

GIFTS TO CELEBRATE

LCBO



PERIOD 9 MARKETING & PRODUCT GUIDE

NOVEMBER 6 - NOVEMBER 26, 2022

Period 9 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 9



Promotional Programs

Holiday Gifting
Holiday Gifts Ask Me Stickers
Aeroplan Wines of Italy & Aeroplan Contest Promotion
Period 9 Aeroplan Offers
P9-10 POP
Holiday Gift Guide

Feature Fixture: Gifts to Celebrate

Seasonal Gondola: Gifts to Celebrate

Entrance Table: Rum Cinnamon Cardamom Coquito

Mini Thematic A: Aged Spirits Gifts

Mini Thematic B: Sparkling Gifts

Mini Thematic C: Local RTD Gifts

Front Nesting Table: Premium & Standard Flight

Middle Nesting Table: Great Wine Gifts under \$20

Block Pile A: Gifts to Cheer on the Game

Block Pile B: Gifts to Celebrate Together

Block Pile C: Earn Aeroplan Points On These Products

Block Pile D: Hennessy, Baileys, Patron, Tanqueray

Black Friday Promotions

Holiday Food & Drink

Front End Merchandiser

Staff Picks

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

Special Promotions Fixture

On Shelf

Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

Flex Space

Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Beer Branded Ends

Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

Holiday 2022 GIFT PACKAGING

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



2022 Holiday Gift Guide: Watch for the 2022 Holiday Gift Guide in your mailbag. The guide includes information on all the holiday gift products and packaging.

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

Holiday 2022 Gift Packaging:

LCBO#	Component	Case Pack	Retail
27368	NEW! Holiday Paper Bag (4 Versions)	100	\$1.50
27369	NEW! Holiday Gift Bag (2 Version)	24	\$4.95
27370	NEW! Holiday Gift Box (2 Versions)	24	\$7.95
16679	Vintages Gift Box (1 Version)	24	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$9.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$14.95
17374	Vintages Wooden Box - 3 Bottle Box	4	\$18.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$26.95

Residual Gift Packaging

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

REMINDER:

2021 Holiday \$1.50 Bag

- Merchandise last year's \$1.50 Holiday Gift Bags on an End Aisle at the back of the store.

2021 Holiday 2 Bottle Gift Bag (+21541)

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

2021 Holiday 1 Bottle Gift Box (+16680)

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

2021 Holiday 2 Bottle Reusable Bag (+16612)

- Merchandise on Metal Stand with other reusable bags.



Markdown Residual Holiday Packaging

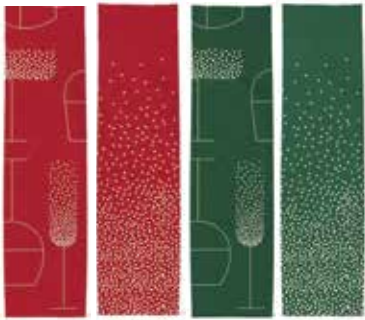
- Any residual Holiday packaging that is on markdown is to be displayed on a condensed display with sale signage to encourage sell-through.

HOLIDAY 2022 GIFT PACKAGING

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

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

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



NEW!

Holiday Paper Bag

Case packed 100
LCBO# 27368 • \$1.50



NEW!

Holiday Gift Bag

Case packed 24
LCBO# 27369 • \$4.95



NEW!

Holiday Gift Box

Case packed 24
LCBO# 27370 • \$7.95



Vintages Gift Box

Case Packed 24
LCBO# 16679 • \$7.95

VINTAGES GIFT PACKAGING

Merchandise Vintages Gift Packaging in-section and on Middle Nesting Table in P10 with appropriate products.



Vintages Year-Round Wooden Box (1 Bottle)

Case Packed 12
LCBO# 17373 • \$9.95



Vintages Year-Round Wooden Box (2 Bottles)

Case Packed 6
LCBO# 17377 • \$14.95



Vintages Year-Round Wooden Box (3 Bottles)

Case Packed 4
LCBO# 17374 • \$18.95



Vintages Year-Round Wooden Box (6 Bottles)

Case Packed 2
LCBO# 17378 • \$26.95

HOW TO MERCHANDISE

The Holiday Paper Bag

This versatile gift bag is ideal for a variety of festive occasions. While packaging is available in multiple designs and colours, LCBO cannot guarantee which variation you will receive.

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

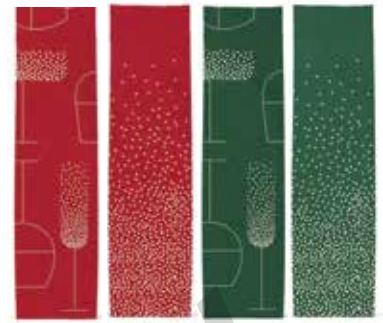
- Front facing End Aisles
- Cash Ends
- Wooden Gift Packaging Fixture

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

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

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

Description	Reorder #
Holiday Bag \$1.50 Hot Button	23P9-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102



Holiday Paper Bag
Case packed 100
LCBO# 27368 • \$1.50



Holiday Bag \$1.50 Hot Button

Merchandising Options:

Cash Ends: (all stores)



Front Facing End Aisles: (all stores)



Wooden Gift Packaging Fixture: (select stores)



HOW TO MERCHANDISE

The Holiday Gift Bag

Designed to hold two bottles, this gift bag comes with matching tissue and gift tag. While packaging is available in multiple designs and colours, LCBO cannot guarantee which variation you will receive.

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

- Wooden Gift Packaging Fixtures
- Metal Flat Gift Packaging Stand

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

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

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

Description	Reorder #
Holiday Bag \$4.95 Hot Button	23P9-GFT2
Hot Button Sign Clip (bundles of 10)	NIHK102



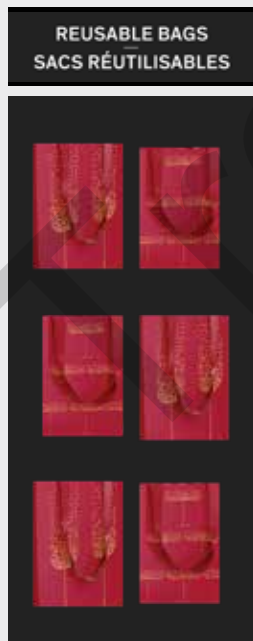
Holiday Gift Bag
Case packed 24
LCBO# 27369 • \$4.95



Holiday Bag \$4.95 Hot Button

Merchandising Options:

Gift Packaging Floor Merchandiser (Metal)



Wooden Gift Packaging Fixture: (select stores)



HOW TO MERCHANDISE

The Holiday Gift Box

Just add a bottle to this sturdy box for a fantastic gift. A matching gift tag is included. While packaging is available in multiple designs and colours, LCBO cannot guarantee which variation you will receive.

Holiday Gift Boxes will be merchandised in the following areas:

- Wooden Gift Packaging Fixtures
- Mini Thematic A & B
- Front & Middle Nesting Tables

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

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

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

Description	Reorder #
Holiday Bag \$7.95 Hot Button	23P9-GFT3
Hot Button Sign Clip (bundles of 10)	NIHK102



Holiday Gift Box
Case packed 24
LCBO# 27370 • \$7.95



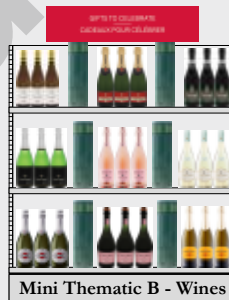
Holiday Bag \$7.95 Hot Button

Merchandising Options:

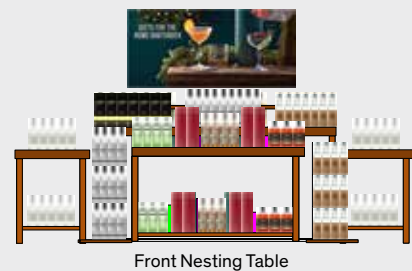
Wooden Gift Packaging Fixture: (select stores)



Mini Thematic A & B



Nesting Tables



HOW TO MERCHANDISE

Seasonal Hanging Bag Stand

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

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







REMINDER: Stores with residual inventory of Holiday 2021 Gift Packaging may merchandise those items in addition to 2022 designs. Ensure 2022 designs are merchandised at the top of any merchandiser.

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

Signage Re-order Codes

Description	Reorder #
Pole Topper Sign for Metal Gift Fixture	ENG 23P9-GFT5 BIL 23P9-GFT6



 <p>Holiday Gift Bag (2 Versions) LCBO# 27369 • \$4.95</p>	 <p>Enhanced Double Bottle Paper Gift Bag (2 Versions) LCBO# 27354 • \$4.95</p>
 <p>Reusable 6 Bottle Bag (2 Versions) LCBO# 27396 • \$2.95</p>	 <p>Reusable Large Bottle Bag (2 Versions) LCBO# 27397 • \$2.95</p>
 <p>Reusable 4 Bottle Cotton Bag LCBO# 16877 • \$14.95</p>	 <p>2020 Holiday Reusable Double Bottle Bag LCBO# 16612 • \$1.50</p>



HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Metal)

There will not be holiday signage for this fixture. Stores can continue to merchandise the operational signage for this fixture. Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish the fixture throughout the promotion.

Signage Re-order Codes

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

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



**Holiday Gift Bag
(2 Versions)**
LCBO# 27369 • \$4.95



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



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



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



**2021 Holiday Enhanced Double Bottle Paper Bag
(2 Versions)**
LCBO# 21541 • \$4.95

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Wood)

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

REMINDER: Stores with residual inventory of Holiday 2021 Gift Packaging may merchandise those items in addition to 2022 designs. Ensure 2022 designs are merchandised at the top of any merchandiser.

Signage Re-order Codes

Description	Re-order #
Gift Packaging Shelf Talker Eng Price/No Price	23P9-GFT9
Gift Packaging Shelf Talker Bilingual Price/No Price	23P9-GFT10
Wrap It Up LCBO/Vintages Gift Packaging Floor Merchandiser Sign (ENG)	ENG/ENG 23P9-GFT7
Wrap It Up LCBO/Vintages Gift Packaging Floor Merchandiser Sign (BIL)	BIL/BIL 23P9-GFT8

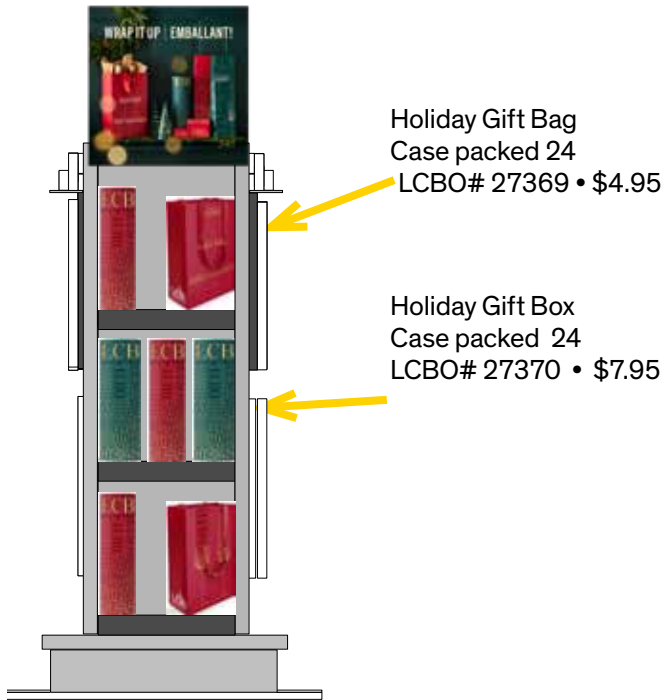


Front view



Side view

SIDE A:



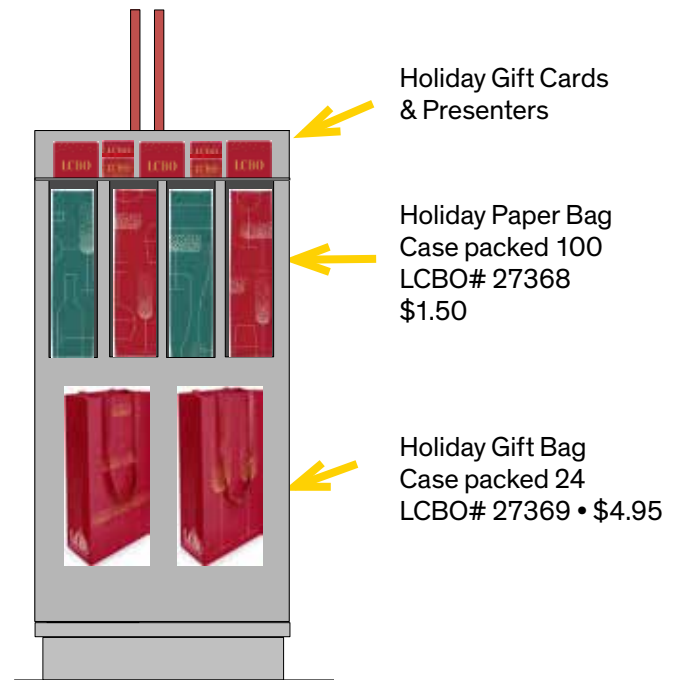
SIDE B:



SIDE C:



SIDE D:



INCREMENTAL SALES OPPORTUNITY!

LCBO Gift Cards

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

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

- This year's holiday themed gift cards and presenters will arrive in stores the week of **October 24th**. The holiday gift card merchandising signage will arrive by the start of Period 9.
- **All Stores will receive the new Holiday LCBO gift cards. Stores with residual gift cards and carriers from Holiday 2021 may merchandise those as well.**
- Please ensure that gift cards and presenters are merchandised properly and are continuously replenished to keep them fully stocked at all times.
- Please refer to the online worksheets for Holiday gift card distribution details.
- For additional inventory contact ordergiftcards@lcbo.com with the sku number(s) and quantity requested.

LCBO#	Gift Card Theme and Presenters	
27437	Holiday Gift Card Gold Bubbles	
27438	Holiday Gift Card Red	
27439	Holiday Gift Card Presenter	
647222	Vintages Gift Card	
647271	Vintages Gift Card Presenter (ENG)	
657882	Vintages Gift Card Presenter (FR)	

Gift Card Allocations & Receivals

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

Gift Card Batch Activations

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

Merchandising Options:

Merchandise Gift Cards and presenters on the following fixtures:

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

Signage Component	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT-105
Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	23P9-GFT4



NAME BADGE STICKERS

Holiday Gifts

Overview

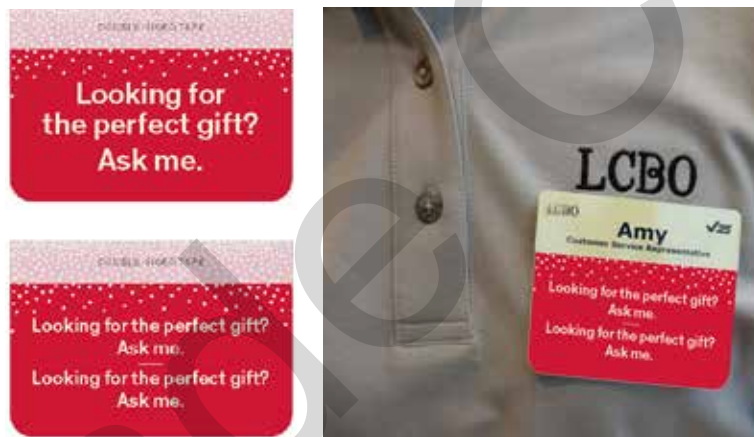
The Holiday Gifts sticker gives you a great opportunity to identify yourself as a gifting expert and help customers find the perfect gift for their friends and family. It is also a great visual reminder for our customers that we have great gifts and that when you buy a gift from the LCBO, you are giving the gift of special holiday moments.

Key Dates

Holiday Gifts: **November 1 - December 1, 2022**

Signage Components

- Holiday Gifts Name Badge Stickers: ENG (Re-order # 23P9-NT1) / BIL (Re-order # 23P9-NT2)



Holiday Gifts Name Badge Stickers
Note: Image is subject to change

Aeroplan WINES OF ITALY PROMOTION

Offer: 100 Aeroplan Bonus Points when you spend \$75 or more on Italian wines

Customers can earn **100 Bonus Aeroplan Points when you spend \$75 or more on Italian wines**. This offer applies to all Italian wines, including Vintages.

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

Key Dates (Nov 6 - 26, 2022)

Participating Stores

All Stores

Participating Products

All Italian wines

Aeroplan Offer: **100 Bonus Aeroplan Points when you spend \$75 or more on Italian wines**

Signage Components & Merchandising Instructions

Components

Image

In-section Bin Ticket Extension

English Re-order# 23P9-AP7

Bilingual Re-order# 23P9-AP8

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



In-section Perpendicular Shelf Talker

English Re-order# 23P9-AP9

Bilingual Re-order# 23P9-AP10

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



Aeroplan AIR CANADA CONTEST

Purchase any product with an Aeroplan bonus points offer and receive one entry into the contest with every bonus product purchased (Grand Prize: One set of 4 tickets, Additional prizes: 4 sets of 2 tickets). Customers will automatically be entered if they are Aeroplan members.

Contest is administered on line through a third party. Details can be found at lco.com/Aeroplan

All stores will be participating with bin ticket extension and perpendicular shelf talkers. Select stores will also receive an end aisle backer card.

Key Dates (Nov 6 - 26, 2022)

Participating Stores

All Stores

Participating Products

All products with Aeroplan Offers

Aeroplan Offer: Purchase any product with an Aeroplan bonus points offer and receive one entry into the contest with every bonus product purchased (Grand Prize: One set of 4 tickets, Additional prizes: 4 sets of 2 tickets).

Signage Components & Merchandising Instructions

Components

Image

ALL STORES

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

In-section Bin Ticket Extension

English Re-order# 23P9-AP3 / Bilingual Re-order# 23P9-AP4

- Install bin ticket extensions in front of products with Aeroplan Offers throughout the store.



In-section Perpendicular Shelf Talker

English Re-order# 23P9-AP5 / Bilingual Re-order# 23P9-AP6

- Perpendicular shelf talkers should be installed in front of products with Aeroplan Offers - throughout the store, using a perpendicular shelf clip (PSTC201404).
- **NOTE: Ensure Perpendicular Shelf Talkers are installed using the clip as signage is printed English / Bilingual and both sides must be visible to customers in Bilingual stores.**



Signage Components & Merchandising Instructions

DISCRETIONARY END AISLE STORES

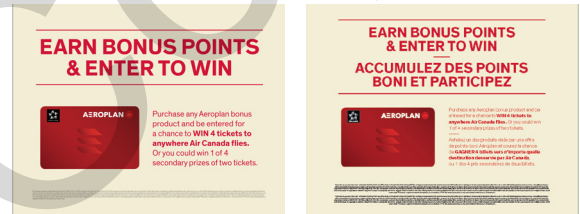
The below stores will receive an end aisle backer card to build a display with the participating products on their Discretionary Promo End Aisle:

1, 3, 4, 5, 6, 10, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 153, 154, 156, 164, 165, 167, 168, 171, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 208, 209, 210, 211, 212, 214, 217, 218, 226, 227, 228, 233, 234, 242, 243, 244, 249, 252, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 311, 312, 321, 324, 325, 329, 334, 340, 343, 344, 345, 346, 353, 355, 358, 359, 360, 361, 367, 368, 371, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 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# 23P9-BC-GEN8

- Use the end aisle backer card to build a display using products with Aeroplan Bonus Point offers on an available discretionary promo end aisle.



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.

P9 Aeroplan Offers Key Dates (Nov 6 - 26, 2022)

Participating Stores - All Stores

Signage Components & Merchandising Instructions

NEW Holiday Aeroplan Exterior Banners

- Display in the Aeroplan Exterior Banner placement outside the store for both P9 & P10.

ENG Re-order# 23P9-EB7/BIL Re-order# 23P9-EB8



NEW Holiday Aeroplan Generic End Aisle Backer Card

- Replace the generic backer cards provided in P8 with the new Holiday version.
- Install the new backer card on end aisles with Aeroplan offers.

ENG/BIL Re-order# 23P9-BC-GEN4



P8 APP Generic Backer Card (REMOVE)



Holiday APP Generic Backer Card (INSTALL)



NEW Holiday Aeroplan Seasonal Banner Insert

- Remove the the operational Aeroplan seasonal banner insert and store it in a safe place for reuse in P11.
- Display the Holiday Aeroplan Seasonal Banner Insert for both P9 & P10.

ENG Re-order# 23P9-SB1/BIL Re-order# 23P9-SB2



Operational APP Seasonal Banner Insert (REMOVE)



P9 Seasonal Banner Insert (INSTALL)



NEW Period 9 Aeroplan Shelf Talkers

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

ENG/BIL Re-order # AIM-23P9-ANS



Signage Components & Merchandising Instructions

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.



Bonus Aeroplan Points Perpendicular Shelf Talkers

- 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).

