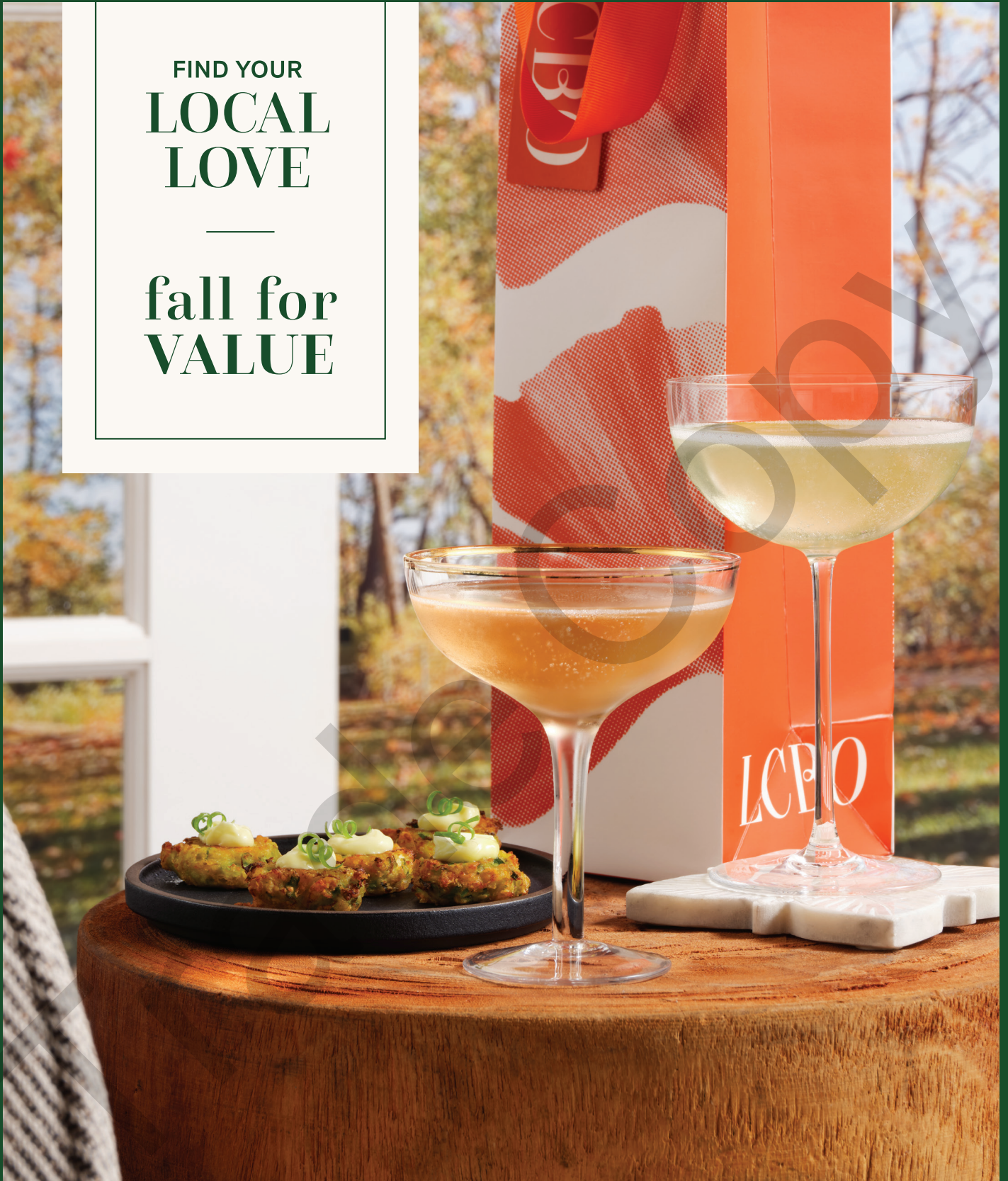


FIND YOUR  
**LOCAL  
LOVE**

—  
**fall for  
VALUE**



**Period 7 Marketing & Product Guide**  
**SEPT 11 - OCT 8, 2022**

# Period 7

## Marketing & Product Guide

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<input type="checkbox"/> <input type="checkbox"/>	VQA & IDB Participating Stores	2	<input type="checkbox"/> <input type="checkbox"/>	Long Weekend Super Sale	49
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 7	3	<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture	50
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Ontario VQA Wines Promotion	4	<input type="checkbox"/> <input type="checkbox"/>	Period 7 End Aisles	52
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Operational Signage	6	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	62
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# VQA & IDB PARTICIPATING STORES

This will be a flighted campaign with each flight featuring a unique set of products; either Ontario VQA wines or International-Domestic Blends.

## VQA Participating Stores

3, 4, 5, 7, 10, 12, 15, 17, 18, 19, 21, 25, 26, 30, 31, 35, 36, 38, 40, 41, 51, 57, 60, 67, 72, 80, 83, 84, 85, 87, 90, 96, 98, 101, 102, 105, 106, 107, 111, 114, 115, 117, 119, 120, 124, 125, 129, 130, 131, 137, 140, 141, 143, 146, 148, 149, 150, 154, 156, 160, 161, 162, 164, 168, 173, 174, 177, 179, 180, 182, 187, 188, 189, 191, 197, 202, 203, 207, 208, 210, 211, 212, 213, 214, 217, 218, 219, 220, 221, 226, 232, 234, 237, 238, 241, 243, 245, 248, 251, 252, 253, 254, 255, 256, 258, 260, 264, 265, 267, 271, 272, 273, 274, 275, 276, 277, 278, 280, 282, 283, 284, 286, 288, 289, 290, 292, 293, 294, 295, 296, 299, 300, 307, 308, 310, 311, 314, 316, 318, 319, 321, 323, 326, 332, 333, 335, 339, 341, 344, 346, 347, 352, 353, 354, 355, 358, 360, 364, 367, 369, 370, 371, 372, 374, 379, 383, 384, 386, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 401, 402, 404, 407, 409, 410, 412, 413, 414, 415, 417, 420, 421, 423, 429, 431, 432, 437, 438, 439, 440, 443, 445, 446, 448, 449, 450, 452, 453, 455, 456, 457, 460, 462, 463, 471, 472, 473, 474, 475, 476, 477, 479, 481, 482, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 503, 504, 509, 510, 511, 516, 519, 520, 521, 522, 523, 527, 528, 529, 530, 532, 533, 534, 536, 540, 541, 547, 548, 550, 551, 553, 554, 556, 557, 558, 562, 566, 569, 570, 573, 580, 585, 589, 590, 593, 594, 597, 598, 607, 610, 611, 612, 615, 619, 621, 623, 624, 626, 629, 630, 631, 632, 634, 635, 636, 637, 638, 639, 641, 643, 646, 648, 649, 650, 651, 656, 657, 658, 665, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 686, 690, 691, 693, 694, 695, 697, 699, 702, 741, 743, 744, 747, 748, 749, 751, 753, 754, 755, 758, 762, 776

## IDB Participating Stores

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# WHAT'S NEW FOR PERIOD 7



## Promotional Programs

Aeroplan VQA Wines Promotion

Period 7 Aeroplan Offers

**Feature Fixture A:** Try Local Ontario Spirits

**New & Seasonal Fixture:** The Ultimate Whisky Collection

**Entrance Table:** Concord Grape Mimosa

**Mini Thematic A:** Fall Gifts: Ontario Spirits

**Mini Thematic B:** Fall Gifts: Ontario VQA Sparklers

**Mini Thematic C:** Ontario Craft Beers

**Front Nesting Table:** VQA + IDB Flight

**Middle Nesting Table:** Ontario VQA Wines for Fall Feasts

**Block Pile A:** Regional Craft Beer

**Block Pile B:** Pour-And-Serve Local Cocktails

**Block Pile C:** Earn Aeroplan Points On These Products

**Block Pile D:** Cabot Trail + Jackson Triggs

Exterior Banners, Window Show Cards, Transparencies

End Aisle Backer Cards

Staff Engagement Name Badges + Poster

Autumn Food & Drink

Long Weekend Super Sale (Oct 7-9)

Autumn Gifting

Front End Merchandiser

Staff Picks

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

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

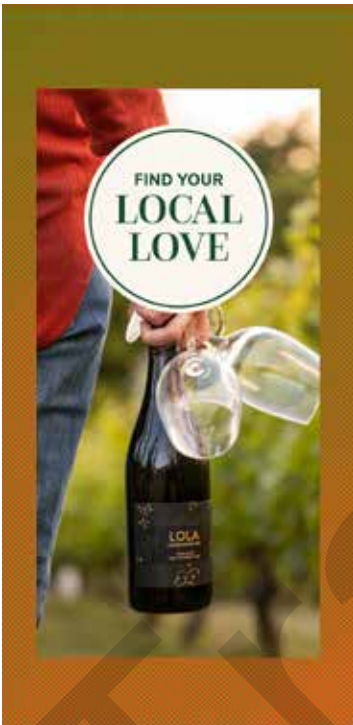
## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



# Aeroplan

## ONTARIO VQA WINES PROMOTION

Offer: Spend \$50 on any Ontario VQA wine and receive 50 Aeroplan Points

### Overview

During P7, we will activate an Aeroplan VQA bonus offer across both VQA & IDB flights. This offer will be supported by in-store signage and on LCBO.com.

All stores will be participating with bin ticket extension and perpendicular shelf talkers. Select stores will receive additional signage components in support of the Aeroplan offer. Refer to the next page for more details.

### Key Dates (Sept 11 - Oct 8, 2022)

### Participating Stores

All Stores

### Participating Products



All Ontario VQA wines, including Vintages

**Aeroplan Offer: Spend \$50 or more on any Ontario VQA wine and receive 50 Aeroplan Points.**

### Signage Components & Merchandising Instructions

## ALL STORES (VQA + IDB)

All stores (VQA + IDB) will be participating with bin ticket extension and perpendicular shelf talkers:

Components	Image
<p><b>In-section Bin Ticket Extension</b></p> <ul style="list-style-type: none"> <li>Install the bin ticket extensions in front of all Ontario VQA wines in-section.</li> </ul> <p>English Re-order# 23P7-AP3 / Bilingual Re-order# 23P7-AP4</p>	 
<p><b>In-section Perpendicular Shelf Talker</b></p> <ul style="list-style-type: none"> <li>Install the perpendicular shelf talkers throughout the Ontario VQA wines section to raise awareness of the Aeroplan Offer.</li> </ul> <p>English Re-order# 23P7-AP5 / Bilingual Re-order# 23P7-AP6</p>	 

## VQA STORES ONLY

VQA Stores will receive the below signage components in support of the Aeroplan offer:

### Components

### Image

#### VQA Aeroplan Exterior Banners (English/Bilingual)

- Display in the Aeroplan Exterior Banner placement outside the store.

English Re-order# 23VQA-EB3/Bilingual Re-order# 23VQA-EB4



#### VQA End Aisle Blade Sign (English/Bilingual)

- Install the VQA Blade Signs on end aisles 1-8.
- The blade sign will highlight the Aeroplan offer at the point of conversion and call attention to the VQA logo as a reference for shopping the category.

English Re-order# 23VQA-BS3 / Bilingual Re-order# 23VQA-BS4



#### VQA Aeroplan Generic End Aisle Backer Card (English/Bilingual)

- Install the generic VQA Aeroplan backer card on end aisles with Aeroplan offers.

English/Bilingual Re-order# 23VQA-BC-GEN3



#### VQA Aeroplan Seasonal Banner Insert (English/Bilingual)

- Install the VQA Aeroplan Seasonal Banner Insert.

English Re-order# 23VQA-EB1 / Bilingual Re-order# 23VQA-EB2



## FRONT NESTING TABLE & MIDDLE NESTING TABLE STORES

Nesting Table stores will receive a box sign in support of the Aeroplan offer:

### Components

### Image

#### VQA Box Sign (English/Bilingual)

- Install the box sign on the VQA Front Nesting Table and Middle Nesting Table.  
Refer to the nesting table sections for more details.

English/Bilingual Re-order# 23P7-AP16



# 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.

**P7 Aeroplan Offers Key Dates (Sept 11 - Oct 8, 2022)**

**Participating Stores - All Stores**

## Signage Components & Merchandising Instructions

### ALL STORES (VQA + IDB)

Components	Image
<p><b>Period 7 Pre-Printed Aeroplan Shelf Talkers</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan shelf talkers in-section and on applicable displays.</li> </ul>	
<p>English/Bilingual Re-order # AIM-23P7-ANS</p>	
<p><b>Aeroplan Front Door Decal</b></p> <ul style="list-style-type: none"> <li>Continue to display the 8x8 decal on the left side of the second door.</li> </ul>	
<p>English Re-order# 23OP-AP10/Bilingual Re-order# 23OP-AP11</p>	
<p><b>Aeroplan In-section Perpendicular Shelf Talker</b></p> <ul style="list-style-type: none"> <li>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.</li> </ul>	
<p>English Re-order# 23OP-AP14/Bilingual Re-order# 23OP-AP15</p>	
<p><b>Aeroplan Cash Desk Decal</b></p> <ul style="list-style-type: none"> <li>Continue to display the Aeroplan decal on the Cash Counter.</li> </ul>	
<p>English Re-order# 23OP-AP12/Bilingual Re-order#23OP-AP13</p>	
<p><b>Bonus Aeroplan Points Perpendicular Shelf Talkers</b></p> <ul style="list-style-type: none"> <li>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).</li> </ul>	
<p>English Re-order # 22OP-AP1/Bilingual Re-order # 22OP-AP2</p>	

# IDB STORES ONLY

## Components

## Image

### Aeroplan Exterior Banners (English/Bilingual)

- Continue to display the "Shop and Earn Points" banner in the Aeroplan Exterior Banner placement outside the store.

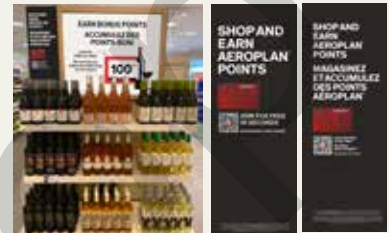
English Re-order# 23P7-EB7 / Bilingual Re-order# 23P7-EB8



### End Aisle Blade Sign (English/Bilingual)

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

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



### Aeroplan Generic End Aisle Backer Card

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

English/Bilingual Re-order# 23OP-AP5



### Aeroplan Seasonal Banner Insert

- Continue to display the Aeroplan Seasonal Banner Insert.

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





## Period 7 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
729	Blue Nun Deutscher Tafelwein	750	30
992	Royal Reserve	1140	80
2196	Captain Morgan Dark Rum	750	50
8219	Prince Igor Vodka (P.E.T)	750	50
10177	Old Pulteney 12 Year Old Single Malt	750	550
10415	Spier Signature Cabernet Sauvignon	750	100
11564	The Audacity Of Thomas G. Bright Merlot Cab Vqa	750	50
11868	Whitley Neill Rhubarb & Ginger	750	200
12476	Prince Igor Vodka (P.E.T)	1140	75
12781	Sogrape Mateus Rose	1500	100
13909	Georgian Bay Canadian Whisky	750	120
13967	Writers Tears Double Oak Whisky	700	300
14066	Molson Ultra 6X473ml	2838	80
15009	New Amsterdam Pink Whitney Vodka	750	100
15012	Northern Keep Vodka	750	100
15041	Innis & Gunn Original 6tc	3000	80
15281	Kraken Black Roast Rum	750	150
16833	Goldschlager	750	120
16858	Malivoire Che Bello Sparkling Vqa	750	40
17117	Rally Trail Blazer	473	15
17560	Santa Carolina Sauvignon Blanc	1500	50
17820	Stella Artois 473	473	5
18342	Ix Poets Hazy Mariner Cloudy Ipa	473	5
18426	Forty Creek Nanaimo Bar Cream	750	50
18574	Jim Beam Honey	750	125
18575	Jim Beam Red Stag	750	125
19035	St Remy Xo	375	50
19774	Cesari Valpolicella Doc Essere	750	80
19856	Kingston 62 White 1140	1140	75
20220	Miyagikyo Single Malt Whisky (6 X 700ml)	700	350
20807	Tribute Cabernet Sauvignon	750	60
20926	Aperol 375ml	375	40
21381	Pink Poodle Sparkling Rose	750	50
21384	Small Mercy Easy Going Red	750	25
21432	Rally Beer Extra Mile Session Ipa	355	15
21441	Honest Lot Sauvignon Blanc	750	35
21524	On Point. Crisp White	750	50
21876	Sheep Dog Peanut Butter Whiskey	750	120
21969	Longshot Pinot Noir	750	75
22877	Cala Rey Tempranillo-Syrah	750	50
23366	Sandeman Ruby Port	750	50
24387	One, Two Tea! White Tea	473	20
24468	Chum Churum Soju	360	5

## Period 7 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
24957	Dr. McGillicuddy's Coffee	750	120
25450	Appleton Estate Signature	375	40
26548	Walter Craft Caesar - Classic	458	20
28061	Keep Calm & Thrive Cabernet Sauvignon	750	40
28460	Gray Jay Deluxe Canadian Whisky	750	100
31971	Fantini Sangiovese Igt	1500	30
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	50
49726	Yukon Jack	750	100
86439	Waterloo Dark	473	10
93401	Wyndham Estate Bin 222 Chardonnay	750	60
113456	Collective Arts Rhubarb & Hibiscus	750	90
136978	Sinha Stout	330	5
158741	Alianca Bairrada Reserva	750	40
164756	Graffigna Pinot Grigio	750	50
165845	Gran Feudo Rose	750	30
166637	Pelee Island Rouge	1500	100
183582	Captain Morgan Dark Rum (P.E.T)	1750	120
187088	Pj's Original Cream (Panama)	750	50
189415	Wyndham Estate Bin 555 Shiraz	750	80
190363	Prince Igor Vodka (P.E.T)	1750	120
191858	Pknt Carmenere Reserve	750	95
192922	Seagram's 83	1140	200
215020	El Dorado 5 Year Old Rum	1140	250
216671	Wisers Special Blend.	1140	80
217505	Henry Of Pelham Cuvee Catharine Brut Rose Vq	750	100
226316	Hiram Walker Special Old Rye Whisky Pet	1140	80
230797	Fontella Chianti Docg	750	100
231571	Seagrams 83 (P.E.T)	1750	300
237255	Saint Clair Family Estate Sauvignon Blanc	750	100
237792	Icebox Long Island Iced Tea	1140	100
240135	Lamb's Navy Rum (P.E.T)	1140	110
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	60
258954	Spicebox	750	100
268375	Henry Of Pelham Riesling Vqa	750	50
269563	Maker's Mark Kentucky Straight Bourbon	375	75
270892	Jackson-Triggs Merlot Bag In Box	4000	125
277186	Zonin Prosecco Brut 1821 Doc	750	50
285254	Forty Creek Copper Pot Reserve	750	50
286898	Jacob's Creek Chardonnay	750	60
291211	Henry Of Pelham Chardonnay Vqa	750	50
294249	Crystal Head Vodka	50	50
302380	Mezzacorona Pinot Grigio Trentino	750	80
305607	Seagrams 83	750	150

## Period 7 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
306001	Colio Dry White Bag In Box	4000	250
307025	Ruffino Aziano Chianti Classico Docg	750	40
330803	Bowmore 12 Year Old Islay Single Malt	750	100
340398	Two Oceans Cabernet Sauvignon Merlot	750	75
355933	Black Cellar Shiraz Cabernet	750	30
358556	Dillon's Gin 22 Unfiltered	750	150
369009	Pinnacle Vodka	750	125
379032	O'Casey's Irish Cream	750	100
390260	Appleton Estate V/X Signature Blend	1750	120
392597	Chloe Chardonnay	750	40
396671	360 Double Chocolate Vodka	375	35
398032	Dr. Mcgillicuddy Intense Butterscotch	750	120
398776	Fireball Whisky Shooter	375	60
399428	Jackson-Triggs Sauvignon Blanc	1500	75
400556	Bodega Norton Barrel Select Malbec	750	100
418590	Modelo Especial 6pk -B +	2130	30
420463	Two Oceans Moscato	750	75
425488	> (V) Cannonau Riserva Sardinia (Sella & Mosca	750	50
427310	Long Weekend Chardonnay Pinot Grigio Vqa	750	40
429258	Jameson Caskmates Stout Irish Whiskey	750	90
442491	Fantini Numero Uno Primitivo Igp	750	50
445833	Astica Malbec Rose On Line	750	84
447896	La Vieille Ferme Cotes Du Ventoux	1500	100
447953	Fireball Whisky Shooter	750	120
448597	Georgian Bay Gin	750	120
465484	Toki	750	125
467662	Strewn Two Vines Riesling Gewurztraminer Vqa	750	50
469304	13th Street Burger Blend Ries. P. Grigio Vqa	750	25
477836	Malibu Coconut Rum	750	75
489690	Tocado Garnacha Campo De Borja Do Online	750	84
491811	Southern Comfort	750	120
492207	Rodenbach Grand Cru	330	23
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	125
497339	Kona Big Wave Golden Ale +	2130	50
497891	Kavi Reserve Coffee Blended Canadian	750	80
499384	Kacaba Cabernet Vqa	750	75
504340	Santa Carolina Merlot	1500	100
518688	Sour Puss Apple Liquor	750	50
520718	Sour Puss Raspberry Liquor	375	50
522672	> (V) Vidal Icewine Vqa Nia (Lakeview Cellars)	200	100
523100	Passi Reali Vdt Appassimento, Montepulciano.	750	100
527457	Nederburg Shiraz	750	100
532341	Julia Florista White	750	50
532358	Julia Florista Red	750	50

## Period 7 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
542910	Top Shelf Gin	750	100
544114	Smoking Loon Sauvignon Blanc	750	100
545194	Top Shelf Vodka	750	80
553917	Frontera After Midnight Dark Red Blend	750	60
560243	Eastdell Rose Vqa	750	40
560912	Miller High Life 6×355	2130	80
576959	Riverhead Brewing Co. Tropical Ipa	473	5
588897	Placido Pinot Grigio Toscana Igt	750	100
589010	Mezzacorona Pinot Grigio Trentino	1500	160
601518	Sour Puss Blue Liquor	750	50
610857	Fat Bastard Merlot Vdp	750	50
618132	Sarah Cole Whip Cider	473	27
620583	Dragani Pinot Grigio Trebbiano	2000	100
620724	Creekside Sauvignon Blanc Vqa	750	50
620880	Masi Tupungato Passo Doble Organic	750	100
621599	Jj Mcwilliam Cabernet/Merlot	750	75
635391	Jameson Caskmates Ipa Irish Whiskey	750	90
665471	Jacob's Creek Reserve Shiraz	750	80
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	50

# VQA & IDB SIGNAGE GALLERY

## Find Your Local Love (VQA)

### Overview

Nobody can bring Ontarians all that Ontario has to offer, quite like we can. We know there's just something about choosing local that feels - and tastes - so good. That's why we're product to connect Ontarians to the amazing local products our province has to offer this Fall.

