00	Shelf Extender
216655	Absolut Vodka	1750	\$1.25	Front Nesting Table, VA, Necktag
216689	J.P. Wiser's Deluxe	1140	\$1.25	Shelf Extender
217281	Bombay Sapphire London Dry	1140	\$1.25	
217448	Malibu Coconut Rum	1140	\$2.00	Shelf Extender
217802	Johnnie Walker Black Label	1140	\$4.00	Shelf Extender
219279	Konzelmann Pinot Blanc VQA	750	\$1.50	
225250	Stoli Vodka	1140	\$1.00	
225615	Brugal Anejo	750	\$1.20	Shelf Extender
229583	Kronenbourg 1664 Blanc	6 × 330	\$1.55	
230821	Cupcake Chardonnay	750	\$2.00	Shelf Extender
232033	Vineland Estates Semi Dry Riesling VQA	750	\$2.00	Wine Fridge
243055	Beronia Tempranillo Rioja	750	\$2.00	
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	Middle Nesting Table
250266	Girls' Night Out Very Berry Bomba	1500	\$1.00	
250498	Castello Del Poggio Moscato Frizzante	750	\$2.00	Shelf Extender
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
254946	Dab Original	500	\$0.20	
257238	Absolut Citron Vodka	750	\$1.00	Front Nesting Table, VA, Necktag
261305	Peninsula Ridge Cabernet Merlot VQA	750	\$2.00	Comm. Extender
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender
265199	Absolut Vodka	375	\$1.00	CE1
267187	Jose Cuervo Especial Gold	750	\$2.00	Comm. Extender
269753	Raymond Classic Chardonnay	750	\$2.00	Feature Fixture A
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
271643	Tequila Tromba Blanco	750	\$3.00	
274399	Adobe Reserva Rosé Organic	750	\$2.00	Green Extender
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
275248	Citadelle Gin	750	\$2.00	Comm. Extender
275925	Santa Carolina Cabernet Sauvignon Reserva	750	\$2.00	Comm. Extender
277202	Bottega Rosé Vino Dei Poeti Sparkling	750	\$1.50	Mini Thematic
283846	Bombardier Ale	500	\$0.30	
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$3.00	
286807	Buton Vecchia Romagna Brandy	750	\$1.00	Front Entrance Table
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	Feature Fixture A
294298	>(V) Conundrum California Red	750	\$2.00	
295022	Two Oceans Pinot Grigio	750	\$2.00	
296244	Guinness Draught	4 × 440	\$1.00	
296889	Birra Moretti	500	\$0.20	Shelf Extender
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
303792	Trius Riesling VQA	750	\$2.00	
311787	Budweiser	6 × 473	\$1.00	EZA
312959	Ketel One	1750	\$4.00	End Aisle
314575	>(V) Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
317057	Masi Costasera Amarone Classico Doc	750	\$4.00	Shelf Extender
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	
326025	Basil Hayden Straight Bourbon	750	\$5.00	Mini Thematic
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$3.00	VL1, Wine Fridge
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
334037	Innis & Gunn The Original	500	\$0.20	
335059	Super Bock	6 × 330	\$1.25	
336529	Black Tower Rivaner	1500	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
337238	>(V) Marques De Casa Concha Cab Sauvignon	750	\$3.00	
341776	Fresh Beginnings Moscato VQA	750	\$2.00	Wine Fridge
342428	>Bonterra Cabernet Sauvignon Organic	750	\$2.00	
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	goLOCAL
358184	Tanqueray Rangpur Gin	750	\$2.50	Shelf Extender
359257	Ravenswood Vintners Blend Zinfandel	750	\$2.00	Shelf Extender
363507	Prince Igor Extreme Vodka (P.E.T)	1750	\$1.00	
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	Comm. Extender
365601	Samuel Adams Boston Lager	473	\$0.20	Shelf Extender
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	\$3.00	End Aisle
369009	Pinnacle Vodka	750	\$1.00	
369777	19 Crimes Shiraz Durif	750	\$2.00	End Aisle
369801	Mount Gay Eclipse Rum	1140	\$3.00	End Aisle, VA, Necktag
371872	Girls' Night Out Sangria	750	\$1.00	
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	End Aisle
377820	Jackson-Triggs Merlot	1500	\$2.00	
379180	Robert Mondavi Private Selection Chardonnay	750	\$2.00	End Aisle
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	Shelf Extender
384651	Martini Prosecco Sparkling	750	\$2.00	Middle Nesting Table, Wine Fridge
386961	Borsao Tinto Garnacha	750	\$2.00	
391300	Ch Des Charmes Sauvignon Blanc VQA	750	\$1.50	
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
400671	Havana Club Original 3 Year Old	1140	\$1.00	End Aisle
401315	Jose Cuervo Especial Silver	1140	\$3.00	Block Pile C