English Re-order # 22OP-AP1

Bilingual Re-order # 22OP-AP2



Aeroplan Front Door Decal

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

English Re-order# 23OP-AP10

Bilingual Re-order# 23OP-AP11



Aeroplan Cash Desk Decal

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

English Re-order# 23OP-AP12

Bilingual Re-order# 23OP-AP13



Period 9 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
42	Canadian Club Premium	750	100
570	Beefeater Dry	750	80
729	Blue Nun Deutscher Tafelwein	750	30
984	Alberta Premium Whisky	750	75
1222	Wiser's Special Blend	750	50
1867	Drambuie	750	110
1925	Courvoisier VS	750	400
10393	Legent	750	150
10882	Bar Dog Cabernet Sauvignon	750	60
10946	Fireball 6 Pack Carrier	6 x 50	80
11850	Buffalo Trace Bourbon	375	120
13293	Villa Maria Private Bin Chardonnay	750	65
13510	Herradura Silver Tequila	750	550
15012	Northern Keep Vodka	750	100
15282	18.8 Vodka	750	75
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	50
15310	Matt & Steve's Caesar Original Lightly Spiced	473	10
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	80
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	80
16199	1924 Bourbon Barrel Aged Cabernet Sauvignon	750	75
16225	Bees Knees	355	10
16363	Cono Sur Pinot Noir Organic	750	95
16868	18.8 Gin Ddp	750	60
17554	XOXO Botanicals Peach Orange Blossom	750	30
18717	Adnams Ghost Ship Pale Ale 0.5%	4 x 330	79
19303	Crown Royal Whisky & Cola	473	24
19347	Founder's Original Bourbon Sour	355	24
19779	Cusumano Merlot	750	50
20047	Forty Creek Foxheart	750	75
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	40
21378	Jim Beam White Label Bourbon	750	125
21532	Grant's Sherry Cask 8YO Finish	750	110
21876	Sheep Dog Peanut Butter Whiskey	750	120
22013	Absolut Raspberri Vodka	750	80
22192	Grant's Triplewood 12yo	750	150
22683	Corona Extra	710	10
22877	Cala Rey Tempranillo-Syrah	750	50
24096	Campari Negroni	375	40
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	5
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5
24325	Canadian Club & Ginger Ale	473	24
24378	Mikes Hard Tea	473	20
24385	Bacardi Pina Colada	355	5

Period 9 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
24494	Courvoisier XO Cognac	750	300
24952	Amarula Plant Based	750	100
24957	Dr. McGillicuddy's Coffee	750	120
25698	Jacob's Creek Grenache Shiraz	750	40
26075	Thornbury Craft Co. Rad Pale Ale	473	20
26076	Thornbury Craft Co. Ferris Wheel Hazy IPA	473	20
26346	Smirnoff Ice Original 12 Pack	12 x 355	80
27386	Franzia Cabernet Sauvignon Bib	3000	150
27605	Reifel Rye	750	200
27732	High Road Cellars Cabernet Merlot	750	50
28460	Gray Jay Deluxe Canadian Whisky	750	100
28803	Misterio Malbec	750	50
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	90
30282	18.8 Gin	750	75
30834	Canadian Club Classic 12 Year Old	1140	125
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	50
49726	Yukon Jack	750	100
52050	The Famous Grouse	750	125
66654	Creekside Syrah/Shiraz VQA	750	50
85316	Blu Giovello Prosecco	750	100
88799	Alberta Pure Vodka (P.E.T)	750	75
104299	>The Prisoner Red Blend	750	190
110056	Absolut Vodka	750	60
116426	Frontera Cabernet Sauvignon	750	60
134940	Adesso Chardonnay D'Italia	1500	100
142745	Waterloo Craft Lager	473	10
146548	Villa Maria Private Bin Pinot Noir	750	75
164087	Sandbanks Sleeping Giant VQA	750	40
172148	Boutari Agiorgitiko Nemea Red	750	50
172387	Boutari Moschofilero White	750	50
176792	>(V) Chard Bramito Sala Umbria (Antinori)	750	100
177717	Carling Ice	473	16
187088	PJ's Original Cream (Panama)	750	40
192922	Seagram's 83	1140	200
216655	Absolut Vodka	1750	120
217190	Grand Macnish	1140	200
217786	Jim Beam White Label Bourbon	1140	225
219279	Konzelmann Pinot Blanc VQA	750	100
219790	Ascheri Barbera Langhe Doc	750	100
221887	>Robert Mondavi Napa Valley Sauvignon Blanc	750	70
223529	Appleton Estate V/X Signature Blend	1140	75
229583	Kronenbourg 1664 Blanc	6 x 330	65
231571	Seagrams 83 (P.E.T)	1750	300

Period 9 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
237792	Icebox Long Island Iced Tea	1140	120
239046	Quatro Ventos Douro	750	40
242339	Alberta Pure Vodka (P.E.T)	1140	100
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	100
257238	Absolut Citron Vodka	750	60
262337	G.A. Schmitt Niersteiner L.H.	750	85
263780	Licor 43	750	60
264333	Terre Del Barolo Barolo Docg	750	200
265199	Absolut Vodka	375	40
269597	Santa Carolina Sauvignon Blanc	750	50
270447	Guinness Draught Beer	500	5
273490	Thalia White Assyrtiko Sauvignon Blanc	750	50
277202	Bottega Rose Vino Dei Poeti Sparkling	750	30
286237	Clean Slate Riesling Mosel	750	100
287409	Cortel Napoleon VSOP Brandy	750	100
292615	Jameson Black Barrel	750	110
294298	>Conundrum California Red	750	110
305607	Seagrams 83	750	150
311258	>Wits End Luna Shiraz	750	25
311910	Canadian Club Classic 12 Year Old	375	75
311936	Canadian Club Classic 12 Year Old	1140	125
311944	Canadian Club Classic 12 Year Old	1750	200
322727	Santa Carolina Chardonnay	1500	100
326025	Basil Hayden Straight Bourbon	750	150
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	80
339895	Waterloo IPA	473	10
350561	Forty Creek Cream Liquor	1140	125
359257	Ravenswood Vintners Blend Zinfandel	750	100
363812	Tito's Handmade Vodka	375	75
364349	Tomatin 12YO Highland Single Malt	750	100
379321	E&J Gallo XO Brandy	750	50
380865	Rumchata	750	100
382713	Nederburg Sauvignon Blanc	750	100
390583	Canadian Club 100% Rye	750	75
396671	360 Double Chocolate Vodka	375	40
398016	Dr. McGillicuddy Intense Peach	750	120
398032	Dr. McGillicuddy Intense Butterscotch	750	120
400069	Craigellachie 13 Year Old	750	165
433714	Pelee Island Cabernet Franc VQA	750	100
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	10
449157	Smirnoff Ice Tall Can	473	10
454876	>Ghost Pines Merlot Winemaker's Blend	750	40
463539	Aurora Crystal Head Vodka	750	300

Period 9 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
478222	Laphroaig Select	750	200
478412	Old Style Pilsner Can	473	16
480624	Woodford Reserve Distiller's Select Bourbon	750	100
483289	Smoking Loon Pinot Grigio	750	100
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	95
490144	Cecchi Chianti Docg	750	90
491480	Twisted Shottz B52	4 × 30	40
491746	Cabana Coast Moscow Mule	473	5
491811	Southern Comfort	750	120
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	180
493999	Absolut Lime Vodka	750	80
496281	Cazadores Extra Anejo	750	150
506741	Kronenbourg 1664	500	10
507442	La Linda Private Selection Old Vines Malbec	750	25
517904	Wiser's Special Blend Canadian Whisky	750	50
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	95
541607	The Sexton Single Malt Irish Whiskey	750	200
541672	Basil Hayden's Bourbon	375	75
544155	Iceberg Vodka (P.E.T)	1750	200
545368	Santa Teresa 1796 Solera Rum	750	150
550715	Forty Creek Barrel Select	750	50
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	100
569095	Ogier Cotes Du Ventoux Aoc	750	100
569905	Carnivor Zinfandel	750	100
570705	Georgian Bay Cranberry Gin Smash	473	5
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	100
572008	Innis & Gun Rum Cask	6 × 330	100
572552	Signal Hill Canadian Whisky	750	150
573402	Bearface 7YO Triple Oak Canadian Whisky	750	150
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	100
581645	Louis Bernard Cotes Du Rhone Red Aoc	750	100
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	40
600163	Tanqueray No. Ten Gin	750	200
602615	Angus The Bull Cabernet Sauvignon	750	100
604181	Gianduia Liquore Bottega	500	60
604868	Grey Goose Vodka	1750	180
605063	Buffalo Trace Bourbon	750	160
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	100
616334	Carlsberg Lite Tall Can	500	10
619395	Red Knot Shiraz	750	100
620724	Creekside Sauvignon Blanc VQA	750	60
621151	Barone Montalto Nero D'Avola-Cab Ter Sicilane	750	80
630913	Tia Maria	750	100

Period 9 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
631390	McGuinness Cherry Whisky	750	60
633354	Longshot Pinot Grigio	750	75
636209	Roku Gin	750	300
647982	Beefeater Pink	750	75
649723	Adesso Merlot D'Italia	1500	100
669200	Ciao Pinot Grigio Organic Carton	1000	100
894014	El Dorado Demerara 5 Year Old Rum	750	150
906628	Coors Light	6 × 355	111
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	25

Period 9-10: Gifts to Celebrate

SIGNAGE GALLERY

Overview

This holiday season, Ontarians are eagerly anticipating a return to get-togethers and celebrations with family, friends, and colleagues. We've been longing to see! With this in mind, the LCBO's holiday focus will be on showcasing our best gifts and celebrating the moments that bring us together. With renewed excitement around finding and giving the perfect gift, the LCBO will continue to secure our position as THE gifting destination. We'll bring our "DISCOVER" brand experience pillar to life by elevating what it means to give and receive a gift from the LCBO.

With a focus on premiumization, this year we want to elevate, not only the products we offer, but also the gifting experiences we create. This will allow us to focus on both premium and unique products that our customers can trade up to, as well as customer favourites that can be offered in a more premium way.



Signage Ship Date

The Period 9 signage components will be shipped to stores beginning **October 28, 2022.**

All Period 9 Signage components are available for re-order using their corresponding re-order numbers.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email acsss@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# DMS-Music CD

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

NOTE: Signage is to remain in place for the duration of P9 - P10.

Exterior Banners

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

PRIORITY OF EXTERIOR BANNERS:

- 1 Gifts to Celebrate
- 2 Aeroplan
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Image (if applicable)



1 Gifts to Celebrate



Re-order#
23P9-EB1
(English)

Re-order#
23P9-EB2
(Bilingual)

2 Aeroplan



Re-order#
23P9-EB3
(English)

Re-order#
23P9-EB4
(Bilingual)

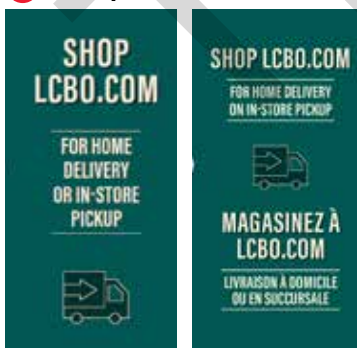
3 Same Day PickUp



Re-order#
23P9-EB5
(English)

Re-order#
23P9-EB6
(Bilingual)

3 ShopLCBO.com



Re-order#
23P9-EB7
(English)

Re-order#
23P9-EB8
(Bilingual)

4 Image



Re-order#
23P9-EB9
(Image)

NOTE: Signage is to remain in place for the duration of P9 - P10.

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** Gifts to Celebrate (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



Re-order# 23P9-WS1
(English + Bilingual)
Note: Image is subject to change

3 Same Day

Generic Ecomm



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

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

NOTE: Signage is to remain in place for the duration of P9 - P10.

Transparencies

Perimeter Transparency Horizontal

Vendor installed



Gifts to Celebrate ENG/BIL



Image



eCOMM ENG/BIL



OR



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



Gifts to Celebrate ENG/BIL



Image



Same Day Pickup
ENG/BIL



OR



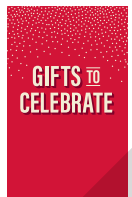
eCOMM
ENG/BIL



Perimeter Transparency Vertical

Vendor installed

Small Vertical Transparencies



Gifts to Celebrate
ENG/BIL



eComm
ENG/BIL



OR



Same Day Pickup
ENG/BIL



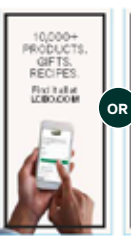
Medium Vertical Transparencies



Gifts to Celebrate
ENG/BIL



eComm
ENG/BIL



OR



Same Day Pickup
ENG/BIL



Large Vertical Transparencies



Gifts to
Celebrate BIL



eComm
BIL

NOTE: Signage is to remain in place for the duration of P9 - P10.

Seasonal Banner Insert

Dimensions: 20" w x 70" h

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



ENG Re-order #23P9-SB1
BIL Re-order #23P9-SB1



Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.



Image
Re-order #23P9-TB1



NEW Food & Drink Merchandiser

During the Holiday the F&D merchandiser will be displayed on the top shelf of sold end aisles 1-5.

All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser on the top shelf.

Allocation

A/B Stores will receive:
5 merchandisers

AA/AAA Stores will receive:
10 merchandisers



F&D Merchandiser Re-order Code

ENG (Re-order # 23P9-FDM1) / BIL (Re-order # 23P9-FDM3)

End Aisles 1-4 & 10 Backer Cards

23P9-BC1



End Aisle 1 - Maple Fudge Old-Fashioned

23P9-BC2



End Aisle 2 - Sugar Cookie Martini

23P9-BC3



End Aisle 3 - New World Wines

23P9-BC4



End Aisle 4 - Adult Affogato

23P9-BC10



End Aisle 10 - MTC

End Aisles 1-4 Blade Signs

Blade Signs will be sent to stores for end aisles 1-4. Display the blade signs on end aisles 1-4 to help customers and employees easily understand the recipe solutions. A QR code will direct customers to the recipe pages on LCBO.com.

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



EA1 Maple Fudge Old-Fashioned Blade Sign
ENG (Re-order # 23P9-BS1)
BIL (Re-order # 23P9-BS5)

EA2 Sugar Cookie Martini Blade Sign
ENG (Re-order # 23P9-BS2)
BIL (Re-order # 23P9-BS6)

EA3 New World Wines Blade Sign
ENG (Re-order # 23P9-BS3)
BIL (Re-order # 23P9-BS7)

EA4 Adult Affogato Blade Sign
ENG (Re-order # 23P9-BS4)
BIL (Re-order # 23P9-BS8)

EA1 Maple Fudge Old-Fashioned Backer Card & Blade Sign Example

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

23P9-BC-GEN1



Gifts to Celebrate - text (Red)

23P9-BC-GEN3



Shop More Holiday Gifts at LBCO.com

NOTE: SDPU & Home Delivery versions replaced with single Holiday Gifts message.

23P9-BC-GEN4



Aeroplan

23P9-BC-GEN5



Give gifts in the perfect package

23P9-BC-GEN6



Gifts to celebrate - Wines (Red)

23P9-BC-GEN7



Gifts to celebrate - Spirits (Green)

Generic Blade Sign

For customers looking for more gift ideas, we have a generic blade sign promoting our Holiday Gift Guide. Display the generic blade sign on end aisles 5-20.

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



Generic Blade Sign
ENG (Re-order # 23P9-BS11)
BIL (Re-order # 23P9-BS12)



Generic Blade Sign
Backer Card
& Blade Sign Example

HOLIDAY GIFT GUIDE

Gifts to Celebrate

Overview

The LCBO “Gifts to Celebrate” Holiday Gift Guide will highlight 150+ premium and unique holiday gifts for everyone on your list.

Drop Date: First week of November, 2022

Participating Products

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

Distribution Details

We will be distributing the guide to Same-Day Pickup and Retail store activations:

- Same-Day Pickup Orders
- E-commerce orders
- Selected Retail Store Activations (1st week of November)
Stores: 1, 38, 10, 164, 486, 217, 522, 393, 355, 346, 187, 287, 407
- Experiential Marketing Activation – Union Station
- Direct to home via Canada Post
- Digital version via Flipp (November 1-20)



ACTION

- **Same-Day Pickup Stores:** Include one copy of the Gifts to Celebrate guide in each Same Day/Curbside Pickup online order fulfilled. Quantities will be shipped to all participating SDP stores the week of October 24th. No additional copies will be available for re-order.
- **Retail Store Activations:** Stores participating in the Retail Store Activations will receive an increased allocation to distribute to customers November 3-5. Specific communication and instructions will be provided.
- All other stores will receive some copies of the gift guide in their mailbag for employees to reference.
- **A reminder that our digital gift guide at LCBO.com is a great resource to help customers find the perfect guide. Guides are not to be merchandised on the floor or left at the front for customers to pick up. These are specifically for customers to receive with their online orders.**

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: Going forward, 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

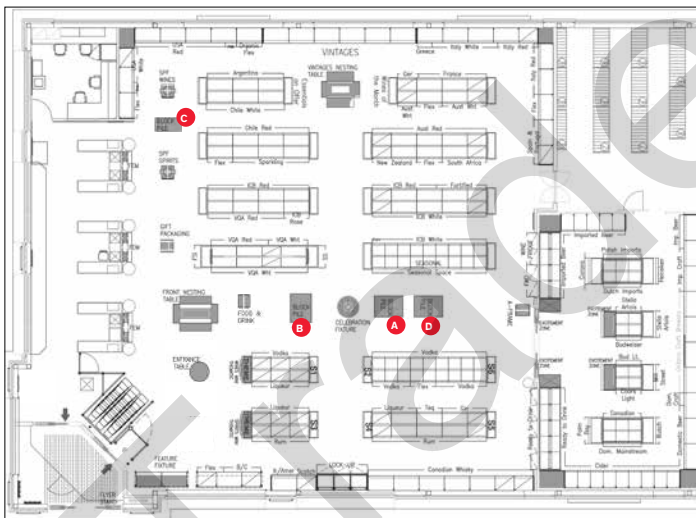
A Block Pile A (SBA): Gifts to Cheer on the Game

B Block Pile B (SBB): RTD Gifts

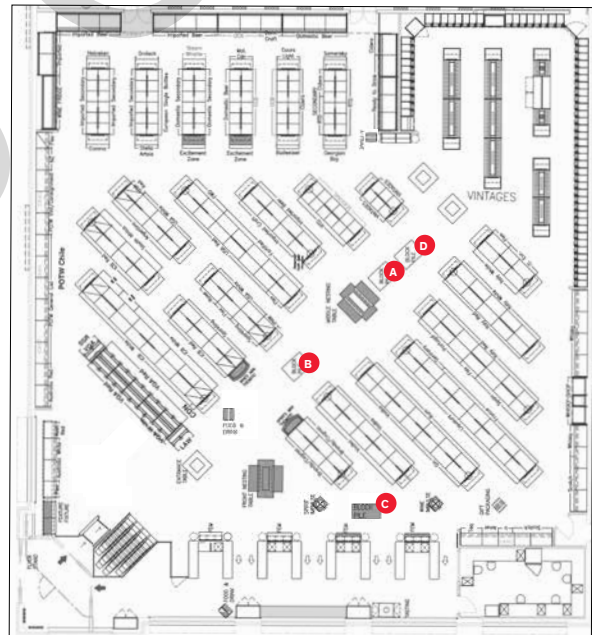
C Block Pile C (SBC): Aeroplan Rewards

D Block Pile D: Hennessy (XBP), Baileys (FSN-B),
Tanqueray (EA - S8), Patron (EA - S7)

Pre-Black Friday + Black Friday Weekend + Cyber Monday (SSL)



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

Effective May 2019, new programs were made active in your Promotional Tree. With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

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

HOLIDAY GIFT PACKS

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

This strategy will help accomplish the following goals:

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

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

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

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

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

Merchandising Instructions:

Spirit Gifts:

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

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

Beer Gifts:

- 16ft Seasonal Gondola
- 12ft Seasonal Gondola

Wine Variations:

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



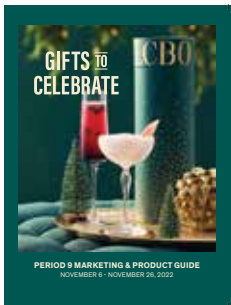
Gift packs will start arriving in stores in WEEK 29.

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

MAPPING YOUR STORE

The key to a successful holiday will depend on the planning we do. Mapping your store for all holiday product display points will make changeover and merchandising easier.

Tools to Map Your Store



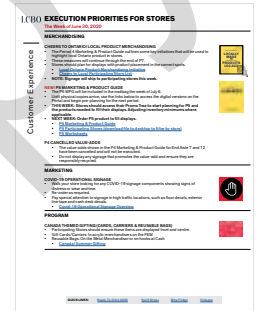
P9 Marketing & Product Guide



Store Floor Plan (download from the Dashboard)



P9 Highlights & Updates (sent with the Weekly Merchandising Priorities in the Retail Blast on Mondays)



Weekly Merchandising Priorities



How to Map Your Store

1. Determine your store key display points based on allocation and architecture. Review your store floor plan on the dashboard.
2. After reviewing the display point participating store lists, place your store key display points on your map (referring to your floor plan from the dashboard)
3. Review your store's previous performance on the participating SKUs and order product accordingly
4. Plan to execute the promo change; does it cause chain reactions? Will it cause bare shelves? Do you have all your marketing signage components?
5. Create a checklist and cross things off as they are fully completed. Use the Highlights and Updates that is provided in the Weekly Priorities to verify your points

SPIRIT GIFTS

Feature Fixture & Cut Case/Discretionary Ends

Feature Fixture

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

The fixture will transition back to Brand Spotlight Feature Fixture and New & Seasonal fixture in Period 11.

IMPORTANT NOTE: Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.

Launch Date: November 1, 2022

Begin to stage holiday gift packs on the Fixture as they arrive in P8 to simplify changeover.

Participating Stores

All Feature Fixture and New & Seasonal Fixture Stores.

Participating Products

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

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

Signage

Additional signage kits are available for re-order:

- Gift Pack Shelf Talkers ENG (Re-order # 23P8-GP1) / BIL (Re-order # 23P8-GP2)
These were shipped to stores in Period 8
- Category Sign ENG/BIL (Re-order # 23P9-FF1)
- Category Sign - Solid Colour (Re-order # 23P9-FF2)
- Bin Strips - solid colour (Re-order # 23P9-FF3)



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

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

Merchandising Instructions

- Install the Holiday category sign and bin strips.
- Merchandise shelf talkers in front of the correct product on the display.
- Please remove all newly released products and place in appropriate locations within your store. **ONLY** use the fixture to merchandise supplier gift packs from the Spirits holiday gift program. It is imperative that stores follow the planoguides and merchandising tips (next page) in order to feature the holiday gift packs effectively.

Merchandising Tips

The Feature Fixture is for displaying our Premium Spirits Gift Packs

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

Examples:

WHITE SPIRITS → VODKA → GIN

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

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

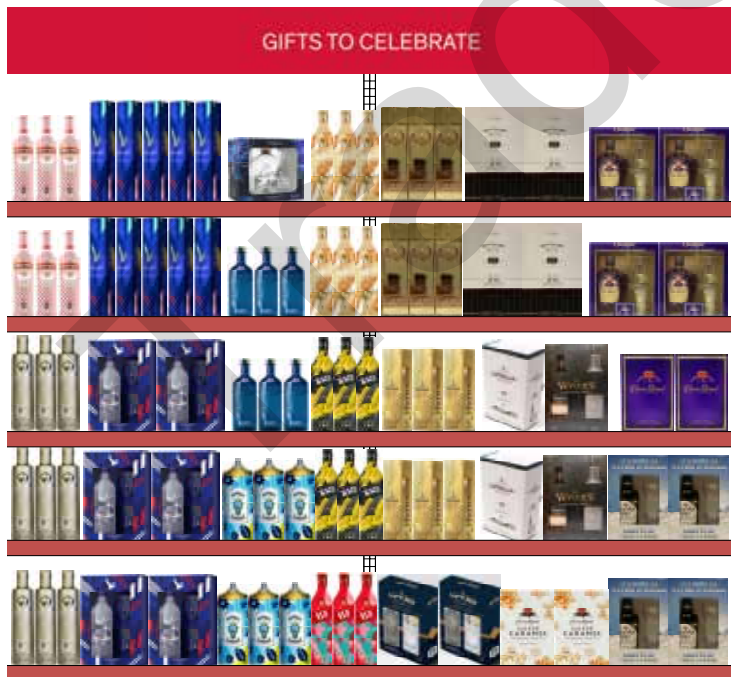
Once the Feature Fixture has sold through the products with smaller quantities, replenish with our **top sellers** / expand the facings of the driving SKUs.