### Participating Stores

3, 4, 5, 7, 10, 12, 15, 17, 18, 19, 21, 25, 26, 30, 31, 35, 36, 38, 40, 41, 51, 57, 60, 67, 72, 80, 83, 84, 85, 87, 90, 96, 98, 101, 102, 105, 106, 107, 111, 114, 115, 117, 119, 120, 124, 125, 129, 130, 131, 137, 140, 141, 143, 146, 148, 149, 150, 154, 156, 160, 161, 162, 164, 168, 173, 174, 177, 179, 180, 182, 187, 188, 189, 191, 197, 202, 203, 207, 208, 210, 211, 212, 213, 214, 217, 218, 219, 220, 221, 226, 232, 234, 237, 238, 241, 243, 245, 248, 251, 252, 253, 254, 255, 256, 258, 260, 264, 265, 267, 271, 272, 273, 274, 275, 276, 277, 278, 280, 282, 283, 284, 286, 288, 289, 290, 292, 293, 294, 295, 296, 299, 300, 307, 308, 310, 311, 314, 316, 318, 319, 321, 323, 326, 332, 333, 335, 339, 341, 344, 346, 347, 352, 353, 354, 355, 358, 360, 364, 367, 369, 370, 371, 372, 374, 379, 383, 384, 386, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 401, 402, 404, 407, 409, 410, 412, 413, 414, 415, 417, 420, 421, 423, 429, 431, 432, 437, 438, 439, 440, 443, 445, 446, 448, 449, 450, 452, 453, 455, 456, 457, 460, 462, 463, 471, 472, 473, 474, 475, 476, 477, 479, 481, 482, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 503, 504, 509, 510, 511, 516, 519, 520, 521, 522, 523, 527, 528, 529, 530, 532, 533, 534, 536, 540, 541, 547, 548, 550, 551, 553, 554, 556, 557, 558, 562, 566, 569, 570, 573, 580, 585, 589, 590, 593, 594, 597, 598, 607, 610, 611, 612, 615, 619, 621, 623, 624, 626, 629, 630, 631, 632, 634, 635, 636, 637, 638, 639, 641, 643, 646, 648, 649, 650, 651, 656, 657, 658, 665, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 686, 690, 691, 693, 694, 695, 697, 699, 702, 741, 743, 744, 747, 748, 749, 751, 753, 754, 755, 758, 762, 776



# Fall for Value (IDB)

## Overview

Through our Fall for Value promotion (IDB flight), we help Ontarians make the most of every moment with wines that deliver value and formats perfect for everyday occasions. We'll highlight customer favourites that offer incredible value and feature unique formats.

## Participating Stores

1, 2, 6, 8, 9, 11, 13, 14, 16, 20, 22, 23, 24, 27, 28, 29, 32, 33, 34, 39, 42, 43, 44, 45, 46, 47, 48, 49, 50, 52, 53, 54, 55, 56, 58, 59, 61, 62, 63, 64, 65, 66, 68, 69, 70, 71, 73, 74, 75, 76, 77, 78, 79, 81, 82, 86, 88, 89, 91, 92, 93, 94, 95, 97, 99, 103, 104, 108, 109, 110, 112, 113, 116, 118, 121, 122, 123, 126, 127, 132, 133, 135, 136, 139, 142, 144, 145, 147, 151, 152, 153, 155, 157, 158, 159, 163, 165, 166, 167, 169, 170, 171, 172, 175, 176, 178, 181, 183, 184, 186, 190, 192, 193, 194, 195, 196, 198, 199, 200, 201, 205, 209, 216, 222, 223, 224, 225, 227, 228, 229, 230, 231, 233, 235, 236, 239, 240, 242, 244, 246, 247, 249, 250, 259, 261, 262, 263, 266, 268, 269, 270, 279, 281, 285, 287, 291, 297, 298, 301, 302, 303, 304, 305, 306, 309, 312, 313, 315, 317, 320, 322, 324, 325, 327, 328, 329, 330, 331, 334, 336, 337, 338, 340, 343, 345, 348, 349, 350, 351, 359, 361, 362, 363, 366, 368, 373, 375, 376, 377, 378, 380, 381, 382, 385, 387, 395, 400, 403, 405, 406, 408, 411, 416, 418, 419, 422, 424, 425, 426, 427, 428, 430, 433, 434, 435, 436, 441, 442, 444, 447, 451, 454, 458, 459, 461, 464, 465, 466, 467, 468, 469, 470, 478, 484, 487, 488, 492, 502, 505, 506, 507, 512, 513, 514, 515, 517, 524, 526, 531, 535, 537, 538, 539, 542, 544, 545, 546, 549, 552, 555, 559, 560, 561, 563, 564, 565, 567, 568, 571, 574, 575, 576, 577, 578, 579, 581, 582, 583, 584, 586, 587, 588, 591, 595, 596, 599, 601, 602, 603, 604, 605, 606, 609, 613, 614, 616, 617, 618, 622, 627, 633, 640, 642, 644, 645, 647, 652, 653, 654, 655, 660, 661, 667, 685, 698, 700, 703, 706, 746, 756, 760, 761, 771



## Signage Ship Date

The Period 7 signage components will be shipped to stores beginning **September 2, 2022**.

Period 7 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

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

## Music CD Reorder# AIM-23P7-MUSIC-CD | Music USB Reorder# AIM-23P7-MUSIC-USB

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

## VQA Exterior Banners

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

### PRIORITY OF EXTERIOR BANNERS:

- 1 Find Your Local Love
- 2 VQA Aeroplan
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Repeat Thematic Banner: Find Your Local Love



#### 1 Find Your Local Love



Re-order#  
23VQA-EB1  
(English)

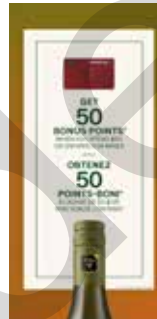


Re-order#  
23VQA-EB2  
(Bilingual)

#### 2 VQA Aeroplan



Re-order#  
23VQA-EB3  
(English)



Re-order#  
23VQA-EB4  
(Bilingual)

#### 3 Same Day



Re-order#  
23P7-EB9  
(English)



Re-order#  
23P7-EB10  
(Bilingual)

#### Generic Ecomm



Re-order#  
23P7-EB11  
(English)



Re-order#  
23P7-EB12  
(Bilingual)

## IDB Exterior Banners

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

### PRIORITY OF EXTERIOR BANNERS:

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



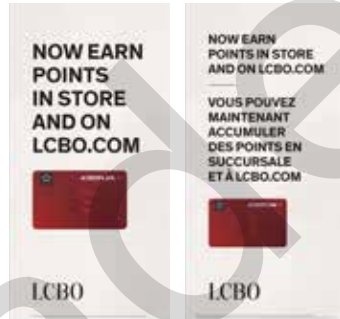
#### 1 Fall for Value



Re-order#  
23IDB-EB5  
(English)

Re-order#  
23IDB-EB6  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
23P7-EB7  
(English)

Re-order#  
23P7-EB8  
(Bilingual)

#### 3 Same Day



Re-order#  
23P7-EB9  
(English)

Re-order#  
23P7-EB10  
(Bilingual)

#### Generic Ecomm



Re-order#  
23P7-EB11  
(English)

Re-order#  
23P7-EB12  
(Bilingual)



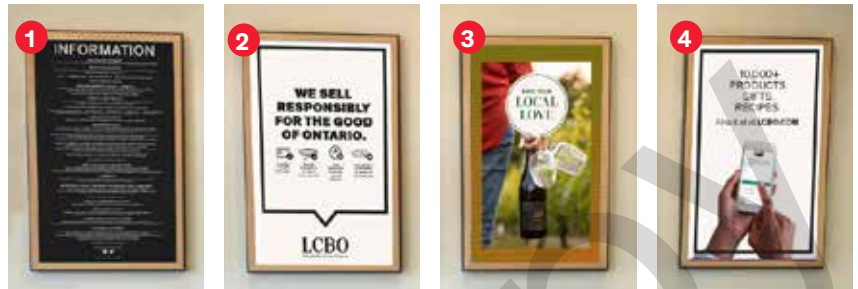
# VQA STORES: Find Your Local Love

## VQA 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 Find Your Local Love (Seasonal Thematic) Install in the vestibule.
- 4 Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

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

### 1 Information Board



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

### 2 Responsible Service



Re-order# 220P-RSP1  
(English + Bilingual)

### 3 Seasonal Thematic



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

### 3 Same Day



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

### Generic Ecomm



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

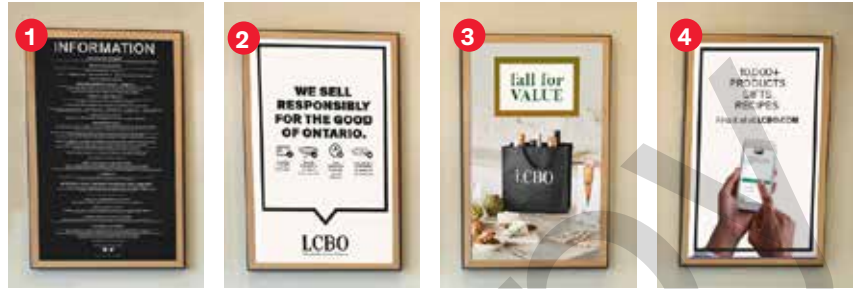
OR

## IDB 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 Fall for Value (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# 23IDB-WS2  
(English + Bilingual)

#### 3 Same Day



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

#### Generic Ecomm



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

OR

# VQA STORES: Find Your Local Love

## VQA Transparencies

### Perimeter Transparency Horizontal

Vendor installed



Find Your Local Love ENG/BIL



eCOMM ENG/BIL



Same Day Pickup ENG/BIL

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

### Perimeter Transparency Square

Vendor installed



Find Your Local Love  
ENG/BIL



Image



Same Day Pickup  
ENG/FRE



eCOMM  
ENG/BIL

### Perimeter Transparency Vertical

Vendor installed

#### Small Vertical Transparencies



Find Your Local Love  
ENG/BIL



eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

#### Medium Vertical Transparencies



Find Your Local Love  
ENG/BIL



eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

#### Large Vertical Transparencies



Find Your  
Local Love  
BIL



eComm  
BIL

## VQA Seasonal Banner Insert

Dimensions: 20" w x 70" h

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



ENG Re-order #23VQA-EB1  
FR Re-order #23VQA-EB2



# IDB Transparencies

## Perimeter Transparency Horizontal

Vendor installed



Fall for Value ENG/BIL



eCOMM ENG/BIL



Same Day Pickup ENG/BIL

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

## Perimeter Transparency Square

Vendor installed



Fall for Value  
ENG/BIL



Image



Same Day Pickup  
ENG/FRE



eCOMM  
ENG/BIL

## Perimeter Transparency Vertical

Vendor installed

### Small Vertical Transparencies



Fall for Value  
ENG/BIL

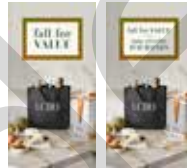


eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

### Medium Vertical Transparencies



Fall for Value  
ENG/BIL



eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

### Large Vertical Transparencies



Fall for  
Value BIL



eComm  
BIL

## IDB Seasonal Banner Insert

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

**Dimensions:** 20" w x 70" h

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



ENG Re-order #230P-AP3  
FR Re-order #230P-AP4



# VQA STORES: Find Your Local Love

## End Aisles 1-10 Backer Cards

23VQA-BC1



End Aisle 1

23VQA-BC2



End Aisle 2

23VQA-BC3



End Aisle 3

23VQA-BC4



End Aisle 4

23VQA-BC5



End Aisle 5

23VQA-BC6



End Aisle 6

23VQA-BC7



End Aisle 7

23VQA-BC8



End Aisle 8

23VQA-BC9



End Aisle 9

23VQA-BC10



End Aisle 10/Mini Thematic C

## Generic Backer Cards

### End Aisles 11-20

23P7-BC-GEN4



Same Day (ENG/BIL)

23P7-BC-GEN5



Generic Ecomm (ENG/BIL)

OR

23OP-AP5



Aeroplan (ENG/BIL)

### VQA discretionary Ends (if applicable)

23VQA-BC-GEN2



Shop 400+ Wines (ENG/BIL)

23VQA-BC-GEN3



VQA Aeroplan (ENG/BIL)

# IDB STORES: Fall for Value

## End Aisles 1-10 Backer Cards

23IDB-BC11



End Aisle 1

23IDB-BC12



End Aisle 2

23IDB-BC13



End Aisle 3

23IDB-BC14



End Aisle 4

23IDB-BC15



End Aisle 5

23IDB-BC16



End Aisle 6

23IDB-BC17



End Aisle 7

23IDB-BC18



End Aisle 8

23IDB-BC19



End Aisle 9

23IDB-BC20



End Aisle 10/Mini Thematic C

## Generic Backer Cards

### End Aisles 11-20

23IDB-BC-GEN6



Fall For Value (ENG/BIL)

23OP-AP5



Aeroplan (ENG/BIL)

23P7-BC-GEN4



Same Day (ENG/BIL)

23P7-BC-GEN5



Generic Ecomm (ENG/BIL)

OR

# STAFF ENGAGEMENT

## Ontario Wines Sales Tracker Poster & Name Badge Stickers

Stores will receive a new signage kit to highlight local products to our customers. These signage components will help to support local Ontario products in stores.

### All Stores

Ontario Wines Sales Tracker Poster (Sept 11 - Oct 8, 2022)

“Ask Me How I Support Local Communities” Name Badge Stickers (Sept 22 - Oct 16, 2022)

### VQA Stores

“Ask Me How To Find A Local Wine” Name Badge Stickers (Sept 10 - Sept 21, 2022)

## Ontario Wines Sales Tracker Poster (All Stores)

### Overview

A Wine Glass Sales Tracker will be sent to all stores to drive excitement about the promotion and to see how your store ranks with our Ontario Wines Sales goal. Track your store's Ontario wine sales using this tracker on a weekly basis.

### Key Dates (Sept 11 - Oct 8, 2022)

### Participating Stores

All stores

### Merchandising Instructions

- Place the poster in your lunch room. Use the poster to track Ontario wine sales for the month by setting targets, and colouring in the wine bottle (using a red Sharpie) as you work towards achieving that goal.

### Signage Components

- Ontario Wines Sales Tracker Poster ENG (Re-order # AIM-23P7-VWG1)



# Name Badge Stickers

## Overview

The Name Badge Stickers gives you a great opportunity to identify yourself as an Ontario expert and help customers find the perfect Ontario selection. Stores will be sent two versions of the name badge stickers:

Ask Me How To Find A Local Wine (VQA Stores) + Ask Me How I Support Local Communities (All Stores).

We've launched our annual United Way fundraising campaign to support their mission of creating a better Ontario. This campaign will run from **September 22 to October 16** in LCBO stores across the province. During this time, all LCBO retail employees will be provided with a badge to wear beside their name tag for the duration of the United Way campaign.

## Key Dates:

**Sept 22 - October 16, 2022**

United Way Name Badge Stickers (All Stores)

**Sept 10 - Sept 21, 2022**

"Find Your Local Wine" Name Badge Stickers (VQA Stores)

## Participating Stores

All Stores

## Merchandising Instructions

- Encourage Our Wine Country Ambassadors, Spirit Ambassadors, product consultants or any employee who share a strong understanding and passion for Ontario products to wear the sticker. The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".
- **VQA Stores:** Please keep your United Way Stickers in a safe space. They will be used beginning September 22nd.

## Signage Components

- Local Wine Name Badge Stickers ENG (Re-order # 23VQA-NT1) / BIL (Re-order # 23VQA-NT2)
- United Way Name Badge Stickers ENG (Re-order # 23P7-NT1) / BIL (Re-order # 23P7-NT2)



Local Wine Name Badge Stickers

**Sept 10 - Sept 21, 2022**

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



United Way Name Badge Stickers

**Sept 22 - October 16, 2022**

ENG (Re-order # 23P7-NT1) / BIL (Re-order # 23P7-NT2)



# FOOD & DRINK

## Autumn F&D Release Date

- The Autumn issue of *Food & Drink* should be distributed in stores starting September 14, 2022.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO SEPTEMBER 14.

## Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com/foodanddrink](http://lcbo.com/foodanddrink)

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](http://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

- To request additional copies once your original supply has run out, please email [foodanddrink@lcbo.com](mailto: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 selling area of the store.
- 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

- Autumn *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #23P7-FD1)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #23P7-FD2)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #23P7-FD3)



**COMING SOON**

The Holiday  
issue will be available  
November 9, 2022.

# STORE LAYOUT

## Overview

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

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

Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

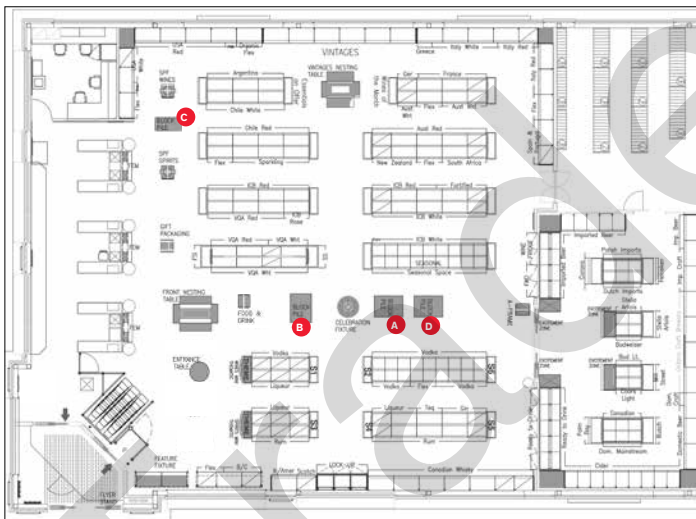
**A** Block Pile A (SBA): Regional Craft Beer

**B** Block Pile B (SBB): Pour-And-Serve Local Cocktails

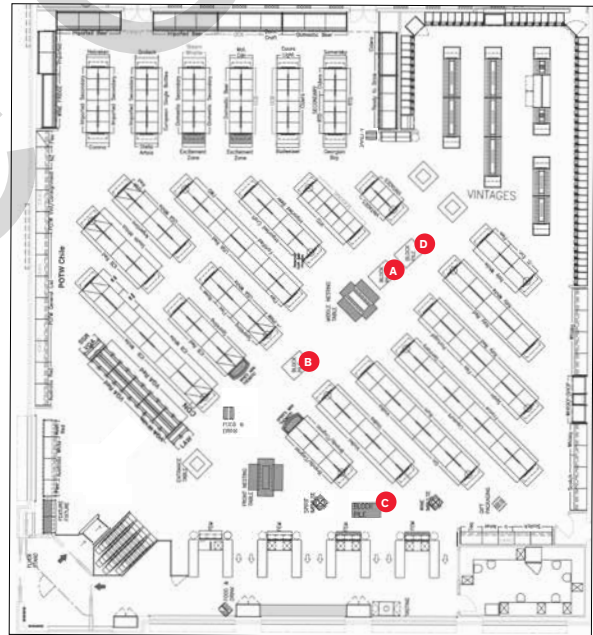
**C** Block Pile C (SBC): Earn Bonus Points On These Products

**D** Block Pile D: Cabot Trail (XBP) | Jackson Triggs (EA-W1)

Long Weekend Super Sale (Oct 7-9)



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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

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

# Brand Spotlight (FF - FFA-A) FEATURE FIXTURE

Try Local Ontario Spirits



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

**Key Dates (Sept 11 - Oct 8, 2022)**

## Participating Stores

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

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

This display will feature local Spirits from across the province. Products will remain in place for both P7 & P8. Signage will be updated in P8 to reflect the new thematic colours.