404947	Burnt Ship Bay Cabernet Merlot VQA	750	\$2.00	
407668	Shiny Apple Cider	473	\$0.50	
411751	Family Series Chardonnay VQA	1500	\$2.00	Comm. Extender
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	End Aisle
413104	Dillon's Dry Gin	750	\$2.00	
413237	>(V)Terroir Languedoc (Gerard Bertrand)	750	\$2.00	Middle Nesting Table
413500	Rekorderlig Wild Berries Cider	500	\$0.25	
417642	>Cave Spring Pinot Noir VQA	750	\$2.00	OWS
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00	goLOCAL
422345	Moosehead Lager	6 × 473	\$1.50	
426577	Sprucewood Shores Pinot Grigio VQA	750	\$1.00	
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
429787	Bodacious Smooth White	1500	\$2.00	
429795	Bodacious Cabernet Sauvignon	750	\$1.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	
430769	Gaffel Kolsch	500	\$0.25	
431106	Creekside Cabernet Merlot VQA	750	\$1.50	End Aisle
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$2.00	
446823	Ciroc Pineapple	750	\$3.00	
448597	Georgian Bay Gin	750	\$1.50	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$1.00	End Aisle
459537	Woodhouse Lager	473	\$0.20	Mini Thematic
459818	Sapporo	6 × 500	\$2.00	
460360	El Jimador Tequila Reposado	750	\$2.00	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	End Aisle
462051	Bons-Ventos Lisboa	750	\$1.50	
462424	Cabot Trail Maple Cream	750	\$2.00	Shelf Extender
467167	Tomorrow Brew Co Honey Ginger Shandy	473	\$0.25	
470096	Marius Rouge Pays D'Oc	750	\$2.00	Shelf Extender
475145	Zonin Valpolicella Classico Doc	750	\$2.00	Shelf Extender
479030	Railway City Orange Creamsicle Ale	473	\$0.20	Mini Thematic
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00	Mini Thematic
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.30	
487728	Melini Chianti Docg	750	\$2.00	Shelf Extender
490144	Cecchi Chianti Docg	750	\$2.00	
491746	Cabana Coast Moscow Mule	473	\$0.25	
492454	1800 Coconut Tequila	750	\$2.00	End Aisle
496968	Michelob Ultra	6 × 473	\$1.00	End Aisle, Contest
498386	Bacardi Raspberry	750	\$1.00	Shelf Extender
507467	Josh Cellars Legacy Red	750	\$2.00	
512194	Larceny Kentucky Straight Bourbon	750	\$3.00	
515205	St Germain Elderflower Liqueur	200	\$1.00	
520353	Bacardi Spiced Rum	750	\$1.20	
522359	Torres Brandy 10	750	\$2.00	Front Entrance Table
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$1.00	Shelf Extender
530261	Casal Garcia Vinho Verde, Do	750	\$1.00	Middle Nesting Table
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	
541607	The Sexton Single Malt Irish Whiskey	750	\$3.00	Discovery Extender
545194	Top Shelf Vodka	750	\$2.00	Discovery Extender
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Middle Nesting Table
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$3.00	Mini Thematic
550749	Absolut Mandrin	750	\$1.00	Front Nesting Table, VA, Necktag
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	\$2.00	Shelf Extender
556712	Girls' Night Out White Sangria	750	\$1.00	
558932	Miller Genuine Draft	6 × 473	\$1.00	
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00	Wine Fridge
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	End Aisle
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$3.00	
568287	No Boats On Sunday Cider	500	\$0.35	Shelf Extender
572313	Asahi Super Dry	500	\$0.20	
575001	Wild Turkey Longbranch	750	\$5.00	Shelf Extender
575662	Revel Cab Noir Dark Red VQA	750	\$2.00	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	Shelf Extender
582775	Baf Heritage Du Conseiller Pinot Noir	750	\$2.00	
588897	Placido Pinot Grigio Toscana Igt	750	\$2.00	
589523	Argento Estate Cabernet Sauvignon	750	\$2.00	Flex Space
591693	Argento Estate Organic Malbec	750	\$2.00	Flex Space
593855	Astoria Prosecco La Robinia	750	\$2.00	Mini Thematic
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.25	
605857	Amarula Cream	1140	\$3.00	Shelf Extender
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$4.00	End Aisle
605956	Baileys Irish Cream Liquor	1140	\$3.00	Shelf Extender
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	Shelf Extender
609719	Muskoka Lakes Cranberry/Blueberry Wine	750	\$1.00	Shelf Extender
613950	Sogrape Vila Regia Reserve Douro	750	\$1.50	Shelf Extender
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Flex Space