12ft Feature Fixture



Example Only (artwork is subject to change)

8ft Feature Fixture



Example Only (artwork is subject to change)

4ft Feature Fixture



Example Only (artwork is subject to change)

Suggested Discretionary Ends - Spirits

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

Merchandising Instructions

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

Signage Components

23P9-BC-GEN1



Gifts to Celebrate - text (Red)

23P9-BC-GEN3



Shop LBCO.com

23P9-BC-GEN4



Aeroplan

23P9-BC-GEN5



Give gifts in the perfect package

23P9-BC-GEN6



Gifts to celebrate - Wines (Red)

23P9-BC-GEN7



Gifts to celebrate - Spirits (Green)

Baileys Gifts



Crown Royal Gifts



Baileys's Gifts

Example Only



Crown Royal Gifts

Example Only

BEER & WINE GIFTS

Seasonal Gondola & Cut Case/Discretionary Ends

Key Dates (November 6- January 3)

Participating Stores

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

Participating Products

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

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

Signage Components

- Category Sign ENG/BIL (Re-order # 23P9-SGS1)
- Gift Pack Shelf Talkers ENG (Re-order # 23P8-GP1) / BIL (Re-order # 23P8-GP2)
These were shipped to stores in Period 8

Merchandising Instructions

- Please remove all newly released products and place in appropriate locations within your store.
- Install the P9 category sign. Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their first Seasonal Gondola to merchandise beer gifts and their second Seasonal Gondola to showcase sparkling wine gifts. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.

Seasonal Gondola - Beer

16ft Seasonal Gondola (Example Only)

Beer Gifts

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



Example Only (artwork is subject to change)

12ft Seasonal Gondola (Example Only)

Beer Gifts



Example Only (artwork is subject to change)

Seasonal Gondola - Wines

16ft Seasonal Gondola

Wine Gifts

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



Example Only (artwork is subject to change)

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

Suggested Discretionary Ends - Wines

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

Merchandising Instructions

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

Signage Components

- Gifts to Celebrate - text (Red) ENG/BIL (Re-order # 23P9-BC-GEN1)
- Shop More Holiday Gifts at LBCO.com ENG/BIL (Re-order # 23P9-BC-GEN3)
- Aeroplan ENG/BIL (Re-order # 23P9-BC-GEN4)
- Give gifts in the perfect package ENG/BIL (Re-order # 23P9-BC-GEN5)
- Gifts to celebrate - Wines (Red) ENG/BIL (Re-order # 23P9-BC-GEN6)
- Gifts to celebrate - Spirits (Green) ENG/BIL (Re-order # 23P9-BC-GEN7)

Holiday Wines



Holiday Wines

Example Only

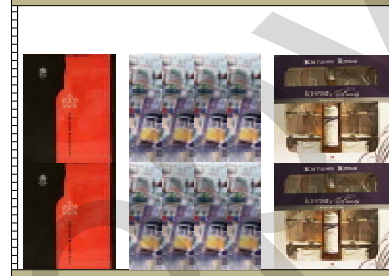
New World Wine Gifts



New World Wine Gifts

Example Only

Specialty Wine Gifts



Specialty Wine Gifts

Example Only

Sparkling Gifts



Sparkling Gifts

Example Only

VQA Wine Gifts



VQA Wine Gifts

Example Only

Brand Spotlight (BS-BSE)

ENTRANCE TABLE

Rum Cinnamon Cardamom Coquito

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

Participating Stores

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

Coquito is a coconut-based Christmas drink from Puerto Rico. It has a nice connection to the holidays and offers up an alternative to eggnog.

Participating Products

LCBO#	Description	Size (mL)	Offers
366633	Ron Diplomatico Reserva Exclusiva Rum	750	VA: Cocktail Spoon
492520	Bacardi 8 Year Old Reserva Gold Rum	750	VA: Bacardi Branded Holiday Glassware
894014	El Dorado Demerara 5 Year Old Rum	750	VA: El Dorado Muddler + 150 APP

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

Signage Components

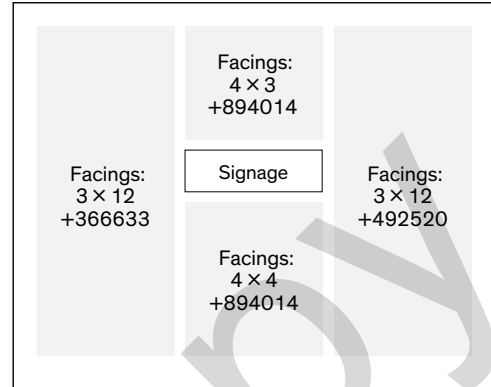
- Entrance Table Sign ENG (Re-order # 23P9-ET1) / BIL (Re-order # 23P9-ET2)
- Shelf Talkers ENG (Re-order # 23P9-ET3) / BIL (Re-order # 23P9-ET4)
- Recipe Shelf Talkers ENG (Re-order # 23P9-ET5) / BIL (Re-order # 23P9-ET6)

Planogram - Square Table



Note: Image is subject to change

(Back View)



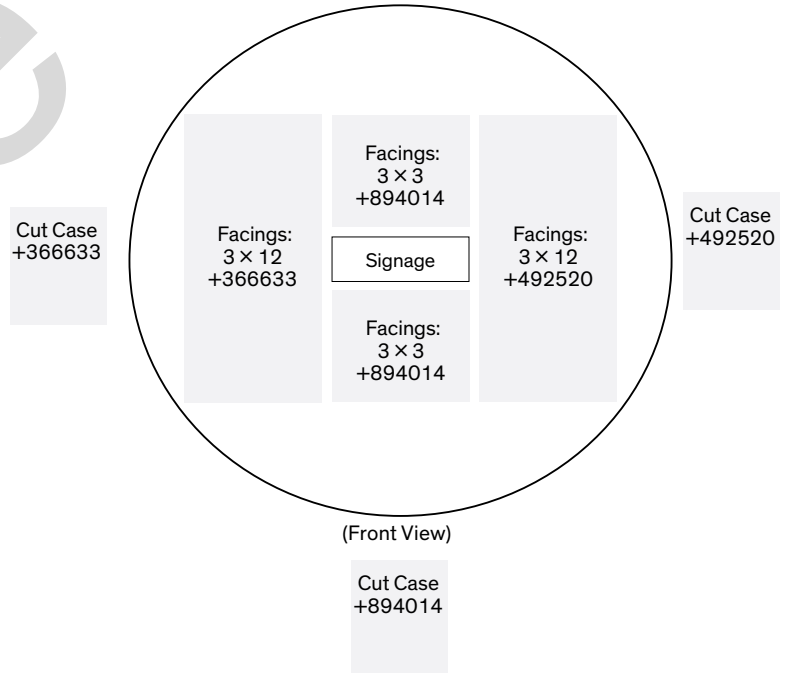
(Front View)

Planogram - Round Table



Note: Image is subject to change

(Back View)



(Front View)

Cut Case
+894014

Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

Spirits (MI-A)

MINI THEMATIC A

Gifts That Get Better With Age

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

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
14354	Appleton Estate 8yo Reserve	750	\$2.00 LTO
38927	Jura 12 Year Old Single Malt	750	VA: Cocktail Burn Card
60608	El Dorado 12 Year Old Rum	750	\$3.00 LTO
131870	Bushmills Malt 10 Year Old	750	\$5.00 LTO
158014	Flor De Cana Centenario 12 Rum	750	\$3.00 LTO
352104	Aberlour 12yo Single Malt Scotch Whisky	750	\$6.00 LTO
364349	Tomatin 12yo Highland Single Malt	750	\$3.00 LTO, 100 APP
390583	Canadian Club 100% Rye	750	75 APP
410803	D'Usse Vsop	750	VA: Branded Gift Box
573402	Bearface 7yo Triple Oak Canadian Whisky	750	150 APP

Signage Components

- Category sign: Short (Re-order # 23P9-MTA1)
- Shelf talkers:
ENG (Re-order # 23P9-MTA3) / BIL (Re-order # 23P9-MTA4)
- Backer card: ENG/BIL (Re-order # 23P9-MTA2)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise the Holiday Single Bottle Rigid Gift Box on each shelf of the fixture. Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.

The P9 MTA will feature a selection of aged spirits (whisky, Cognac, rum and tequila) perfect for giving as gifts. Holiday gift bags will also be on the display.

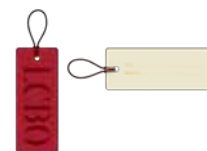
GIFTS THAT GET BETTER WITH AGE



Mini Thematic A - Spirits



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



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

Wines (MI-B)

MINI THEMATIC B

Sparkling Gifts

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

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
604	Chiarli Castelvetro Lambrusco	750	\$1.00 LTO
16191	Toro Bravo Sparkling Secco White	750	\$1.00 LTO
20896	Ruffino Prosecco Rose Doc	750	VA: Chocolate
28420	13th Street Blanc De Blanc	750	\$3.00 LTO
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00 LTO
253948	Martini & Rossi Asti	750	\$2.00 LTO, VA: Holiday Bows
365205	Cono Sur Sparkling Rose	750	\$2.00 LTO, Wine Fridge
462432	Piper-Heidsieck Brut Champagne	750	\$5.00 LTO
467811	Ruffino Prosecco	750	\$2.00 LTO, Wine Fridge

Signage Components

- Category sign: Short (Re-order# 23P9-MTB7)
- Shelf talkers:
ENG (Re-order# 23P9-MTB9) / BIL (Re-order #23P9-MTB10)
- Backer card: ENG/BIL (Re-order# 23P9-MTB8)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card in the backer card frame. Please refer to the planogram.
- Merchandise the Holiday Single Bottle Rigid Gift Box on each shelf of the fixture. Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.

We have a premium selection of LCBO Sparkling Wines, and Holiday gift boxes will also be on the display.

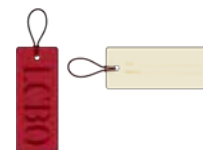
GIFTS TO CELEBRATE
CAGNEUX POUR CÉLÉBRER



Mini Thematic B - Wines



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



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

Beer (MI-C)

MINI THEMATIC C

Local RTD Gifts

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

Participating Stores

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

Participating Products

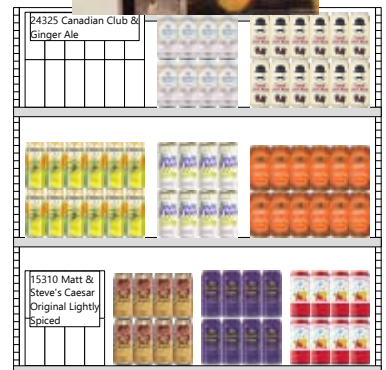
LCBO#	Description	Size (mL)	APP Offers
15310	Matt & Steve's Caesar Original Lightly Spiced	473	10
16225	Bees Knees	355	10
19303	Crown Royal Whisky & Cola	473	24
19347	Founder's Original Bourbon Sour	355	24
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	5
24325	Canadian Club & Ginger Ale	473	24
24385	Bacardi Pina Colada	355	5
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	10
491746	Cabana Coast Moscow Mule	473	5
570705	Georgian Bay Cranberry Gin Smash	473	5

Signage Components

- Backer card ENG/BIL (Re-order# 23P9-BC10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install backer card and merchandise pre-printed shelf talkers in front of each participating product.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



FOOD & DRINK

Holiday Release Date

- The Holiday issue of *Food & Drink* should be distributed in stores starting Wednesday, November 9.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO NOVEMBER 9.

Digital/Online Edition

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

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

Social Media

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

- Instagram: @lcbofoodanddrink
- Pinterest: www.pinterest.ca/lcbofoodanddrink

Additional Copies

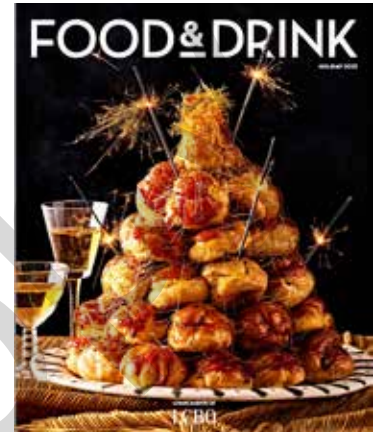
- To request additional copies once your original supply has run out, please email foodanddrink@lcbo.com with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the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

Merchandising Instructions

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

Signage

- Holiday *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #23P9-FD1)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #23P9-FD2)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #23P9-FD3)



COMING SOON

The Spring 2023 issue will be available March 22, 2023.

Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Flight A Premium + Flight B Standard

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

Participating Stores

There are TWO Flight of stores during P9. Please see store list below:

Flight A Premium:

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

Flight B Standard:

22, 23, 44, 55, 74, 82, 90, 106, 145, 150, 195, 198, 227, 250, 263, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 392, 411, 416, 436, 459, 489, 490, 501, 542, 545, 575, 579, 587, 602, 609, 618, 627, 633, 640, 652, 653, 655, 661, 698, 703, 748

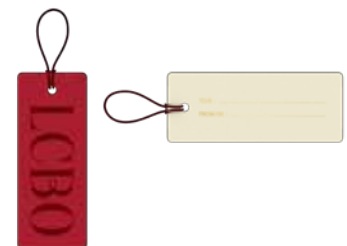
This season the Front Nesting Table will have a mix of tried and true spirits that customers can shop through Whisky, Vodka, Gin, Rum Cognac, Tequila for the spirit lovers on their shopping list.

Signage Components

- Table Sign
ENG (Re-order# 23P9-FNT1) / ENG (Re-order# 23P9-FNT2)
- Premium Shelf Talkers
ENG (Re-order# 23P9-FNT11) / ENG (Re-order# 23P9-FNT12)
- Standard Shelf Talkers
ENG (Re-order# 23P9-FNT19) / ENG (Re-order# 23P9-FNT20)

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 in-section and on the table.



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

Participating Products

	LCBO#	Description	Size (mL)	Offers
Flight A Premium	10357	Crown Royal Peach	750	VA: Crown Royal 50 mL
	25136	818 Tequila Blanco	750	Necktag
	25137	818 Tequila Reposado	750	
	25141	Lobos 1707 Tequila Reposado	750	
	54866	Bulleit Bourbon Frontier Whiskey	750	
	273516	Ron Zacapa 23 Centenario Rum	750	\$5.00 LTO
	311928	Canadian Club Classic 12 Year Old	750	End Aisle, VA: Gift Box
	326025	Basil Hayden Straight Bourbon	750	150 APP
	386789	Casamigos Tequila Blanco	750	
	456095	Ketel One Vodka	750	VA: Bows
	597559	Tito's Handmade Vodka	750	VA: Bottle Sweater
	600163	Tanqueray No. Ten Gin	750	BPD, 200 APP
Flight B Standard	984	Alberta Premium Whisky	750	75 APP
	1222	Wiser's Special Blend	750	50 APP
	1784	Grand Marnier Cordon Rouge	750	
	17559	Disaronno Velvet	750	VA: Ferrero Rocher Chocolate
	19749	Teremana Blanco Tequila	750	VA: Gift Box and Reamer
	19750	Teremana Reposado Tequila	750	VA: Gift Box and Reamer
	21378	Jim Beam White Label Bourbon	750	
	52050	The Famous Grouse	750	125 APP
	225243	Stoli Vodka	750	
	225698	The Kraken Black Spiced Rum	750	VA: Socks
	637504	Hendrick's Gin	750	\$3.00 LTO



Table Sign for Flight A Premium and Flight B Standard

Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

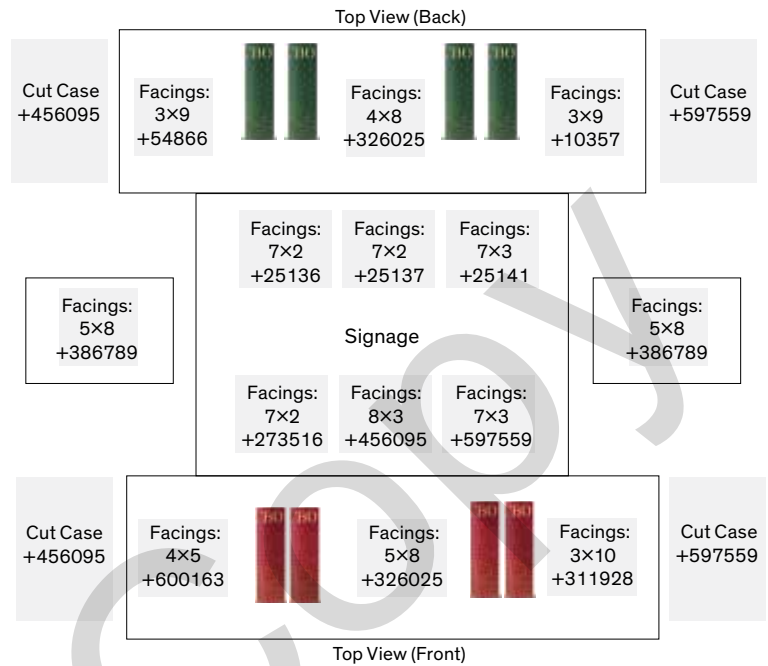
7Ft Nesting Table Planogram (For stores that have end tables) - Premium Flight



Premium Flight (Front)



Premium Flight (Back)



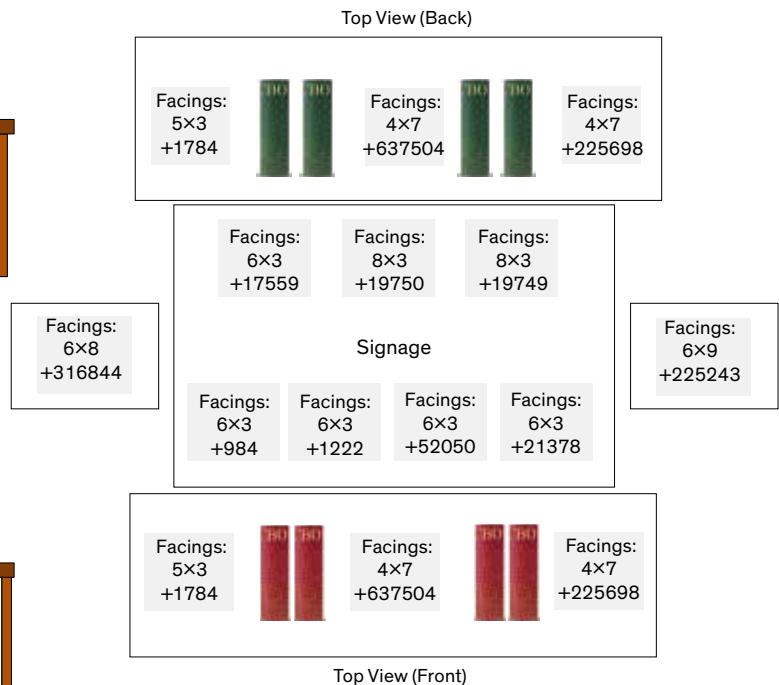
7Ft Nesting Table Planogram (For stores that have end tables) - Standard Flight



Standard Flight (Front)



Standard Flight (Back)



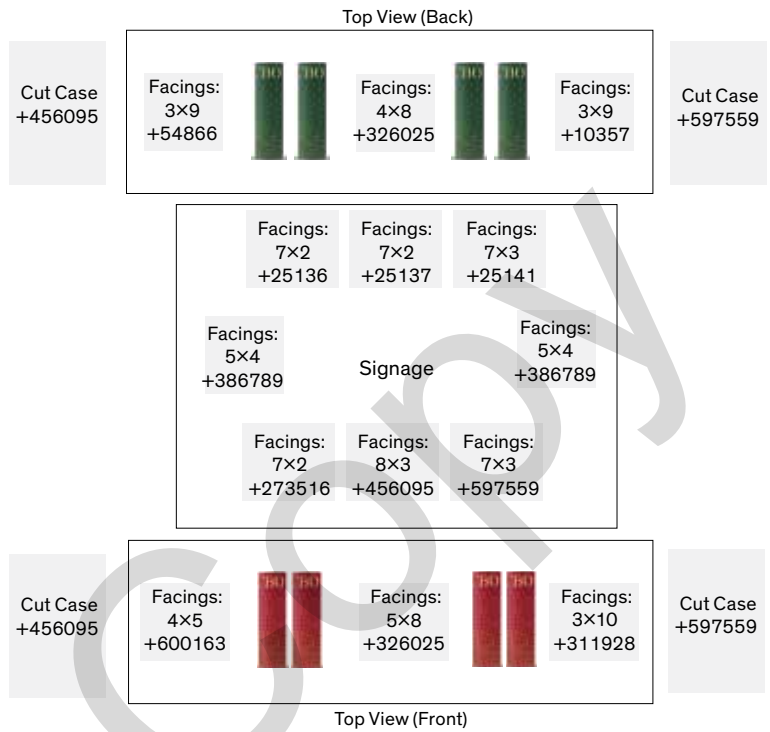
7Ft Nesting Table Planogram (For stores that do not have end tables) - Premium Flight



Premium Flight (Front)



Premium Flight (Back)



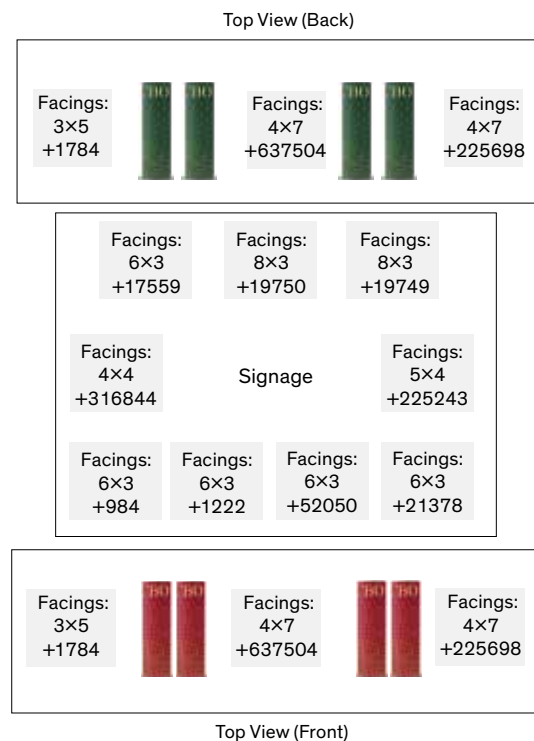
7Ft Nesting Table Planogram (For stores that do not have end tables) - Standard Flight