## P7 & P8 Participating Products

LCBO#	Description	Size (mL)	Offers
11423	Dillon's The Professors Negroni	4 x 125	\$1.00 LTO
11573	Vodkow	750	\$3.00 LTO
12565	Junction 56 Distillery Mint Smoothie	375	\$1.00 LTO
13397	Valley of Mother of God Gin	750	
13909	Georgian Bay Canadian Whisky	750	120 APP
14915	Dillon's Rye Whisky	750	\$5.00 LTO
18224	Vodkow Cream	750	\$3.00 LTO
22885	Dillon's Manhattan	4 x 125	
27365	Warheads Green Apple	375	
113456	Collective Arts Rhubarb & Hibiscus Gin	750	90 APP
187088	PJ's Original Cream (Panama Jack's)	750	50 APP
244186	Collingwood Whisky	750	\$3.00 LTO
428417	Gooderham & Worts Canadian Whisky	750	
448597	Georgian Bay Gin	750	120 APP
465419	Murphy's Law Apple Pie Moonshine	750	
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00 LTO
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80 APP
542910	Top Shelf Gin	750	100 APP
545194	Top Shelf Vodka	750	80 APP
573857	Niagara Falls Craft Vodka	750	\$1.20 LTO
631176	McGuinness Triple Sec	750	
631200	McGuinness Blue Curacao	750	
633206	Hidden Temple Gin	750	
638130	Dillon's Vodka	750	

## Signage Components

- Category Sign "Local Ontario Spirits" ENG/BIL (Re-order # 23P7-FF1)
- Category Sign - Solid Colour (Re-order # 23P7-FF2)
- Bin Strips - solid colour (Re-order # 23P7-FF3)
- Box Sign "Mix Up A Local Cocktail" ENG/BIL (Re-order # 23P7-FF4)
- Box Sign "Spirited Local Picks" ENG/BIL (Re-order # 23P7-FF5)
- Shelf Talkers  
ENG (Re-order # 23P7-FF11)  
BIL (Re-order # 23P7-FF12)

## Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the branded shelf talkers on the feature fixture display.
- Merchandise the category sign, box signs and bin strips.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- **NOTE:** If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

## The Ultimate Whisky Collection



**Note:** The Whisky Shop Core products and residual seasonal/Rosé inventory will be promoted on the Feature Fixture. The products will remain in place for both P7 and P8. Signage will be updated in P8 to reflect the new P8 thematic colours.

### Key Dates (Sept 11 - Oct 8, 2022)

#### Participating Stores

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

#### Signage Components

- Category Sign "The Ultimate Whisky Collection" ENG/BIL (Re-order # 23P7-NS1)
- Category Sign - Solid Colour (Re-order # 23P7-NS2)
- Bin Strips - solid colour (Re-order # 23P7-NS3)
- Shelf Talkers ENG (Re-order # 23P7-NS4) / BIL (Re-order # 23P7-NS5)
- Box Sign " Whisky shop" ENG/BIL (Re-order # 23P7-NS6)
- Box Sign " Shop LCBO.com" ENG/BIL (Re-order # 23P7-NS7)

#### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- The Whisky Shop Core products and residual seasonal/Rosé inventory will be promoted on the Feature Fixture in P7. Merchandise the participating according to the planogram.
- Install branded shelf talkers on the feature fixture display.
- Merchandise the category sign, box signs and bin strips for both P7 and P8.

#### Participating Products

LCBO#	Description	Size (mL)	Offers
<b>Whisky Shop Core SKUs</b>			
10177	Old Pulteney 12 Year Old Single Malt	750	550 APP
13967	Writers Tears Double Oak Whisky	700	300 APP
20220	Miyagikyo Single Malt Japanese Whisky	700	350 APP
21082	Nikka Whisky Yoichi Single Malt	700	
22182	The Balvenie 12 Sweet Toast of American Oak	750	
195651	Forty Creek Confederation Oak Reserve Whisky	750	
493072	Bowmore No. 1 Islay Single Malt Scotch Whisky	750	
628339	Loch Lomond 12 Year Old Single Malt Whisky	750	

#### Residual Seasonal/Rosé SKUs

Please refer to the Period 7 Worksheets for a list of residual seasonal/rosé products.

### 4ft. Feature Fixture

THE ULTIMATE WHISKY COLLECTION A COLLECTION DE WHISKYS PAR EXCELLENCE		
22182 The Balvenie Stories Sweet Toast of American Oak 12YO	20220 Miyagikyo Single Malt Japanese Whisky	13967 Writers Tears Double Oak Whisky
22182 The Balvenie Stories Sweet Toast of American Oak 12YO	20220 Miyagikyo Single Malt Japanese Whisky	10177 Old Pulteney 12 Year Old Single Malt
10177 Old Pulteney 12 Year Old Single Malt	21082 Yoichi Single Malt Whisky	628339 Loch Lomond 12 Year Old Single Malt Whisky
628339 Loch Lomond 12 Year Old Single Malt Whisky	21082 Yoichi Single Malt Whisky	49307 Bowmore No. 1
49307 Bowmore No. 1	13967 Writers Tears Double Oak Whisky	

Whisky Shop Core SKUs

Residual/Seasonal Rosé SKUs

### 8ft. Feature Fixture

THE ULTIMATE WHISKY COLLECTION LA COLLECTION DE WHISKYS PAR EXCELLENCE					
22182 The Balvenie Stories Sweet Toast of American Oak 12YO	10177 Old Pulteney 12 Year Old Single	20220 Miyagikyo Single Malt Japanese Whisky	21082 Yoichi Single Malt Whisky	493072 Bowmore No. 1	13967 Writers Tears Double Oak Whisky
22182 The Balvenie Stories Sweet Toast of American Oak 12YO		20220 Miyagikyo Single Malt Japanese Whisky	21082 Yoichi Single Malt Whisky		13967 Writers Tears Double Oak Whisky
	628339 Loch Lomond 12 Year Old Single Malt Whisky				

Whisky Shop Core SKUs

Residual/Seasonal Rosé SKUs

### 12ft. Feature Fixture

THE ULTIMATE WHISKY COLLECTION LA COLLECTION DE WHISKYS PAR EXCELLENCE						
				22182 The Balvenie Stories Sweet Toast of American Oak 12YO	20220 Miyagikyo Single Malt Japanese Whisky	493072 Bowmore No. 1
				22182 The Balvenie Stories Sweet Toast of American Oak 12YO		493072 Bowmore No. 1
				628339 Loch Lomond 12 Year Old Single Malt Whisky	20220 Miyagikyo Single Malt Japanese Whisky	13967 Writers Tears Double Oak Whisky
				628339 Loch Lomond 12 Year Old Single Malt Whisky	21082 Yoichi Single Malt Whisky	13967 Writers Tears Double Oak Whisky
				10177 Old Pulteney 12 Year Old Single Malt	21082 Yoichi Single Malt Whisky	13967 Writers Tears Double Oak Whisky

Residual/Seasonal Rosé SKUs

Whisky Shop Core SKUs

# Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Concord Grape Mimosa



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

**Key Dates (Sept 11 - Oct 8, 2022)**

## Participating Stores

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

## Participating Products

LCBO#	Description	Size (mL)	Offers
446559	Georgian Bay Vodka	750	VA: Collectable Glassware (rep-applied)
284539	Trius Brut VQA	750	\$2.00 LTO

**Value-add: Collectable Glassware with the purchase of participating products.**

Sweet-tart almost velvety-skinned concord grapes are native to Ontario where they come into season in late summer/early autumn. Seek out their pressed juice at your local farmer's market and serve simply with a splash of vodka and sparkling wine —both local of course.

## 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. **Note: A new metal sign holder is being provided to all Square Entrance Table stores in P7. Store your metal sign holder in a safe place as they will be used in P8.**
- Merchandise the pre-printed shelf talkers in front of participating products.
- Install the recipe shelf talkers on the entrance table display and in section.

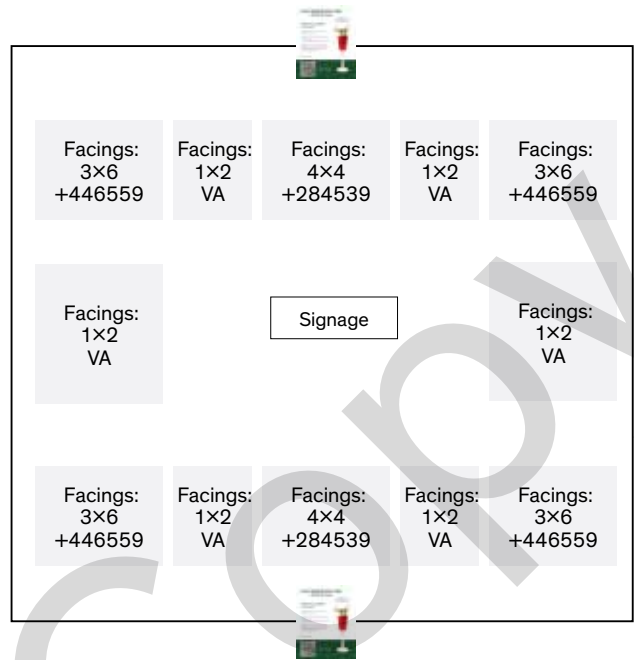
## Signage Components

- Square Entrance Table Sign ENG (Re-order # 23P7-ET1) / BIL (Re-order # 23P7-ET2)
- Round Entrance Table Sign ENG (Re-order # 23P7-ET3) / BIL (Re-order # 23P7-ET4)
- Shelf Talkers ENG (Re-order # 23P7-ET5) / BIL (Re-order # 23P7-ET6)
- Recipe Shelf Talkers ENG (Re-order # 23P7-ET7) / BIL (Re-order # 23P7-ET8)

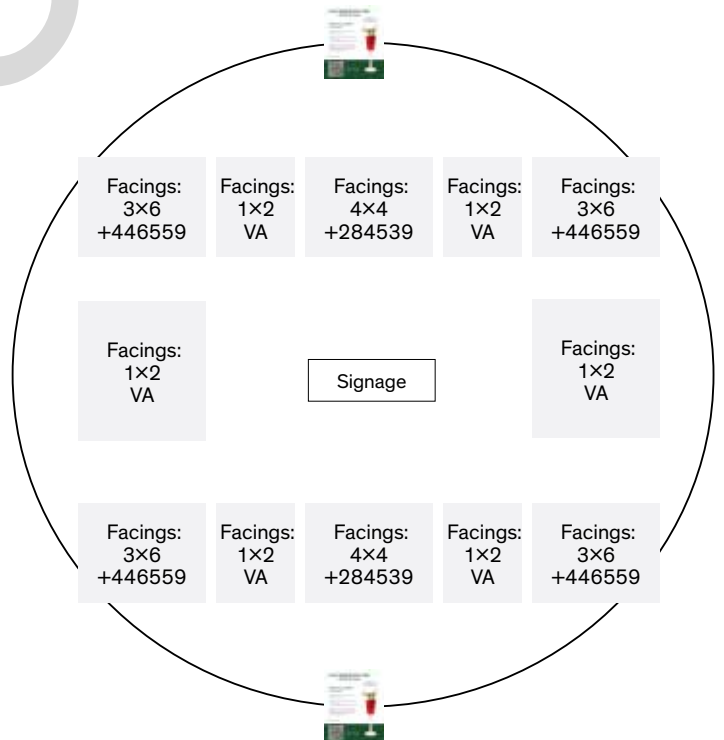


Recipe Shelf Talker

## Planogram - Square Table



## Planogram - Round Table





# Spirits (MI-A) MINI THEMATIC A

Fall Gifts: Ontario Spirits



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

**Key Dates (Sept 11 - Oct 8, 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
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	\$3.00 LTO
19563	Lot No. 40 Dark Oak Canadian Whisky	750	\$5.00 LTO
24796	Dixons Wicked Raspberry Gin	750	\$2.00 LTO
350561	Forty Creek Cream	1140	\$1.00 LTO
413104	Dillon's Dry Gin	750	VA: Dillons Negroni Mini (rep-applied)
446625	Beatties Farm Crafted Vodka	750	
492256	Tag No.5 Vodka (P.E.T.)	1140	\$1.00 LTO
536946	J.P. Wiser's 15 Yo Canadian Whisky	750	\$5.00 LTO
573402	Bearface 7yo Triple Oak Canadian Whisky	750	\$3.00 LTO

Celebrate fall with a local Ontario spirit that is perfect to gift for any occasion. From cream liqueurs, Canadian whisky, flavoured and classic gins, vodkas there is something for everyone.



## Signage Components

- Category sign ENG/BIL (Re-order # 23P7-MTA1)
- Backer card ENG/BIL (Re-order # 23P7-MTA2)
- Shelf talkers ENG (Re-order # 23P7-MTA3) / BIL (Re-order # 23P7-MTA4)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.
- Install the Autumn Gift Bags on each shelf of the fixture. Please refer to the planogram. Once the Autumn Gift Bags have sold through, replace on the display with the new Year-Round #27355 1 Bottle Rigid Tube.



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

# Wines (MI-B) MINI THEMATIC B

Fall Gifts: Ontario VQA Sparklers



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

**Key Dates (Sept 11 - Oct 8, 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
16789	Speck Bros. Lazzara Bianco Secco VQA	750	\$2.00 LTO
16858	Malivoire Che Bello Sparkling VQA	750	40 APP
17690	Trius Brut Rosé Sparkling	750	\$3.00 LTO
25515	Saintly Sparkling Brut VQA	750	\$2.00 LTO
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00 LTO
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00 LTO
341347	Fresh Sparkling Rosé VQA	750	\$2.00 LTO
536565	Lily Sparkling Rosé VQA	750	\$1.00 LTO
645309	Kew Vineyards Organic Riesling Sparkling VQA	750	\$1.00 LTO

## Signage Components

- Category sign ENG/BIL (Re-order # 23P7-MTB7)
- Backer card ENG/BIL (Re-order # 23P7-MTB8)
- Shelf talkers ENG (Re-order # 23P7-MTB9) / BIL (Re-order # 23P7-MTB10)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.
- Install the Autumn Gift Bags on each shelf of the fixture. Please refer to the planogram. Once the Autumn Gift Bags have sold through, replace on the display with the new Year-Round #27355 1 Bottle Rigid Tube.

Fall is an ideal time to share the gift of local Wine. Mini Thematic B will showcase premium VQA wines with a focus on Sparklers. Both Essentials and GL will be featured with gift packaging and LTO or Aeroplan offer.

FALL GIFTS: ONTARIO VQA SPARKLERS  
CADEAUX D'AUTOMNE: LES MOUSSILLUX VQA DE L'ONTARIO



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

# Beer (MI-C)

## MINI THEMATIC C

### Local Craft Beer



**Note:** The products are common for both VQA & IDB stores however the backer card is different for each flight. Ensure you display the backer card that your store is grouped in.

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

**Key Dates (Sept 11 - Oct 8, 2022)**

### Participating Stores

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

This display features a selection of Fall seasonal beers from local craft brewers.

### Participating Products

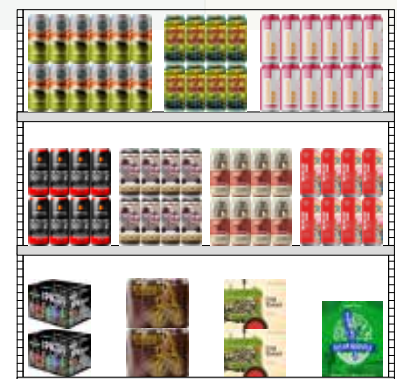
LCBO#	Description	Size (mL)	Supplying Source / Distributor
15717	Flying Monkeys The Mutants Are Revolting	473	6309 - Flying Monkeys Craft Brewery
19268	Beau's Full Time Ipa	473	9654 - Beau's All Natural Brewing / 275 - The Beer Store
20121	Great Lakes Brewery - Great Lakes Lager	473	1929 - Great Lakes Brewing Co. Inc.
20801	Nickel Brook Tongue Tied Ddh Ipa	473	6699 - Nickel Brook Brewing Company
28634	Muskoka Ipa Mixer Pack 2022	2838	LCBO Warehouse
445072	Camerons Ambear Red Ale	473	413 - Cameron's Brewing Co.
493247	Cowbell Doc Perdue's Bobcat Red Ale	473	458 - Cowbell Brewing Co.
547646	Steam Whistle Premium Pilsner	2046	5577 - Steam Whistle Brewing / 275 - The Beer Store
549873	Collective Arts Jam Up The Mash	473	LCBO Warehouse
667790	Amsterdam Boneshaker Ipa	2838	3842 - Amsterdam Brewing Company

### Signage Components

- VQA Backer card ENG/BIL (Re-order# 23VQA-BC10)
- IDB Backer card ENG/BIL (Re-order# 23IDB-BC20)

### Merchandising Instructions

- **Note:** The products are common for both VQA & IDB stores however the backer card is different for each flight. Ensure you display the backer card that your store is grouped in.
- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

VQA Flight + IDB Flight

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

**Key Dates (Sept 11 - Oct 8, 2022)**

### Participating Stores

There are TWO flights of stores during P7. Please ensure you display the participating products and signage that your store is grouped in:

#### VQA Flight

10, 19, 21, 31, 38, 41, 51, 83, 90, 102, 106, 115, 130, 148, 149, 150, 156, 164, 187, 217, 243, 253, 288, 310, 326, 346, 367, 371, 390, 391, 392, 393, 394, 398, 401, 404, 407, 417, 437, 438, 445, 453, 485, 486, 489, 490, 495, 497, 499, 500, 501, 511, 522, 523, 554, 556, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 641, 643, 649, 658, 670, 699, 702, 741, 748, 776

#### IDB Flight

1, 22, 23, 44, 55, 74, 82, 145, 195, 198, 227, 250, 263, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 411, 416, 436, 459, 542, 545, 575, 579, 587, 602, 609, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698, 703

**VQA Flight:** Celebrate local and discover Prince Edward County. Featuring a wide assortment of wines from Sandbanks Estates winery at an approachable price, that pair perfectly with delicious food.

**IDB Flight:** For customers looking for delicious yet economical options, this display will showcase value IDB wine skus is a variety of formats and styles.

### Participating Product

**Aeroplan Offer: Spend \$50 or more on any VQA wine and receive 50 Aeroplan Points.**

Flights	LCBO#	Description	Size (mL)	LTO	APP	Value-Add
VQA Stores	17369	Sandbanks Route 33 White VQA	750			VA: Wine Glass (attached)
	17370	Sandbanks Route 33 Red VQA	750			VA: Wine Glass (attached)
	177485	Sandbanks Cabernet Franc VQA	750	\$2.00		
	225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00		
	244616	Sandbanks Rosé VQA	750			VA: Wine Glass (attached)
	346445	Sandbanks Dunes Red VQA	750	\$1.00		
	361881	Sandbanks French Kiss VQA	750			VA: Wine Glass (attached)
	648642	Sandbanks Smugglers White VQA	750	\$1.00		
<b>Value-add: Wine Glass (rep-applied/attached to bottle) with the purchase of participating products.</b>						
IDB Stores	21381	Pink Poodle Sparkling Rosé	750	\$1.00	50	
	21384	Small Mercy Easy Going Red	750	\$1.00	25	
	21441	Honest Lot Sauvignon Blanc	750	\$1.00	35	
	21524	On Point. Crisp White	750	\$1.00	50	
	28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	40	
	166637	Pelee Island Rouge	1500	\$0.50	100	
	270892	Jackson-Triggs Merlot	4000	\$3.00	125	
	355933	Black Cellar Shiraz Cabernet	750	\$1.00	30	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	75		

## VQA Signage Components

- Table Sign ENG (Re-order # 23VQA-FNT9) / BIL (Re-order # 23VQA-FNT10)
- Shelf Talkers ENG (Re-order # 23VQA-FNT11) / BIL (Re-order # 23VQA-FNT12)
- Aeroplan Box Sign ENG/BIL (Re-order # 23P7-AP16)

## IDB Signage Components

- Table Sign ENG (Re-order # 23IDB-FNT17) / BIL (Re-order # 23IDB-FNT18)
- Shelf Talkers ENG (Re-order # 23IDB-FNT19) / BIL (Re-order # 23IDB-FNT20)

## Merchandising Instructions

**NOTE: As of P7, stores will no longer need separate Large or Small Nesting Table signage, as all Nesting Table signage will be consistent regardless of table size.**

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Replace the P6 Large/Small Table Box signs on Nesting Tables with the new metal sign holders.
- Install the P7 Nesting Table signs.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install the Aeroplan box sign on the VQA tables.
- Merchandise the 1 Bottle Rigid Gift Tubes (27355) on the VQA tables. Please refer to the planogram.