620492	Argento Seleccion Pinot Grigio	750	\$2.00	Flex Space
621003	Montecillo Rioja Reserva	750	\$2.00	
627802	Yellow Tail Chardonnay	750	\$1.00	Wine Fridge
630913	Tia Maria	750	\$2.00	
633438	19 Crimes The Uprising Red Wine	750	\$2.00	End Aisle
633578	Jacob's Creek Pinot Grigio	750	\$2.00	Shelf Extender
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Feature Fixture A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
638130	Dillon's Vodka	750	\$5.00	Shelf Extender
638478	Driftwood Brewery Fat Tug IPA	473	\$0.20	
639880	Bodacious Rosé	750	\$1.00	Shelf Extender
649749	Castillo De Almansa Reserva	1500	\$2.00	Shelf Extender
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	\$3.00	
666743	Spaten	473	\$0.20	
666867	Bavaria Premium Value Beer	6 × 500	\$2.00	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	
696864	Tyskie Beer Single Bottle	500	\$0.15	Shelf Extender
894014	El Dorado Demerara 5 Year Old Rum	750	\$1.25	End Aisle
906560	Coors Light	6 × 341	\$1.00	Block Pile A
906628	Coors Light	6 × 355	\$1.00	Block Pile A
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	Middle Nesting Table
921296	Wellington Helles Lager	473	\$0.25	End Aisle
921478	Pabst Blue Ribbon	6 × 355	\$0.55	
925685	Absolut Grapefruit Vodka	750	\$1.00	Front Nesting Table, VA, Necktag
996405	>Stags' Leap Napa Vly Cabernet Sauvignon	750	\$5.00	
998351	JP Chenet Ice White	750	\$2.00	Mini Thematic

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
307	Seagrams V.O.	750	150	
570	Beefeater Dry	750	50	
620	Silk Tassel Canadian Whisky	750	100	
2527	Mouton Cadet Bordeaux White Aoc	750	60	
3558	Gibson's Finest Rare 12 Years Old	750	100	
5009	Lamb's White Rum	750	150	Block Pile C
5041	Ballantine's	375	40	
7617	Chivas Regal 12 Year Old	750	110	
12457	Magnotta Brewery Grupetto Light Lager	473	10	
13295	Matua Sauvignon Blanc Hawke's Bay	1500	60	Flex Space
14354	Appleton Estate 8YO Reserve	750	75	End Aisle
14355	Appleton Estate 12YO Rare	750	100	End Aisle
15285	Thalia Red Syrah-Kotsifali	750	50	
16225	Bees Knees	355	15	CE4
16282	Magnotta Small Batch Peach Cider	473	12	
16430	Hobgoblin IPA	500	12	
16546	On The Rocks Hornitos Margarita	375	100	Cold Room Spirits
16580	Maker's Mark	1140	100	Block Pile C
16785	Peller Family Vineyards Light Pinot Grigio	750	30	
16903	Storyteller Lager	473	15	Discovery Extender
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	50	Shelf Extender
17851	Stella Artois	6 x 355	30	
17853	Corona Extra	473	5	
18170	Czechvar Dark Lager	500	12	
19143	Tempo Gin Smash Strawberry Lemon	473	20	
19339	Good Natured Merlot Gamay Noir VQA	750	80	
19415	Mataroa Mediterranean Dry Gin	750	250	
19921	Luccarelli Puglia Bianco Igp	750	25	
19965	Chill Street Afternoon Delight Cider	473	5	
20137	Hop City Misfit Mango Passionfruit IPA	473	26	
20782	Dewar's White Label	1750	120	
21442	Honest Lot Cabernet Sauvignon	750	45	
21474	Bread & Butter Cabernet Sauvignon	1500	60	Flex Space
22089	Hop Valley Bubble Stash	473	27	
24350	Mott's Clamato Caesar Reserve	341	5	
24378	Mikes Hard Tea	473	20	
24410	Landshark Seltzer Passionfruit Strawberry	473	5	
24492	Lolea No2 White Sangria	750	25	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
25104	Luksusowa Vodka	1750	200	
25219	Taylor Fladgate Chip Dry & Tonic	250	10	CE2
25315	Topo Chico Strawberry Guava	473	8	
25515	Saintly Sparkling Brut VQA	750	70	
25517	Peller Family Reserve Rosé Bubbles VQA	750	80	Shelf Extender
25670	Hop City Hopper Creamsicle	473	25	
26164	Lagunitas IPA	500	10	
26577	Duval-Leroy Brut Nv Reserve	750	100	Flex Space
26678	On The Rocks Effen Cosmopolitan	375	100	Cold Room Spirits
26679	On The Rocks Knob Creek Old Fashioned	375	100	Cold Room Spirits
26944	18 Techni Red (Wine Art)	750	50	
27128	Flat Roof Manor Pinot Grigio	750	80	
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100	
31930	Seagrams V.O.	1750	300	
33340	Collavini Pinot Grigio	750	100	
35840	Zubrowka Bison Vodka	750	170	
57133	Santa Carolina Carmenere Reserva	750	80	
60608	El Dorado 12 Year Old Rum	750	250	End Aisle
64287	Cono Sur Bicicleta Viognier	750	100	Wine Fridge
90860	Kittling Ridge Kingsgate Reserve Apera	750	20	
111799	Reif Riesling VQA	750	95	
116426	Frontera Cabernet Sauvignon	750	60	