Standard Flight (Front)



Standard Flight (Back)



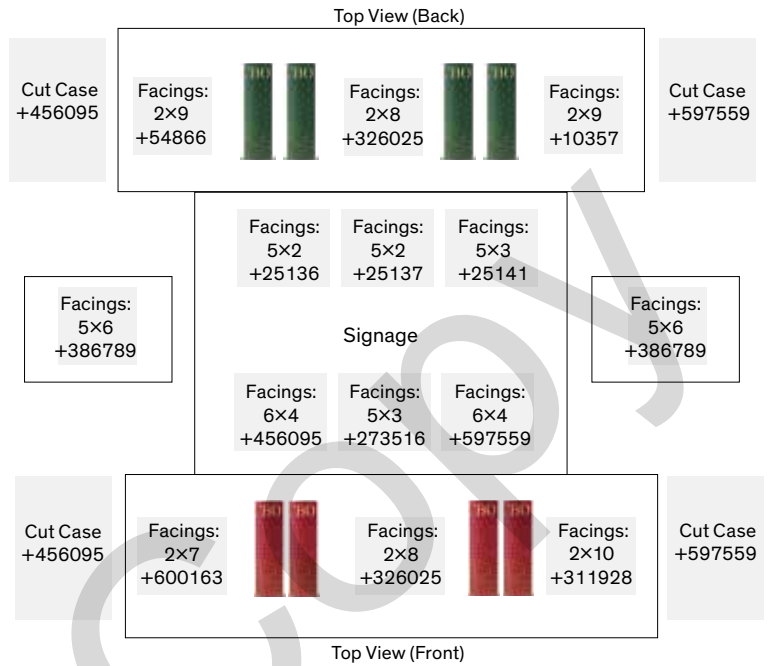
5Ft Nesting Table Planogram (For stores that have end tables) - Premium Flight



Premium Flight (Front)



Premium Flight (Back)



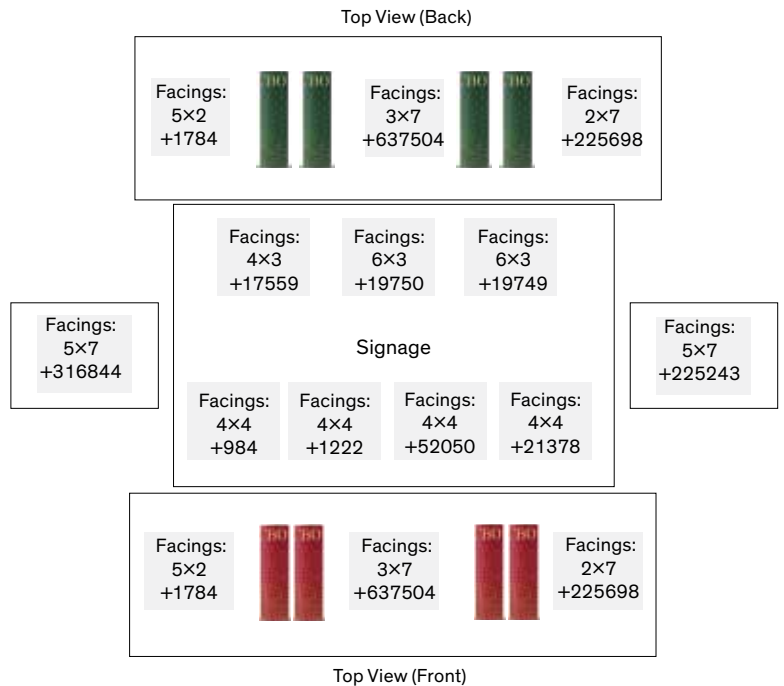
5Ft Nesting Table Planogram (For stores that have end tables) - Standard Flight



Standard Flight (Front)



Standard Flight (Back)



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



Premium Flight (Front)



Premium Flight (Back)



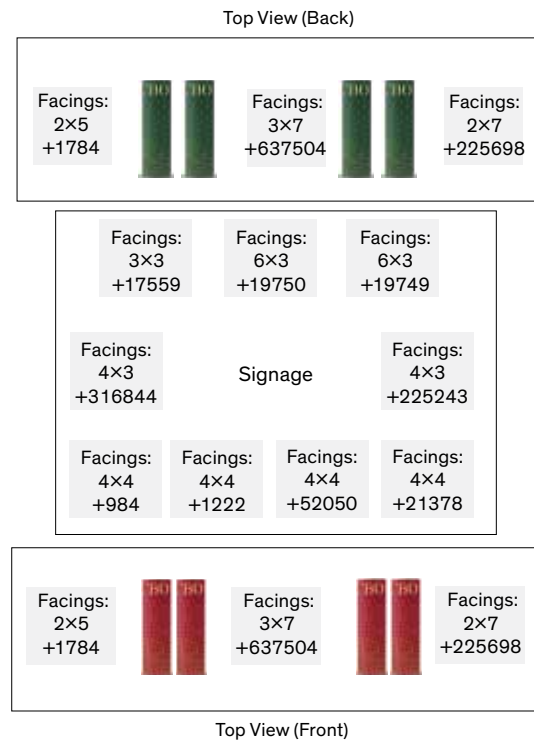
5Ft Nesting Table Planogram (For stores that do not have end tables) - Standard Flight



Standard Flight (Front)



Standard Flight (Back)



A

Display Program (BP-SBA)

BLOCK PILE A

Gifts to Cheer on the Game

This is a sold program. Participation is mandatory.

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

Key Dates (November 6- 26)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
14135	Coors Original (275 TBS)	6 × 355	
14400	Coors Original (275 TBS)	6 × 473	\$1.30 LTO
300681	Coors Light (275 TBS)	6 × 473	VA: Raptors Slides, Contest
558940	Miller Lite (275 TBS)	6 × 473	\$1.00 LTO
906560	Coors Light (275 TBS)	6 × 341	\$1.00 LTO
906628	Coors Light (275 TBS)	6 × 355	111 APP

Signage Components

- Pole Toppers
ENG (Re-order # 23P9-BPA1) / BIL (Re-order # 23P9-BPA2)
- Riser Wrap - solid colour (Re-order # 23P9-BPA5)
- Pricer Cards
ENG (Re-order # 23P9-BPA7) / BIL (Re-order # 23P9-BPA8)
- Shelf Talkers
ENG (Re-order # 23P9-BPA9) / BIL (Re-order # 23P9-BPA10)
- Cut Case Backer Card
ENG (Re-order # 23P9-BPA3) / BIL (Re-order # 23P9-BPA4)
- End Aisle Backer Card BIL (Re-order # 23P9-BPA11)

Merchandising Instructions

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

Give gifts for the beer lover or sports fan. Gifts for celebrating together. Buy Coors Light 6 Pack Tall Cans (+300681) and get a pair of Raptors slides.



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

Gifts to Celebrate Together

This is a sold program. Participation is mandatory.

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

Key Dates (November 6- 26)

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)
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355
19122	White Claw Hard Seltzer Black Cherry	6 × 355
19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355
19357	Social Lite Mixed Pack	12 × 355
21938	White Claw Variety Pack #2	12 × 355
24353	Cottage Springs Vodka Lemonade Mixed 8 Pack	8 × 355
24383	Ace Hill Tropical Vodka Soda Mix Pack	6 × 355
24407	Nutrl The Mixed	12 × 355

Signage Components

Note: Signage is to remain in place for duration of P9 & 10. Only shelf talkers will be updated in P10.

- Pole Toppers
ENG (Re-order # 23P9-BPB1) / BIL (Re-order # 23P9-BPB2)
- Riser Wrap - solid colour (Re-order # 23P9-BPB5)
- Pricer Cards
ENG (Re-order # 23P9-BPB7) / BIL (Re-order # 23P9-BPB8)
- Shelf Talkers
ENG (Re-order # 23P9-BPB9) / BIL (Re-order # 23P9-BPB10)
- Cut Case Backer Card
ENG (Re-order # 23P9-BPB3) / BIL (Re-order # 23P9-BPB4)
- End Aisle Backer Card BIL (Re-order # 23P9-BPB11)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper, riser wrap, pricer cards and end aisle backer cards for the duration of P9 & P10.
- Merchandise the shelf talkers in front of the participating products in section.

Block Pile B features top RTD large packs, perfect for holiday entertaining: White Claw, Cottage Springs, Twisted Tea, Nutrl & Smirnoff.



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

C

Display Program (BP-SBC)

BLOCK PILE C

Earn Bonus Points

This is a sold program. Participation is mandatory.

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

Key Dates (November 6- 26)

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
22013	Absolut Raspberri Vodka	750	80 APP
110056	Absolut Vodka	750	60 APP, VA: Mule Cup
216655	Absolut Vodka	1750	120 APP, VA: Absolut Watermelon 2 x 50 mL
257238	Absolut Citron Vodka	750	\$1.00 LTO, 60 APP
265199	Absolut Vodka	375	40 APP, VA: Kahlua Coffee Liqueur 50 mL
493999	Absolut Lime Vodka	750	80 APP

Signage Components

- Cut Case Backer Card
ENG (Re-order # 23P9-BPC3) / BIL (Re-order # 23P9-BPC4)
- Pole Toppers
ENG (Re-order # 23P9-BPC1) / BIL (Re-order # 23P9-BPC2)
- Riser Wrap - solid colour (Re-order # 23P9-BPC5)
- Pricer Cards
ENG (Re-order # 23P9-BPC7) / BIL (Re-order # 23P9-BPC8)
- Shelf Talkers
ENG (Re-order # 23P9-BPC9) / BIL (Re-order # 23P9-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P9-BPC11)

Merchandising Instructions

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

Great offers on classic Spirits that are perfect for holiday gift giving. Aeroplan Points and VA on select SKUs.



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.

BLACK FRIDAY PROMOTIONS

Pre Black Friday + Black Friday Weekend + Cyber Monday



We're offering customers savings on a variety of wines and spirits before and during Black Friday Weekend, and the week of Cyber Monday. **This is a sold program. Participation is mandatory.**

Participating Stores

All Stores

Key Dates

- Pre-Black Friday Promotion: November 18 - 24
- Black Friday Promotion: November 25 - 27
- Cyber Monday Week Long Promotion: November 28 - December 4

Signage Components

Pre-Black Friday

- Pricer Cards ENG (Re-order # 23P9-BPE7) / BIL (Re-order # 23P9-BPE8)
- Shelf Talkers ENG (Re-order # 23P9-BPE13) / BIL (Re-order # 23P9-BPE14)

Black Friday

- Pricer Cards ENG (Re-order # 23P9-BPE9) / BIL (Re-order # 23P9-BPE10)
- Shelf Talkers ENG (Re-order # 23P9-BPE15) / BIL (Re-order # 23P9-BPE16)
- Pole topper ENG (Re-order # 23P9-BPE1) / BIL (Re-order # 23P9-BPE2)
- Cut Case Backer Cards ENG (Re-order # 23P9-BPE3) / BIL (Re-order # 23P9-BPE4)
- Riser Wrap ENG (Re-order # 23P9-BPC5)
- End Aisle Backer Card BIL (Re-order # 23P9-BPE6)

Cyber Week

- Pricer Cards ENG (Re-order # 23P9-BPE11) / BIL (Re-order # 23P9-BPE12)
- Shelf Talkers ENG (Re-order # 23P9-BPE17) / BIL (Re-order # 23P9-BPE18)

Merchandising Instructions

Black Friday (Block Pile + In-section)

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

Pre-Black Friday & Cyber Week (In-section only)

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

Pre Black Friday Promotion (November 18 - 24)

Participating Products

LCBO#	Description	Size (mL)	APP Offers	LTO	Duration
10882	Bar Dog Cabernet Sauvignon	750	60	\$1.50	Nov 18 - 24
13293	Villa Maria Private Bin Chardonnay	750	65	\$2.00	Nov 18 - 24
16199	1924 Bourbon Barrel Aged Cabernet Sauvignon	750	75	\$2.00	Nov 18 - 24
104299	>The Prisoner Red Blend*	750	190	\$5.00	Nov 6 - 26
146548	Villa Maria Private Bin Pinot Noir	750	75	\$2.00	Nov 18 - 24
294298	>Conundrum California Red*	750	110	\$2.00	Nov 6 - 26
311258	>Wits End Luna Shiraz*	750	25	\$1.00	Nov 6 - 26
312959	Ketel One*	1750	120	\$5.00	Nov 6 - 26
454876	>Ghost Pines Merlot Winemaker's Blend	750	40	\$2.00	Nov 18 - 24
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	180	\$5.00	Nov 18 - 24
594168	Pelee Island Merlot*	1500	70	\$2.00	Nov 6 - 26
974717	>Casas Del Bosque Reserva Sauvignon Blanc*	750	25	\$1.00	Nov 6 - 26

*These products will be on LTO for the duration of Period 9 (Nov 6-26)

Black Friday Weekend Promotion (November 25 - 27)

Participating Products

LCBO#	Description	Size (mL)	APP Offers	LTO	Duration
19820	Havana Club Cuban Smoky	750	80	\$4.00	Nov 25 - 27
24431	Coors Seltzer Fruit Splash Variety Pack	4,260		\$3.50	Nov 25 - 27
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750		\$4.00	Nov 25 - 27
27757	Colio High Road Cellars Pinot Grigio	750		\$2.00	Nov 25 - 27
114694	Crown Royal	1750	120	\$2.50	Nov 25 - 27
267302	Crystal Head Vodka	750		\$8.00	Nov 25 - 27
369009	Pinnacle Vodka	750	100	\$1.00	Nov 25 - 27
374231	Ungava Gin	750	80	\$4.00	Nov 25 - 27
448779	Crazy Uncle Hard Root Beer For Grown Ups	473		\$0.60	Nov 25 - 27
507442	La Linda Private Selection Old Vines Malbec	750		\$2.50	Nov 25 - 27
492520	Bacardi 8 Year Old Reserva Gold Rum	750	75	\$4.00	Nov 25 - 27
514463	Whitley Neill Original London Dry Gin	750	200	\$8.00	Nov 25 - 27
521963	Chopin Potato Vodka	750		\$5.00	Nov 25 - 27
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750		\$2.00	Nov 25 - 27

Cyber Week Promotion (November 28 - December 4)

Participating Products

LCBO#	Description	Size (mL)	APP Offers	LTO
11936	The Magic Box Amazing Cabernet	750	50	\$2.00
15760	Slow Press Cabernet Sauvignon	750	40	\$2.00
17761	The Magic Box Spectacular Shiraz	750	50	\$2.00
65367	Eastdell Pinot Grigio VQA	750		\$3.00

Trade Copy

Display Program

BLOCK PILE D

Hennessy (BP-XBP)

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

Participating Stores

21, 22, 115, 130, 149, 154, 195, 198, 226, 243, 253, 263, 288, 334, 385, 393, 394, 404, 443, 445, 499, 522, 545, 590, 630, 631, 741, 776

Participating Products

LCBO#	Description	Size (mL)
28097	Hennessy Very Special Gift Box	750

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card (Re-order # 23P9-BPD1) / BIL (Re-order # 23P9-BPD2)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products.
- Pricer cards will be supplied by LCBO.

Block Pile D gives brands an opportunity to shine – and what better time to do it then over the Holidays.



(Example only)

Supplied by Agent

Baileys (FSN-B)

Supporting one of our top selling holiday SKUs, we are providing a merchandiser to help display these key seasonal gifting items. Please build this block pile display in an available location in your store.

This is a sold program. Participation is mandatory.

Key Dates (Period 9-10)

Participating Stores

1, 17, 19, 22, 23, 25, 27, 31, 34, 36, 38, 41, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 132, 145, 148, 150, 156, 164, 168, 171, 187, 191, 198, 200, 209, 211, 212, 221, 226, 227, 233, 243, 250, 252, 253, 263, 287, 298, 300, 310, 325, 326, 329, 334, 346, 351, 358, 359, 360, 361, 373, 381, 383, 385, 386, 387, 390, 391, 392, 394, 401, 404, 407, 412, 416, 417, 427, 428, 431, 432, 437, 438, 443, 445, 457, 459, 481, 485, 490, 491, 497, 499, 501, 523, 534, 536, 544, 545, 551, 554, 555, 556, 566, 569, 573, 575, 590, 602, 609, 616, 617, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 648, 655, 670, 684, 694, 699, 700, 703, 706, 741, 748

Participating Products

LCBO#	Description	Size (mL)	Value Add
5959	Baileys Irish Cream	750	Lindt Chocolate (rep-applied)
19419	Baileys Deliciously Light	750	Lindt Chocolate (rep-applied)
27692	Baileys S'Mores	750	
605956	Baileys Irish Cream Liquor	1140	Lindt Chocolate (rep-applied)

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards - printed at store level

Merchandising Instructions

- The supplier will be providing the value-add and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Please build this block pile display in an available location in your store.
- Print Pricer Cards at store level for participating products on AccessVia Web dSignShop.
- Merchandise the pricer cards in front of the participating products.



(Example only)
Supplied by Agent

Patron (EA - S7)

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

Participating Stores

1, 31, 38, 156, 164, 171, 187, 329, 346, 398, 437, 438, 452, 486, 500, 523, 573, 619, 623, 632, 698, 703

Participating Products

LCBO#	Description	Size (mL)
26977	Patron Silver Heritage Tin	750
34595	Patron Silver Tequila	750
34603	Patron Anejo Tequila	750
50088	Patron Reposado Tequila	750

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card
ENG (Re-order #AIIIM-23P9-BBP5)
BIL (Re-order #AIIIM-23P9-BBP6)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products.
- Pricer cards will be supplied by LCBO.



(Example only)
Supplied by Agent

Tanqueray (EA - S8)

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

Participating Stores

15, 148, 371, 624, 641

Participating Products

LCBO#	Description	Size (mL)	Offers
2691	Tanqueray London Dry Gin	750	\$1.00 LTO
600163	Tanqueray No. Ten Gin	750	200 APP

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card
ENG (Re-order #AIIIM-23P9-BBP3)
BIL (Re-order #AIIIM-23P9-BBP4)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products.
- Pricer cards will be supplied by LCBO.



(Example only)
Supplied by Agent

Enhanced Display

SMEG/VEUVE (EA-W9)

Key Dates (November 6- 26)

Participating Stores

10, 149, 164, 217, 355, 486, 511

Note: 217 and 511 will receive the large fridge. All other stores will receive the small fridge.

Participating Products

LCBO#	Description	Size (mL)
21643	Veuve Clicquot Rosé Ice Jacket	750
26867	Vcp Brut Fridge Smeg	750
26868	Vcp Brut Ice Box Re-Edition	750
26869	Vcp Rosé Fridge Smeg	750
37069	Veuve Clicquot Ice Jacket	750

Signage Components

- SMEG Fridges (217 and 511 will receive the large fridge. All other stores will receive the small fridge) - supplied by Agent
- Pricer Cards - printed at store level

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Print Pricer Cards at store level for participating products on AccessVia Web dSignShop.
- Merchandise the pricer cards in front of the participating products.



(Example only)
Supplied by Agent

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Great Wine Gifts under \$20

This is a sold program. Participation is mandatory.

Key Dates (November 6- 26)

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)	LTO Offers
13686	Bread & Butter Pinot Noir*	750	\$2.00
17779	Belleruche Rouge Cote Du Rhone*	750	\$2.00
22197	Jacob's Creek Double Barrel Cabernet Sauvignon*	750	\$3.00
24627	Apothic Merlot	750	\$2.00
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00
326256	Wayne Gretzky Pinot Grigio VQA	750	\$2.00
378091	Villa Annaberta Valpolicella Ripasso Superiore*	750	\$2.00
483263	Don David Reserve Malbec	750	\$2.00
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$2.50

*Add cut cases around the table and install pricer card in front of product

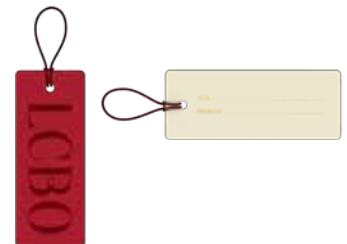
Signage Components

- Table Sign ENG (Re-order # 23P9-MNT1) / BIL (Re-order # 23P9-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 23P9-MNT5)
BIL (Re-order # 23P9-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P9-MNT7)
- Shelf Talkers ENG (Re-order # 23P9-MNT8) / BIL (Re-order # 23P9-MNT9)
- Case Savings Bin Ticket Extension (3 versions - \$24, \$30, \$36)
ENG (Re-order # 23P9-MNT10) / BIL (Re-order # 23P9-MNT11)
- Case Savings Pricer Cards (4 versions - 13686, 17779, 22197, 378091)
ENG (Re-order # 23P9-MNT12) / BIL (Re-order # 23P9-MNT13)
- Food & Drink Merchandiser ENG (Re-order # 23P9-FDM1)
FRE (Re-order # 23P9-FDM2)

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 and Food & Drink merchandiser.
- Merchandise the pre-printed shelf talkers and bin ticket extensions on the table.
- Add cut cases around the table to bring volume of product out onto the floor. Install pricer cards in front of the products.

Features a global variety of popular picks and best-sellers of sparkling, white and red wines, so customers can easily choose fail-proof crowd pleasers. And with budget-friendly price points from \$14 to \$20, there's something for everyone.



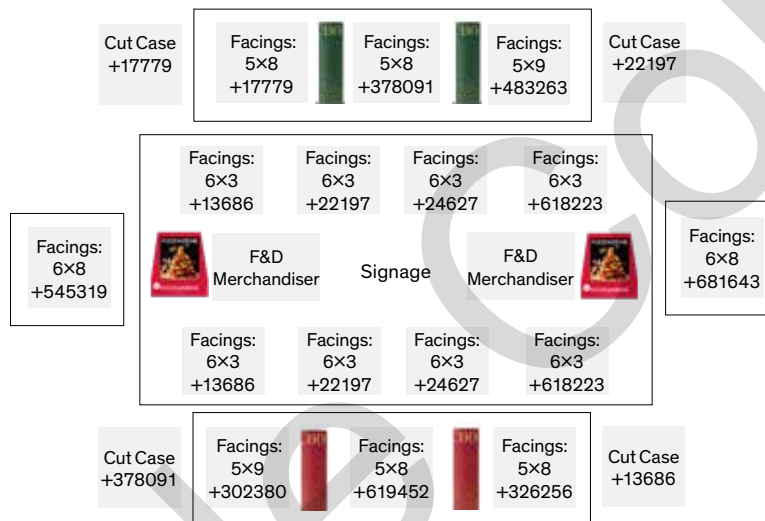
Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store. Merchandise the tags on every other bottle.