APP Box Sign



1 Bottle Gift Tubes (+27355)



VQA Table Sign



IDB Table Sign

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

### VQA Flight



Front & Back View

Facings:  
6x8  
+346445

Facings:  
5x8  
+346445

Top View (Back)

Facings: 5x9 +17369		Facings: 5x8 +244616		Facings: 5x9 +648642	
Facings: 6x9 +17369		Facings: 6x8 +244616		Facings: 6x9 +648642	

Facings: 8x3 +17370		Facings: 8x3 +177485		Facings: 8x3 +225920	
Signage					
Facings: 8x3 +17370		Facings: 8x3 +177485		Facings: 8x3 +225920	

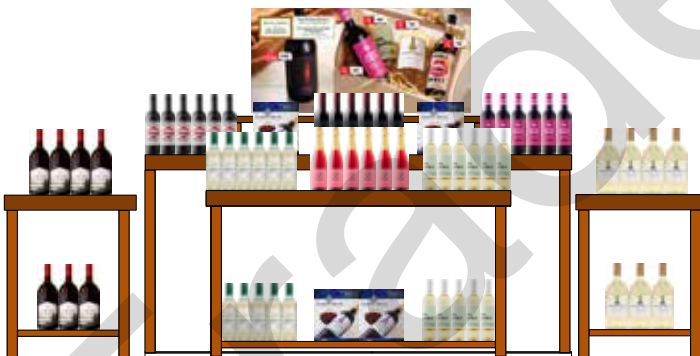
Facings:  
6x8  
+361881

Facings:  
5x8  
+361881

Facings: 6x9 +17369		Facings: 6x8 +244616		Facings: 6x9 +648642	
Facings: 5x9 +17369		Facings: 5x8 +244616		Facings: 5x9 +648642	

Top View (Front)

### IDB Flight



Front View

Facings:  
4x6  
+166637

Facings:  
3x6  
+166637

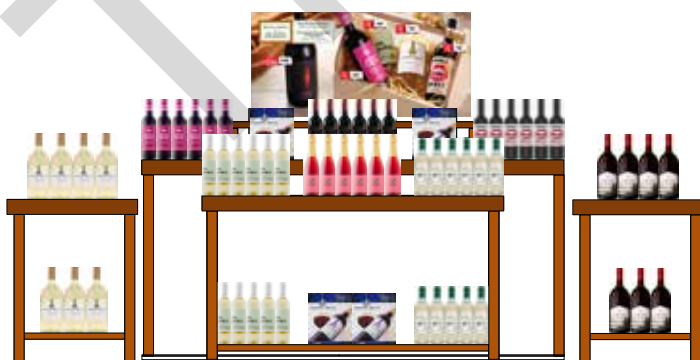
Top View (Back)

Facings: 5x8 +21441	Facings: 2x2 +270892	Facings: 5x9 +21524
Facings: 6x8 +21441	Facings: 6x8 +21381	Facings: 6x9 +21524

Facings: 6x2 +21384	Facings: 1x2 +270892	Facings: 6x3 +355933	Facings: 1x2 +270892	Facings: 6x2 +28061
Signage				
Facings: 6x2 +21384	Facings: 1x2 +270892	Facings: 6x3 +355933	Facings: 1x2 +270892	Facings: 6x2 +28061

Facings:  
4x5  
+399428

Facings:  
3x5  
+399428



Back View

Facings: 6x8 +21441	Facings: 6x8 +21381	Facings: 6x9 +21524
Facings: 5x8 +21441	Facings: 2x2 +270892	Facings: 5x9 +21524

Top View (Front)

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

### VQA Flight



Front & Back View

Top View (Back)

Facings: 5×9 +17369		Facings: 5×8 +244616		Facings: 5×9 +648642	
Facings: 5×9 +17369		Facings: 6×8 +244616		Facings: 5×9 +648642	

Facings: 6×3 +346445		Facings: 7×3 +177485		Facings: 6×3 +361881	
Signage					
Facings: 7×3 +17370		Facings: 8×3 +177485		Facings: 8×2 +225920	

Facings: 5×9 +17369		Facings: 6×8 +244616		Facings: 5×9 +648642	
Facings: 5×9 +17369		Facings: 5×8 +244616		Facings: 5×9 +648642	

Top View (Front)

### IDB Flight



Front & Back View

Top View (Back)

Facings: 5×8 +21441	Facings: 2×2 +270892	Facings: 5×9 +21524		
Facings: 4×8 +21441	Facings: 6×1 +270892	Facings: 4×8 +21381	Facings: 6×1 +270892	Facings: 4×9 +21524

Facings: 3×2 +166637	Facings: 5×2 +21384	Facings: 5×3 +355933	Facings: 5×2 +28061	Facings: 3×1 +399428
Signage				
Facings: 3×2 +166637	Facings: 5×2 +21384	Facings: 5×3 +355933	Facings: 5×2 +28061	Facings: 3×2 +399428

Facings: 4×8 +21441	Facings: 6×1 +270892	Facings: 4×8 +21381	Facings: 6×1 +270892	Facings: 4×9 +21524
Facings: 5×8 +21441	Facings: 2×2 +270892	Facings: 5×9 +21524		

Top View (Front)

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

## VQA Flight



Top View (Back)

Facings: 3x9 +648642	Facings: 3x8 +244616	Facings: 3x9 +17369
Facings: 4x9 +648642	Facings: 4x8 +244616	Facings: 4x9 +17369

Facings: 5x7 +346445
Facings: 4x8 +346445

Facings: 6x2 +225920	Facings: 5x4 +177485	Facings: 6x2 +17370
Signage		
Facings: 6x2 +225920	Facings: 5x4 +177485	Facings: 6x2 +17370

Facings: 5x7 +361881
Facings: 4x8 +361881

Facings: 4x9 +648642	Facings: 4x8 +244616	Facings: 4x9 +17369
Facings: 3x9 +648642	Facings: 3x8 +244616	Facings: 3x9 +17369

Top View (Front)

## IDB Flight



Top View (Back)

Facings: 3x8 +21441	Facings: 3x2 +21381	Facings: 3x9 +21524
Facings: 3x9 +21441	Facings: 4x8 +21381	Facings: 3x8 +21524

Facings: 4x5 +166637
Facings: 3x5 +166637

Facings: 4x2 +21384	Facings: 1x2 +270892	Facings: 4x3 +355933	Facings: 1x2 +270892	Facings: 4x2 +28061
Signage				
Facings: 4x2 +21384	Facings: 1x2 +270892	Facings: 4x4 +355933	Facings: 1x2 +270892	Facings: 4x2 +28061

Facings: 4x4 +399428
Facings: 3x4 +399428

Facings: 3x9 +21441	Facings: 4x8 +21381	Facings: 3x8 +21524
Facings: 3x8 +21441	Facings: 3x2 +21381	Facings: 3x9 +21524

Top View (Front)



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

### VQA Flight



Front & Back View

Top View (Back)

Facings: 3x9 +17369	Facings: 3x8 +244616	Facings: 3x9 +648642
Facings: 4x9 +17369	Facings: 3x8 +244616	Facings: 4x9 +648642

Facings: 6x2 +225920	Facings: 5x3 +177485	Facings: 5x2 +361881
Signage		
Facings: 5x3 +177485	Facings: 5x3 +346445	Facings: 6x2 +17370

Facings: 4x9 +17369	Facings: 3x8 +244616	Facings: 4x9 +648642
Facings: 3x9 +17369	Facings: 3x8 +244616	Facings: 3x9 +648642

Top View (Front)

### IDB Flight



Front & Back View

Top View (Back)

Facings: 3x9 +21524	Facings: 4x8 +21381	Facings: 3x8 +21441
Facings: 3x9 +21524	Facings: 4x8 +21381	Facings: 3x8 +21441

Facings: 2x2 +166637	Facings: 3x2 +21384	Facings: 3x3 +355933	Facings: 3x2 +28061	Facings: 1x2 +270892	Facings: 2x1 +399428
Signage					
Facings: 2x2 +166637	Facings: 3x2 +21384	Facings: 3x3 +355933	Facings: 3x2 +28061	Facings: 1x2 +270892	Facings: 2x1 +399428

Facings: 3x9 +21524	Facings: 4x8 +21381	Facings: 3x8 +21441
Facings: 3x9 +21524	Facings: 3x8 +21381	Facings: 3x8 +21441

Top View (Front)

**A**

# Display Program (BP-SBA) BLOCK PILE A

Regional Craft Beer



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

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

## Key Dates (Sept 11 - Oct 8, 2022)

### Group 1 - Northern Region

58, 102, 106, 130, 287, 359, 407, 501, 579, 602, 652

### Group 2 - Central Region

17, 19, 21, 23, 25, 148, 149, 164, 195, 198, 217, 233, 242, 249, 250, 253, 326, 334, 361, 371, 385, 411, 445, 481, 485, 497, 505, 542, 545, 566, 573, 619, 627, 631, 633, 640, 641, 643, 649, 698

### Group 3 - Central North Region

1, 31, 145, 156, 168, 171, 187, 209, 226, 227, 228, 248, 265, 279, 288, 298, 300, 329, 346, 360, 362, 383, 390, 391, 397, 404, 416, 428, 436, 444, 470, 523, 536, 554, 555, 564, 580, 585, 590, 601, 605, 623, 629, 630, 632, 635, 655, 658, 661, 700, 703, 748

### Group 4 - Western Region

26, 27, 33, 44, 47, 51, 74, 95, 101, 110, 115, 150, 200, 252, 310, 344, 367, 381, 392, 393, 401, 417, 427, 438, 459, 490, 491, 495, 509, 522, 544, 549, 575, 586, 593, 617, 634, 702, 706, 741

### Group 5 - Eastern Region

38, 40, 41, 55, 65, 82, 90, 132, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 443, 499, 556, 569, 587, 609, 624, 653, 670, 694, 699, 776

## Merchandising Instructions

- Use the pole topper or cut case backer card to build a display with the products (based on your store's assortment).
- Merchandise the pricer cards and shelf talkers in front of the corresponding products.
- If your store is limited in floor space, you may select a discretionary end aisle to feature the skus participating in the Sold Block Pile programs for the Period. Stores will need to select a discretionary end that is closest to the featured products (i.e. the beer products on display should be on discretionary end close to the Beer section within the store).

Celebrate your corner of Ontario, as we highlight the diversities of Craft Beers being produced in each Region. Northern, Central, Central North, Western and Eastern Region stores will each have their own local assortment of products to merchandise for this Block Pile.

## Group 1 - Northern Region

58, 102, 106, 130, 287, 359, 407, 501, 579, 602, 652

### Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
24563	Sawdust City - Tropical Storm Daiquiri	473		1143 - Sawdust City Brewing Co.
404368	Muskoka Detour	473	\$0.25 LTO	LCBO Warehouse
467134	Forgotten Lake Blueberry Ale	473		4277 - Lake Of The Woods Brewing Comp
508572	Flying Monkeys Juicy Ass Ipa	473		6309 - Flying Monkeys Craft Brewery
540245	Trestle Brewing Company Golden Ale	473		1701 - Trestle Brewing Company Limited
570028	Sleeping Giant Mr Canoehead	473		7346 - Sleeping Giant Brewing Company



### Northern Region Signage Components

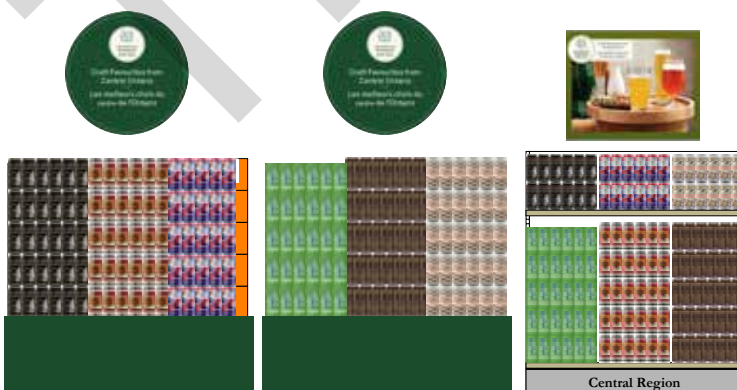
- Pole Toppers  
ENG (Re-order # 23P7-BPA1) / BIL (Re-order # 23P7-BPA2)
- Cut Case Backer Card  
ENG (Re-order # 23P7-BPA3) / BIL (Re-order # 23P7-BPA4)
- Riser Wrap - solid colour (Re-order # 23P7-BPA5)
- Pricer Cards  
ENG (Re-order # 23P7-BPA7) / BIL (Re-order # 23P7-BPA8)
- Shelf Talkers  
ENG (Re-order # 23P7-BPA9) / BIL (Re-order # 23P7-BPA10)

## Group 2 - Central Region

17, 19, 21, 23, 25, 148, 149, 164, 195, 198, 217, 233, 242, 249, 250, 253, 326, 334, 361, 371, 385, 411, 445, 481, 485, 497, 505, 542, 545, 566, 573, 619, 627, 631, 633, 640, 641, 643, 649, 698

### Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
11917	Cameron's Jurassic Ipa	473	\$0.20 LTO	413 - Cameron's Brewing Co.
16051	Bellwoods Jutsu Pale Ale	473		2990 - Bellwoods Brewery
280081	Steam Whistle Premium Pilsner	2130		5577 - Steam Whistle Brewing / 275 - TBS
351429	Amsterdam Boneshaker	473	\$0.30 LTO	3842 - Amsterdam Brewing Company
398693	Naughty Neighbour American Pale Ale	473	\$0.25 LTO	6699 - Nickel Brook Brewing Company
485367	Great Lakes Brewery Karma Citra Ipa	473		1929 - Great Lakes Brewing Co. Inc.



### Central Region Signage Components

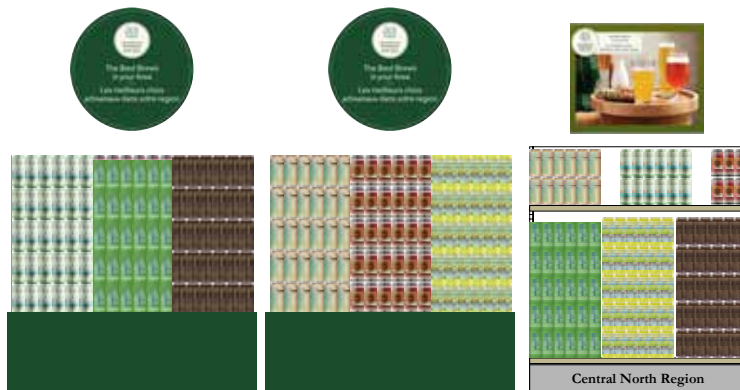
- Pole Toppers ENG (Re-order # 23P7-BPA21)  
BIL (Re-order # 23P7-BPA22)
- Cut Case Backer Card ENG (Re-order # 23P7-BPA23)  
BIL (Re-order # 23P7-BPA24)
- Riser Wrap - solid colour (Re-order # 23P7-BPA5)
- Pricer Cards ENG (Re-order # 23P7-BPA25)  
BIL (Re-order # 23P7-BPA26)
- Shelf Talkers ENG (Re-order # 23P7-BPA27)  
BIL (Re-order # 23P7-BPA28)
- Backer Card ENG/BIL (Re-order # 23P7-BPA29)

### Group 3 - Central North Region

1, 31, 145, 156, 168, 171, 187, 209, 226, 227, 228, 248, 265, 279, 288, 298, 300, 329, 346, 360, 362, 383, 390, 391, 397, 404, 416, 428, 436, 444, 470, 523, 536, 554, 555, 564, 580, 585, 590, 601, 605, 623, 629, 630, 632, 635, 655, 658, 661, 700, 703, 748

#### Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
17406	Side Launch Any Day Light Ipa	473		3827 - Side Launch Brewing
280081	Steam Whistle Premium Pilsner	2130		5577 - Steam Whistle Brewing / 275 - TBS
351429	Amsterdam Boneshaker	473	\$0.30 LTO	3842 - Amsterdam Brewing Company
404368	Muskoka Detour	473	\$0.25 LTO	LCBO Warehouse
485367	Great Lakes Brewery Karma Citra Ipa	473		1929 - Great Lakes Brewing Co. Inc.
508572	Flying Monkeys Juicy Ass Ipa	473		6309 - Flying Monkeys Craft Brewery



#### Central North Region Signage Components

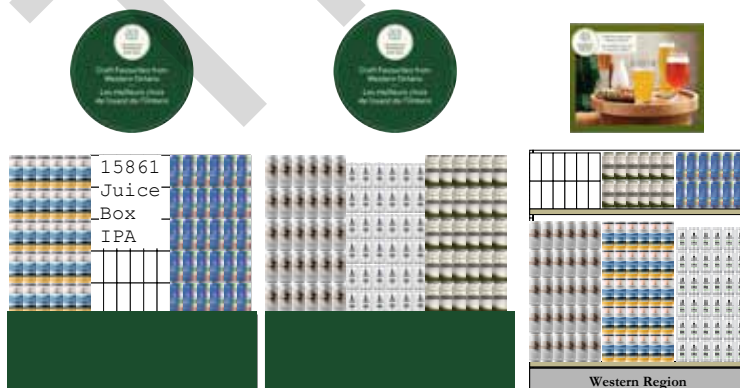
- Pole Toppers ENG (Re-order # 23P7-BPA39)  
BIL (Re-order # 23P7-BPA40)
- Cut Case Backer Card ENG (Re-order # 23P7-BPA41)  
BIL (Re-order # 23P7-BPA42)
- Riser Wrap - solid colour (Re-order # 23P7-BPA5)
- Pricer Cards ENG (Re-order # 23P7-BPA43)  
BIL (Re-order # 23P7-BPA44)
- Shelf Talkers ENG (Re-order # 23P7-BPA45)  
BIL (Re-order # 23P7-BPA46)
- Backer Card ENG/BIL (Re-order # 23P7-BPA47)

### Group 4 - Western Region

26, 27, 33, 44, 47, 51, 74, 95, 101, 110, 115, 150, 200, 252, 310, 344, 367, 381, 392, 393, 401, 417, 427, 438, 459, 490, 491, 495, 509, 522, 544, 549, 575, 586, 593, 617, 634, 702, 706, 741

#### Participating Products

LCBO#	Description	Size (mL)	Distributor
15116	Cowbell Brewing Co. Hazy Days Ipa	473	458 - Cowbell Brewing Co.
15861	Sons Of Kent Juice Box Ipa	473	2218 - Sons Of Kent
481515	Bench Brewing Balls Falls Session Ipa	473	798 - Bench Brewing Company
494633	Anderson Ipa 6pk Can	2130	791 - Anderson Craft Ales
556688	Collective Arts Life In The Clouds	473	LCBO Warehouse
921296	Wellington Helles Lager	473	4826 - Wellington County Brewery Inc



#### Western Region Signage Components

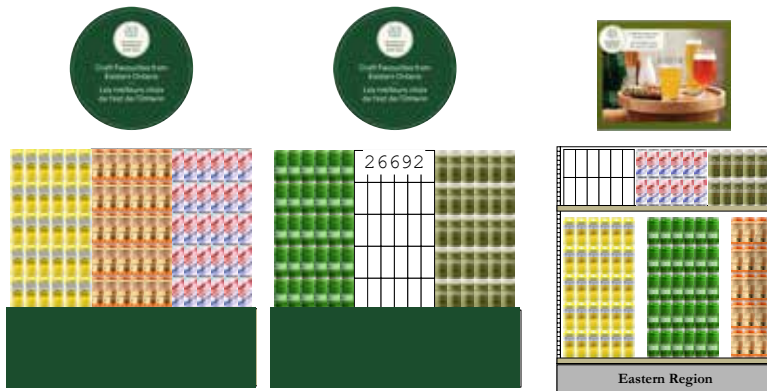
- Pole Toppers ENG (Re-order # 23P7-BPA30)  
BIL (Re-order # 23P7-BPA31)
- Cut Case Backer Card ENG (Re-order # 23P7-BPA32)  
BIL (Re-order # 23P7-BPA33)
- Riser Wrap - solid colour (Re-order # 23P7-BPA5)
- Pricer Cards ENG (Re-order # 23P7-BPA34)  
BIL (Re-order # 23P7-BPA35)
- Shelf Talkers ENG (Re-order # 23P7-BPA36)  
BIL (Re-order # 23P7-BPA37)
- Backer Card ENG/BIL (Re-order # 23P7-BPA38)

## Group 5 - Eastern Region

38, 40, 41, 55, 65, 82, 90, 132, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 443, 499, 556, 569, 587, 609, 624, 653, 670, 694, 699, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
14677	Big Rig Brewery Shakedown Apa	473		1188 - Big Rig Brewing Co.
26692	Brock Street Light Lime Lager	473		397 - Brock Street Brewing
120626	Northern Lights Hazy Ipa	473	\$0.20 LTO	462 - Bobcaygeon Brewing Company Limited
450239	Whitewater Brewing Farmer's Daughter	473		8454 - Whitewater Brewing Company
497438	Spearhead Hawaiian Pale Ale	473		86 - Spearhead Brewing Company
646620	Beyond The Pale Clean Cut	473		7672 - Beyond The Pale Brewing Company



### Eastern Region Signage Components

- Pole Toppers ENG (Re-order # 23P7-BPA12)  
BIL (Re-order # 23P7-BPA13)
- Cut Case Backer Card ENG (Re-order # 23P7-BPA14) / BIL (Re-order # 23P7-BPA15)
- Riser Wrap - solid colour (Re-order # 23P7-BPA5)
- Pricer Cards ENG (Re-order # 23P7-BPA16)  
BIL (Re-order # 23P7-BPA17)
- Shelf Talkers ENG (Re-order # 23P7-BPA18)  
BIL (Re-order # 23P7-BPA19)
- Backer Card ENG/BIL(Re-order # 23P7-BPA20)

B

# Display Program (BP-SBB) BLOCK PILE B

## Pour-And-Serve Local Cocktails



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

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

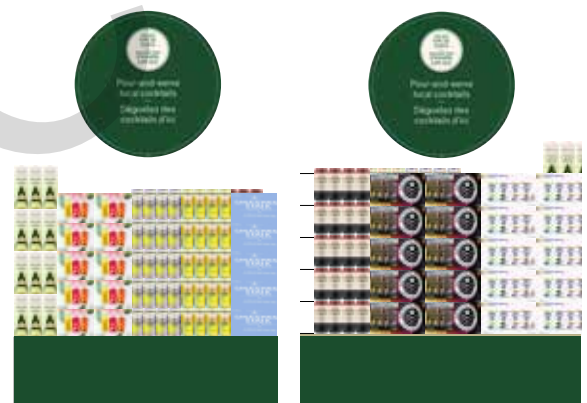
**Key Dates (Sept 11 - Oct 8, 2022)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
17068	Georgian Bay Smashed Soda	12 × 355	\$2.00 LTO
19103	Walter Craft Caesar - Classic	473	
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	
24351	Cottage Springs Vodka Iced Tea	8 × 355	
24353	Cottage Springs Vodka Lemonade	8 × 355	
24383	Ace Hill Tropical Vodka Soda Mix Pack	6 × 355	
24423	Ace Hill Cucumber Lemon Vodka Water	1000	



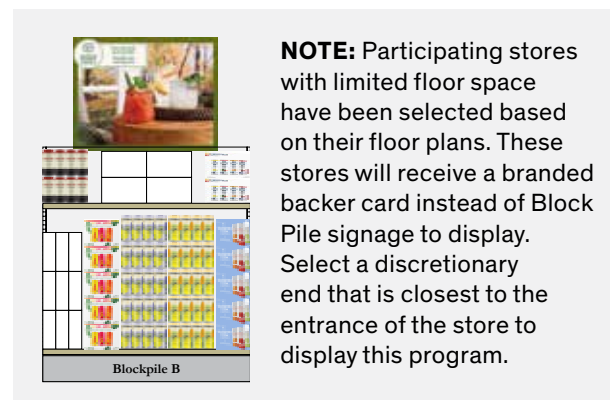
From cocktails in cans to sugar-free seltzers and more, RTD's have come a long way, with Ontario makers putting a fresh spin on these popular drinks.