128090	Collective Arts Artisanal Gin	750	200	
141952	Pasqua Passimento Rosso Igt	750	120	
143891	Peroni Nastro Azzurro	500	5	
145441	Pelee Island Lighthouse Cabernet Franc VQA	750	100	OWS
148007	Czechvar Premium Lager	500	12	
159202	Young's Double Chocolate Stout	440	12	
169052	Carmen Reserva 1850 Premier Carmenere	750	75	
175034	Girls' Night Out Strawberry Samba	750	50	
175349	Open Rosé VQA	750	30	OWS
200741	Gibson's Finest Rare 12 Years Old	1750	250	
212282	Luksusowa Vodka	1140	100	Block Pile C
216978	Seagrams V.O.	1140	200	
230565	Cono Sur Chardonnay Organic	750	100	
239046	Quatro Ventos Douro	750	40	
240416	Montesor Amarone Della Valpolicella Doc	750	100	
244186	Collingwood Whisky	750	120	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
267302	Crystal Head Vodka	750	200	
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	50	
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	40	
271619	Harp Lager	500	10	
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	120	
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	60	
297648	Voga Pinot Grigio Igt	375	35	
301507	Wente Southern Hills Cabernet Sauvignon	750	100	
306019	Colio Extra Dry White Bag In Box	4000	250	
311910	Canadian Club Classic 12 Year Old	375	50	
319442	Mike's Hard Lemonade	6 x 355	60	
322024	Adobe Reserva Merlot Organic	750	75	
336735	Baden Gewurztraminer	750	50	
337949	Heineken Lager	500	27	
341602	Cono Sur Bicicleta Pinot Noir	750	100	
348680	Bersano Costalunga Barbera D'Asti Docg	750	100	
350397	Banff Ice Vodka	750	75	
358960	Fleur Du Cap Chardonnay	750	80	
369967	Inception Deep Layered Red	750	100	
377275	Innis & Gunn Lager	500	24	
398024	Dr. McGillicuddy Intense Peach	1140	120	
398479	1800 Reposado	750	130	End Aisle
402859	El Dorado 3 YO Rum	750	180	
417295	Ciroc Original Unflavoured	750	120	Shelf Extender, Block Pile C
427328	Long Weekend Cabernet VQA	750	40	
439075	Bulleit Bourbon 10 YO	750	100	Mini Thematic
439828	Wells IPA	500	12	
448613	Black Fly Vodka Sour Raspberry	473	25	
462309	Lamb's Spiced Rum	750	60	
471417	Mascot Pilsner	473	5	
474239	Spinelli Unoaked Chardonnay Terre Di Chieti	750	10	
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80	
488429	Hobgoblin Ruby Ale	500	12	
491118	Radio Boka Tempranillo Vdespana Bib	3000	75	End Aisle
491829	Southern Comfort	1140	160	
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120	
506741	Kronenbourg 1664	500	10	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
516682	Wells Banana Bread	500	12	
517987	Ezra Brooks Black Label Bourbon Whiskey	750	100	Mini Thematic
518795	Omnipollo IPA	473	20	
531400	Estrella Damm	500	25	
536227	Guinness Hop House 13	500	10	
541672	Basil Hayden's Bourbon	375	75	
545368	Santa Teresa 1796 Solera Rum	750	150	
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	90	
553578	Black Fly Vodka Crushed Orange	473	5	
556720	Warsteiner Premium Pilsener	500	22	
560532	Strongbow Cider	500	26	
565713	Reif Estate Cabernet/Merlot VQA	750	105	
572800	Beringer Brothers Bourbon Barrel Red Blend	750	50	
577023	Girls' Night Out Rosé VQA	250	20	
580183	Blu Giovello Pinot Grigio	750	40	Feature Fixture A
589432	Louis Bernard Cotes Du Rhone White Aoc	750	100	
603050	The Glenlivet French Oak Reserve 15 Year Old	750	180	
605063	Buffalo Trace Bourbon	750	160	
609248	Moosehead Radler	473	23	CE5
616540	Dos Equis Lager	6 × 355	40	
635466	Romeo's Gin	750	200	
638239	Alario Sauvignon Blanc	750	65	
638247	Alario Cabernet Sauvignon	750	65	
649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	40	Discovery Extender
666917	Creemore Premium Lager	473	27	
667014	Fortress Rum	750	150	
667113	Peller Family Vineyards Cabernet Sauvignon	750	30	
667808	Hoegaarden	500	5	
669200	Ciao Pinot Grigio Organic Carton	1000	100	
669226	Voga Pinot Grigio	750	55	

Aeroplan Offers Beer Promotion

LCBO#	Description	Size (mL)	APP	Display Program
12457	Magnotta Brewery Grupetto Light Lager	473	10	
16282	Magnotta Small Batch Peach Cider	473	12	
16430	Hobgoblin IPA	500	12	
16903	Storyteller Lager	473	15	Discovery Extender
17851	Stella Artois	6 × 355	30	
17853	Corona Extra	473	5	
18170	Czechvar Dark Lager	500	12	
19965	Chill Street Afternoon Delight Cider	473	5	
20137	Hop City Misfit Mango Passionfruit IPA	473	26	