Middle Nesting Table Planograms



Front View

Back View



Celebration Fixture Planograms



Front View

Back View

Period 9 & 10

END AISLES

IMPORTANT NOTES:

- **End Aisle# 4, 5, 7** are **Flighted Premium & Standard**. Ensure you display the participating product that your store is grouped in.
- **End Aisle# 1, 2, 4, 6, 8, 11, 12, 13, 14, 16, 18, 19** have the same participating products for P9 and P10. Please maintain the display for **the duration of P9 and P10**.
- **End Aisle # 9** will have some product changes in P10. Ensure you review those skus carefully.
- **End Aisle #3, 5, 7, 10, 15, 17** all products will change in P10.
- **Food & Drink Merchandiser:**
During the Holiday the F&D merchandiser will be displayed on the top shelf of sold end aisles 1-5. All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser on the top shelf.
- **Cocktail Blade Signs:**
Display the blade signs on end aisles 1-4 to help customers and employees easily understand the recipe solutions. A QR code will direct customers to the recipe pages on LCBO.com.
- **Generic Blade Signs:**
In addition, for customers looking for more gift ideas, we have a generic version promoting our Holiday Gift Guide. Display the generic blade sign on end aisles 5-20.
- **LCBO Holiday Paper Bag:**
Merchandise the LCBO Holiday Paper Bag on the front facing end aisles.



	LCBO#	Description	Size (mL)	Offers
End Aisle #1 (P9 - P10)	1487	Crown Royal Whisky	750	VA
	114694	Crown Royal Whisky	1750	VA
	217950	Crown Royal Whisky	1140	LTO
	VA: CR Whisky Sour Syrup - missing details (1487 750 mL)			

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



Maple Fudge Old-Fashioned Blade Sign

ENG (Re-order # 23P9-BS1) / BIL (Re-order # 23P9-BS7)

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





	LCBO#	Description	Size (mL)	Offers
End Aisle #2 (P9 - P10)	67	Smirnoff Vodka	750	VA
	38505	Smirnoff Vodka (PET)	1750	
	216929	Smirnoff Vodka	1140	VA
Value-adds: Cocktail Spoon - attached to bottle (67 750 mL) Cocktail Jigger - attached to bottle (216929 1140 mL)				

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



Sugar Cookie Martini Blade Sign
ENG (Re-order # 23P9-BS2) / BIL (Re-order # 23P9-BS8)

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #3 (P9 only)	20289	Yellow Tail Shiraz	1500	LTO
	350504	Yellow Tail Big Bold Red	750	LTO
	634410	Yellow Tail Pinot Grigio	1500	LTO

All products on this end will change in P10. End Aisle 3 will be flighted Premium & Standard in P10



Beef Wellington Blade Sign
ENG (Re-order # 23P9-BS3) / BIL (Re-order # 23P9-BS9)

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #4A Premium (P9 - P10)	5959	Baileys Original Irish Cream	750	VA
	193490	Baileys Original Irish Cream	1750	LTO
	605956	Baileys Original Irish Cream	1140	VA
VA: Lindt Chocolate - rep-applied (5959 750 mL or 605956 1140 mL)				



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



- Adult Affogato Blade Sign**
ENG (Re-order # 23P9-BS4) / BIL (Re-order # 23P9-BS10)
- Install Blade Sign on End Aisle 4A.
 - Fold Card at crease before inserting into End Aisle slot so it will remain stable.
 - Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
End Aisle #4B Standard (P9 - P10)	19419	Baileys Deliciously Light	750	VA
	193490	Baileys Original Irish Cream	1750	LTO
	605956	Baileys Original Irish Cream	1140	VA
VA: Lindt Chocolate - rep-applied (19419 750 mL or 605956 1140 mL)				



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



- Adult Affogato Blade Sign**
ENG (Re-order # 23P9-BS4) / BIL (Re-order # 23P9-BS10)
- Install Blade Sign on End Aisle 4B.
 - Fold Card at crease before inserting into End Aisle slot so it will remain stable.
 - Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
End Aisle #5A Premium (P9 only)	155051	Masi Campofiorin IGT	750	VA
	285585	Masi Bonacosta Valpolicella Classico DOC	750	LTO
	317057	Masi Costasera Amarone Classico DOC	750	LTO + VA

VA: Gift Box

All products on this end will change in P10. End Aisle 5 will not be flighted in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #5B Standard (P9 only)	219808	Cavaliere D'Oro Gabbiano Chianti Classico DOCG	750	LTO
	282996	San Felice Chianti Classico	750	LTO
	372391	Leonardo Chianti Fiasco	750	LTO

All products on this end will change in P10. End Aisle 5 will not be flighted in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #6 (P9 - P10)	520304	Bacardi Gold Rum	1140	LTO + VA
	520320	Bacardi Superior White Rum	1140	LTO + VA
	570366	Bacardi Spiced Rum	1140	VA

VA: Bacardi Rum Cake - attached to bottle
(520304 | 1140 mL or 520320 | 1140 mL or 570366 | 1140 mL)

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

Note: All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser in the centre of the top shelf.



	LCBO#	Description	Size (mL)	Offers
End Aisle #7A Premium (P9 only)	20214	Fontanafredda Barolo DOCG	750	LTO
	426718	Cesari Amarone Della Valpolicella Classico DOC	750	VA
	433961	Villa Annaberta Amarone Della Valpolicella DOCG	750	LTO

VA: Gift Box



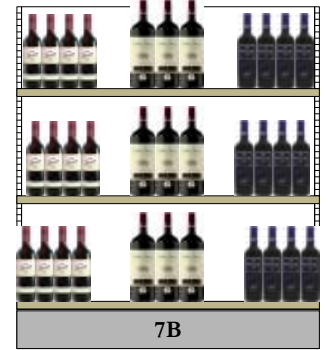
All products on this end will change in P10. End Aisle 7 will not be flighted in P10

Note: All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser in the centre of the top shelf.

	LCBO#	Description	Size (mL)	Offers
End Aisle #7B Standard (P9 only)	243055	Beronia Tempranillo Rioja	750	LTO
	621003	Montecillo Rioja Reserva	750	LTO
	649749	Castillo de Almansa Reserva	1500	LTO

All products on this end will change in P10. End Aisle 7 will not be flighted in P10

Note: All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser in the centre of the top shelf.



	LCBO#	Description	Size (mL)	Offers
End Aisle #8 (P9 - P10)	893	J.P. Wiser's Deluxe Whisky	750	VA
	33928	J.P. Wiser's Deluxe Whisky	1750	VA
	216689	J.P. Wiser's Deluxe Whisky	1140	LTO

Value-adds:
Tumbler - attached to bottle (893 | 750 mL)
JP Wiser's 10YO 50 mL - attached to bottle (33928 | 1750 mL)



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

Note: All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser in the centre of the top shelf.



	LCBO#	Description	Size (mL)	Offers
End Aisle #9 (P9 only)	217653	Captain Morgan Original Spiced Rum	1140	VA
	318709	Captain Morgan Original Spiced Rum (PET)	750	
	500546	Captain Morgan Original Spiced Rum (PET)	1750	LTO
VA: Smirnoff 50 mL- attached to bottle (217653 1140 mL)				

SKU 217653 Captain Morgan Original Spiced Rum and SKU 500546 Captain Morgan Original Spiced Rum (PET) will be on promotion for the duration of **P9 & P10**

Note: All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser in the centre of the top shelf.

	LCBO#	Description	Size (mL)	Offers
End Aisle #10 (P9 only)	15310	Matt & Steve's Caesar Original Lightly Spiced	473	APP
	16225	Bee's Knees	355	APP
	19303	Crown Royal Whisky & Cola	473	APP
	19347	Founder's Original Bourbon Sour	355	APP
	24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	APP
	24325	Canadian Club & Ginger Ale	473	APP
	24385	Bacardi Pina Colada	355	APP
	448779	Crazy Uncle Hard Root Beer For Grown Ups	473	APP
	491746	Cabana Coast Moscow Mule	473	APP
	570705	Georgian Bay Cranberry Gin Smash	473	APP



All products on this end will change in P10.

Note: All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser in the centre of the top shelf.

	LCBO#	Description	Size (mL)	Offers
End Aisle #11 (P9 - P10)	110056	Absolut Vodka	750	APP + VA
	209221	Absolut Vodka	1140	LTO
	216655	Absolut Vodka	1750	APP + VA

Value-adds:

Mule Cup - attached to bottle (110056 | 750 mL)

Absolut Watermelon 50 mL x 2 - attached to bottle (216655 | 1750 mL)



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

	LCBO#	Description	Size (mL)	Offers
End Aisle #12 (P9 - P10)	42	Canadian Club Whisky	750	APP
	311928	Canadian Club Classic 12 Year Old	750	
	311936	Canadian Club Classic 12 Year Old	1140	APP

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

NOTE: New packaging **SKU 30834 Canadian Club Classic 12 Year Old 1140 mL** may become available late in P9 with 125 Aeroplan Bonus Points. This SKU will match the promo on old **SKU 311936 Canadian Club Classic 12 Year Old 1140 mL** in both P9 and P10.



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

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #14 (P9 - P10)	95935	Grey Goose Vodka	750	VA
	417196	Grey Goose Vodka	1140	VA
	604868	Grey Goose Vodka	1750	APP

Value-adds:

Tia Maria - attached to bottle (95935 | 750 mL)

St. Germain 50 mL - attached to bottle (417196 | 1140 mL)

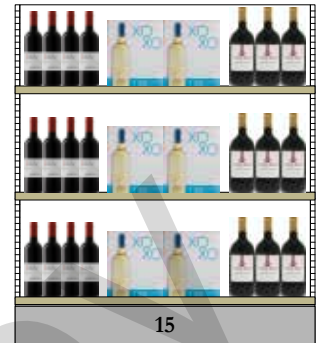
The products will remain the same as P9 with new offers for P10.





	LCBO#	Description	Size (mL)	Offers
End Aisle #15 (P9 only)	75689	Wayne Gretzky Cabernet Merlot VQA	750	LTO
	331025	Jackson-Triggs Cabernet Sauvignon	1500	LTO
	430017	XOXO Pinot Grigio Chardonnay	4000	LTO

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #16 (P9 - P10)	20047	Forty Creek Foxheart	750	APP
	285254	Forty Creek Copper Pot Reserve Whisky	750	
	550715	Forty Creek Barrel Select Whisky	750	APP

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #17 (P9 only)	14130	Apothic Cabernet Sauvignon	750	LTO
	27389	Apothic Red	3000	LTO
	392654	Apothic Dark Red	750	LTO

All products on this end will change in P10.



**End Aisle #18
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	VA
207613	Jameson Irish Whiskey	1140	LTO
292615	Jameson Black Barrel	750	APP

VA: Jameson Caskmates Stout 50 mL - attached to bottle (10157 | 750 mL)

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



**End Aisle #19
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
3558	Gibson's Finest Rare 12 Year Old Whisky	750	VA
200741	Gibson's Finest Rare 12 Year Old Whisky	1750	
215871	Gibson's Finest Rare 12 Year Old Whisky	1140	VA

VA: Gibson's Bold 50 mL - attached to bottle (3558 | 750 mL or 215871 | 1140 mL)

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



End Aisle #20

LCBO#	Description	Size (mL)	Offers
8284	Hennessy Vs Cognac	750	
28097	Hennessy Very Special Gift Box	750	BPD

The products will remain the same in P10.



Wines of Greece Discretionary End Aisle

Promo Code: EA-W5

Overview

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

Key Dates (Nov 6 - 26, 2022)

Participating Stores

1, 4, 10, 13, 38, 83, 149, 164, 195, 217, 228, 242, 243, 253, 287, 320, 346, 355, 360, 367, 378, 385, 389, 390, 393, 394, 398, 438, 485, 486, 546, 564, 623, 624, 629, 630, 641, 643, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	50 APP
172148	Boutari Agiorgitiko Nemea Red	750	50 APP
172387	Boutari Moschofilero White	750	50 APP
273490	Thalia White Assyrtiko Sauvignon Blanc	750	50 APP

Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 23P9-BC-GEN4)
- Shelf Talkers

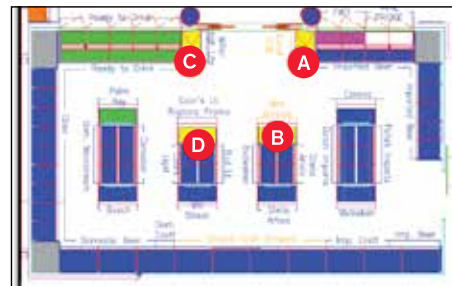
Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Merchandise the shelf talkers in front of participating products.



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 (Nov 6 - 26, 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)	17817	Corona Extra	6×473	275 - The Beer Store	\$1.00 LTO
	17818	Corona Extra	6×330	275 - The Beer Store	Contest
	22683	Corona Extra	710	275 - The Beer Store	10 APP
B New/ Seasonal (EA - EZB)	28736	Beau's Nordic Pale Ale	473	9654 - Beau's All Natural Brewing / 275 - The Beer Store	
	28740	Stranger Than Fiction With Coffee And Maple Syrup	473	LCBO Warehouse	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	311787	Budweiser	6×473	275 - The Beer Store	VA: FIFA Cup
	904334	Budweiser	6×355	275 - The Beer Store	
	905976	Budweiser	473	275 - The Beer Store	\$0.20 LTO
	VA/Merchandiser: Purchase 2 Budweiser (311787 6×473 mL) and receive a FIFA World Cup limited edition aluminum cup. 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)	24350	Mott's Clamato Caesar Reserve	341		
	611392	Mott's Clamato Caesar Extra Spicy	6×341		
	611400	Mott's Clamato Caesar Original	6×341		VA: Hockey Puck
	VA/Merchandiser: Mott's Clamato Hockey Puck with the purchase of any participating Mott's Clamato 6-pack. 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.				

Beer Excitement Zone A: Gifts to Share with the Crowd. Purchase 2 Corona (17818 | 6×330 mL) and be entered to win a Corona snowboard. Shelf Talker will communicate contest details.

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

Beer Excitement Zone C: Gifts for the Sports Fan. Purchase 2 Budweiser (311787| 6×473 mL) and receive a FIFA World Cup limited edition aluminum cup.

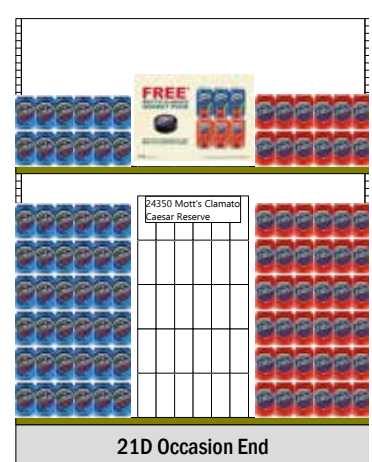
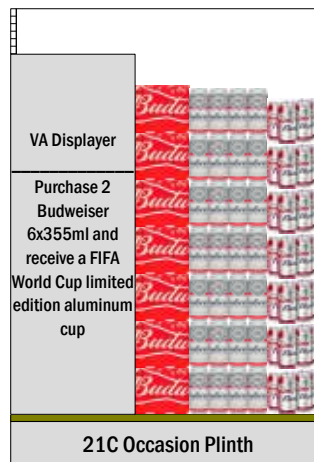
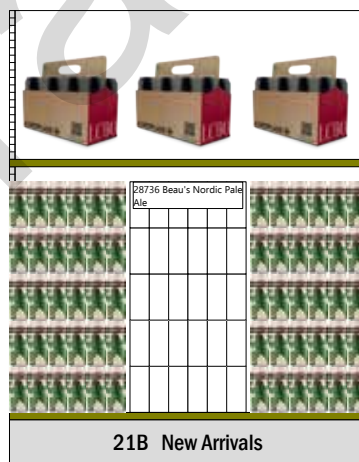
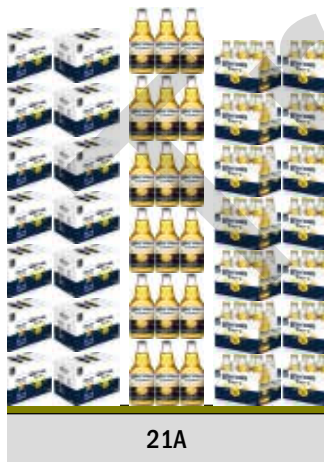
Beer Excitement Zone D: Gifts for Caesar Lovers. Purchase of any participating Mott's Clamato 6-pack and receive a Mott's Clamato Hockey Puck.

Signage Components

- A. Backer Card ENG/BIL (Re-order # 23P9-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 23P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 23P9-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 23P9-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P9-BEZ5) / BIL (Re-order # 23P9-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P9-BEZ7) / BIL (Re-order # 23P9-BEZ8)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card until the end of P10.



WINTER 8-PACK CARRIER

The goal of this initiative is to enhance the customer experience through a convenient carrier solution, all while increasing basket size and encouraging exploration/trial.

The winter design of the 8-pack carrier will be distributed to select stores by the start of Period 9.

Ship Dates:

October 13th & November 14th - Total Carriers: 325,000

November 28th, December 5th & December 12th - Total Carriers: 467,000

Participating Stores

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

Signage Components

- Operational Header Card
ENG (Re-order # 22OP-BCS-1) / BIL (Re-order # 22OP-BCS-2)
- Winter 8-Pack Carrier

Merchandising Instructions

- Display the Winter 8-pack carriers on the metal merchandiser.
- Install the operational header card on top of the merchandiser.
- 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.

Additional Merchandising: Excitement Zone B “New” End Aisle

- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the Beer Excitement Zone B End Aisle backer card.
- Refer to the Beer Excitement Zone pages for complete information.**



Operational Header Card

BEER BRANDED ENDS

P9 - 10

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

These are sold spaces and participation is mandatory.

Key Dates (Period 9 - 10)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 23P9-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 23P9-BBE2)
- Heineken Card ENG/BIL (Re-order # 23P9-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

Ontario Craft Beer

END AISLE

Overview

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

Key Dates (Nov 6 - 26, 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
12854	Collective Arts Audio Visual Lager	473	LCBO Warehouse
28634	Muskoka Ipa Mixer Pack 2022	2838	LCBO Warehouse
445734	Northern Logger	473	7346 - Sleeping Giant Brewing Company
485870	Bobcaygeon Brewing Dockside Red Ale	473	462 - Bobcaygeon Brewing Company Limited
492017	Steam Whistle	2838	5577 - Steam Whistle Brewing / 275 - The Beer Store
493908	Front Porch Kolsch Ale	473	1281 - Calabogie Brewing Co. Ltd.

Merchandising Instructions

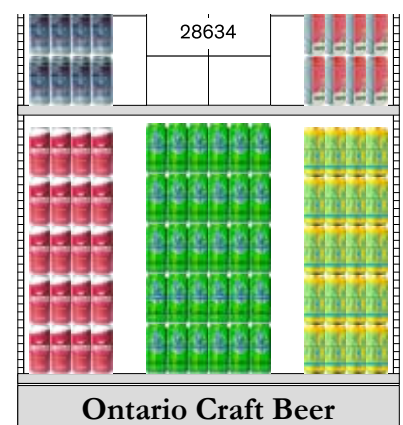
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

8-Pack Carrier stores:

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

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-23P9-OCB1) / BIL (Re-order #AIM-23P9-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (Sept 11 - December 31, 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)
16693	Flying Dog Gonzo Imperial Porter	355
21734	Houblon Chouffe Belgian Ipa	330
22628	Great Divide Mexican Chocolate Yeti Imperial Stout	568
27007	Allsops IPA	500
27058	Windswept Clavie Smoked Porter	330
27059	Lefthand Peanut Butter Milk Stout	1420
27061	Siren Craft Brew Broken Dream	330
27062	Zeven Zonden - Invidia	330
27063	Chimay 150	330
402578	Rodenbach Vintage	750
431643	Ayinger Ur-Weisse	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-23P9-ICB1) / BIL (Re-order #AIM-23P9-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

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.

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.

Participating Products

LCBO#	Description	Size (mL)
9522	J.P. Wiser's Deluxe	375
11850	Buffalo Trace Bourbon	375
12195	Grand Marnier Cordon Rouge	375
18919	D'Usse VSOP	375
24096	Campari Negroni	375
245688	Hennessy VS Cognac	375
311910	Canadian Club Classic 12 Year Old	375
363812	Tito's Handmade Vodka	375
396671	360 Double Chocolate Vodka	375
540120	Rumchata Cream Liqueur	375
541672	Basil Hayden's Bourbon	375



Spirits Special Promotion Fixture (example only)

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.

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.

Participating Products

LCBO#	Description	Size (mL)
6254	Folonari Valpolicella Classico	375
11989	Sterling Vineyards Cabernet Sauvignon	375
38810	Chateau Des Charmes Cabernet Merlot VQA	375
40469	Henkell Trocken	375
160085	Kim Crawford Marlborough Sauvignon Blanc	375
194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375
253930	Martini & Rossi Asti	375
297630	Latour Pinot Noir	375
297648	Voga Pinot Grigio Igt	375
297655	Masi Campofiorin Igt	375
297663	Masi Costasera Amarone Classico	375
302612	Wyhdham Estate Bin 555 Shiraz	375
313817	(V) J.Lohr Seven Oaks Cabernet Sauvignon	375
486456	Joiy White Sparkling	250
687558	(V) P.Grigo Valdadige Doc 375ml (Sta Margherita)	375



Wines Special Promotion Fixture (example only)

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:

Europe, Australia/New Zealand and Chile/Argentina Flex Spaces **will stay up until the end of P9.**
Sparkling and USA Flex Spaces **will stay up for the duration of P9-10.**

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, 412, 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)

1, 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, 412, 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.
- Merchandise the shelf talkers in front of participating products.