### Signage Components

- Pole Toppers  
ENG (Re-order # 23P7-BPB1) / BIL (Re-order # 23P7-BPB2)
- Cut Case Backer Card  
ENG (Re-order # 23P7-BPB3) / BIL (Re-order # 23P7-BPB4)
- Riser Wrap - solid colour (Re-order # 23P7-BPB5)
- Pricer Cards  
ENG (Re-order # 23P7-BPB7) / BIL (Re-order # 23P7-BPB8)
- Shelf Talkers  
ENG (Re-order # 23P7-BPB9) / BIL (Re-order # 23P7-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P7-BPB11)

### Merchandising Instructions

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



**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 Points On These Products



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

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

**Key Dates (Sept 11 - Oct 8, 2022)**

### Participating Stores

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

Featuring special savings, and Aeroplan points on a selection of Spirits for cocktails.

### Participating Products

LCBO#	Description	Size (mL)	Offers
992	Royal Reserve	1140	80 APP
15012	Northern Keep Vodka	750	100 APP
18426	Forty Creek Nanaimo	750	50 APP
216671	Wisers Special Blend.	1140	80 APP
226316	Hiram Walker Special Old Rye Whisky (P.E.T)	1140	80 APP
240135	Lamb's Navy Rum (P.E.T)	1140	110 APP
358556	Dillon's Gin 22 Unfiltered	750	150 APP
477836	Malibu Coconut Rum Liqueur	750	75 APP



### Signage Components

- Pole Topper Sign  
ENG (Re-order # 23P7-BPC1) / BIL (Re-order # 23P7-BPC2)
- Cut Case Backer Card  
ENG (Re-order # 23P7-BPC3) / BIL (Re-order # 23P7-BPC4)
- Riser Wrap - solid colour (Re-order # 23P7-BPC5)
- Pricer Cards  
ENG (Re-order # 23P7-BPC7) / BIL (Re-order # 23P7-BPC8)
- Shelf Talkers  
ENG (Re-order # 23P7-BPC9) / BIL (Re-order # 23P7-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P7-BPC11)

### Merchandising Instructions

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



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

# Display Program

## BLOCK PILE D

Cabot Trail + Jackson Triggs

### Cabot Trail Block Pile | Promo Code: XBP

#### Overview

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

#### Key Dates (Sept 11 - Oct 8, 2022)

#### Participating Stores

15, 21, 31, 38, 115, 130, 148, 149, 154, 156, 164, 187, 226, 243, 253, 288, 346, 371, 393, 394, 398, 404, 437, 438, 443, 445, 452, 486, 499, 500, 522, 523, 573, 590, 619, 623, 624, 630, 631, 632, 641, 741, 776

#### Participating Products

LCBO#	Description	Size (mL)	Offers
18877	Cabot Trail Maple Cream	1140	\$2.00 LTO
27892	Cabot Trail Maple Whisky	750	VA: Branded Mug (rep-applied)
462424	Cabot Trail Maple Cream	750	VA: Cabot Trail Maple Whisky Liqueur 50 mL (rep-applied)

#### Signage Components

- Pricer Card ENG (Re-order # 23P7-BPD1) / BIL (Re-order # 23P7-BPD2)

#### Merchandising Instructions

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



Supplied By Agent



# Jackson Triggs Block Pile | Promo Code: EA-W1

## Overview

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

## Key Dates (Sept 11 - Oct 8, 2022)

### Participating Stores

1, 22, 58, 68, 82, 132, 145, 171, 195, 198, 227, 233, 263, 287, 329, 334, 351, 373, 385, 459, 545, 602, 609, 698, 703

### Participating Products

LCBO#	Description	Size (mL)	Offers
10428	Jackson-Triggs Rosé	1500	VA: Boom Chicka Pop
22327	Jackson-Triggs Pinot Grigio	1500	One (1) bag of Boom Chicka Pop product per qualifying purchase.
377820	Jackson-Triggs Merlot	1500	

### Signage Components

- Pricer Card ENG (Re-order # 23P7-BPD3) / BIL (Re-order # 23P7-BPD4)

### Merchandising Instructions

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



Supplied By Agent

# Display Program BLOCK PILE

Long Weekend Super Sale



Celebrate the Thanksgiving long weekend with outstanding deals on these select products that are ideal for long weekend festivities!

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

## Key Dates (Oct 7 - 9, 2022)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
110320	No Name Beer	6 × 341	\$3.30 LTO



### Signage Components

- Pole Toppers ENG (Re-order #23P7-BPE1) / BIL (Re-order # 23P7-BPE2)
- Cut Case Backer Card ENG (Re-order #23P7-BPE3) / BIL (Re-order # 23P7-BPE4)
- Riser Wrap - solid colour (Re-order # 23P7-BPE5)
- Pricer Cards ENG (Re-order #23P7-BPE7) / BIL (Re-order # 23P7-BPE8)
- Shelf Talkers ENG (Re-order #23P7-BPE9) / BIL (Re-order # 23P7-BPE10)
- End Aisle Backer Card BIL (Re-order # 23P7-BPE11)

### Merchandising Instructions

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



# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Ontario VQA Wines for Fall Feasts

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

**Key Dates (Sept 11 - Oct 8, 2022)**

### Participating Stores

Please refer to the Participation Lookup page for information

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

This display will encourage customers to shop local for their Thanksgiving needs to host this year's feast. Featuring a selection of VQA wines in a range of styles and price points.

### Participating Product

**Aeroplan Offer: Spend \$50 or more on any VQA wine and receive 50 Aeroplan Points.**

LCBO#	Description	Size (mL)	Offers
13904	Henry of Pelham Pinot Noir VQA	750	\$2.00 LTO
14882	Saintly Rosé VQA	750	\$2.00 LTO
19748	Grow Wild Ravishing Rosé VQA	750	\$2.00 LTO
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00 LTO
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00 LTO
135939	Pelee Island Pinot Noir VQA	750	\$2.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO
177824	13th Street Gamay	750	\$2.00 LTO
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00 LTO
221804	Trius Sauvignon Blanc VQA	750	\$2.00 LTO
522730	Strewn Chardonnay Barrel Aged VQA	750	\$1.00 LTO
587154	Magnotta Vidal Icewine	375	\$3.00 LTO

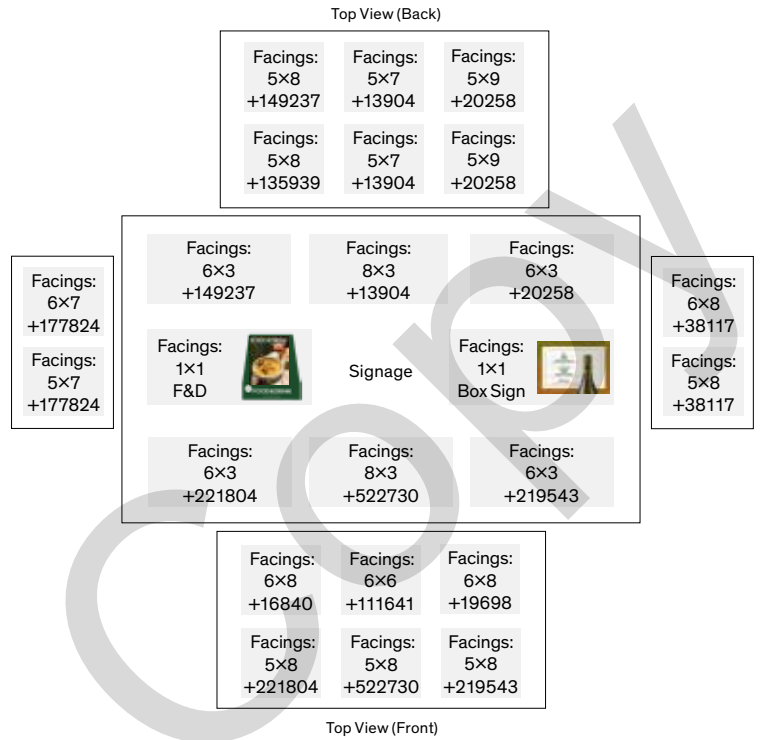
### Signage Components

- Table Sign Large ENG (Re-order # 23P7-MNT1) / BIL (Re-order # 23P7-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 23P7-MNT5) / BIL (Re-order # 23P7-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P7-MNT7)
- Shelf Talkers ENG (Re-order # 23P7-MNT8) / BIL (Re-order # 23P7-MNT9)
- Food and Drink Merchandiser ENG (Re-order # 23P7-MNT12) / BIL (Re-order # 23P7-MNT13)
- Box Sign ENG/BIL (Re-order # 23P7-AP16)

### 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, box sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Display the Food & Drink merchandisers on the table when the magazine drops on September 14th.

## Middle Nesting Table Planograms



## Celebration Fixture Planograms



# Period 7 END AISLES

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1A VQA</b>	17523	Megalomaniac Much Obliged Red VQA	750	
	25461	Mindful Pinot Grigio VQA	750	
	25462	Mindful Rose VQA	750	
	25652	Our Story Cabernet Merlot VQA	750	
	25653	Our Story Pinot Grigio VQA	750	
	26539	Lola Limited Edition Red VQA	750	
	27751	Magnotta Pinot Grigio Chardonnay Venture Series Vq	750	
	27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	
	452169	Vieni Bruce Trail Red VQA	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1B IDB</b>	27658	Peller Family Vineyards Sparkling Pinot Grigio	750	LTO
	27728	Bask Pinot Grigio	750	LTO
	27729	Pelee Island Best in Show Pinot Grigio	750	LTO
	27731	Pelee Island Best in Show Cabernet Sauvignon	750	LTO
	27732	High Road Cellars Cabernet Merlot	750	LTO
	27757	High Road Cellars Pinot Grigio	750	LTO
	27919	XOXO Sauvignon Blanc Light	750	LTO
	28062	Keep Calm & Laugh Pinot Grigio	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2A</b> <b>VQA</b>	18393	Wayne Gretzky Cabernet Merlot VQA	3000	LTO
	326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
	426528	Wayne Gretzky Baco Noir VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2B</b> <b>IDB</b>	589028	Peller Family Vineyards Rosé	4000	LTO
	589036	Peller Family Vineyards Cabernet Merlot	4000	LTO
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO

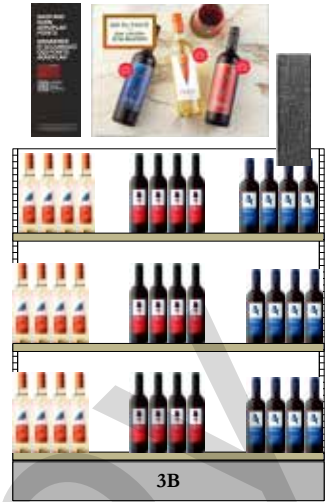


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3A</b> <b>VQA</b>	526228	Jackson-Triggs Reserve Meritage VQA	750	LTO
	535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	LTO
	560680	Jackson-Triggs Reserve Cabernet Franc Cabernet Sauvignon VQA	750	LTO



**End Aisle #3B  
IDB**

LCBO#	Description	Size (mL)	Offers
470823	Pelee Island Merlot	750	LTO
621219	Pelee Island Pinot Grigio	750	LTO
637199	Pelee Island Shiraz Cabernet	750	LTO



**End Aisle #4A  
VQA**

LCBO#	Description	Size (mL)	Offers
16791	Speck Bros. Family Tree 'The Bootlegger' Baco Noir VQA	750	LTO
16792	Speck Bros. Family Tree 'The Goat Lady' Chardonnay VQA	750	LTO
18667	Speck Bros. Family Tree The Padré Cabernet/Merlot	750	LTO



**End Aisle #4B  
IDB**

LCBO#	Description	Size (mL)	Offers
16778	Bask Crisp Rosé	750	LTO
16779	Bask Pinot Noir	750	LTO
27727	Bask Cabernet Sauvignon	750	LTO



**End Aisle #5A  
VQA**

LCBO#	Description	Size (mL)	Offers
261099	Inniskillin Pinot Noir VQA	750	LTO
485144	Inniskillin Sauvignon Blanc VQA	750	LTO
508721	Inniskillin Baco Noir VQA	750	LTO



**End Aisle #5B  
IDB**

LCBO#	Description	Size (mL)	Offers
214049	Girls' Night Out Strawberry Samba	1500	LTO
214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO



**End Aisle #6A  
VQA**

LCBO#	Description	Size (mL)	Offers
341743	Trius Rose VQA	750	LTO
497248	Trius Chardonnay VQA	750	LTO
587907	Trius Merlot VQA	750	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6B</b> <b>IDB</b>	11572	XOXO Moscato	750	LTO
	132506	XOXO Pinot Grigio Chardonnay	1500	LTO
	485995	XOXO Red Sangria	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7A</b> <b>VQA</b>	20264	Popcorn Chardonnay VQA	750	LTO
	518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
	587956	Trius Cabernet Sauvignon VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7B</b> <b>IDB</b>	338855	Bodacious Smooth Red	750	LTO
	339168	Bodacious Smooth White	750	LTO
	523563	Bodacious Cabernet Sauvignon	1500	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8A</b> <b>VQA</b>	233635	Cave Spring Riesling Dry VQA	750	LTO
	454967	Château des Charmes Pinot Noir Estate Grown & Bottled VQA	750	LTO
	620104	Angels Gate Sussreserve Riesling VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8B</b> <b>IDB</b>	165308	Colio Extra Dry White	1500	LTO
	306001	Colio Dry White Bag In Box	4000	APP
	485169	Colio Blush Rose	1500	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
	350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
	350629	Forty Creek Barrel Select Whisky	1140	LTO



	LCBO#	Description	Size (mL)
<b>End Aisle #10</b>	15717	Flying Monkeys The Mutants Are Revolting	473
	19268	Beau's Full Time Ipa	473
	20121	Great Lakes Brewery - Great Lakes Lager	473
	20801	Nickel Brook Tongue Tied Ddh Ipa	473
	28634	Muskoka Ipa Mixer Pack 2022	2838
	445072	Camerons Ambear Red Ale	473
	493247	Cowbell Doc Perdue's Bobcat Red Ale	473
	547646	Steam Whistle Premium Pilsner	2046
	549873	Collective Arts Jam Up The Mash	473
	667790	Amsterdam Boneshaker Ipa	2838



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	64659	Captain Morgan Private Stock Rum	750	
	454686	Captain Morgan Bold Spiced Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	LTO

**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.



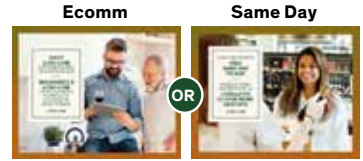
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	VA
	217992	Dewar's White Label	1140	VA
	438598	Dewar's 12 Year Old	750	VA

**VA: Dewar's Branded Glass Mugs (rep-applied/attached)**

**Substitution Note:** Dewar's Caribbean Smooth Rum Cask Finish (17048 | 750 mL) may be low in stock. Substitute with Dewar's Illegal Smooth Mezcal (20785 | 750 mL) or Dewar's White (11130 | 750 mL)

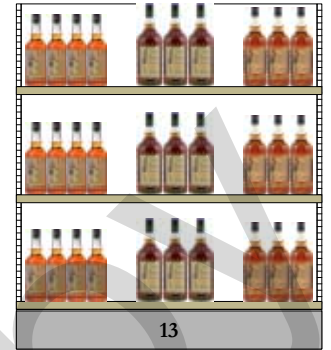
**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	24437	Sailor Jerry Spiced Rum	1750	LTO
	80127	Sailor Jerry Spiced Rum	750	LTO
	217257	Sailor Jerry Spiced Rum	1140	LTO

**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO

**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.

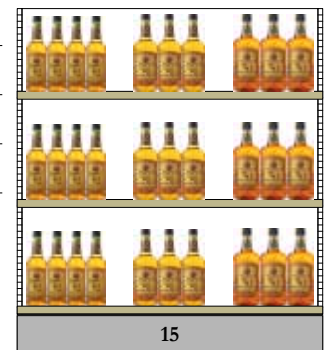


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	307	Seagrams V.O.	750	VA
	31930	Seagrams V.O.	1750	VA
	216978	Seagrams V.O.	1140	VA

**Value-adds:**

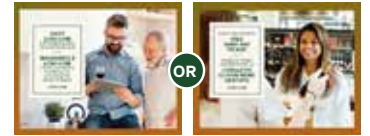
- **+307 Seagrams V.O.** - Canada Day 355 mL Can (rep-applied/attached)
- **+31930 Seagrams V.O.** - Fireball 200 mL (rep-applied/attached)
- **+216978 Seagrams V.O.** - Boxed Glass (rep-applied/attached)

**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.



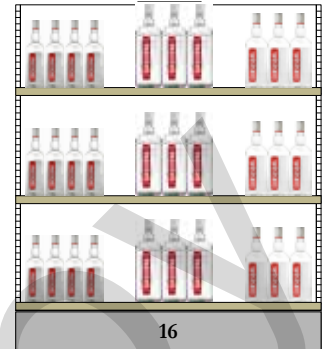
Ecomm

Same Day



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	25104	Luksusowa Vodka	1750	LTO
	212282	Luksusowa Vodka	1140	LTO
	253302	Luksusowa Vodka	750	

**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	518670	Sour Puss Raspberry Liquor	750	VA
	518688	Sour Puss Apple Liquor	750	APP
	601518	Sour Puss Blue Liquor	750	APP, VA

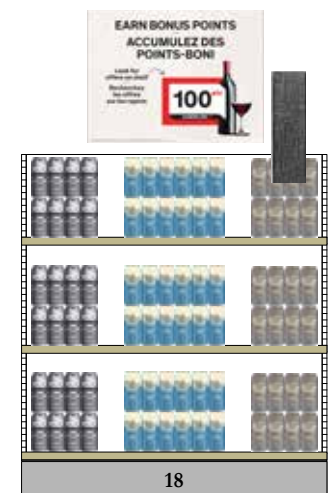
**VA: Sourpuss Branded Acrylic Cup (rep-applied/attached)**

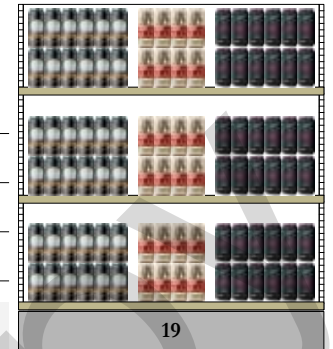
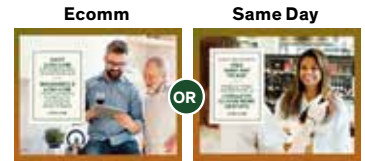
**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	86439	Waterloo Dark	473	APP
	541243	Creemore Springs Premium Lager 6pk C	2838	LTO
	666966	Creemore Crisp Pilsner	473	

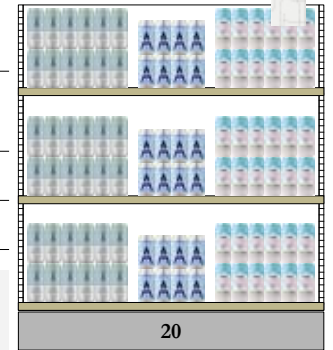
**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	552687	Nickel Brook Black Light All Night Stout	473	
	573428	D'Ont Poke The Bear Cider.	473	
	628875	Maclean's Cherry Porter	473	

**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.

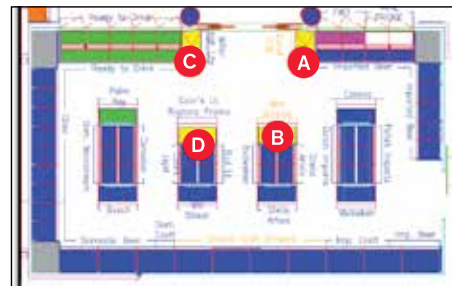


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	17117	Rally Trail Blazer	473	LTO, APP
	24826	Ace Hill Carb Free	1420	
	635227	Liberty Village Dry Cider	473	LTO

**NOTE:** IDB stores may also use the generic "Fall For Value" Backer Card on End Aisles 11-20 as required.

# 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 (Sept 11 - Oct 8, 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
<b>A</b> Plinth (EA - EZA)	107342	Reinhart's Red Apple Strong Cider	473	LCBO Warehouse	\$0.25 LTO
	333583	Thornbury Premium Apple Cider	473		
	688671	Thornbury Craft Wild Blueberry Elderflower Cider	473		
<b>B</b> New/ Seasonal (EA - EZB)	28490	Refined Fool, Single Friend, Cold Ipa	473	5732 - Refined Fool Brewing Company	
	28503	Sawdust City - Ah, Stout	473	1143 - Sawdust City Brewing Co.	
	22248	Sons of Kent Festbier	473	2218 - Sons Of Kent	
<b>C</b> Plinth (EA - EZH)	20068	Mill Street Hazy Organic Ipa	473	1950 - Trillium Beverage Inc.	\$0.25 LTO
	84210	Mill Street Original Organic Lager	6×341		
	516880	Mill Street Original Organic	6×473		
	<b>VA/Merchandiser: Buy 2 6-packs of Mill Street Original (516880   6×473) and receive a free bag of Que Pasa Tortilla Chips.</b> The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
<b>D</b> End Aisle (EA - EZD)	19266	Beau's Lug Tread	6×473	9654 - Beau's All Natural Brewing/275 - TBS	
	492009	Steam Whistle Can	473	5577 - Steam Whistle Brewing	
	492017	Steam Whistle	6×473	/275 - TBS	\$1.30 LTO

**NOTE:** These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.

**Beer Excitement Zone A:** Juicy Ontario Ciders. Ontario's cool climate makes it an ideal place to grow apples so it's no wonder our province's local producers create extraordinary ciders in a range of styles.