22089	Hop Valley Bubble Stash	473	27	
25670	Hop City Hopper Creamsicle	473	25	
26164	Lagunitas IPA	500	10	
143891	Peroni Nastro Azzurro	500	5	
148007	Czechvar Premium Lager	500	12	
159202	Young's Double Chocolate Stout	440	12	
271619	Harp Lager	500	10	
337949	Heineken Lager	500	27	
377275	Innis & Gunn Lager	500	24	
439828	Wells IPA	500	12	
471417	Mascot Pilsner	473	5	
488429	Hobgoblin Ruby Ale	500	12	
506741	Kronenbourg 1664	500	10	
516682	Wells Banana Bread	500	12	
518795	Omnipollo IPA	473	20	
531400	Estrella Damm	500	25	
536227	Guinness Hop House 13	500	10	
556720	Warsteiner Premium Pilsener	500	22	
560532	Strongbow Cider	500	26	
609248	Moosehead Radler	473	23	CE5
616540	Dos Equis Lager	6 × 355	40	
666917	Creemore Premium Lager	473	27	
667808	Hoegaarden	500	5	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
14400	Coors Original	6 × 473	Country Liberty Hat		14400
17886	H2 Craft Hibiscus & Rose Petal Gin Ddp	750	Metamorphosis Gin 50 mL		17886
25554	Dirty Devil Vodka	750	Caesar Rim Mix		25554
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	Shelf Extender	34637
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL		54213
242339	Alberta Pure Vodka (P.E.T)	1140	Banff Ice 50 mL		242339
300681	Coors Light	6 × 473	Duffle Bag	Block Pile A, Contest	300681
302810	Heineken	6 × 500	Wireless Speaker	EZD	302810
311779	Bud Light	6 × 473	Buy 2 Bud Light 6 × 473 mL & Receive a Free Bud Light Beer Shades	EZA	311779
326223	Wray & Nephew White Overproof Rum	750	Ting 300 mL	Shelf Extender	326223
443903	Havana Club Anejo Reserva	750	Flip Flops	End Aisle	443903
447953	Fireball Whisky Shooter	750	Fireball 50 mL		447953
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 2 × 50 mL		461434

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
42	Canadian Club Premium	750	Playing Cards	
10899	Jose Cuervo Tradicional Plata	750	Sustainable Beeswax Food Wrap	
12676	Bodacious Cabernet Sauvignon	4000	Pinot Grigio Can 250 mL	
13597	Bumbu XO Rum	750	Bumbu "X" Branded Keychain	
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	Rocks Glass	
13909	Georgian Bay Canadian Whisky	750	Full 355 mL Can Sample of New Smash Flavours	
14400	Coors Original	6 × 473	Country Liberty Hat	
14569	Glenmorangie Quinta Ruban Whisky 14Yr	750	Branded Aluminum Tin with Small Glass Smoker Kit - No Flames Incl.	
14882	Saintly Rosé VQA	750	Neopreen Bottle Sleeve	
15012	Northern Keep Vodka	750	Mule Mug	
15440	Dab Ultimate Low Carb Beer	6 × 500	Dab Ultimate 500 mL	
15363	Mike's Hard Blue Freeze	473	Buy 6 Mike's Hard Freeze products & receive a Sling Cooler Bag	EZH, LTO
16079	Martini Fiero	750	Martini Rose 187 mL	
16608	Aviation Gin	375	Angostura Orange Bitters	End Aisle
17055	Jameson Cold Brew Irish Whiskey	750	Gift with Purchase	End Aisle
17886	H2 Craft Hibiscus & Rose Petal Gin Ddp	750	Metamorphosis Gin 50 mL	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
18116	19 Crimes Snoop Dogg Cali Red	750	Tote Bag VA Near Pack Merchandiser	End Aisle
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL	
19145	Mike's Hard White Freeze	473	Buy 6 Mike's Hard Freeze products & receive a Sling Cooler Bag	EZH
19255	Matua Pinot Grigio Marlborough	750	Blue Jays Fanny Pack	Flex Space
19515	Absolut Watermelon	750	Absolut Beach Blanket	Front Nesting Table, Necktag
19854	Kingston 62 Gold	1140	Forty Creek Barrel Select 50 mL	
20259	Grow Wild Enchanting White VQA	750	Tote Bag VA	
20624	19 Crimes Snoop Dogg Cali Rosé	750	Snoop Dogg Tote Bag	End Aisle
21876	Sheep Dog Peanut Butter Whiskey	750	Dr. McGillicuddy's Coffee 50 mL	
22013	Absolut Raspberry Vodka	750	Absolut Beach Blanket	Front Nesting Table, LTO, Necktag
24332	Mikes Hard Red Freeze	473	Buy 6 Mike's Hard Freeze products & receive a Sling Cooler Bag	EZH
25067	19 Crimes Martha's Chard	750	Tote Bag VA Near Pack Merchandiser	End Aisle
25554	Dirty Devil Vodka	750	Caesar Rim Mix	
27235	Sauza Gold Tequila	750	Hornitos Reposado 50 mL	
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	Shelf Extender
40196	Luxardo Sambuca Dei Cesari	750	Lavazza Espresso	Block Pile C, Discovery Extender
49726	Yukon Jack	750	Sheep Sog 50 mL	
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 200 mL	
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	