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P9-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P9-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P9-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P9-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P9-FS5)
- Shelf Talkers ENG (Re-order # 23P9-FS6) / BIL (Re-order # 23P9-FS7)
- Bin Strips - solid colour (Re-order # 23P9-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space "Gifts To Toast"				
	107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	VA: Aerator
	160143	>(V)Castello Di Neive Barbaresco Docg	750	
	190025	Champagne Victoire Brut Prestige	750	Wine Fridge
	277202	Bottega Rose Vino Dei Poeti Sparkling	750	30 APP
	302018	> Pipeau St. Emilion(Ch. Pipeau)	750	
	356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00 LTO
	378257	>(V) Brunello Di Montalcino (Banfi)	750	
	588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	40 APP
	943613	>(V) Rocca Guicciarda Chnt Cl Rsv (Ricasoli)	750	
	976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust)	750	\$4.00 LTO, VA: Gift Box
(FSB) USA - California Flex Space "Gifts For Wine Lovers"				
*Mandatory Participation: This is a SOLD promotion.				
	15754	Josh Cellars Pinot Grigio	750	
	461053	Josh Cellars Cabernet Sauvignon	750	\$2.00 LTO
	561100	Josh Cellars Chardonnay	750	VA: Holiday Gift Box (rep-applied)
	638221	Josh Cellars Merlot	750	
(FSC) Europe - Italy/SE Flex Space "Give Gifts That Pop"				
*Mandatory Participation: This is a SOLD promotion.				
	20995	Bottega Prosecco Rose DOC Spumante Brut, Veneto	750	40 APP
	122689	Henkell Trocken	750	Wine Fridge
	621458	Bottega Gold Prosecco	750	VA: Stopper, Wine Fridge
	897702	Bottega Vino Dei Poeti Prosecco DOC	750	\$1.50 LTO, Wine Fridge
(FSD) Australia/New Zealand Flex Space "Gifts For the Host"				
*Mandatory Participation: This is a SOLD promotion.				
	226860	Wolf Blass Yellow Label Chardonnay	750	Wine Fridge
	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	VA: Sustainably Made Wooden Speaker
	311795	Wolf Blass Red Label Shiraz Cabernet Sauvignon	750	
	506691	Wolf Blass Yellow Label Shiraz	750	\$3.00 LTO
	538637	Wolf Blass Yellow Label Merlot	750	\$2.00 LTO
	611475	Wolf Blass Yellow Label Sauvignon Blanc	750	
	611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00 LTO
(FSE) Chile/Argentina Flex Space "Great Wines Under \$15"				
*Mandatory Participation: This is a SOLD promotion.				
	16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	80 APP
	16189	Santa Rita Secret Reserve Sauvignon Blanc	750	80 APP
	23606	Santa Rita 120 Reserva Especial Sauvignon Blanc	750	\$2.00 LTO
	218644	Santa Rita 120 Reserva Especial Cabernet Sauvignon	750	\$2.00 LTO

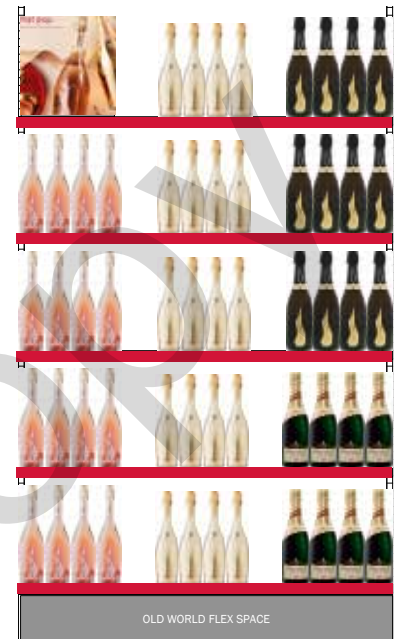
Sparkling Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



This 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.

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 (Nov 6 - 26, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
10212	Kahlua Coffee Flavoured Liquor	375	\$1.00 LTO
10213	Kahlua Coffee Flavoured Liquor	750	VA: Branded Kahlua Mitts (rep-applied)



Branded Kahlua Mitts (rep-applied)

Signage Components

- A-Frame Sign
ENG (Re-order#23P9-AF1) / BIL (Re-order#23P9-AF2)
- Shelf Talker
ENG (Re-order#23P9-AF3) / BIL (Re-order#23P9-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Install the A-frame sign and shelf talkers on the fixture.



FRONT END MERCHANDISER

Spirited Picks + FEM1, 2, 3

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 (Nov 6 - 26, 2022)

Participating Stores

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

Participating Products

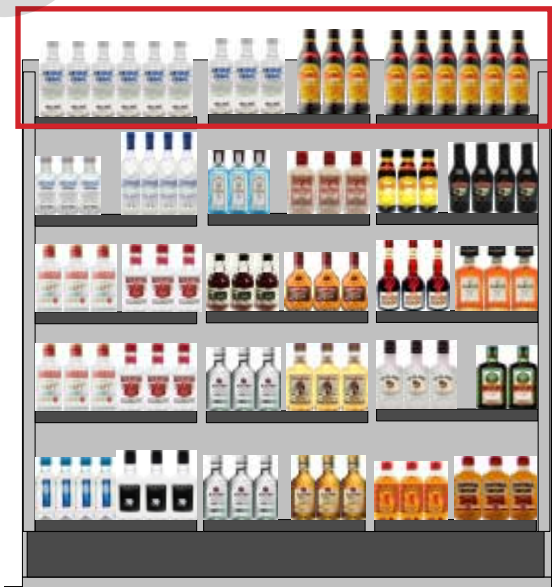
LCBO#	Description	Size (mL)	Offers
10212	Kahlua	375	\$1.00 LTO
265199	Absolut Vodka	375	40 APP + VA: 50 mL Kahlua (rep-applied)

Signage Components

- Spirited Picks Shelf Talkers
ENG (Re-order #AIM-23P9-SP2) / BIL (Re-order #AIM-23P9-SP3)
- Perpendicular Shelf Talker
ENG (Re-order #AIM-23P9-SP4) / BIL (Re-order #AIM-23P9-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 perpendicular shelf talker is installed in the bin strip channel on the fixture.



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (Nov 6 - 26, 2022)

Participating Stores

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

Participating Products

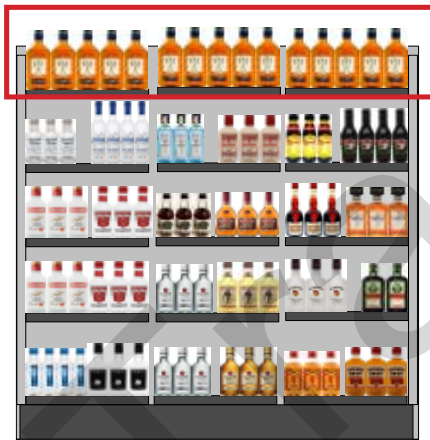
	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	486316	Bacardi Spiced Rum	375	\$1.00 LTO
	297655	Masi Campofiorin IGT	375	
Wines/Wine in Cans (FEM2)	297663	Masi Costasera Amarone Classico DOC	375	
	16546	On The Rocks Hornitos Margarita	375	\$3.00 LTO
Brown Spirits/Liqueurs (FEM3)	26679	On The Rocks Knob Creek Old Fashioned	375	\$3.00 LTO

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P9-FEM1) / BIL (Re-order #AIM-23P9-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P9-FEM3) / BIL (Re-order #AIM-23P9-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P9-FEM5) / BIL (Re-order #AIM-23P9-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)

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 (Nov 6 - 26, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
6395	20 Bees Cabernet Merlot VQA	750	\$1.50 LTO
14882	Saintly Rosé VQA	750	\$2.00 LTO
60707	20 Bees Pinot Grigio VQA	750	\$1.50 LTO
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00 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-23P9-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-23P9-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 (Nov 6 - 26, 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
433714	Pelee Island Cabernet Franc VQA	750	100 APP
620724	Creekside Sauvignon Blanc VQA	750	60 APP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P9-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P9-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 (Nov 6 - 26, 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
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$2.00 LTO
294298	Conundrum Red	750	\$2.00 LTO

Signage Components

- Shelf Talkers (Re-order# AIM-23P9-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-23P9-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-23P9-VINT3)
- 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 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 (November 19, 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)
November 19 Release		
421388	Castelli Del Grevepesa Clemente Vii Chianti Classico	750
661892	Bleasdale Mulberry Tree Langhorne Creek Cabernet Sauvignon	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 (Nov 6 - 26, 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-23P9-VLTO1)**

Participating Products

LCBO#	Description	Size (mL)	Offers
176792	Antinori Castello Della Sala Bramito Chardonnay	750	100 APP
974717	Casas Del Bosque Reserva Sauvignon Blanc	750	25 APP
294298	Conundrum Red	750	110 APP
454876	Ghost Pines Winemaker's Blend Merlot	750	40 APP
255513	Robert Mondavi Winery Napa Valley Cabernet Sauvignon	750	100 APP
221887	Robert Mondavi Winery Napa Valley Sauvignon Blanc	750	70 APP
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	100 APP
104299	The Prisoner Red Blend	750	190 APP
311258	Wits End Luna Shiraz	750	25 APP
0017611	Aresti Trisquel Gran Reserva Sauvignon Blanc	750	\$2.00 LTO
0342436	Bonterra Organic Chardonnay	750	\$2.00 LTO
0974717	Casas Del Bosque Reserva Sauvignon Blanc	750	\$1.00 LTO
0985002	Catena Cabernet Sauvignon	750	\$2.00 LTO
0681643	Château Argadens Bordeaux Supérieur	750	\$2.50 LTO
0030957	Concha Y Toro Winemaker's Lot 148 Carmenère	750	\$3.00 LTO
0294298	Conundrum Red	750	\$2.00 LTO
0571133	Dillon's Vermouth	750	\$1.00 LTO
0599274	Dr. L Riesling	750	\$2.00 LTO
0976662	Faustino I Gran Reserva	750	\$4.00 LTO
0064618	Featherstone Cabernet Franc	750	\$2.00 LTO
0043281	Flat Rock Riesling	750	\$3.00 LTO
0308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$2.00 LTO
0479014	Gran Feudo Reserva	750	\$2.00 LTO
0461699	Henry Of Pelham Speck Family Reserve Baco Noir	750	\$3.00 LTO
0068817	Hidden Bench Estate Organic Chardonnay	750	\$2.00 LTO
0274753	Hidden Bench Estate Organic Pinot Noir	750	\$3.00 LTO
0388306	Inniskillin Vidal Icewine	375	\$5.00 LTO
0369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$2.00 LTO
0563247	Kittling Ridge Vidal Icewine	375	\$2.00 LTO
0719435	La Crema Sonoma Coast Pinot Noir	750	\$3.00 LTO

LCBO#	Description	Size (mL)	Offers
0168716	M. Chapoutier Les Vignes De Bila-Haut Côtes Du Roussillon-Villages	750	\$2.00 LTO
0573147	Malivoire Estate Grown Chardonnay	750	\$2.00 LTO
0082024	Monasterio De Las Viñas Gran Reserva	750	\$2.00 LTO
0322586	Montes Alpha Cabernet Sauvignon	750	\$3.00 LTO
0177345	Muga Reserva	750	\$4.00 LTO
0282996	San Felice Chianti Classico	750	\$2.00 LTO
0314575	Sterling Napa Valley Cabernet Sauvignon	750	\$5.00 LTO
0324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00 LTO
0019536	Submission Rosé	750	\$2.00 LTO
0149047	Taylor Fladgate 20-Year-Old Tawny Port	750	\$7.00 LTO
0066738	The Black Chook Shiraz/Viognier	750	\$2.00 LTO
0104299	The Prisoner Red Blend	750	\$5.00 LTO
0024133	Thirty Bench Winemaker's Blend Riesling	750	\$3.00 LTO
0356220	Tommasi Amarone Della Valpolicella Classico	750	\$5.00 LTO
0053876	Villa Antinori Toscana	750	\$2.00 LTO
0311258	Wits End Luna Shiraz	750	\$1.00 LTO
0479766	Zenato Ripassa Valpolicella Ripasso Superiore	750	\$3.00 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 (Nov 6 - 26, 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
461699	Henry of Pelham Speck Family Reserve Baco Noir	750	\$3.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-23P9-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-cawse 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 November 26, 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 November 26, 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 November 26, 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

Staff Picks IMPULSE DISPLAY

The Staff Picks Program has been 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.

The Staff Picks can be merchandised in Cut Case Displays at Cash, or on top of the Cash Counter (behind the plexi).

Key Dates (Period 9 - 10)

Participating Stores

All Stores

Product Selection Criteria

- LOCAL RTDs, ciders, beer, or coolers in a single unit format (preferably under \$5)
- 200 mL to 375 mL Spirits for the Holiday season

Signage Components & Merchandising Instructions

Riser Wrap ENG (Re-order #23P9-SPP1) / BIL (Re-order #23P9-SPP2)

- Install the riser wrap around the display.



Pricer Card Sticker

ENG (Re-order #23P9-SPP3) / BIL (Re-order #23P9-SPP4)

- 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.



Option 1 - Cash End



Option 2 - Behind Cash Desk

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 (Nov 6 - 26, 2022)

Participating Stores

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

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.

Signage Components

- Pricer Card ENG (Re-order #AIM-23P9-FEM7) / BIL (Re-order #AIM-23P9-FEM8)

CE3



491480 | Twisted Shotz B52
4 × 30 mL | 40 APP

CE4



572313 | Asahi Super Dry
(LCBO Warehouse)
500 mL | \$0.20 LTO

CE5



19113 | Twisted Shot PussyCat
4 × 30 mL | \$0.50 LTO

CE6



16473 | Voodoo Ranger IPA
(5577/275 TBS)
473 mL | \$0.30 LTO

SHOPPING CART SIGN

The inside of the shopping cart will feature the Home Delivery **OR** Same Day Pick Up messaging and the outside will feature the Responsible Service messaging. Signs are to be installed by the start of the promotion. **Participation is mandatory.**

Key Dates

Responsible Service: Keep installed until further notice.

Same Day Pick Up **OR** Home Delivery Message Shopping Cart Sign: Keep installed until the end of P10.

Participating Stores

All stores that have shopping cart frames MUST install both Shopping Cart Signs.

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

Responsible Service Shopping Cart Sign



Signage Component

- Responsible Service Shopping Cart Sign
BIL (Re-order# 22OP-RSP9)

Merchandising Instructions

- Install the Responsible Service shopping cart sign on the outside of the shopping cart.
- NOTE:** The Responsible Service shopping cart signs are in bundles of 20 (1 order = 20 signs)

Home Delivery **OR** Same Day Pick Up Shopping Cart Sign

(Depending on the service offered in that location)



Signage Component

- Same Day Pick Up Shopping Cart Sign
BIL (Re-order# AIM-23P9-SC1)
- Home Delivery Shopping Cart Sign
ENG/BIL (Re-order # AIM-23P9-SC2)

Merchandising Instructions

- Install the Holiday Home Delivery **OR** Same Day Pick Up sign *(Depending on the service offered in that location)* on the inside of the shopping cart.

ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles 5-20 Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P9-ST1 BIL: 23P9-ST2	
PREMIUM EA 1-4 Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P9-ST12 BIL: 23P9-ST13	
STANDARD EA 1-4 Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P9-ST14 BIL: 23P9-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P9-ST3 BIL: 23P9-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P9-ST5 BIL: 23P9-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P9-ST7 BIL: 23P9-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P9-ST9 BIL: 23P9-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P9-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-23P9-ANS	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-23P9-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	638734 Deep Eddy Lemon	750	LTO												Y	Y
R2	Vodka B	181636 Sobieski Vodka	750	LTO								Y	Y	Y	Y	Y	Y
R3	Vodka C	446567 Iceberg Vodka (P.E.T)	750	LTO								Y	Y	Y	Y	Y	Y
R4	Vodka D	19535 Skyy Vodka	1140	LTO	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	19826 Appleton Estate 15 Year Old	750	LTO													Y
R7	Rum B	318618 Plantation Grande Reserve.	750	LTO								Y	Y	Y	Y	Y	Y
R8	Rum C	398552 Bacardi Limon	750	LTO								Y	Y	Y	Y	Y	Y
R9	Rum D	225615 Brugal Anejo	750	LTO								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	23422 Founder's Original Old Fashioned	750	LTO												Y	Y
R12	Canadian Whisky B	21437 Wayne Gretzky Red Cask Whisky	1140	LTO								Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	403519 Crown Royal Apple	750	LTO								Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	625996 JP Wisers Old Fashioned Canadian Whisky	750	LTO								Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	397091 Forty Creek Copper Bold Whisky	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	536946 J.P. Wiser's 15 YO Canadian Whisky	750	LTO								Y	Y	Y	Y	Y	Y
R17	Scotch B	21465 Angel's Envy	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	Manager's Discretion										Y	Y	Y	Y	Y	Y
R19	Liqueurs A	11248 Baileys Espresso	750	LTO												Y	Y
R20	Liqueurs B	342246 Amarula Cream	750	LTO								Y	Y	Y	Y	Y	Y
R21	Liqueurs C	605881 Disaronno Originale Amaretto	1140	LTO								Y	Y	Y	Y	Y	Y
R22	Liqueurs D	260851 Cupcake Red Velvet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	600551 Meukow Feline VSOP Cognac	750	LTO													Y
R24	Brandy B	380865 Rumchata	750	APP								Y	Y	Y	Y	Y	Y
R25	Tequila A	267187 Jose Cuervo Especial Gold	750	LTO												Y	Y
R26	Ontario Blend A	485128 Pelee Island Baco Noir VQA	750	LTO								Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	486001 XOXO Pinot Grigio Sangria	750	LTO								Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	19338 Good Natured Crisp Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	383711 Jackson-Triggs Merlot	750	LTO												Y	Y
R30	Ontario Non-VQA B	587956 Trius Cabernet Sauvignon VQA	750	LTO								Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	10485 Pelee Island Lola Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	582825 Peller Estates Family Series Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	20938 Red House Wine Co. Cabernet Merlot VQA	750	LTO												Y	Y
R34	Ontario VQA B	225920 Sandbanks Baco Noir Reserve VQA	750	LTO												Y	Y
R35	Australia/New Zealand A	620054 Babich Sauvignon Blanc	750	LTO												Y	Y
R36	Australia/New Zealand B	119628 Lindemans Bin 45 Cabernet Sauvignon	750	LTO												Y	Y
R37	Australia/New Zealand C	499707 Brancott Marlborough Sauvignon Blanc	750	LTO								Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	13016 Jacob's Creek Moscato Rosé	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	633560 Three Thieves Chardonnay	750	LTO								Y	Y	Y	Y	Y	Y
R40	USA B	10216 Kahlua Coffee Liqueur	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	11927 La Linda Malbec	750	LTO												Y	Y
R42	Chile B	614651 Trapiche Reserve Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders																				
					15	20	30	40	45	50	55	60	65												
R43	France Blend A	348680 Bersano Costalunga Barbera D'Asti Docg	750	LTO																Y					
R44	France Blend B	580183 Blu Giovello Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y					
R45	France South A	590364 Alianca Terra Boa Tinto, Old Vines, Beira	750	LTO															Y	Y					
R46	France South B	669200 Ciao Pinot Grigio Organic Carton	1000	Shelf Extender, APP					Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y						
R47	France Bordeaux/Burgundy A	19773 Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	LTO															Y	Y	Y				
R48	Italy Central A	215483 Harveys Bristol Cream Sherry	750	LTO																Y	Y				
R49	Italy Central B	427377 Porta 6, Vr Lisboa	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R50	Italy North A	286195 Jp Azeitao Red	750	LTO								Y	Y	Y	Y	Y	Y	Y	Y	Y					
R51	Italy North B	28506 Fat Bastard Cabernet Sauvignon Pays D'Oc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R52	Southern Europe A	23366 Sandeman Ruby Port	750	LTO																	Y				
R53	Southern Europe B	16840 Bolla Valpolicella Classico	750	LTO																Y	Y	Y			
R54	Germany A	416487 The Wanted Zin Old Vines Zinfandel Igt	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R55	Sparkling A	229047 Yellow Tail Bubbles Rosé	750	LTO																Y	Y	Y			
R56	Sparkling B	141432 Sogrape Gazela Vinho Verde	750	LTO								Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R57	Ontario Beer A	24507 Cowbell Brewing Co. Draught Nitro Stout (458)	404																		Y	Y			
R58	Ontario Beer B	18 Heineken Lager (LCBO Warehouse)	6 × 330	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R59	Beer 1	26086 Haliburton Forest Amber Logger (115)	473																			Y			
R60	Beer 2	409581 Tyskie Beer (LCBO Warehouse)	500	LTO								Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R61	Beer 3	560532 Strongbow Cider (LCBO Warehouse)	500	LTO								Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R62	Beer 4	676841 Red Stripe Lager (LCBO Warehouse)	6 × 330	LTO								Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R63	Party Zone 1	24378 Mikes Hard Tea	473	LTO, APP								Y	Y	Y	Y	Y	Y	Y	Y	Y	Y				
R64	Party Zone 2	19098 Founder's Original Gin Bramble	355	LTO																	Y	Y	Y	Y	Y
R65	Party Zone 3	493486 Breezer Tropical Orange Smoothie	6 × 355	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y			

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	570	Beefeater Dry	750	APP	Corby Spirit And Wine Limited
C2: Canadian Whisky	21378	Jim Beam White Label Bourbon	750	APP, Front Nesting Table	Beam Suntory
C3: Ontario Non VQA Blend	515452	Xoxo Pinot Grigio+Chardonnay Sparkling	750	LTO	Andrew Peller Limited
C4: French Blend	533307	Silk & Spice Red	750	LTO	Charton Hobbs Inc
C5: Fixed Store Location	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	Pma Canada Ltd.
C6: Vodka	334110	Ciroc Peach	750	LTO	Diageo Canada Inc.
C7: Scotch	292177	Phillips Butter Ripple Schnapps	750	Value Add	Glazer's Of Canada
C8: Liqueurs	547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	LTO	Glazer's Of Canada
C9: Ontario Blends	28062	Keep Calm & Laugh Pinot Grigio	750	LTO, Wine Fridge	Univins And Spirits Canada Inc.
C10: France Red	91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	LTO	Corby Spirit And Wine Limited