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

**Beer Excitement Zone C:** Celebrate Ontario's Original Organic Beer with Mill Street. Get a free bag of Que Pasa Tortilla Chips with purchase of TWO six-packs of Mill Street Original Organic (516880 | 6x473).

**Beer Excitement Zone D:** Local Craft flavours. Featuring Steam Whistle and Beau's Lug Tread — two Ontario favourites.

### Signage Components

- A. Backer Card ENG/BIL (Re-order # 23P7-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 23P7-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 23P7-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 23P7-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P7-BEZ5) / BIL (Re-order # 23P7-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P7-BEZ7) / BIL (Re-order # 23P7-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 P7.





# BEER BRANDED ENDS

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 (Sept 11 - Oct 8, 2022)

### 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 # 23P7-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 23P7-BBE2)
- Heineken Card ENG/BIL (Re-order # 23P7-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 (Sept 11 - Oct 8, 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
11871	Lake Of The Woods Dry Hopped Ipa	473	4277 - Lake Of The Woods Brewing Comp
19995	Whitewater Brewing High Tide Neipa	473	8454 - Whitewater Brewing Company
22571	Railway City - Jumbo Ipa	473	8447 - Railway City Brewing Company
25092	Cameron's Bad Robot New England Dipa	473	413 - Cameron's Brewing Co.
25564	Lake Of Bays Italian Pilsner	473	8958 - Lake Of Bays Brewing
508580	Wellington Upside Ipa	473	4826 - Wellington County Brewery Inc

### Merchandising Instructions

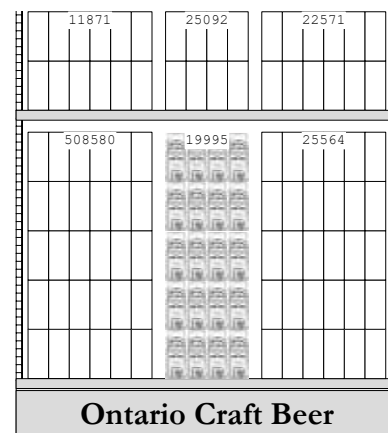
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 8-Pack Carrier stores:

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

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-23P7-OCB1) / BIL (Re-order #AIM-23P7-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (Sept 11 - Oct 8, 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-23P7-ICB1) / BIL (Re-order #AIM-23P7-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

# ONTARIO WINES

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

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

### Key Dates (Sept 11 - Oct 8, 2022)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00 LTO
326975	Kacaba Unoaked Chardonnay VQA	750	\$1.00 LTO
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$2.00 LTO
609701	Muskoka Lakes Cranberry Wine	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-23P7-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-23P7-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 (Sept 11 - Oct 8, 2022)

#### Participating Stores

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

#### Participating Products

**Aeroplan Offer: Spend \$50 or more on any VQA wine and receive 50 Aeroplan Points.**

LCBO#	Description	Size (mL)	Offers
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	50 APP
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	50 APP

#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P7-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG/BIL (Re-order # AIM-23P7-OWP2)
- Aeroplan Blade Sign  
ENG (Re-order # AIM-23P7-OWP3)  
BIL (Re-order # AIM-23P7-OWP4)

#### 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.
- Install the Aeroplan Blade Sign on the VQA end.

##### Shelf Talker Only Stores:

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



Blade Sign



Backer Card

# 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 (Sept 11 - Oct 8, 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
1578	Flat Rock Twisted	750	\$2.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO

#### Signage Components

- **Signage Kit (Re-order # AIM-23P7-VINT1)**  
Branded Backer Card ENG/BIL  
LTO Shelf Talkers ENG/BIL
- **Bin tag overlay**  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle.
- Install the branded backer card and LTO offer shelf talkers.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



**V2 VINTAGES Wines of the Month**

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

**Key Dates (September 24, 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)
66837	Sophenia Estate Reserva Malbec 2019	750
85209	Il Molino di Grace Chianti Classico 2016	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 (Sept 11 - Oct 8, 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-23P7-VLTO1)**

### Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
1578	Flat Rock Twisted White	750	\$2.00 LTO	378257	Banfi Brunello di Montalcino	750	\$5.00 LTO
14673	Gérard Bertrand Gris Blanc Rosé	750	\$2.00 LTO	389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00 LTO
24133	Thirty Bench Winemaker's Blend Riesling	750	\$3.00 LTO	394718	Erath Pinot Noir	750	\$3.00 LTO
27516	J. Lohr Los Osos Merlot	750	\$2.00 LTO	425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$2.50 LTO + 50 APP
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00 LTO	449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00 LTO
58339	Kaiken Malbec	750	\$2.00 LTO	460154	Columbia Crest Grand Estates Cabernet Sauvignon	750	\$2.00 LTO
59311	7 Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO		Francis Coppola Diamond		
84988	Beringer Napa Valley Chardonnay	750	\$3.00 LTO	521021	Collection Ivory Label Cabernet Sauvignon	750	\$2.00 LTO
106450	Santa Margherita Pinot Grigio	750	\$2.00 LTO	522672	Lakeview Cellars Vidal Icewine	250	100 APP
130989	Tawse Growers Blend Pinot Noir	750	\$2.00 LTO	587154	Magnotta Vidal Icewine	750	\$3.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO	590414	Oyster Bay Pinot Noir	750	\$2.00 LTO
177824	13th Street Gamay	750	\$2.00 LTO	608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$3.00 LTO
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00 LTO	650325	Kim Crawford Rosé	750	\$2.00 LTO
250696	Banfi Principessa Gavia Gavi	750	\$2.00 LTO	729392	Foss Marai Extra Dry	750	50 APP
258673	G. Marquis The Silver Line Pinot Noir	750	60 APP	925453	Kilikanoon Killerman's Run Shiraz	750	\$3.00 LTO
282996	San Felice Chianti Classico	750	\$2.00 LTO	943787	Wakefield Estate Shiraz	750	\$3.00 LTO
343517	Tessellae Old Vines Grenache/Syrah/Mourvèdre 2019	750	\$2.00 LTO	958975	Mer Soleil Reserve Chardonnay	750	\$2.00 LTO
				991950	Kim Crawford Chardonnay	750	\$2.00 LTO
				995910	Remo Farina Amarone della Valpolicella Classico	750	\$2.00 LTO



## VINTAGES Ontario Our Buyer's Picks Program

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

### Key Dates (Sept 11 - Oct 8, 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
24133	Thirty Bench Winemaker's Blend Riesling VQA	750	\$3.00 LTO

#### Signage Components & Merchandising Instructions

##### Signage re-order code: AIM-23P7-VBP

##### Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by October 9, 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 October 9, 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 October 9, 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

# NEW YEAR-ROUND GIFTING

## ACTION:

Stores are to merchandise any residual Year-Round gifting (packaging and/or cards/carriers) on the Wooden Gift Packaging Fixture, or create engaging customer displays on the Box Storage counter behind the cash desk.

Please note that a new signage package containing the Year-Round components will be shipped to participating stores for the start of Period 7. Refer to the next pages for more details.

LCBO#	Component	Case Pack	Retail
<b>Gift Packaging</b>			
27353	<b>NEW</b> LCBO "Our Favourite" Bag (4V)	100	\$1.50
27354	<b>NEW</b> Enhanced 2 Bottle Paper Gift Bag (2V)	24	\$4.95
27355	<b>NEW</b> Year-Round 1 Bottle Rigid Box (2V)	24	\$7.95
27396	<b>NEW</b> Reusable 6 Bottle Bag (2V)	50	\$2.95
27397	<b>NEW</b> Reusable Large Bottle Bag - rPET (2V)	50	\$2.95
16877	<b>NEW</b> Reusable 4 Bottle Cotton Bag	50	\$14.95
16679	Vintages Single Bottle Rigid Gift Box	24	\$7.95
17373	Vintages Wooden 1 Bottle Box	12	\$9.95
17377	Vintages Wooden 2 Bottle Box	6	\$14.95
17374	Vintages Wooden 3 Bottle Box	4	\$18.95
17378	Vintages Wooden 6 Bottle Box	2	\$26.95

<b>Delisted Gift Packaging</b>			
LCBO#	Component	Case Pack	Retail
<b>Gift Packaging</b>			
652842	LCBO "Our Favourite" Bag (4V)	100	\$1.50
657650	Year-Round 1 Bottle Rigid Box (2V)	24	\$7.95
657338	Year-Round 2 Bottle Rigid Box (2V)	12	\$9.95
688235	Reusable 2 Bottle Bag (3V)	50	\$1.50
17361	Reusable 6 Bottle Bag (3V)	50	\$2.95
17362	Reusable Large Bottle Bag (3V)	50	\$2.95
11206	Vintages "Our Favourite" Gift Bag	100	\$1.50

LCBO#	Component
<b>Gift Cards &amp; Presenters</b>	
27053	<b>NEW</b> LCBO Soft Black
27054	<b>NEW</b> LCBO Warm White
27055	<b>NEW</b> Year Round Gift Card Carrier
647271	Vintages Gift Card Carrier (English)
657882	Vintages Gift Card Carrier (French)
647222	Vintages Gift Card

<b>Delisted Gift Cards</b>	
LCBO#	Component
<b>Gift Packaging</b>	
648790	Charcoal Gift Card
648824	Corporate Green Gift Card
648816	Cool Grey Gift Card

LCBO#	Component	Case Pack	Retail	Image
<b>Gift Packaging</b>				
27353	<b>NEW</b> LCBO "Our Favourite" Bag (4V)	100	\$1.50	
27354	<b>NEW</b> Enhanced 2 Bottle Paper Gift Bag (2V)	24	\$4.95	
27355	<b>NEW</b> Year-Round 1 Bottle Rigid Box (2V)	24	\$7.95	
27396	<b>NEW</b> Reusable 6 Bottle Bag (2V)	50	\$2.95	
27397	<b>NEW</b> Reusable Large Bottle Bag - rPET (2V)	50	\$2.95	
16877	<b>NEW</b> Reusable 4 Bottle Cotton Bag	50	\$14.95	

# NEW DESIGNS

## LCBO \$1.50 "Our Favourite" Gift Bag

The LCBO "Our Favourite" Gift Bags have a new look! Four new designs have been added to the Year-Round assortment, aligning with the updated LCBO branding and colours.

### Gift Bag Sticker

This sticker should be given to customers with each \$1.50 bag sold. Customers can insert product and fold over the top of the bag and then apply the sticker to seal when giving it as a gift.





\$1.50 Gift Bag Sticker



LCBO "Our Favourite" Gift Bag  
Case packed 100  
LCBO# 27353 • \$1.50

### Signage Re-order Codes

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

	Description	Reorder #
	\$1.50 Bag Hot Button Signs	23OP-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag Holder	749390

### Merchandising Options:

#### Front Facing End Aisles



- Merchandise the LCBO "Our Favourite" gift bags on the front facing end aisles.
- Install gift bag Hot Button using the Hot Button sign clip.

#### Cash Ends



- Merchandise the LCBO "Our Favourite" gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

#### Wooden Gift Packaging Merchandiser: Select Stores



# NEW

## LCBO Enhanced 2 Bottle Paper Gift Bag


Aligning with the updated LCBO brand, a new Enhanced 2 Bottle Paper Gift Bag has been produced in both soft black and warm white. These bags will be merchandised on the Metal Gift Bag Fixture and the Wooden Gift Packaging Merchandiser.



LCBO 2 Bottle Gift Bag  
Case packed 100  
LCBO# 27354 • \$4.95

### Signage Re-order Codes

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

	Description	Reorder #
	\$4.95 Bag Hot Button Signs	23OP-GFT3
	Hot Button Sign Clip (bundles of 10)	NIHK102

### Merchandising Options:

**Metal Reusable Bag Fixture**



**Wooden Gift Packaging Merchandiser:  
Select Stores**



**NEW**

# LCBO 1 Bottle Rigid Gift Tube



The updated 1 Bottle Rigid Gift Tubes in soft black and warm white, will be merchandised on the Mini-Thematic Fixtures and Front Nesting Tables.

## Signage Re-order Codes

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



LCBO 1 Bottle Rigid Gift Tube  
Case packed 24  
LCBO# 27355 • \$7.95

	Description	Reorder #
 	\$7.95 Bag Hot Button Signs	23OP-GFT4

## Merchandising Options:

### Mini Thematic A/B Fixture: Select Stores



- Merchandise the 1 Bottle Rigid Gift Tubes on the Mini Thematic fixtures, once the Autumn Enhanced Paper Bags sell-through.
- Refer to the Mini Thematic A/B sections for more details.

### Front Nesting Table



Front & Back View

- Merchandise the 1 Bottle Rigid Gift Tubes on the VQA Front Nesting Table.
- Refer to the Front Nesting Table section for more details.

**NEW**

# LCBO Reusable 4 Bottle Cotton Bag



Aligning with the updated LCBO brand, a new Reusable 4 Bottle Cotton Gift Bag has been produced in warm white. These bags will be merchandised on the Metal Gift Bag Fixture and the Metal Gift Packaging Floor Merchandiser.

## Signage Re-order Codes

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



LCBO 4 Bottle Gift Bag  
Case packed 50  
LCBO# 16877 • \$14.95

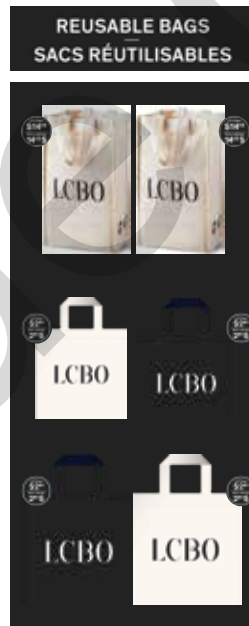
	Description	Reorder #
	\$14.95 Bag Hot Button Signs	23OP-GFT5
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Metal Reusable Bag Fixture



### Gift Packaging Floor Merchandiser (Metal)





# NEW

## LCBO Reusable Gift Bags

Aligning with the updated LCBO brand, new Reusable Gift Bags have been produced in both soft black and warm white. These bags will be merchandised on the Metal Gift Bag Fixture and the Metal Gift Packaging Floor Merchandiser.

### Signage Re-order Codes

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

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102



LCBO 6 Bottle Gift Bag  
Case packed 50  
LCBO# 27396 • \$2.95



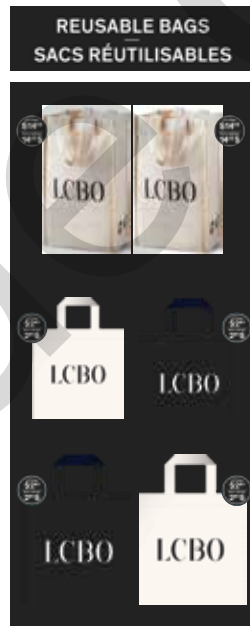
LCBO Large Gift Bag  
Case packed 50  
LCBO# 27397 • \$2.95

### Merchandising Options:

#### Metal Reusable Bag Fixture



#### Gift Packaging Floor Merchandiser (Metal)






# HOW TO MERCHANDISE

## Metal Reusable Bag Fixture

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities. Please continue to replenish 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.

Signage	Description	Reorder #
	Year Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG: 23OP-GFT7 BIL: 23OP-GFT8

### Merchandising Options:

#### Metal Reusable Bag Fixture



**Enhanced 2 Bottle Gift Bag**  
LCBO# 27354 • \$4.95



**Reusable 4 Bottle Cotton Bag**  
LCBO# 16877 • \$14.95



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



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

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Metal)

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

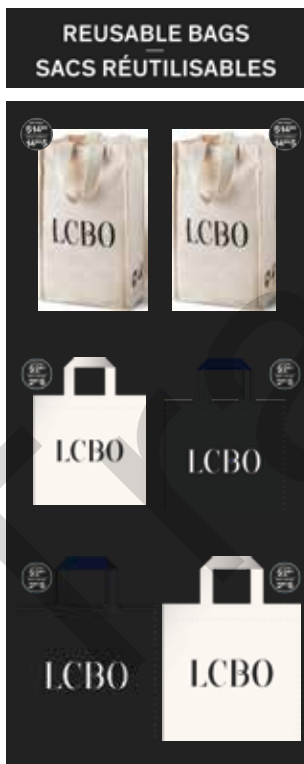
### Signage Re-order Codes

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 #
<b>REUSABLE BAGS</b>	Reusable Bags Insert Sign	ENG/ENG: OP22-GFT9
<b>REUSABLE BAGS SACS RÉUTILISABLES</b>		BIL/BIL: OP22-GFT11
	Reusable Bags Metal Stand Bottom (solid black)	OP22-GFT10
	\$14.95 Bag Hot Button Signs	23OP-GFT5
	\$2.95 Bag Hot Button Signs	23OP-GFT2

### Merchandising Options:

#### Gift Packaging Floor Merchandiser (Metal)



- Install the Reusable Bags insert sign.
- Merchandise LCBO Year-Round Reusable Bags (front & back of fixture)
- Install gift bag Hot Button using the Hot Button sign clip.



**Reusable 4 Bottle Cotton Bag**  
LCBO# 16877 • \$14.95



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



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

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

The following residual Year-Round and select new gift packaging items will be merchandised on this fixture:

LCBO#	Component	Case Pack	Retail
652842	LCBO "Our Favourite" Bag (4V)	100	\$1.50
657650	Year-Round 1 Bottle Rigid Box (2V)	24	\$7.95
657338	Year-Round 2 Bottle Rigid Box (2V)	12	\$9.95
11206	Vintages "Our Favourite" Gift Bag	100	\$1.50
16679	Vintages Single Bottle Rigid Gift Box	24	\$7.95
17373	Vintages Wooden 1 Bottle Box	12	\$9.95
17377	Vintages Wooden 2 Bottle Box	6	\$14.95
17374	Vintages Wooden 3 Bottle Box	4	\$18.95
17378	Vintages Wooden 6 Bottle Box	2	\$26.95

### NEW Gift Packaging


27353	LCBO "Our Favourite" Gift Bag (4V)	100	\$1.50
27354	Year-Round Enhanced 2 Bottle Bag (2V)	100	\$4.95

### Delist Gift Packaging (Previous Years)

666727	Year-Round 1 Bottle Folding Gift Box	24	\$2.95
666735	Year-Round 2 Bottle Folding Gift Box	12	\$3.95
11202	Vintages 1 Bottle Folding Gift Box	24	\$2.95
11203	Vintages 2 Bottle Folding Gift Box	12	\$3.95

### Signage Re-order Codes

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

Signage	Description	Reorder #
	Wooden Gift Packaging Floor Merchandiser Sign	ENG/ENG: 23OP-GFT9 BIL/BIL: 23OP-GFT10



Front view



Back view

## SIDE A:

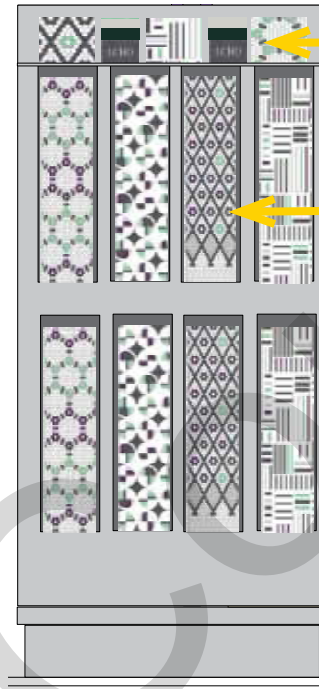


Residual LCBO Gift Cards & Presenters

Year-Round 1 Bottle Rigid Box  
Case packed 24  
LCBO# 657650 • \$7.95

Year-Round 2 Bottle Rigid Box  
Case packed 12  
LCBO# 657338 • \$9.95

## SIDE B:



Residual LCBO Gift Cards & Presenters

LCBO \$1.50 Bag  
Case packed 100  
LCBO# 652842 • \$1.50

## SIDE C:



Vintages Single Bottle Rigid Gift Box  
Case Packed 24  
LCBO# 16679 • \$7.95

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

## SIDE D:






**NEW** LCBO Gift Cards & Presenters




**NEW** \$1.50 Bag  
Case packed 100  
LCBO# 27353 • \$1.50

**NEW** 2 Bottle Bag  
Case packed 100  
LCBO# 27354 • \$4.95

# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards & Carriers

LCBO#	Description	Image
27053	<b>NEW</b> Soft Black	
27054	<b>NEW</b> Warm White	
647222	Vintages	

LCBO#	Description	Image
27055	<b>NEW</b> LCBO Year-Round Carrier	
647271	Vintages (English)	
657882	Vintages (French)	

## Receiving Instructions

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

## Merchandising Instructions

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

Description	Reorder #
<b>NEW</b> Year-around Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	23OP-GFT6
Gift Card Merchandiser	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

### Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

**NEW**

# Autumn \$2.95 Enhanced Gift Bag

The Autumn Enhanced Gift Bag and \$2.95 Hot Button signage will ship to participating stores for set up with the start of P7.



Please refer to the P7 online worksheets posted on the portal for information on Autumn Enhanced Gift Bag stores & allocation.

## Signage Re-order Codes

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



Autumn Enhanced Gift Bag  
Case packed 100  
LCBO# 27756 • \$2.95

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	23P7-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102

## Merchandising Options:

### Mini Thematic A/B Fixture: Select Stores



- Merchandise the Autumn Enhanced Gift Bags on the Mini Thematic fixtures.
- Refer to the Mini Thematic A/B sections for more details.