66654	Creekside Syrah/Shiraz VQA	750	Eastdell Pinot Grigio 200 mL	
80127	Sailor Jerry Spiced Rum	750	Flash Art Gift Box	
88328	Meaghers Triple Sec	375	Absolut Vodka 50 mL	CE1
95935	Grey Goose Vodka	750	Perrier Peach 10Pk	End Aisle
103341	Canadian Club Premium (P.E.T)	750	Playing Cards	
110056	Absolut Vodka	750	Absolut Beach Blanket	Front Nesting Table, LTO, Necktag
113241	Cazadores Anejo Tequila	750	Cazadores Branded Pitcher	Block Pile D
116327	Grey Goose La Poire Vodka	750	Perrier Peach 10Pk	End Aisle
125187	Cazadores Reposado Tequila	750	Cazadores Clay Pitcher	
129940	Aviation Gin	750	Sunglasses	End Aisle
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate Coasters	End Aisle
192922	Seagram's 83	1140	Seagram's V.O. 50 mL	
209221	Absolut Vodka	1140	Absolut Beach Blanket	Front Nesting Table, Necktag
214056	Girls' Night Out Pineapple Mango Tango	1500	Softlips	
216655	Absolut Vodka	1750	Absolut Beach Blanket	Front Nesting Table, LTO, Necktag

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	
217216	Myers Planters Punch	1140	Seagram's V.O. 2 × 50 mL	
217687	Canadian Club Premium	1140	Canadian Club 100% Rye 50 mL	
230474	Graffigna Malbec	750	Flexible BBQ Skewer	
231571	Seagrams 83 (P.E.T)	1750	Seagram's V.O. 2 × 50 mL	
237792	Icebox Long Island Iced Tea	1140	Seagram's V.O. 50 mL	
240150	Polar Ice Vodka	1140	Blue Jays - Bucket Hat	
241943	Glenmorangie Lasanta Extra Matured Scotch Whi	750	Herbs & Seasonings in Small Lipstick Sized Cannisters	
242339	Alberta Pure Vodka (P.E.T)	1140	Banff Ice 50 mL	
257238	Absolut Citron Vodka	750	Absolut Beach Blanket	Front Nesting Table, LTO, Necktag
263780	Licor 43	750	30 mL Mini Beer Glass	
275933	Jameson Irish Whiskey	1750	Paddle Ball	End Aisle
277186	Zonin Prosecco Brut 1821 Doc	750	Zonin Branded Icebag	
300681	Coors Light	6 × 473	Duffle Bag	Block Pile A, Contest
302810	Heineken	6 × 500	Wireless Speaker	EZD
305607	Seagrams 83	750	Seagram's V.O. 50 mL	
311779	Bud Light	6 × 473	Buy 2 Bud Light 6 × 473 mL & Receive a Free Bud Light Beer Shades	EZA
311936	Canadian Club Classic 12 Year Old	1140	Canadian Club 100% Rye 50 mL	
311944	Canadian Club Classic 12 Year Old	1750	On The Rocks Old Fashioned 100 mL	
326223	Wray & Nephew White Overproof Rum	750	Ting 300 mL	Shelf Extender
363812	Tito's Handmade Vodka	375	Tito's 50 mL	
363986	Cazadores Blanco Tequila	750	Cazadores Branded Pitcher	Block Pile D
369793	Mount Gay Eclipse Rum	750	Cocktail Stir Sticks	End Aisle
369801	Mount Gay Eclipse Rum	1140	Cocktail Bitters	End Aisle, LTO, Necktag
369819	Mount Gay Eclipse Rum	1750	Simply Cocktail Mix	End Aisle, Necktag
374520	Angry Orchard Hard Crisp Apple	6 × 355	Fireball 50 mL	
394577	Fiol Prosecco Doc	750	Luxardo Aperitivo 50 mL	
397976	Dr. McGillicuddy Intense Peach	375	Dr. McGillicuddy's Coffee 50 mL	
405845	Evan Williams Black Label Bourbon Whiskey	750	Rocks Glass	Mini Thematic
407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	La Panzanella Croccantini	
407544	Philippe De Rothschild Merlot Vdp	750	La Panzanella Croccantini	
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	La Panzanella Croccantini	
410803	D'Usse VSOP	750	Branded Glassware	Shelf Extender
417196	Grey Goose Vodka	1140	Perrier Peach 10Pk	End Aisle
439661	Fireball (P.E.T)	200	Southern Comfort 50 mL	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
439950	Asahi Super Dry	6 × 330	Mini Speaker	
443903	Havana Club Anejo Reserva	750	Flip Flops	End Aisle
447953	Fireball Whisky Shooter	750	Fireball 50 mL	
450932	Jose Cuervo Tradicional Reposado	750	Sustainable Beeswax Food Wrap	
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo Especial 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Alberta Pure 200 mL	
456095	Ketel One Vodka	750	Ciroc 50 mL	End Aisle
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 2 × 50 mL	
491803	Southern Comfort (P.E.T)	375	Seagram's V.O. 50 mL	
493999	Absolut Lime Vodka	750	Absolut Beach Blanket	Front Nesting Table, Necktag
500512	Captain Morgan Original Spiced Rum	750	Captain Morgan Sliced Apple 50 mL	Shelf Extender
518688	Sour Puss Apple Liquor	750	Sour Puss 50 mL	
523688	Bodacious Smooth White Bag In Box	4000	Pinot Grigio Can 250 mL	