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	621888	Relax Riesling, Mosel	750	LTO	H.h.d. Imports
D3: Discovery Wines 3	308007	Menage A Trois Red	750	LTO	Philippe Dandurand Wines Ltd.
D4: Discovery BSM 1	17117	Rally Trail Blazer	473		Rally Beer Company Limited
D5: Discovery BSM 2	312850	Mill Street Cobblestone Stout	440	LTO	Trillium Beverage Inc/Mill Street
D6: Discovery BSM 3	450452	Smirnoff Ice Light Black Cherry & Soda	4 X 355	LTO	Diageo Canada Inc.
D7: Discovery Spirits 1	217588	Kamora Coffee Liquor	1140	Value Add	Glazer's Of Canada
D8: Discovery Spirits 2	27604	Dixon's Silver Creek Vodka	750	LTO	Charton Hobbs Inc
D9: Discovery Spirits 3	16094	Hendrick's Lunar Gin	750	LTO	Pma Canada Ltd.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	127456	Fuzion Organic Malbec Cabernet	750	LTO	The Bacchus Group Inc.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	Shelf Extender
604	Chiarli Castelvetro Lambrusco	750	\$1.00	Mini Thematic
1040	Gordons Gin	750	\$1.00	
1099	Johnnie Walker Red Label	750	\$1.50	
2691	Tanqueray London Dry Gin	750	\$1.00	Seasonal Block Pile D
5280	Vodka Mudshake Chocolate	4 × 270	\$1.00	
6106	Kronenbourg 1664	6 × 330	\$1.55	
6395	20 Bees Cabernet Merlot VQA	750	\$1.50	goLOCAL
10212	Kahlua Coffee Liquor	375	\$1.00	CE1, Cold Room Spirit
10216	Kahlua Coffee Liquor	1140	\$2.00	Shelf Extender
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	Shelf Extender
11248	Baileys Espresso	750	\$1.00	Shelf Extender
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	\$0.25	
11927	La Linda Malbec	750	\$2.00	Shelf Extender
11945	Proper No. Twelve	750	\$2.00	
12195	Grand Marnier Cordon Rouge	375	\$1.50	CE2
13016	Jacob's Creek Moscato Rosé	1500	\$2.00	Shelf Extender
13443	Mermaid Gin	700	\$5.00	
13587	Bacardi Gold (P.E.T)	1140	\$1.00	
13686	Bread & Butter Pinot Noir	750	\$2.00	Middle Nesting Table
14130	Apothic Cabernet Sauvignon	750	\$2.00	End Aisle
14354	Appleton Estate 8YO Reserve	750	\$2.00	Mini Thematic
14400	Coors Original	6 × 473	\$1.30	Seasonal Block Pile A
14882	Saintly Rosé VQA	750	\$2.00	goLOCAL
15979	Furnace Room Beardmore Kolsch	473	\$0.25	
16094	Hendrick's Lunar Gin	750	\$3.00	Discovery Extender
16191	Toro Bravo Sparkling Secco White	750	\$1.00	Mini Thematic
16329	Abbot Ale	500	\$0.30	
16439	Montgueret Cremant De Loire Rosé	750	\$2.00	Wine Fridge
16473	Voodoo Ranger IPA	473	\$0.30	CE6
16546	On The Rocks Hornitos Margarita	375	\$3.00	FEM3
16643	Polar Ice Arctic Extreme Vodka (P.E.T.)	750	\$1.00	
16809	Graffiti Cabernet Sauvignon	750	\$2.00	
16840	Bolla Valpolicella Classico	750	\$2.00	Shelf Extender
16896	Amsterdam Neon Haze	473	\$0.30	
17611	20 Aresti Trisquel Sauvignon Blanc	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17779	Belleruche Rouge Cote Du Rhone	750	\$2.00	Middle Nesting Table
17817	Corona Extra	6 × 473	\$1.00	EZA
17820	Stella Artois	473	\$0.20	
19098	Founder's Original Gin Bramble	355	\$0.15	Shelf Extender
19113	Pussycat Twisted Shot	4 × 30	\$0.50	CE5
19271	Beau's Lug Tread	4 × 600	\$1.00	
19296	Pelee Island Lola Sparkling Blush VQA	250	\$0.50	
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Shelf Extender
19350	Founder's Original Tequila Paloma	355	\$0.20	
19535	Skyy Vodka	1140	\$1.00	Shelf Extender
19536	20 Rosé 689 Cellars Submission (Premier Wine)	750	\$2.00	
19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	\$2.50	Shelf Extender
19826	Appleton Estate 15 Year Old	750	\$4.50	Shelf Extender
19974	Duntroon Cider House Empire Extra Dry Cider	473	\$0.20	
20214	Fontanafredda Barolo Docg	750	\$4.00	End Aisle
20289	Yellow Tail Shiraz	1500	\$2.00	End Aisle
20938	Red House Wine Co. Cabernet Merlot VQA	750	\$2.00	Shelf Extender
20979	Juliet Prosecco Rosé Doc	750	\$2.00	
21437	Wayne Gretzky Red Cask Whisky	1140	\$4.00	Shelf Extender
21465	Angel's Envy	750	\$8.00	Shelf Extender
22125	Tawse Canadian Whisky Pinot Barrel Ddp	750	\$3.00	
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	Middle Nesting Table
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
23366	Sandeman Ruby Port	750	\$1.00	Shelf Extender
23422	Founder's Original Old Fashioned	750	\$2.00	Shelf Extender
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	\$2.00	Flex Space
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	
24318	White Claw Iced Tea Lemon	473	\$0.20	
24328	Jaw Drop Blue Blast Vodka Cooler	473	\$0.50	
24378	Mikes Hard Tea	473	\$0.50	Shelf Extender, APP
24627	Apothic Merlot	750	\$2.00	Middle Nesting Table
25819	Moosehead Lager	473	\$0.25	
26679	On The Rocks Knob Creek Old Fashioned	375	\$3.00	FEM3
27389	Apothic Red Blend Bib	3000	\$5.00	End Aisle
27604	Dixon's Silver Creek Vodka	750	\$2.00	Discovery Extender
27732	High Road Cellars Cabernet Merlot	750	\$1.00	APP

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	Comm. Extender, Wine Fridge
28420	13th Street Blanc De Blanc	750	\$3.00	Mini Thematic
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	\$2.00	Shelf Extender
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
43281	>(V) Flat Rock Cellars Estate Riesling	750	\$3.00	
53876	>(V) Villa Antinori Toscana Igt	750	\$2.00	
56622	Beefeater Dry	1750	\$1.50	
60608	El Dorado 12 Year Old Rum	750	\$3.00	Mini Thematic
60707	20 Bees Pinot Grigio VQA	750	\$1.50	goLOCAL
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00	
64618	>Cabernet Franc (Featherstone)	750	\$2.00	
66266	Inniskillin Unoaked Chardonnay VQA	750	\$2.00	
66738	>The Black Chook Shiraz Viognier	750	\$2.00	
68817	>(V) Chardonnay Estate (Hidden Bench)	750	\$2.00	
70052	Peninsula Ridge Shiraz VQA	750	\$2.00	
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$2.00	End Aisle,
82024	>(V) Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	
84210	Mill Street Original Organic Lager	6 × 341	\$1.25	
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	\$3.00	Comm. Extender
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	
104299	>The Prisoner Red Blend	750	\$5.00	APP
110031	Sandbanks Estate Dunes White VQA	750	\$1.00	
116327	Grey Goose La Poire Vodka	750	\$5.00	
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	Shelf Extender
127456	Fuzion Organic Malbec Cabernet	750	\$2.00	Green Extender
131870	Bushmills Malt 10 Year Old	750	\$5.00	Mini Thematic
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	goLOCAL
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Shelf Extender
149047	> 20 Year Old Tawny Port (Taylor Fladgate)	750	\$7.00	
149567	Tag No. 5 Vodka	750	\$1.00	
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Mini Thematic
159772	Muskoka Hazed And Confused	473	\$0.25	
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$2.00	
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00	VL1
173542	Tequila Don Julio Blanco	750	\$5.00	
177345	>(V) Muga Reserva Rioja (Bodegas Muga)	750	\$4.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
181636	Sobieski Vodka	750	\$2.00	Shelf Extender
193490	Baileys Irish Cream	1750	\$2.00	End Aisle
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	\$1.50	
207613	Jameson Irish Whiskey	1140	\$2.00	End Aisle
209221	Absolut Vodka	1140	\$1.00	End Aisle
215483	Harveys Bristol Cream Sherry	750	\$2.00	Shelf Extender
215814	Codorniu Brut Clasico Sparkling	750	\$2.50	Value Add
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00	Mini Thematic
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
217950	Crown Royal	1140	\$2.00	End Aisle
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	\$2.00	Flex Space
219022	White House Wine Co. Riesling P. Grigio VQA	750	\$2.00	
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	End Aisle
225615	Brugal Anejo	750	\$1.20	Shelf Extender
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	Shelf Extender
229047	Yellow Tail Bubbles Rosé	750	\$2.00	Shelf Extender
240416	Montresor Amarone Della Valpolicella Doc	750	\$4.00	
243055	Beronia Tempranillo Rioja	750	\$2.00	End Aisle
248997	Laphroaig 10 Year Old	750	\$5.00	Mini Thematic
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
253948	Martini & Rossi Asti	750	\$2.00	Mini Thematic, Value Add
254631	Stoli Elit Vodka	750	\$10.00	
257238	Absolut Citron Vodka	750	\$1.00	Seasonal Block Pile C, APP
260851	Cupcake Red Velvet	750	\$3.00	Shelf Extender
267187	Jose Cuervo Especial Gold	750	\$2.00	Shelf Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
272716	Stoli Vodka	1750	\$2.00	
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	Front Nesting Table
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	
275172	Nickel Brook Head Stock West Coast-Style IPA	473	\$0.25	
282996	>(V) Chianti Classico (San Felice)	750	\$2.00	End Aisle
284562	Michelob Ultra	473	\$0.20	
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$3.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
286195	Jp Azeitao Red	750	\$1.00	Shelf Extender
288837	Muskoka Mad Tom IPA	473	\$0.25	
294298	>Conundrum California Red	750	\$2.00	VL1, APP
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender, Wine Fridge
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Middle Nesting Table
308007	Menage A Trois Red	750	\$2.00	Discovery Extender
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
308288	Whitehaven Sauvignon Blanc	750	\$2.00	Wine Fridge
311258	>Wits End Luna Shiraz	750	\$1.00	APP
312850	Mill Street Cobblestone Stout	440	\$0.25	Discovery Extender
312959	Ketel One	1750	\$5.00	
314575	>Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
317057	Masi Costasera Amarone Classico Doc	750	\$4.00	End Aisle, Value Add
318618	Plantation Grande Reserve.	750	\$2.00	Shelf Extender
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
321877	Granville Island Lions Winter Ale	473	\$0.20	
322586	>Montes Alpha Cabernet Sauvignon	750	\$3.00	
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	
326256	Wayne Gretzky Pinot Grigio VQA	750	\$2.00	Middle Nesting Table
328518	Jackson-Triggs Chardonnay	750	\$1.00	
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	End Aisle
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
334037	Innis & Gunn The Original	500	\$0.20	
334110	Ciroc Peach	750	\$3.00	Comm. Extender
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	
339168	Bodacious Smooth White	750	\$1.00	
340380	Two Oceans Sauvignon Blanc	750	\$2.00	Comm. Extender, Wine Fridge
342246	Amarula Cream	750	\$3.00	Shelf Extender
342436	>Bonterra Chardonnay Organic	750	\$2.00	
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.50	Shelf Extender
350504	Yellow Tail Big Bold Red	750	\$2.00	End Aisle
352104	Aberlour 12YO Single Malt Scotch Whisky	750	\$6.00	Mini Thematic
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00	Fles
356857	Hine Rare VSOP	750	\$10.00	
361881	Sandbanks French Kiss VQA	750	\$2.00	
363192	Argento Estate Reserva Organic Malbec	750	\$2.50	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
363812	Tito's Handmade Vodka	375	\$1.00	CE2, APP
364349	Tomatin 12YO Highland Single Malt	750	\$3.00	Mini Thematic, APP
365205	Cono Sur Sparkling Rosé	750	\$2.00	Mini Thematic, Wine Fridge
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	\$2.00	
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	
372391	Leonardo Chianti Fiasco	750	\$2.00	End Aisle
378091	Villa Annaberta Valpolicella Ripasso Superiore	750	\$2.00	Middle Nesting Table
383059	Sleeman Original Draught	6 × 473	\$2.00	
383711	Jackson-Triggs Merlot	750	\$1.00	Shelf Extender
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
392225	Robert Mondavi Private Selection Cab/Sav	750	\$2.00	
392647	Carnivor Cabernet Sauvignon	750	\$2.00	
392654	Apothic Dark Red	750	\$2.00	End Aisle
394783	Dona Paula Estate Malbec	750	\$3.00	
397091	Forty Creek Copper Bold Whisky	1750	\$2.50	Shelf Extender
397539	Boodles Gin	750	\$2.00	
398552	Bacardi Limon	750	\$1.00	Shelf Extender
398693	Naughty Neighbour American Pale Ale	473	\$0.25	
400754	Iceberg Vodka	750	\$1.00	
403519	Crown Royal Apple	750	\$2.00	Shelf Extender
409581	Tyskie Beer	500	\$0.15	Shelf Extender
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	Shelf Extender
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	Wine Fridge
427377	Porta 6, Vr Lisboa	750	\$2.00	Shelf Extender
429795	Bodacious Cabernet Sauvignon	750	\$1.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	End Aisle
431239	Faxe Premium Lager	500	\$0.25	
433961	Villa Annaberta Amarone Della Valpolicella Docg	750	\$4.00	End Aisle
446567	Iceberg Vodka (P.E.T)	750	\$1.00	Shelf Extender
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	\$1.00	Discovery Extender
452615	Herradura Reposado Tequila	750	\$5.00	
453118	Pommies Cider Can	473	\$0.25	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	Flex Space
461699	>(V)Baco Speck Family Reserve	750	\$3.00	OWS
462432	Piper-Heidsieck Brut Champagne	750	\$5.00	Mini Thematic
464214	Anciano No. 7 Rioja Reserva	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
464743	Angove Organic Cabernet Sauvignon	750	\$2.00	
467811	Ruffino Prosecco	750	\$2.00	Mini Thematic, Wine Fridge
479014	> (V) Gran Feudo Reserva	750	\$2.00	
479766	> (V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	
483263	Don David Reserve Malbec	750	\$2.00	Middle Nesting Table
485128	Pelee Island Baco Noir VQA	750	\$1.00	Shelf Extender
486001	XOXO Pinot Grigio Sangria	750	\$1.00	Shelf Extender
486316	Bacardi Spiced Rum (P.E.T)	375	\$1.00	FEM1
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	
493486	Breezer Tropical Orange Smoothie	6 × 355	\$1.00	Shelf Extender
496950	Rolling Rock	6 × 473	\$1.00	
499707	Brancott Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.25	End Aisle
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	Flex Space
513044	Henderson's Brewing Co. Henderson's Best	473	\$0.20	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	Comm. Extender
520304	Bacardi Gold	1140	\$1.00	End Aisle, Value Add
520320	Bacardi Superior	1140	\$1.00	End Aisle, Value Add
523100	Passi Reali Vdt Appassimento, Montepulciano	750	\$2.00	
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	
531400	Estrella Damm	500	\$0.30	
533307	Silk & Spice Red	750	\$2.00	Comm. Extender
536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$5.00	Shelf Extender
538637	Wolf Blass Yellow Label Merlot	750	\$2.00	Flex Space
540120	Rumchata Cream Liqueur	375	\$1.00	CE2, Value Add
541219	KW Craft Cider Can	473	\$0.25	
541243	Creemore Springs Premium Lager	6 × 473	\$1.30	
541755	Spirit Of York Vodka	750	\$5.00	
545160	Tito's Handmade Vodka	1750	\$4.00	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Middle Nesting Table
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$3.00	Comm. Extender
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$5.00	
554469	Guinness Draught	8 × 440	\$2.00	
556688	Collective Arts Life In The Clouds	473	\$0.20	
558940	Miller Lite	6 × 473	\$1.00	Seasonal Block Pile A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
558999	Kittling Ridge Icewine & Brandy	375	\$1.00	
560532	Strongbow Cider	500	\$0.20	Shelf Extender
563247	> (V)Vidal Icewine VQA Niag (Kittling Ridge)	375	\$2.00	
568287	No Boats On Sunday Cider	500	\$1.00	
571133	>Dillon's Vermouth	750	\$1.00	
572313	Asahi Super Dry	500	\$0.20	CE4, LTO
573147	> (V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	
580183	Blu Giovello Pinot Grigio	750	\$2.00	Shelf Extender
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	Shelf Extender
589051	Peller Family Vineyards Dry White	4000	\$1.00	
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	\$1.00	Shelf Extender
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.25	
594168	Pelee Island Merlot	1500	\$2.00	
599274	21 Riesling Dr L Mosel (Weingut Dr Loosen)	750	\$2.00	
600551	Meukow Feline VSOP Cognac	750	\$5.00	Shelf Extender
601484	Amaro Montenegro Liqueur	750	\$2.00	
605881	Disaronno Originale Amaretto	1140	\$3.00	Shelf Extender
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	
611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00	Flex Space
614651	Trapiche Reserve Malbec	750	\$1.50	Shelf Extender
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	Middle Nesting Table
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Middle Nesting Table
620054	Babich Sauvignon Blanc	750	\$2.00	Shelf Extender
620773	Masi Masiatico Pinot Grigio	750	\$2.50	
621003	Montecillo Rioja Reserva	750	\$3.00	End Aisle
621888	Relax Riesling, Mosel	750	\$2.00	Discovery Extender
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$1.20	Shelf Extender
633560	Three Thieves Chardonnay	750	\$2.00	Shelf Extender
634410	Yellow Tail Pinot Grigio	1500	\$2.00	End Aisle
637504	Hendrick's Gin	750	\$3.00	Front Nesting Table
638734	Deep Eddy Lemon	750	\$1.00	Shelf Extender
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	
649194	Twisted Tea Half & Half	473	\$0.20	
649251	Smirnoff Vodka & Soda Berry Lemon	4 × 355	\$1.00	Discovery Extender
649343	Smirnoff Ice Light Original	4 × 355	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
649749	Castillo De Almansa Reserva	1500	\$2.00	End Aisle
665299	Stormy Bay Cabernet Sauvignon	750	\$2.00	
666966	Creemore Crisp Pilsner	473	\$0.20	
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	
676841	Red Stripe Lager	6 × 330	\$1.00	Shelf Extender
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$2.50	Middle Nesting Table
719435	>La Crema Sonoma Coast Pinot Noir	750	\$3.00	
720532	Auchentoshan Three Wood (Morrison Bowmore)	750	\$5.00	
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50	Flex Space, Wine Fridge
900621	Molson Canadian	6 × 341	\$1.00	
905976	Budweiser	473	\$0.20	EZH
906560	Coors Light	6 × 341	\$1.00	Seasonal Block Pile A
908665	Bud Light	6 × 355	\$1.00	
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	\$1.00	APP
976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	\$4.00	Flex Space, Value Add
985002	>(V) Catena Cabernet Sauvignon Mendoza	750	\$2.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
42	Canadian Club Premium	750	100	End Aisle
570	Beefeater Dry	750	80	Comm. Extender
729	Blue Nun Deutscher Tafelwein	750	30	
984	Alberta Premium Whisky	750	75	Front Nesting Table
1222	Wiser's Special Blend	750	50	Front Nesting Table
1867	Drambuie	750	110	
1925	Courvoisier VS	750	400	
10393	Legent	750	150	
10882	Bar Dog Cabernet Sauvignon	750	60	
10946	Fireball 6 Pack Carrier	6 × 50	80	
11850	Buffalo Trace Bourbon	375	120	CE2
13293	Villa Maria Private Bin Chardonnay	750	65	
13510	Herradura Silver Tequila	750	550	
15012	Northern Keep Vodka	750	100	Value Add
15282	18.8 Vodka	750	75	
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	50	W5
15310	Matt & Steve's Caesar Original Lightly Spiced	473	10	Mini Thematic
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	80	Flex Space
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	80	Flex Space
16199	1924 Bourbon Barrel Aged Cabernet Sauvignon	750	75	
16225	Bees Knees	355	10	Mini Thematic
16363	Cono Sur Pinot Noir Organic	750	95	
16868	18.8 Gin Ddp	750	60	
17554	XOXO Botanicals Peach Orange Blossom	750	30	
17747	Menage A Trois Cabernet Sauvignon	750	60	
18717	Adnams Ghost Ship Pale Ale 0.5%	4 × 330	79	
19303	Crown Royal Whisky & Cola	473	24	Mini Thematic
19347	Founder's Original Bourbon Sour	355	24	Mini Thematic
19779	Cusumano Merlot	750	50	
20047	Forty Creek Foxheart	750	75	End Aisle
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	40	Flex Space
21378	Jim Beam White Label Bourbon	750	125	Comm. Extender
21532	Grant's Sherry Cask 8YO Finish	750	110	
21876	Sheep Dog Peanut Butter Whiskey	750	120	
22013	Absolut Raspberri Vodka	750	80	Seasonal Block Pile C
22192	Grant's Triplewood 12yo	750	150	
22683	Corona Extra	710	10	EZA
22877	Cala Rey Tempranillo-Syrah	750	50	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
24096	Campari Negroni	375	40	CE2
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	5	Mini Thematic
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5	
24325	Canadian Club & Ginger Ale	473	24	Mini Thematic
24378	Mikes Hard Tea	473	20	Shelf Extender, LTO
24385	Bacardi Pina Colada	355	5	Mini Thematic
24494	Courvoisier XO Cognac	750	300	
24952	Amarula Plant Based	750	100	
24957	Dr. McGillicuddy's Coffee	750	120	
25698	Jacob's Creek Grenache Shiraz	750	40	
26075	Thornbury Craft Co. Rad Pale Ale	473	20	
26076	Thornbury Craft Co. Ferris Wheel Hazy IPA	473	20	
26346	Smirnoff Ice Original 12 Pack	12 x 355	80	
27386	Franzia Cabernet Sauvignon Bib	3000	150	
27605	Reifel Rye	750	200	
27732	High Road Cellars Cabernet Merlot	750	50	LTO
28460	Gray Jay Deluxe Canadian Whisky	750	100	
28803	Misterio Malbec	750	50	
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	90	
30282	18.8 Gin	750	75	
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	50	Value Add
49726	Yukon Jack	750	100	
52050	The Famous Grouse	750	125	Front Nesting Table
66654	Creekside Syrah/Shiraz VQA	750	50	
85316	Blu Giovello Prosecco	750	100	
88799	Alberta Pure Vodka (P.E.T)	750	75	Value Add
104299	>The Prisoner Red Blend	750	190	LTO
110056	Absolut Vodka	750	60	End Aisle, Value Add, Seasonal Block Pile C
116426	Frontera Cabernet Sauvignon	750	60	
134940	Adesso Chardonnay D'Italia	1500	100	
142745	Waterloo Craft Lager	473	10	
146548	Villa Maria Private Bin Pinot Noir	750	75	
164087	Sandbanks Sleeping Giant VQA	750	40	
172148	Boutari Agiorgitiko Nemea Red	750	50	W5
172387	Boutari Moschofilero White	750	50	W5
176792	>(V) Chard Bramito Sala Umbria (Antinori)	750	100	
177717	Carling Ice	473	16	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
187088	PJ's Original Cream (Panama)	750	40	
192922	Seagram's 83	1140	200	
216655	Absolut Vodka	1750	120	End Aisle, Value Add, Seasonal Block Pile C
217190	Grand Macnish	1140	200	
217786	Jim Beam White Label Bourbon	1140	225	
219279	Konzelmann Pinot Blanc VQA	750	100	
219790	Ascheri Barbera Langhe Doc	750	100	
221887	>Robert Mondavi Napa Valley Sauvignon Blanc	750	70	Value Add
223529	Appleton Estate V/X Signature Blend	1140	75	
229583	Kronenbourg 1664 Blanc	6 × 330	65	
231571	Seagrams 83 (P.E.T)	1750	300	
237792	Icebox Long Island Iced Tea	1140	120	
239046	Quatro Ventos Douro	750	40	
242339	Alberta Pure Vodka (P.E.T)	1140	100	
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	100	Value Add
257238	Absolut Citron Vodka	750	60	Seasonal Block Pile C, LTO
262337	G.A. Schmitt Niersteiner L.H.	750	85	
263780	Licor 43	750	60	
264333	Terre Del Barolo Barolo Docg	750	200	
265199	Absolut Vodka	375	40	CE1, Value Add, Seasonal Block Pile C
269597	Santa Carolina Sauvignon Blanc	750	50	
270447	Guinness Draught Beer	500	5	
273490	Thalia White Assyrtiko Sauvignon Blanc	750	50	W5
277202	Bottega Rose Vino Dei Poeti Sparkling	750	30	Flex Space
286237	Clean Slate Riesling Mosel	750	100	
287409	Cortel Napoleon VSOP Brandy	750	100	
292615	Jameson Black Barrel	750	110	End Aisle
294298	>Conundrum California Red	750	110	VL1, LTO
305607	Seagrams 83	750	150	
311258	>Wits End Luna Shiraz	750	25	LTO
311910	Canadian Club Classic 12 Year Old	375	75	CE2
311936	Canadian Club Classic 12 Year Old	1140	125	End Aisle
311944	Canadian Club Classic 12 Year Old	1750	200	
322727	Santa Carolina Chardonnay	1500	100	
326025	Basil Hayden Straight Bourbon	750	150	Front Nesting Table
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	80	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
339895	Waterloo IPA	473	10	
350561	Forty Creek Cream Liquor	1140	125	
359257	Ravenswood Vintners Blend Zinfandel	750	100	
363812	Tito's Handmade Vodka	375	75	CE2, LTO
364349	Tomatin 12YO Highland Single Malt	750	100	Mini Thematic, LTO
379321	E&J Gallo XO Brandy	750	50	
380865	Rumchata	750	100	Shelf Extender
382713	Nederburg Sauvignon Blanc	750	100	
390583	Canadian Club 100% Rye	750	75	Mini Thematic
396671	360 Double Chocolate Vodka	375	40	CE2
398016	Dr. McGillicuddy Intense Peach	750	120	
398032	Dr. McGillicuddy Intense Butterscotch	750	120	
400069	Craigellachie 13 Year Old	750	165	
433714	Pelee Island Cabernet Franc VQA	750	100	OWS
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	10	Mini Thematic
449157	Smirnoff Ice Tall Can	473	10	
454876	>Ghost Pines Merlot Winemaker's Blend	750	40	
463539	Aurora Crystal Head Vodka	750	300	
478222	Laphroaig Select	750	200	
478412	Old Style Pilsner Can	473	16	
480624	Woodford Reserve Distiller's Select Bourbon	750	100	
483289	Smoking Loon Pinot Grigio	750	100	
485417	Menage A Trois Gold Chardonnay	750	60	
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	95	
490144	Cecchi Chianti Docg	750	90	
491480	Twisted Shottz B52	4 x 30	40	CE3
491746	Cabana Coast Moscow Mule	473	5	Mini Thematic
491811	Southern Comfort	750	120	
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	180	
493999	Absolut Lime Vodka	750	80	Seasonal Block Pile C
496281	Cazadores Extra Anejo	750	150	
506741	Kronenbourg 1664	500	10	
507442	La Linda Private Selection Old Vines Malbec	750	25	
517904	Wiser's Special Blend Canadian Whisky	750	50	
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	95	
541607	The Sexton Single Malt Irish Whiskey	750	200	
541672	Basil Hayden's Bourbon	375	75	CE2
544155	Iceberg Vodka (P.E.T)	1750	200	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
545368	Santa Teresa 1796 Solera Rum	750	150	
550715	Forty Creek Barrel Select	750	50	End Aisle
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	100	
569095	Ogier Cotes Du Ventoux Aoc	750	100	
569905	Carnivor Zinfandel	750	100	
570705	Georgian Bay Cranberry Gin Smash	473	5	Mini Thematic
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	100	
572008	Innis & Gun Rum Cask	6 × 330	100	
572552	Signal Hill Canadian Whisky	750	150	
573402	Bearface 7YO Triple Oak Canadian Whisky	750	150	Mini Thematic
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	100	
581645	Louis Bernard Cotes Du Rhone Red Aoc	750	100	
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	40	Flex Space
600163	Tanqueray No. Ten Gin	750	200	Front Nesting Table, Seasonal Block Pile D
602615	Angus The Bull Cabernet Sauvignon	750	100	
604181	Gianduia Liquore Bottega	500	60	
604868	Grey Goose Vodka	1750	180	End Aisle
605063	Buffalo Trace Bourbon	750	160	
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	100	
616334	Carlsberg Lite Tall Can	500	10	
619395	Red Knot Shiraz	750	100	
620724	Creekside Sauvignon Blanc VQA	750	60	OWS
621151	Barone Montalto Nero D'Avola-Cab Ter Sicilane	750	80	
630913	Tia Maria	750	100	
631390	McGuinness Cherry Whisky	750	60	
633354	Longshot Pinot Grigio	750	75	
636209	Roku Gin	750	300	
647982	Beefeater Pink	750	75	
649723	Adesso Merlot D'Italia	1500	100	
669200	Ciao Pinot Grigio Organic Carton	1000	100	Shelf Extender
894014	El Dorado Demerara 5 Year Old Rum	750	150	Front Entrance Table, Value Add
906628	Coors Light	6 × 355	111	Seasonal Block Pile A
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	25	LTO