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE (CE2)

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

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

### Key Dates (ongoing)

### Participating Stores

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

### Merchandising Instructions

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

### Signage Components

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



## Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

### Participating Products

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



## Wine Impulse - Half Bottles:

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

### Participating Products

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



### Important Note:

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



# FLEX SPACE



## Overview

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

## Key Dates (Sept 11 - Oct 8, 2022)

### Participating Stores:

#### FSA (Sparkling/Rosé)

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

#### FSB, FSC, FSD and FSE (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa)

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, 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 # 23P7-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P7-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P7-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P7-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P7-FS5)
- Shelf Talkers ENG (Re-order # 23P7-FS6) / BIL (Re-order # 23P7-FS7)
- Bin Strips - solid colour (Re-order # 23P7-FS8)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "Fall for Sparkling"</b>				
	11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750	
	13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
	14867	Sandbanks Summer Rosé VQA	750	
	19062	Sandbanks Sparkling Rosé VQA	750	
	20359	13th Street Expression Cabernet Franc Rosé VQA	750	
	24971	Good Natured Rosé VQA	750	
	24972	Family Tree The Merry Widow Rosé VQA Speck Bros.	750	
	24973	Offshore Hang Ten Rosé VQA	750	
	25900	Champagne Moutard Grande Cuvee	750	
	25903	Gosset Grande Reserve Brut Champagne	750	
	25904	Champagne Pommery Brut Rose	750	
	26577	Duval-Leroy Brut NV Reserve	750	
	48819	Creekside Rosé VQA	750	
	639856	Megalomaniac Homegrown Rosé	750	
	642884	D'Ont Poke the Bear Rosé VQA	750	
	<b>(FSB) USA - California Flex Space "Movie Night with Coppola"</b>			
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	284943	Francis Coppola Sofia Rosé	750	
	708305	Francis Coppola Diamond Collection Chardonnay	750	
	521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$2.00 LTO
<b>(FSC) Europe - Italy/SE Flex Space "Rioja Wines: The Heart Of Spain "</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	137810	Campo Viejo Rioja Reserva	750	
	144493	Montecillo Rioja DOCa Crianza	750	
	166538	LAN Crianza	750	
	177345	Muga Reserva	750	
	22617	La Maldita Garnacha Red	750	
	32656	Marques De Riscal Rioja Reserva	750	\$3.00 LTO
	976662	Faustino I Gran Reserva	750	
<b>(FSD) Australia/New Zealand Flex Space "Delight Them With Jacob's Creek"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	265157	Jacob's Creek Moscato	750	
	367276	Jacob's Creek Moscato Rosé	750	
	445825	Jacob's Creek Moscato Rosé Sparkling	750	
	633578	Jacob's Creek Pinot Grigio	750	
	19276	Jacob's Creek Moscato Lower Sugar	750	\$2.00 LTO
	25698	Jacob's Creek Grenache Shiraz	750	\$2.00 LTO

## Participating Products

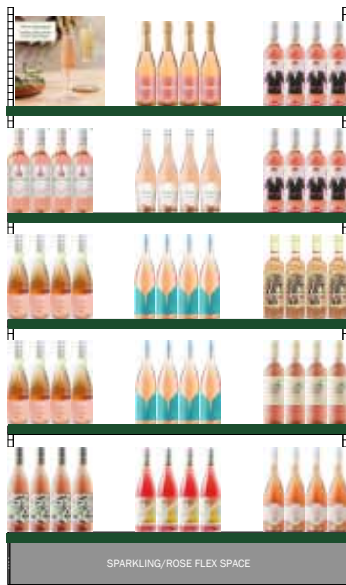
### (FSE) Chile/Argentina Flex Space "Great Value Argentinian Wines"

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

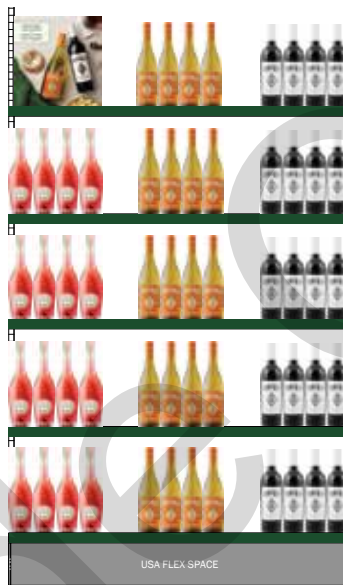


29280	Terrazas de los Andes Reserva Malbec	750	
11943	Los Cardos Doña Paula Sauvignon Blanc	750	\$2.00 LTO
35170	Pascual Toso Malbec	750	\$1.00 LTO
58339	Kaiken Malbec	750	\$2.00 LTO
295105	Alamos Cabernet Sauvignon	750	\$2.00 LTO
164756	Graffigna Pinot Grigio	750	50 APP
400556	Bodega Norton Barrel Select Malbec	750	100 APP
620880	Masi Tupungato Passo Doble Organic	750	100 APP

#### Sparkling Flex Space



#### USA Flex Space



#### EUROPE Italy/SE Flex Space



#### Australia/New Zealand Flex Space



#### Chile/Argentina Flex Space



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

# FRONT END MERCHANDISER

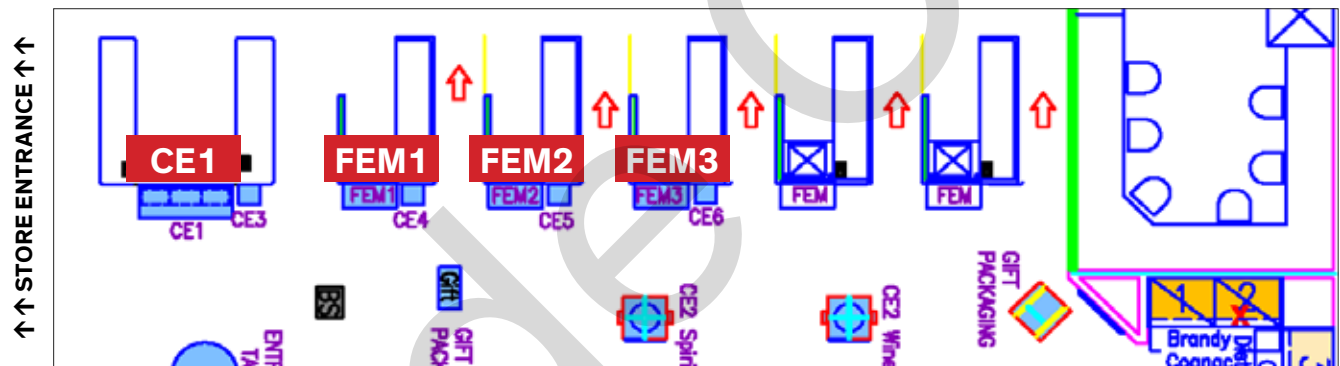
The Front End Merchandiser program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores.

## Key Dates (Sept 11 - Oct 8, 2022)

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

## Sample FEM Floorplan/Planoguide

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



White Spirits (CE1)

Brown Spirits (FEM1)

Wines/Wine in Cans (FEM2)

Brown Spirits/Liqueurs (FEM3)

# Spirited Picks Program

Promo Code: CE1

Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store. **This is a sold program. Participation is mandatory.**

## Key Dates (Sept 11 - Oct 8, 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
9522	J.P. Wiser's Deluxe	375	\$1.00 LTO
477893	Polar Ice Vodka (P.E.T)	375	

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P7-SP2) / BIL (Re-order #AIM-23P7-SP3)
- "Mix with Soda" Shelf Talker ENG (Re-order #AIM-23P7-SP4) / BIL (Re-order #AIM-23P7-SP5)

### Merchandising Instructions

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



"Mix with Soda"  
Shelf Talker



# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

## Key Dates (Sept 11 - Oct 8, 2022)

### Participating Stores

**FEM1:** 1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 51, 65, 74, 82, 106, 115, 130, 145, 148, 149, 150, 156, 164, 200, 207, 209, 211, 214, 217, 221, 226, 227, 233, 243, 250, 252, 253, 263, 279, 288, 295, 298, 300, 310, 325, 326, 344, 346, 351, 359, 360, 371, 373, 378, 383, 384, 386, 390, 391, 394, 397, 404, 417, 427, 431, 437, 438, 443, 445, 452, 453, 456, 459, 465, 481, 485, 486, 490, 494, 495, 497, 500, 523, 544, 551, 554, 566, 573, 580, 587, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

**FEM2:** 1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 82, 115, 130, 148, 149, 150, 156, 164, 211, 214, 217, 221, 226, 233, 243, 252, 253, 279, 288, 295, 310, 326, 344, 346, 359, 360, 371, 383, 384, 386, 390, 391, 394, 397, 404, 417, 431, 438, 443, 445, 452, 453, 456, 481, 485, 486, 494, 495, 497, 500, 523, 551, 554, 566, 573, 580, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

**FEM3:** 1, 5, 10, 15, 21, 25, 31, 35, 38, 40, 82, 130, 148, 149, 164, 217, 226, 233, 252, 253, 288, 310, 326, 344, 346, 360, 371, 383, 386, 390, 391, 394, 404, 417, 438, 443, 445, 452, 481, 485, 486, 494, 495, 523, 554, 566, 590, 609, 619, 623, 624, 627, 630, 647, 649, 658, 680, 741, 751, 762

### Participating Products

	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	25450	Appleton Estate Signature	375	
Wines/Wine in Cans (FEM2)	19295	Pelee Island Lola Pinot Grigio VQA	250	
	19296	Pelee Island Lola Sparkling Blush VQA	250	
Brown Spirits/Liqueurs (FEM3)	9043	Crown Royal	375	\$1.00 LTO

### Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P7-FEM1) / BIL (Re-order #AIM-23P7-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P7-FEM3) / BIL (Re-order #AIM-23P7-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P7-FEM5) / BIL (Re-order #AIM-23P7-FEM6)

### Merchandising Instructions

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



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

# Staff Picks

## IMPULSE DISPLAY

The Staff Picks Program 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.

### Key Dates (Sept 11 - Oct 8, 2022)

### Participating Stores

All Stores

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

**HEIGHT:** Please ensure you do not exceed the height of the counter.

Recommendation: If you are placing the flats on risers, please only stack 3 flats high (5 high if not using the riser)

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



### Signage Component & Merchandising Instructions

#### Pricer Card Sticker

ENG (Re-order #23P7-SPP1) / BIL (Re-order #23P7-SPP2)

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



Riser Wrap ENG (Re-order #23P7-SPP3) / BIL (Re-order #23P7-SPP4)

- Install the riser wrap around the display.



# 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 (Sept 11 - Oct 8, 2022)**

### Participating Stores

1, 5, 10, 15, 17, 18, 22, 23, 25, 26, 31, 35, 36, 38, 40, 41, 44, 51, 55, 57, 58, 62, 64, 65, 74, 82, 83, 84, 90, 97, 102, 106, 115, 125, 130, 132, 139, 144, 145, 148, 149, 150, 154, 156, 163, 164, 168, 179, 187, 191, 195, 196, 198, 200, 201, 207, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 325, 326, 329, 340, 344, 346, 351, 359, 360, 362, 367, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 416, 417, 427, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 522, 523, 534, 536, 540, 542, 544, 545, 546, 549, 551, 554, 555, 556, 559, 564, 566, 568, 569, 573, 575, 579, 580, 585, 586, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 634, 635, 638, 640, 641, 649, 652, 653, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 680, 684, 691, 694, 695, 699, 702, 703, 706, 741, 743, 751, 753, 756, 758, 771, 776

### Merchandising Instructions

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



MIDDLE OF THE FLOOR,  
IN FRONT OF CASH DESKS

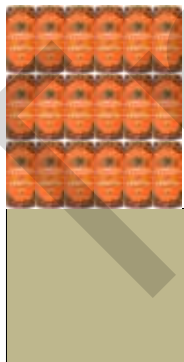


IN BETWEEN SPF FIXTURES

### Signage Components

- Pricer Card ENG (Re-order #AIM-23P7-FEM7) / BIL (Re-order #AIM-23P7-FEM8)

**CE3**



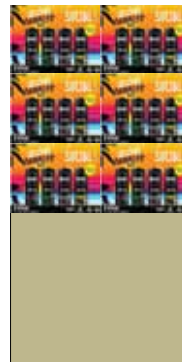
LCBO#19347  
Founder's Original  
Bourbon Sour 355 mL  
\$0.15 LTO

**CE4**



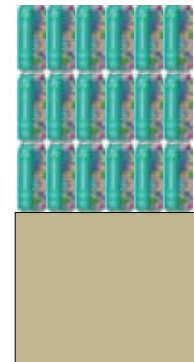
LCBO#19263 Beau's Lug  
Tread 473 mL | \$0.30 LTO  
(9654 - Beau's All Natural  
Brewing / 275 - TBS)

**CE5**



LCBO #24517 SoCIAL LITE  
8 x 355 mL | \$1.00 LTO

**CE6**



LCBO#20119  
Collective Arts Matter Of Fact  
473 mL | \$0.25 LTO  
(LCBO Warehouse)



# 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 (Sept 11 - Oct 8, 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
429258	Jameson Caskmates Stout Irish Whiskey	750	90 APP
635391	Jameson IPA Caskmates Irish Whiskey	750	90 APP
15009	New Amsterdam Pink Whitney Vodka	750	100 APP

## Signage Components

- A-Frame Sign ENG (Re-order#23P7-AF1) / BIL (Re-order#23P7-AF2)
- Shelf Talker ENG (Re-order#23P7-AF3) / BIL (Re-order#23P7-AF4)

## Merchandising Instructions

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



# 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 P7.

## 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

- Home Delivery Shopping Cart Sign  
ENG/BIL (Re-order # AIM-23P7-SC2)
- Same Day Pick Up Shopping Cart Sign  
BIL (Re-order# AIM-23P7-SC1)

## Merchandising Instructions

- Install the P7 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

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	End Aisles 9-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P7-ST1 BIL: 23P7-ST2	
On Shelf	VQA End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23VQA-ST12 BIL: 23VQA-ST13	
On Shelf	IDB End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23IDB-ST14 BIL: 23IDB-ST15	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P7-ST3 BIL: 23P7-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P7-ST5 BIL: 23P7-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P7-ST7 BIL: 23P7-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P7-ST9 BIL: 23P7-ST10	
On Shelf	Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P7-ST11	
On Shelf	Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
On Shelf	Pre-Printed Aeroplan Points Offer Shelf Talkers (English/Bilingual)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-23P7-ANS	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-23P7-LTO	

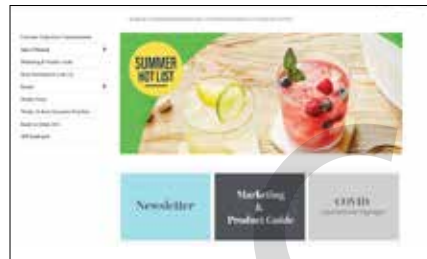
# Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

# Display Programs

PA = VQA

PB = IDB

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			17523	Megalomaniac Much Obligated Red VQA	750	LTO
			25461	Mindful Pinot Grigio VQA	750	LTO, NT
			25462	Mindful Rose VQA	750	LTO, NT
			25652	Our Story Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>1PA</b>	25653	Our Story Pinot Grigio VQA	750	LTO
			26539	Lola Limited Edition Red VQA	750	LTO
			27751	Magnotta Pinot Grigio Chardonnay Venture Series	750	LTO
			27752	Magnotta Cabernet Sauvignon Merlot V. Series	750	LTO
			452169	Vieni Bruce Trail Red VQA	750	LTO
			27658	Peller Family Vineyards Sparkling Pinot Grigio	750	LTO
			27728	Bask Pinot Grigio	750	LTO
			27729	Pelee Island Best In Show Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>1PB</b>	27731	Pelee Island Best In Show Cabernet Sauvignon	750	LTO
			27732	High Road Cellars Cabernet Merlot	750	LTO
			27757	High Road Cellars Pinot Grigio	750	LTO
			27919	Xoxo Sauvignon Blanc Light	750	LTO
			28062	Keep Calm & Laugh Pinot Grigio	750	LTO
			18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>2PA</b>	326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
			426528	Wayne Gretzky Baco Noir VQA	750	LTO
			589028	Peller Family Vineyards Rose Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>2PB</b>	589036	Peller Family Vineyards Cab Merlot .4l.	4000	LTO
			669465	Peller Family Vineyards Pinot Grigio 4l	4000	LTO
			526228	Jackson-Triggs Reserve Meritage VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>3PA</b>	535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	LTO
			560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	LTO
			470823	Pelee Island Merlot	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>3PB</b>	621219	Pelee Island Pinot Grigio	750	LTO
			637199	Pelee Island Shiraz/Cabernet	750	LTO
			16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>4PA</b>	16792	Speck Bros. The Goat Lady Chardonnay VQA	750	LTO
			18667	Family Tree The Padre Cabernet Merlot	750	LTO
			16778	Bask Crisp Rose	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>4PB</b>	16779	Bask Pinot Noir	750	LTO
			27727	Bask Cabernet Sauvignon	750	LTO

## Display Programs

PA = VQA

PB = IDB

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			261099	Inniskillin Pinot Noir VQA	750	LTO, NT
<input type="checkbox"/>	<input type="checkbox"/>	5PA	485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	LTO, NT
			508721	Inniskillin Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5PB	214049	Girls' Night Out Strawberry Samba	1500	LTO
			214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
			411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6PA	341743	Trius Rose VQA	750	LTO
			497248	Trius Chardonnay VQA	750	LTO
			587907	Trius Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6PB	11572	Xoxo Moscato	750	LTO
			132506	Xoxo Pinot Grigio/Chardonnay	1500	LTO
			485995	Xoxo Red Sangria	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7PA	20264	Popcorn Chardonnay VQA	750	LTO
			518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
			587956	Trius Cabernet Sauvignon VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7PB	338855	Bodacious Smooth Red	750	LTO
			339168	Bodacious Smooth White	750	LTO
			523563	Bodacious Cabernet Sauvignon	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8PA	233635	Cave Spring Riesling Dry VQA	750	LTO
			454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	LTO
			620104	Angels Gate Sussreserve Riesling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8PB	165308	Colio Extra Dry White	1500	LTO
			306001	Colio Dry White Bag In Box	4000	APP
			485169	Colio Blush Rose	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
			350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
			350629	Forty Creek Barrel Select Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	64659	Captain Morgan Private Stock Rum	750	
			454686	Captain Morgan Bold Spiced Rum	750	LTO
			500512	Captain Morgan Original Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	VA
			217992	Dewar's White Label.	1140	VA
			438598	Dewar's 12 Year Old	750	VA