534925	Grosch Pilsner	6 × 500	Trucker Hat	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	Rocks Glass	
542332	Philippe De Rothschild Merlot Vdp	1500	La Panzanella Croccantini	
542910	Top Shelf Gin	750	Top Shelf Liquor 50mL	
550749	Absolut Mandrin	750	Absolut Beach Blanket	Front Nesting Table, LTO, Necktag
554469	Guinness Draught	8 × 440	Guinness Golf Balls	
569905	Carnivor Zinfandel	750	Carnivor Burger Patty Mold	
573402	Bearface 7YO Triple Oak Canadian Whisky	750	Camping Mug	
574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	Venture Pinot Grigio 187 mL	
601518	Sour Puss Blue Liquor	750	Sour Puss 50 mL	
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Shot Glass	
604348	Absolut Apeach Vodka	750	Absolut Beach Blanket	Front Nesting Table, Necktag
631200	McGuinness Blue Curacao	750	Cocktail Measurer	
638734	Deep Eddy Lemon	750	Deep Eddy 50 mL	
646729	Bumbu Craft Rum	750	Bumbu "X" Keychain	
666875	Dab Original	6 × 500	Bonus Doozie	
697797	Salvador's Original Margarita (P.E.T)	1750	Ezra Brooks 50 mL	Shelf Extender
738823	>Liberty School Cabernet Sauvignon	750	Picnic Blanket	
925685	Absolut Grapefruit Vodka	750	Absolut Beach Blanket	Front Nesting Table, LTO, Necktag

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
19515	Absolut Watermelon	750	Live Nation Contest	Front Nesting Table, VA
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	Conquer Cancer Sponsor	
22013	Absolut Raspberry Vodka	750	Live Nation Contest	Front Nesting Table, LTO, VA
106450	> (V)Pinot Grigio Valdadige (S Margherita)	750	SM Sustainability	
110056	Absolut Vodka	750	Live Nation Contest	Front Nesting Table, LTO, VA
164756	Graffigna Pinot Grigio	750	Graffigna QR Code for Trivia Games	
209221	Absolut Vodka	1140	Live Nation Contest	Front Nesting Table, VA
216655	Absolut Vodka	1750	Live Nation Contest	Front Nesting Table, LTO, VA
257238	Absolut Citron Vodka	750	Live Nation Contest	Front Nesting Table, LTO, VA
293043	Stoneleigh Marlborough Sauvignon Blanc	750	New Look Coming Soon	Wine Fridge
369801	Mount Gay Eclipse Rum	1140	Recipe Book	End Aisle, LTO, VA
369819	Mount Gay Eclipse Rum	1750	Recipe Book Neck Tag	End Aisle, VA
493999	Absolut Lime Vodka	750	Live Nation Contest	Front Nesting Table, VA
550749	Absolut Mandrin	750	Live Nation Contest	Front Nesting Table, LTO, VA
604348	Absolut Apeach Vodka	750	Live Nation Contest	Front Nesting Table, VA
925685	Absolut Grapefruit Vodka	750	Live Nation Contest	Front Nesting Table, LTO, VA

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Distributor	Force Allocated/ Store Order
	1107	Bud Light (275/TBS)	473	Labatt Breweries Ontario	275 - The Beer Store	Store Order
BEZ A	311779	Bud Light (275/TBS)	6 × 473	Labatt Breweries Ontario	275 - The Beer Store	Store Order
	311787	Budweiser (275/TBS)	6 × 473	Labatt Breweries Ontario	275 - The Beer Store	Store Order
	28527	Collective Arts Pog Fresh Fruit Sour (LCBO Warehouse)	473	Collective Arts Brewing Limited	LCBO Warehouse	Store Order
BEZ B	28634	Muskoka IPA Mixer Pack 2022 (LCBO Warehouse)	6 × 473	Lakes Of Muskoka Cottage Brewery	LCBO Warehouse	Store Order
	485367	Great Lakes Brewery Karma Citra IPA (1929)	473	Great Lakes Brewing Co	1929 - Great Lakes Brewing Co. Inc.	LCBO Warehouse
	18	Heineken Lager (LCBO Warehouse)	6 × 330	Molson Coors Canada	LCBO Warehouse	LCBO Warehouse
BEZ D	302810	Heineken (LCBO Warehouse)	6 × 500	Molson Coors Canada	LCBO Warehouse	LCBO Warehouse
	300681	Coors Light (275/TBS)	6 × 473	Molson Coors Canada	275 - The Beer Store	Forced
Beer Block Pile (SBA)	906560	Coors Light (275/TBS)	6 × 341	Molson Coors Canada	275 - The Beer Store	Forced
	906628	Coors Light (275/TBS)	6 × 355	Molson Coors Canada	275 - The Beer Store	Forced
	13814	Shawn & Ed Lagershed Original (902)	4 × 473	Noble Estates Wines & Spirits Inc.	902 - Shawn & Ed Brewing Co.	Store Order
	18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	Nickel Brook Brewing	6699 - Nickel Brook Brewing Company	Store Order
	19677	Bench Brewing Berry Fields Sour Ale (798)	473	Bench Brewing Co.	798 - Bench Brewing Company	Store Order
	24826	Ace Hill Carb Free (LCBO Warehouse)	4 × 355	Ace Beverage Group	LCBO Warehouse	Store Order
Mini Thematic C End Aisle #10	25665	Flying Monkeys Cold IPA (6309)	473	Flying Monkeys Craft Brewery	6309 - Flying Monkeys Craft Brewery	Store Order