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
25488	Creemore Winter Collection Pack	6 × 473	Tote Bag		25488
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 100% Rye 50 mL		103341
300681	Coors Light	6 × 473	Raptors Slides	Seasonal Block Pile A, Contest	300681
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive limited edition aluminum cup	EZH	
520304	Bacardi Gold	1140	Bacardi Rum Cake	End Aisle, LTO	520304
570366	Bacardi Spiced Rum	1140	Bacardi Rum Cake	End Aisle	570366
660241	>Bonanza Lot 3 California Cabernet Sauvignon	750	Bottle Gauge		660241

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
67	Smirnoff Vodka	750	Cocktail Spoon	End Aisle
893	J.P. Wiser's Deluxe	750	Tumbler	End Aisle
1487	Crown Royal	750	CR Whisky Sour Syrup	End Aisle
1743	Ruffino Chianti	750	Chocolate	
2253	Disaronno Amaretto	750	Ferrero Rocher chocolate	
3558	Gibson's Finest Rare 12 Years Old	750	Gibson's Bold 50 mL	End Aisle
5959	Baileys Irish Cream	750	Lindt Chocolate	End Aisle
9522	J.P. Wiser's Deluxe	375	JP Wiser's 10YO 50 mL	CE2
10157	Jameson Irish Whiskey	750	Jameson Caskmates Stout 50 mL	End Aisle
10213	Kahlua Coffee Liqueur	750	Mitts	Cold Room Spirits
10357	Crown Royal Peach	750	Crown Royal 50 mL	Front Nesting Table
11423	Dillon's The Professors Negroni	4 × 125	Bottle Opener	
12023	Freixenet Prosecco Doc	750	Select Aperitivo 50 mL	
14915	Dillon's Rye Whisky	750	Manhattan 125 mL	
15012	Northern Keep Vodka	750	Canadian Club 100% Rye 50 mL	APP
16100	Isle Of Harris Gin	750	Necktag	
16767	Saintly Sparkling Rosé VQA	750	Gift Box	
17559	Disaronno Velvet	750	Ferrero Rocher Chocolate	Front Nesting Table
17900	J. Lebegue Lussac St-Emilion	750	Gift Box	
18574	Jim Beam Honey	750	Jim Beam Black 50 mL	
19266	Beau's Lug Tread	6 × 473	Cans of Nordic Pale Ale	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
19419	Baileys Deliciously Light	750	Lindt Chocolate	End Aisle
19592	Ren Ultra Premium Vodka Ddp	750	Holiday Box	
19749	Teremana Blanco Tequila	750	Gift Box and Reamer	Front Nesting Table
19750	Teremana Reposado Tequila	750	Gift Box and Reamer	Front Nesting Table
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	Gift Box	
20896	Ruffino Prosecco Rosé Doc	750	Chocolate	Mini Thematic
21996	Aviation Gin	1750	Angostura Orange Bitters	
25009	Casillero Del Diablo Reserva Chardonnay	750	Deck of Cards	
25488	Creemore Winter Collection Pack	6 × 473	Tote Bag	
25810	J. Lebegue Graves	750	Gift Box with Value Ad	
28483	Stockyards Brewing IPA Mixer Pack	6 × 473	Stockyards Home Barista Pack	
31112	Grant's Triple Wood Blended Scotch Whisky	750	Grant's Triplewood 12YO 50 mL	
31864	Disaronno Amaretto	375	Disaronno 50 mL	
33928	J.P. Wiser's Deluxe	1750	JP Wiser's 10YO 50 mL	End Aisle
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL	
38927	Jura 12 Year Old Single Malt	750	Cocktail Burn Card	Mini Thematic
42606	Ruffino Chianti	1500	Chocolate	
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	Chocolate	APP
47316	Los Arango Reposado Tequila	750	Calabrito Glassware	
56366	Sterling Vintner's Cabernet Sauvignon	750	Sterling Socks	
61374	Bushmills Black Bush	750	Old Fashioned Kit	
88799	Alberta Pure Vodka (P.E.T)	750	Northern Keep 50 mL	APP
95935	Grey Goose Vodka	750	Tia Maria 50 mL	End Aisle
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 100% Rye 50 mL	
107235	PJ's Salted Caramel (Panama Jack's)	750	Kavi 50 mL	
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	Aerator	Flex Space
110056	Absolut Vodka	750	Mule Cup	End Aisle, APP
114694	Crown Royal	1750	Foodbanks Necktag	End Aisle
135202	V) Kaiken Ultra Cabernet Sauvignon	750	Holiday Gift Box	
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	Cabot Trail Maple Cream 50 mL	
155051	Masi Campofiorin Igt	750	Gift Box	End Aisle
215814	Codorniu Brut Clasico Sparkling	750	Gift Box	LTO
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	Gibson's Bold 50 mL	End Aisle
216655	Absolut Vodka	1750	Absolut Watermelon 2 × 50 mL	End Aisle, APP, Seasonal Block Pile C
216887	Freixenet Carta Nevada Brut Cava	750	Glassware	
216929	Smirnoff Vodka	1140	Cocktail Jigger	End Aisle
216945	Freixenet Cordon Negro Brut Cava	750	Glassware	Wine Fridge

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
217588	Kamora Coffee Liquor	1140	Titos 50 mL	Discovery Extender
217653	Captain Morgan Original Spiced Rum	1140	Smirnoff 50 mL	End Aisle
224352	Crown Royal Black	750	Bulleit 50 mL	
225250	Stoli Vodka	1140	Mule Cocktail Bomb	
225698	The Kraken Black Spiced Rum	750	Socks	Front Nesting Table
227413	Iceberg Vodka	1140	Jigger	
227678	1800 Silver Tequila	750	Touque	
230474	Graffigna Malbec	750	Pizza Cutter	
231779	Bartenura Moscato- Kpm lgt	750	Gift Bag	
240150	Polar Ice Vodka	1140	Cabot Trail Maple Cream 50 mL	
244186	Collingwood Whisky	750	Maple Syrup 50 mL	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	Sustainably Made Wooden Speaker	Flex Space
253948	Martini & Rossi Asti	750	Holiday Bows	Mini Thematic, LTO
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	Gift Tin	APP
265157	Jacob's Creek Moscato	750	Socks	
265199	Absolut Vodka	375	Kahlua Coffee Liqueur 50 mL	CE1, APP, Seasonal Block Pile C
275933	Jameson Irish Whiskey	1750	Jameson Cold Brew 2 × 50 mL	
292177	Phillips Butter Ripple Schnapps	750	Bacardi Spiced 50 mL	Comm. Extender, Necktag
300681	Coors Light	6 × 473	Raptors Slides	Seasonal Block Pile A, Contest
311928	Canadian Club Classic 12 Year Old	750	Gift Box	Front Nesting Table
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive limited edition aluminum cup	EZH
317057	Masi Costasera Amarone Classico Doc	750	Gift Box	End Aisle, LTO
333070	Islay Mist Scotch 8 Year Old	750	Glassware	
341347	Fresh Possibilities Sparkling Rosé VQA	750	Holiday Gift Box	Wine Fridge
365270	Crystal Head Vodka	1750	Signal Hill 2 × 50 mL	
366633	Ron Diplomatico Reserva Exclusiva Rum	750	Cocktail Spoon	Front Entrance Table
384651	Martini Prosecco Sparkling	750	Holiday Bows	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	Gift Box	
394577	Fiol Prosecco Doc	750	Luxardo Aperitivo 50 mL	
397976	Dr. McGillicuddy Intense Peach	375	Moustache Wax	
410803	D'Usse VSOP	750	Branded Gift Box	Mini Thematic
417196	Grey Goose Vodka	1140	St Germain 50 mL	End Aisle
417576	Stock 84 Spirit	1140	Lavazza Coffee	
419770	>Wines Of Substance Cabernet Sauvignon	750	Gift Box	
426718	Cesari Amarone Classico Doc	750	Gift Box	End Aisle

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
430355	Jura Origin 10 Year Old	750	Bitters	
433417	>(V)Marne 180 Amarone (Fratelli Tedeschi)	750	Gift Box	
434092	Crown Royal Northern Harvest Rye	750	Bulleit 50 mL	
438960	Canadian Club 100% Rye	1140	Reifel Rye 50 mL	
441543	Wakefield Promised Land Shiraz	750	Wine Glass	
453084	Moet & Chandon Imperial Champagne	750	MI Brut Cardboard Giftbox	
456095	Ketel One Vodka	750	Bows	Front Nesting Table
462424	Cabot Trail Maple Cream	750	Glass Coffee Mug	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	Gift Box	
477885	Polar Ice Vodka (P.E.T)	1750	Polar Ice Vodka 200 mL	
482026	Moet & Chandon Brut Rosé	750	Rose Cardbox Giftbox	
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Stainless Steel Glassware	Wine Fridge
487694	La Marca Prosecco Doc	750	La Marca Bows	Wine Fridge
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Bacardi Branded Holiday Glassware	Front Entrance Table
494369	Southern Comfort (P.E.T)	200	Seagram's V.O. 50 mL	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	355 mL Can of Kingsville Brewery-light-eh-lager	
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	Gift Box	
509695	Moet & Chandon Nectar Imperial	750	Nectar Cardboard Giftbox	
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 1858 50 mL	
518670	Sour Puss Raspberry Liquor	750	Sour Puss 50 mL	
520304	Bacardi Gold	1140	Bacardi Rum Cake	End Aisle, LTO
520320	Bacardi Superior	1140	Bacardi Rum Cake	End Aisle, LTO
526061	Collingwood Double Barrel Whisky	750	Maple Syrup 50mL	
532341	Julia Florista White	750	Tag Vodka 50 mL	
534925	Grolsch Pilsner	6 × 500	Beanie	
540120	Rumchata Cream Liqueur	375	RumChata Creamer Mug	CE2, LTO
545871	Ruffino Lumina Pinot Grigio Igt	1500	Chocolate	
549030	Sombra Joven Mezcal	750	Angostura Cocoa 50 mL NTG	
557827	Stoli Gold Vodka	750	Stoli Gold Reusable Ice Cubes VA	
561100	Josh Cellars Chardonnay	750	Holiday Gift Box	Flex Space
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	Walkers Shortbread Cookie Boxes	
563122	Fat Bastard Syrah Pays D'Oc	750	Hippo Glassware Collectible	
563130	Fat Bastard Chardonnay Pays D'Oc	750	Glassware Hippo Collectible	
568642	Sapporo Premium Lager	6 × 355	Katana Bottle Opener	
570366	Bacardi Spiced Rum	1140	Bacardi Rum Cake	End Aisle
597559	Tito's Handmade Vodka	750	Bottle Sweater	Front Nesting Table

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
605931	Grant's Triple Wood Blended Scotch Whisky	1140	Grants Triplewood 12YO 50 mL	
605956	Baileys Irish Cream Liquor	1140	Lindt Chocolate	End Aisle
617662	Diabolica Red VQA	750	Red Bottle Stopper	
621458	>Bottega Gold Sparkling (Bottega Spa)	750	Stopper	Flex Space
623678	Carolans Irish Cream	1140	Ceramic Coffee Mug	
633578	Jacob's Creek Pinot Grigio	750	Socks	Wine Fridge
660241	>Bonanza Lot 3 California Cabernet Sauvignon	750	Bottle Gauge	
666883	Henninger Lager	6 × 500	Bonus Beer Can	
738823	>Liberty School Cabernet Sauvignon	750	Wooden Stainless Steel Tumbler	
894014	El Dorado Demerara 5 Year Old Rum	750	El Dorado Muddler	Front Entrance Table, APP
976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	Gif Box	Flex Space, LTO
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	Yeti Mug	

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
21465	Angel's Envy	750	Angel's Envy	
25136	818 Tequila Blanco	750	To and From	Front Nesting Table
26549	Top Shelf Cream Puff Liquor Ddp	375	Consumer Education	
27613	Top Shelf Butter Tart Liquor	375	Consumer education	
28152	Nozeco	750	New Alcohol Free Sparkling	
28551	Solid Ground Pinot Noir	750	New Release	
71746	Tullamore Dew Irish Whiskey	750	O'Everyone	
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	Serving Suggestions	
128090	Collective Arts Artisanal Gin	750	Artisanal Dry Awards	
211110	Wyborowa Vodka	1140	Meet the Polish Rye	
225243	Stoli Vodka	750	Enter to Win Bartesian Set Necktag	Front Nesting Table
286187	Frontera Cabernet Sauvignon	1500	Frontera - Trip to Grammy Awards	Necktag Contest
292177	Phillips Butter Ripple Schnapps	750	Movember Burt Renolds Cocktail Solution	Comm. Extender, Value Add
465849	Frontera Chardonnay	1500	Frontera - Trip to Grammy Awards	Necktag Contest, Wine Fridge
542910	Top Shelf Gin	750	Consumer Education	
545194	Top Shelf Vodka	750	Consumer Education	

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
BEZ A	17817	Corona Extra (275 TBS)	6 × 473	Labatt Breweries Ontario	Store Order
	17818	Corona Extra (275 TBS)	6 × 330	Labatt Breweries Ontario	Store Order
	22683	Corona Extra (275 TBS)	710	Labatt Breweries Ontario	Store Order
BEZ B	28736	Beau's Nordic Pale Ale (9654/275 TBS)	473	Steam Whistle Brewing	Store Order
	28740	Stranger Than Fiction With Coffee And Maple Syrup (LCBO Warehouse)	473	Collective Arts Brewing Limited	Store Order
BEZ C	311787	Budweiser (275 TBS)	6 × 473	Labatt Breweries Ontario	Store Order
	904334	Budweiser (275 TBS)	6 × 355	Labatt Breweries Ontario	Store Order
	905976	Budweiser (275 TBS)	473	Labatt Breweries Ontario	Store Order
Beer Block Pile (SBA)	14135	Coors Original (275 TBS)	6 × 355	Molson Coors Canada	Forced
	14400	Coors Original (275 TBS)	6 × 473	Molson Coors Canada	Forced
	300681	Coors Light (275 TBS)	6 × 473	Molson Coors Canada	Forced
	558940	Miller Lite (275 TBS)	6 × 473	Molson Coors Canada	Forced
	906560	Coors Light (275 TBS)	6 × 341	Molson Coors Canada	Forced
	906628	Coors Light (275 TBS)	6 × 355	Molson Coors Canada	Forced
R57: Ontario Beer A	24507	Cowbell Brewing Co. Draught Nitro Stout (458)	404	Blyth Brewing + Distilling Inc	Forced
R58: Ontario Beer B	18	Heineken Lager (LCBO Warehouse)	6 × 330	Molson Coors Canada	Forced
R59: Beer 1	26086	Haliburton Forest Amber Logger (115)	473	Pouros Brands Ltd	Forced
R60: Beer 2	409581	Tyskie Beer (LCBO Warehouse)	500	Asahi Canada	Forced
R61: Beer 3	560532	Strongbow Cider (LCBO Warehouse)	500	Molson Coors Canada	Forced
R62: Beer 4	676841	Red Stripe Lager (LCBO Warehouse)	6 × 330	Heineken Canada Inc.	Forced
D4: Discovery BSM 1	17117	Rally Trail Blazer (3431)	473	Rally Beer Company Limited	Forced
D5: Discovery BSM 2	312850	Mill Street Cobblestone Stout (1950)	440	Trillium Beverage Inc/Mill Street	Forced
CE4 Impulse Display	572313	Asahi Super Dry (LCBO Warehouse)	500	Asahi Canada	Forced
CE6 Impulse Display	16473	Voodoo Ranger IPA (5577/275 TBS)	473	Steam Whistle Brewing	Forced
Ontario Craft Beer End Aisle	12854	Collective Arts Audio Visual Lager (1438)	473	Collective Arts Brewing Limited	Store Order
	28634	Muskoka IPA Mixer Pack 2022 (899)	6 × 473	Lakes Of Muskoka Cottage Brewery	Store Order
	445734	Northern Logger (1394)	473	Sleeping Giant Brewing Co.	Store Order
	485870	Bobcaygeon Brewing Dockside Red Ale (1495)	473	Bobcaygeon Brewing Company Limited	Store Order
	492017	Steam Whistle (679)	6 × 473	Steam Whistle Brewing	Store Order
	493908	Front Porch Kolsch Ale (1542)	473	Calabogie Brewing Co. Ltd.	Store Order

PERIOD 9

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 6 Start of Period 9  Install Brand Spotlight Nesting Tables	7	8	9 Holiday Food & Drink Issue & Gift Guide Drop 	10	11 Remembrance Day (Stores open at 12pm)	12
13	14	15	16	17	18 Pre-Black Friday Sale (Nov 18-24) 	19
20	21	22	23	24	25 Black Friday Sale (Nov 25-27) 	26 End of Period 9 
27 Start of Period 10 	28 Cyber Monday Sale (Nov 28 - Dec 4) 	29	30	DECEMBER 1	2	3