	458273	GLB Octopus Wants To Fight IPA (1929)	473	Great Lakes Brewing Co	1929 - Great Lakes Brewing Co. Inc.	Store Order
	459537	Woodhouse Lager (189)	473	Woodhouse Brewing Co. Inc.	189 - Woodhouse Brewing Co	Store Order
	479030	Railway City Orange Creamsicle Ale (8447)	473	Railway City Brewing Company	8447 - Railway City Brewing Company	Store Order
	549873	Collective Arts Jam Up The Mash (LCBO Warehouse)	473	Collective Arts Brewing Limited	LCBO Warehouse	Store Order

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Distributor	Force Allocated/ Store Order
	17818	Corona Extra (275/TBS)	6 × 330	Labatt Breweries Ontario	275 - The Beer Store	Forced
EA 7	17819	Stella Artois (275/TBS)	6 × 473	Labatt Breweries Ontario	275 - The Beer Store	Forced
	25135	Carlsberg Danish Pilsner Snap Pack (LCBO Warehouse)	6 × 355	Carlsberg Canada Inc.	LCBO Warehouse	Forced
	20118	Collective Arts Good Monster (LCBO Warehouse)	473	Collective Arts Brewing Limited	LCBO Warehouse	Forced
EA 17	20265	Flying Monkeys Worlds Away Modern Lager (6309)	473	Flying Monkeys Craft Brewery	6309 - Flying Monkeys Craft Brewery	Forced
	921296	Wellington Helles Lager (4826)	473	Wellington County Brewery	4826 - Wellington County Brewery Inc	Forced
	26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	Labatt Breweries Ontario	LCBO Warehouse	Forced
EA 19	284562	Michelob Ultra (275/TBS)	473	Labatt Breweries Ontario	275 - The Beer Store	Forced
	496968	Michelob Ultra (275/TBS)	6 × 473	Labatt Breweries Ontario	275 - The Beer Store	Forced
	20068	Mill Street Hazy Organic IPA (1950)	473	Trillium Beverage Inc/ Mill Street	1950 - Trillium Beverage Inc.	Forced
EA 20	20871	Mill Street Juice Cloud IPA (1950)	473	Trillium Beverage Inc/ Mill Street	1950 - Trillium Beverage Inc.	Forced
	84210	Mill Street Original Organic Lager (1950)	6 × 341	Trillium Beverage Inc/ Mill Street	1950 - Trillium Beverage Inc.	Forced
R57: Ontario Beer A	365601	Samuel Adams Boston Lager (LCBO Warehouse)	473	The Premium Beer Company Inc.	LCBO Warehouse	Forced
R58: Ontario Beer B	296889	Birra Moretti (LCBO Warehouse)	500	Molson Coors Canada	LCBO Warehouse	Forced
R59: Beer 1	570176	Muddy York Gaslight Helles (2244)	473	Muddy York Brewing Co.	2244 - Muddy York Brewing Co.	Forced
R60: Beer 2	696864	Tyskie Beer Single Bottle (LCBO Warehouse)	500	Asahi Canada	LCBO Warehouse	Forced
R61: Beer 3	568287	No Boats On Sunday Cider (LCBO Warehouse)	500	Andrew Peller Limited	LCBO Warehouse	Forced
R62: Beer 4	576900	Cowbell Brewing Co. Shindig Huron County Craft Lag (458)	473	Blyth Brewing/Cowbell	458 - Cowbell Brewing Co.	Forced
D4: Discovery BSM 1	16903	Storyteller Lager (1643)	473	Storyteller Beverages Inc	1643 - Storyteller Beverages Inc.	Forced

Program	LCBO#	Description	Size (mL)	Agent	Distributor	Force Allocated/ Store Order
Ontario Craft Beer End Aisle	16954	Bench Brewing Lincoln Lager (798)	473	Bench Brewing Co.	798 - Bench Brewing Company	Store Order
	25224	Side Launch Raspberry Lemonade Refresher (3827)	473	Side Launch Brewing Company	3827 - Side Launch Brewing	Store Order
	409268	Broadhead Amber Ale (4712)	473	Broadhead Brewing Company Ltd.	4712 - Broadhead Brewing	Store Order
	446955	Big Rig Alpha Bomb IPA (1188)	473	Big Rig Brewery	1188 - Big Rig Brewing Co.	Store Order
	497438	Spearhead Hawaiian Pale Ale(86)	473	Spearhead Brewing Company	86 - Spearhead Brewing Company	Store Order
	645416	Left Field Brewery Greenwood IPA (4846)	355	Left Field Brewery	4846 - Left Field Brewery Inc.	Store Order
Impulse Display: CE3	25035	Somersby Wild Garden Crushed Apple (LCBO Warehouse)	473	Carlsberg Canada Inc.	LCBO Warehouse	Forced
Impulse Display: CE5	609248	Moosehead Radler (275/TBS)	473	The Premium Beer Company Inc.	275 - The Beer Store	Forced
Labour Day Weekend Block Pile	110320	No Name Beer (LCBO Warehouse)	6 × 341	Loblaws Inc.	LCBO Warehouse	Forced

PERIOD 6

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AUGUST 14 Start of Period 6  Install Brand Spotlight Nesting Tables APP START DATE	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	SEPTEMBER 1	 Long Weekend Sale September 2 - 4	2 3
4	5 <i>Labour Day</i> (Stores closed)	6	7	8	9	10 End of Period 6  APP END DATE

LCBO