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		13	24437	Sailor Jerry Spiced Rum	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		80127	Sailor Jerry Spiced Rum	750	LTO
			217257	Sailor Jerry Spiced Rum	1140	LTO
		14	189217	Gibson's Finest Sterling Edition	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215038	Gibson's Finest Sterling Edition	1750	LTO
			215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
		15	307	Seagrams V.O.	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		31930	Seagrams V.O.	1750	VA
			216978	Seagrams V.O.	1140	VA
		16	25104	Luksusowa Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		212282	Luksusowa Vodka	1140	LTO
			253302	Luksusowa Vodka	750	
		17	518670	Sour Puss Raspberry Liquor	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		518688	Sour Puss Apple Liquor	750	APP
			601518	Sour Puss Blue Liquor	750	APP, VA
		18	86439	Waterloo Dark	473	APP
<input type="checkbox"/>	<input type="checkbox"/>		541243	Creemore Springs Premium Lager 6pk C	2838	LTO
			666966	Creemore Crisp Pilsner	473	
		19	552687	Nickel Brook Black Light All Night Stout	473	
<input type="checkbox"/>	<input type="checkbox"/>		573428	D'Ont Poke The Bear Cider.	473	
			628875	Maclean's Cherry Porter	473	
		20	17117	Rally Trail Blazer	473	LTO, APP
<input type="checkbox"/>	<input type="checkbox"/>		24826	Ace Hill Carb Free	1420	
			635227	Liberty Village Dry Cider	473	LTO
		Entrance Table/COTM	446559	Georgian Bay Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		284539	Trius Brut VQA	750	LTO
			11423	Dillon's The Professors Negroni	4 × 125	LTO
		Feature Fixture A	11573	Vodkow	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		12565	Junction 56 Distillery Mint Smoothie	375	LTO
			13397	Valley of Mother of God Gin	750	
			13909	Georgian Bay Canadian Whisky	750	APP
			14915	Dillon's Rye Whisky	750	LTO
			18224	Vodkow Cream	750	LTO
			22885	Dillon's Manhattan	4 × 125	
			27365	Warheads Green Apple	375	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			113456	Collective Arts Rhubarb & Hibiscus Gin	750	APP
			187088	PJ's Original Cream (Panama Jack's)	750	APP
			244186	Collingwood Whisky	750	LTO
			428417	Gooderham & Worts Canadian Whisky	750	
			448597	Georgian Bay Gin	750	APP
			465419	Murphy's Law Apple Pie Moonshine	750	
			472332	Wayne Gretzky Red Cask Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture A</b>	497891	Kavi Reserve Coffee Blended Canadian Whisky	750	APP
			542910	Top Shelf Gin	750	APP
			545194	Top Shelf Vodka	750	APP
			573857	Niagara Falls Craft Vodka	750	LTO
			631176	McGuinness Triple Sec	750	
			631200	McGuinness Blue Curacao	750	
			633206	Hidden Temple Gin	750	
			638130	Dillon's Vodka	750	
			10177	Old Pulteney 12 Year Old Single Malt	750	APP
			13967	Writers Tears Double Oak Whisky	700	APP
			20220	Miyagikyo Single Malt Japanese Whisky	700	APP
			21082	Nikka Whisky Yoichi Single Malt	700	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture B</b>	22182	The Balvenie 12 Sweet Toast of American Oak	750	
			195651	Forty Creek Confederation Oak Reserve Whisky	750	
			493072	Bowmore No. 1 Islay Single Malt Scotch Whisky	750	
			628339	Loch Lomond 12 Year Old Single Malt Whisky	750	
				Residual Seasonal Rosé		
			18524	Wayne Gretzky Salted Caramel Cream Whisky	750	LTO
			19563	Lot No. 40 Dark Oak Canadian Whisky	750	LTO
			24796	Dixons Wicked Raspberry Gin	750	LTO
			350561	Forty Creek Cream	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic A</b>	413104	Dillon's Dry Gin	750	VA
			446625	Beatties Farm Crafted Vodka	750	
			492256	Tag No.5 Vodka (P.E.T.)	1140	LTO
			536946	J.P. Wiser's 15 Yo Canadian Whisky	750	LTO
			573402	Bearface 7yo Triple Oak Canadian Whisky	750	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16789	Speck Bros. Lazzara Bianco Secco VQA	750	LTO
			16858	Malivoire Che Bello Sparkling VQA	750	APP
			17690	Trius Brut Rosé Sparkling	750	LTO
			25515	Saintly Sparkling Brut VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	25517	Peller Family Reserve Rosé Bubbles VQA	750	LTO
			217679	Jackson-Triggs Sparkling Reserve VQA	750	LTO
			341347	Fresh Sparkling Rosé VQA	750	LTO
			536565	Lily Sparkling Rosé VQA	750	LTO
			645309	Kew Vineyards Organic Riesling Sparkling VQA	750	LTO
			17369	Sandbanks Route 33 White VQA	750	VA
			17370	Sandbanks Route 33 Red VQA	750	VA
			177485	Sandbanks Cabernet Franc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table VQA</b>	225920	Sandbanks Baco Noir Reserve VQA	750	LTO
			244616	Sandbanks Rosé VQA	750	VA
			346445	Sandbanks Dunes Red VQA	750	LTO
			361881	Sandbanks French Kiss VQA	750	VA
			648642	Sandbanks Smugglers White VQA	750	LTO
			21381	Pink Poodle Sparkling Rosé	750	LTO + APP
			21384	Small Mercy Easy Going Red	750	LTO + APP
			21441	Honest Lot Sauvignon Blanc	750	LTO + APP
			21524	On Point. Crisp White	750	LTO + APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table IDB</b>	28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO + APP
			166637	Pelee Island Rouge	1500	LTO + APP
			270892	Jackson-Triggs Merlot	4000	LTO + APP
			355933	Black Cellar Shiraz Cabernet	750	LTO + APP
			399428	Jackson-Triggs Sauvignon Blanc	1500	LTO + APP
			11917	Cameron's Jurassic Ipa	473	LTO
			14677	Big Rig Brewery Shakedown Apa	473	
			15116	Cowbell Brewing Co. Hazy Days Ipa	473	
			15861	Sons Of Kent Juice Box Ipa	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A</b>	16051	Bellwoods Jutsu Pale Ale	473	
			17406	Side Launch Any Day Light Ipa	473	
			24563	Sawdust City - Tropical Storm Daiquiri	473	
			26692	Brock Street Light Lime Lager	473	
			120626	Northern Lights Hazy Ipa	473	LTO
			280081	Steam Whistle Premium Pilsner 6 Pk-C	2130	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			351429	Amsterdam Boneshaker 473ml -Tc	473	LTO
			398693	Naughty Neighbour American Pale Ale	473	LTO
			404368	Muskoka Detour 473 MI Can	473	LTO
			450239	Whitewater Brewing Farmer's Daughter 473ml	473	
			467134	Forgotten Lake Blueberry Ale +	473	
			481515	Bench Brewing Balls Falls Session Ipa	473	
			485367	Great Lakes Brewery Karma Citra Ipa	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A</b>	494633	Anderson Ipa 6pk Can	2130	
			497438	Spearhead Hawaiian Pale Ale 473	473	
			508572	Flying Monkeys Juicy Ass Ipa	473	
			540245	Trestle Brewing Company Golden Ale	473	
			556688	Collective Arts Life In The Clouds	473	
			570028	Sleeping Giant Mr Canoehead	473	
			646620	Beyond The Pale Clean Cut	473	
			921296	Wellington Helles Lager	473	
			17068	Georgian Bay Smashed Soda	12 × 355	LTO
			19103	Walter Craft Caesar - Classic	473	
			24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile B</b>	24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	
			24351	Cottage Springs Vodka Iced Tea	8 × 355	
			24353	Cottage Springs Vodka Lemonade	8 × 355	
			24383	Ace Hill Tropical Vodka Soda Mix Pack	6 × 355	
			24423	Ace Hill Cucumber Lemon Vodka Water	1000	
			992	Royal Reserve	1140	APP
			15012	Northern Keep Vodka	750	APP
			18426	Forty Creek Nanaimo Bar Cream	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile C</b>	216671	Wisers Special Blend.	1140	APP
			226316	Hiram Walker Special Old Rye Whisky Pet	1140	APP
			240135	Lamb's Navy Rum (P.E.T)	1140	APP
			358556	Dillon's Gin 22 Unfiltered	750	APP
			477836	Malibu Coconut Rum	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile D Cabot Trail</b>	18877	Cabot Trail Maple Cream	1140	LTO
			27892	Cabot Trail Maple Whisky	750	VA
			462424	Cabot Trail Maple Cream	750	VA

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D Jackson-Triggs	10428	Jackson-Triggs Rosé	1500	VA
			22327	Jackson-Triggs Pinot Grigio	1500	VA
			377820	Jackson-Triggs Merlot	1500	VA
<input type="checkbox"/>	<input type="checkbox"/>	Long Weekend Super Sale	110320	No Name Beer	6 × 341	LTO
			13904	Henry of Pelham Pinot Noir VQA	750	LTO
			14882	Saintly Rosé VQA	750	LTO
			19748	Grow Wild Ravishing Rosé VQA	750	LTO
			20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO
			38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	135939	Pelee Island Pinot Noir VQA	750	LTO
			149237	The Foreign Affair The Conspiracy	750	LTO
			177824	13th Street Gamay	750	LTO
			219543	Inniskillin Late Autumn Riesling VQA	750	LTO
			221804	Trius Sauvignon Blanc VQA	750	LTO
			522730	Strewn Chardonnay Barrel Aged VQA	750	LTO
			587154	Magnotta Vidal Icewine	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	107342	Reinhart's Red Apple Strong Cider	473	
			333583	Thornbury Premium Apple Cider	473	LTO
			688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	28490	Refined Fool, Single Friend, Cold Ipa	473	
			28503	Sawdust City - Ah, Stout	473	
			22248	Sons of Kent Festbier	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	20068	Mill Street Hazy Organic Ipa	473	LTO
			84210	Mill Street Original Organic Lager	6 × 341	
			516880	Mill Street Original Organic	6 × 473	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	19266	Beau's Lug Tread	6 × 473	
			492009	Steam Whistle Can	473	
			492017	Steam Whistle	6 × 473	LTO
			11871	Lake Of The Woods Dry Hopped Ipa	473	
			19995	Whitewater Brewing High Tide Neipa	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	22571	Railway City - Jumbo Ipa	473	
			25092	Cameron's Bad Robot New England DIPA	473	
			25564	Lake Of Bays Italian Pilsner	473	
			508580	Wellington Upside Ipa	473	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16693	Flying Dog Gonzo Imperial Porter	355	
			21734	Houblon Chouffe Belgian Ipa	330	
			22628	Great Divide Mexican Chocolate Yeti Imperial Stout	568	
			27007	Allsopps IPA	500	
			27058	Windswept Clavie Smoked Porter	330	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Craft Beer Imported Shelf Talkers</b>	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	
			145417	Pelee Island Lighthouse Riesling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ontario Go-Local</b>	326975	Kacaba Unoaked Chardonnay VQA	750	LTO
			370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	LTO
			609701	Muskoka Lakes Cranberry Wine	750	LTO
			11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ontario VQA Our Buyer's Pick</b>	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	APP
			1578	Flat Rock Twisted	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Vintages Essentials on Offer</b>	149237	The Foreign Affair The Conspiracy	750	LTO
			66837	Sophenia Estate Reserva Malbec 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Vintages WOM: Sept 24</b>	85209	Il Molino di Grace Chianti Classico 2016	750	
			24133	Thirty Bench Winemaker's Blend Riesling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Spirited Picks Display</b>	9522	J.P. Wiser's Deluxe	375	LTO
			477893	Polar Ice Vodka (P.E.T)	375	
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 1: Spirits</b>	25450	Appleton Estate Signature	375	
			19295	Pelee Island Lola Pinot Grigio VQA	250	
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 2: Wines</b>	19296	Pelee Island Lola Sparkling Blush VQA	250	
			9043	Crown Royal	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 3: Spirits</b>				
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Impulse 1 (CE3)</b>	19347	Founder's Original Bourbon Sour	355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Impulse 2 (CE4)</b>	19263	Beau's Lug Tread	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Impulse 3 (CE5)</b>	24517	SoCIAL LITE 8x355 Social Sample	8x355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Impulse 4 (CE6)</b>	20115	Collective Arts Matter Of Fact	473	LTO
			429258	Jameson Caskmates Stout Irish Whiskey	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>The Cold Room Spirits</b>	635391	Jameson IPA Caskmates Irish Whiskey	750	APP
			15009	New Amsterdam Pink Whitney Vodka	750	APP

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R1	Vodka A	181636 Sobieski Vodka	750	LTO									Y	Y
R2	Vodka B	19515 Absolut Watermelon	750	LTO					Y	Y	Y	Y	Y	Y
R3	Vodka C	135566 Polar Ice Vodka	750	LTO					Y	Y	Y	Y	Y	Y
R4	Vodka D	209221 Absolut Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250 Stolli Vodka	1140	VA	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	590463 Diplomatico Mantuano	750	LTO										Y
R7	Rum B	402818 Flor De Cana Grand Reserva 7 Rum	750	LTO					Y	Y	Y	Y	Y	Y
R8	Rum C	318618 Plantation Grande Reserve.	750	LTO					Y	Y	Y	Y	Y	Y
R9	Rum D	633271 Gosling's Bermuda Black Seal Rum	750	LTO					Y	Y	Y	Y	Y	Y
R10	Rum E	318709 Captain Morgan Original Spiced Rum (P.E.T.)	750	LTO	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	387209 Centennial 10 Year Old Limited Edition Rye	750	LTO					Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	14910 Bushmills Irish Whiskey	750	LTO					Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	114694 Crown Royal	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	311936 Canadian Club Classic 12 Year Old	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	38927 Jura 12 Year Old Single Malt	750	LTO					Y	Y	Y	Y	Y	Y
R17	Scotch B	112896 Johnnie Walker Red Label	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	557470 Empress 1908 Gin	750	LTO					Y	Y	Y	Y	Y	Y
R19	Liqueurs A	180695 St-Germain Elderflower Liqueur	750	LTO									Y	Y
R20	Liqueurs B	2253 Disaronno Amaretto	750	LTO					Y	Y	Y	Y	Y	Y
R21	Liqueurs C	10213 Kahlua Coffee Liqueur	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	342246 Amarula Cream	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	363978 Miguel Torres Chile Pisco El Gobernador	700	LTO										Y
R24	Brandy B	24493 Courvoisier Vsop Cognac	750	LTO					Y	Y	Y	Y	Y	Y
R25	Tequila A	10899 Jose Cuervo Tradicional Plata	750	LTO									Y	Y
R26	Ontario Blend A	21442 Honest Lot Cabernet Sauvignon	750	LTO					Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	669440 Peller Family Vineyards Shiraz	1500	LTO					Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	326413 Pelee Island Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQAA	587964 Trius Cabernet Franc VQA	750	LTO					Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	582825 Peller Estates Family Series Chardonnay VQA	750	LTO					Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	426908 Peller Family Vineyards Cab Sauv	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	19338 Good Natured Crisp Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQAA	376756 Peninsula Ridge Pinot Grigio VQA	750	LTO									Y	Y
R34	Ontario VQA B	57349 Chateau Des Charmes Gamay Noir VQA	750	LTO									Y	Y
R35	Australia/New Zealand A	350504 Yellow Tail Big Bold Red	750	LTO									Y	Y
R36	Australia/New Zealand B	25698 Jacob's Creek Grenache Shiraz	750	LTO, FSD									Y	Y
R37	Australia/New Zealand C	572164 Yellow Tail Cabernet Sauvignon	1500	LTO					Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	19276 Jacob's Creek Moscato Lower Sugar	750	LTO, FSD	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	14130 Apothic Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R40 USA B	594341	Rh Phillip Toasted Head Chardonnay	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R41 Chile A	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO								Y	Y	Y	Y	
R42 Chile B	278416	Casillero Del Diablo Reserva Cab Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A		Manager's Discretion - overstock SKUs/ store best sellers													Y	
R44 France Blend B	155051	Masi Campofiorin Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	LTO										Y	Y	
R46 France South B	215012	Black Tower Rivaner	1000	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	487819	Melini Chianti Classico Riserva Docg	750	LTO										Y	Y	Y
R48 Italy Central A	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO										Y	Y	
R49 Italy Central B		Manager's Discretion - overstock SKUs/ store best sellers			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	5322	Aveleda Vinho Verde	750	LTO					Y	Y	Y	Y	Y	Y	Y	
R51 Italy North B	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	535641	Vicente Faria Animus Douro, Do	750	LTO											Y	
R53 Southern Europe B		Manager's Discretion - overstock SKUs/ store best sellers												Y	Y	Y
R54 Germany A	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	621110	Jackson-Triggs Pinot Grigio	750	LTO										Y	Y	Y
R56 Sparkling B	278127	Santa Carolina Sauvignon Blanc Reserva	1500	LTO				Y	Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	497339	Kona Big Wave Golden Ale +	2130	APP										Y	Y	
R58 Ontario Beer B	418590	Modelo Especial 6pk -B +	2130	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	13814	Shawn & Ed Lagershed Original 4-Pk Can	1892												Y	
R60 Beer 2	535294	Grolsch Premium Pilsner+	500	LTO				Y	Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	560532	Strongbow Cider	500	LTO				Y	Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	24350	Mott's Clamato Caesar Reserve	341	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	19096	Matt & Steve's Caesar - Hot & Spicy	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	666040	Nutrl Vodka Soda Pineapple	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	363812	Tito's Handmade Vodka	375	LTO	Glazer's Of Canada
C2: Canadian Whisky	42	Canadian Club Premium	750	VA	Beam Suntory
C3: Ontario Non VQA Blend	19339	Good Natured Merlot Gamay Noir VQA	750	LTO	Andrew Peller Limited
C4: French Blend	19452	Waterdog Red	750	LTO	Philippe Dandurand Wines Ltd.
C5: Fixed Store Location	15760	Slow Press Cabernet Sauvignon	750	LTO	Corby Spirit And Wine Limited
C6: Vodka	28049	Zirkova Unity Vodka	750	VA	Dionysus Wines & Spirits Ltd.
C7: Scotch	174466	Jose Cuervo Especial Silver	750	LTO	Proximo Spirits Canada Inc.
C8: Liqueurs	19540	Howitzer Canadian Whisky	750	LTO	Noble Estates Wines & Spirits Inc.
C9: Ontario Blends	357145	Open Smooth Red VQA	750	LTO	Arterra Wines Canada Inc.
C10: France Red	25843	California Roots Cabernet Sauvignon	750	LTO	Philippe Dandurand Wines Ltd.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	LTO	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO	Woodman Wines & Spirits
D3: Discovery Wines 3	19274	Portillo Pinot Noir	750	LTO	Azureau Wine Agency
D4: Discovery BSM 1	519926	Radical Road Brewing Yuzu Pale Ale	473	LTO	Global Beverage Imports
D5: Discovery BSM 2	537258	Tiger Beer+	500	LTO	Heineken Canada Inc.
D6: Discovery BSM 3	491514	Jaw Drop Flashing Peaches	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	24957	Dr. McGillicuddy's Coffee	750	APP	Charton Hobbs Inc
D8: Discovery Spirits 2	242107	No. 3 London Dry Gin	750	LTO	Charton Hobbs Inc
D9: Discovery Spirits 3	635466	Romeo's Gin	750	LTO	Philippe Dandurand Wines Ltd.

## Green Shelf Extenders

G1: Green Extender	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO	Dionysus Wines & Spirits Ltd.
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## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
596	Bacardi Superior White Rum (P.E.T.)	375	\$1.00	
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	VL1
1743	Ruffino Chianti*	750	\$2.00	
2253	Disaronno Amaretto	750	\$2.00	SE
5280	Vodka Mudshake Chocolate 4pk-B	1080	\$1.00	
5322	Aveleda Vinho Verde	750	\$1.00	SE
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	
9043	Crown Royal	375	\$1.00	
9522	J.P. Wiser's Deluxe	375	\$1.00	CE1
10213	Kahlua Coffee Liquor	750	\$2.00	SE
10899	Jose Cuervo Tradicional Plata	750	\$2.00	SE
10937	Forty Creek Double Barrel Reserve Whisky	750	\$2.00	EA
11423	Dillon's The Professors Negroni 4 X 125ml	500	\$1.00	FFA
11572	Xoxo Moscato	750	\$1.00	EA
11573	Vodkow	750	\$3.00	FFA
11597	Pelee Island Bella Sparkling Pinot Noir Rose Vqa*	750	\$2.00	FSA
11688	Bathtub Gin, Uk	750	\$4.00	
11917	Cameron's Jurassic Ipa	473	\$0.20	SBA
11943	Los Cardos Dona Paula Sauvignon Blanc	750	\$2.00	FSE
11945	Proper No. Twelve	750	\$2.00	
12023	Freixenet Prosecco Doc	750	\$2.00	
12565	Junction 56 Distillery Mint Smoothie	375	\$1.00	FFA
12821	Aged Negroni Project Ddp	750	\$1.00	
12858	Waterloo Grapefruit Radler 473ml	473	\$0.20	
13587	Bacardi Gold (P.E.T.)	1140	\$1.00	
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00	MD
13915	The Forager Botanical Whisky	750	\$2.00	
14130	Apothic Cabernet Sauvignon	750	\$2.00	SE
14400	Coors Original 6X473ml Can	2838	\$1.00	
14673	>(V) Gerard Bertrand Gris Blanc Rose	750	\$2.00	
14882	Saintly Rose VQA	750	\$2.00	MD
14910	Bushmills Irish Whiskey	750	\$2.00	SE
14915	Dillon's Rye Whisky	750	\$5.00	FFA
15299	Okanagan Harvest Pear	473	\$0.30	
15440	Dab Ultimate Low Carb Beer	3000	\$2.00	
15760	Slow Press Cabernet Sauvignon	750	\$2.00	SE



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00	
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.25	
16392	Gran Passione Prosecco Doc Spumante	750	\$3.00	
16546	On The Rocks Hornitos Margarita	375	\$3.00	VA
16643	Polar Ice Arctic Extreme Vodka (P.E.T.)	750	\$1.00	
16778	Bask Crisp Rose	750	\$1.00	EA
16779	Bask Pinot Noir	750	\$1.00	EA
16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00	Mini Thematic B
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00	EA
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00	EA
17068	Georgian Bay Smashed Soda Variety Pack*	4260	\$2.00	SBB
17117	Rally Trail Blazer	473	\$0.20	EA
17150	Josh Cellars Pinot Noir	750	\$2.00	
17523	Megalomaniac Much Obligated Red VQA	750	\$1.00	EA
17559	Disaronno Velvet	750	\$2.00	
17690	Trius Brut Rose Sparkling (Andrew Peller)	750	\$3.00	Mini Thematic B
17817	Corona Extra 6pk Tc	2838	\$1.00	
17823	Stella Artois 6-Pk B	1980	\$1.00	OTH
17932	Swish Gin Ddp	750	\$3.00	
18224	Vodkow Cream	750	\$3.00	FFA
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	EA
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA 3l	3000	\$3.00	
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	\$3.00	Mini Thematic A
18667	Family Tree The Padre Cabernet Merlot	750	\$2.00	EA
18877	Cabot Trail Maple Cream	1140	\$2.00	SB
18953	Yellow Tail Pure Bright Chardonnay	750	\$2.00	
19095	Little Buddha Peach Tea	355	\$0.25	
19096	Matt & Steve's Caesar - Hot & Spicy	473	\$0.20	SE
19098	Founder's Original Gin Bramble	355	\$0.15	
19110	Seagram Island Time Coconut Lime	2130	\$1.00	
19167	Landshark Seltzer Pinapple Mango	473	\$0.20	
19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	1420	\$0.75	
19263	Beau's Lug Tread 473ml Can	473	\$0.30	CE4
19274	Portillo Pinot Noir	750	\$1.00	SE
19276	Jacob's Creek Moscato Lower Sugar	750	\$2.00	FSD, SE
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	SE

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	SE
19347	Founder's Original Bourbon Sour	355	\$0.15	CE3
19419	Baileys Deliciously Light	750	\$1.50	
19452	Waterdog Red	750	\$1.50	SE
19515	Absolut Watermelon	750	\$1.00	SE
19540	Howitzer Canadian Whisky	750	\$3.00	SE
19563	Lot No. 40 Dark Oak Canadian Whisky	750	\$5.00	Mini Thematic A
19592	Ren Ultra Premium Vodka Ddp	750	\$2.00	
19748	Grow Wild Ravishing Rose VQA	750	\$2.00	MD
19894	Cracked Canoe 6 X 473ml Cans	2838	\$1.50	
19923	Peroni Nastro Azzurro Slim Can	1980	\$1.00	
19977	Ernest Rose Light Cider Spritzer Cranberry Cherry	473	\$0.65	
20068	Mill Street Hazy Organic Ipa	473	\$0.25	EZH
20119	Collective Arts Matter Of Fact	473	\$0.25	EA
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00	MD
20264	Popcorn Chardonnay VQA	750	\$1.00	EA
20563	Hinch Irish Whiskey 5 Year Old Double Wood	700	\$10.00	
20865	Ventoux Grande Reserve Des Challieres	750	\$2.00	
20928	Mighty Moose Canadian Vodka Ddp	750	\$1.00	
21038	Pelee Island Lola Secco Sparkling Vqa*	250	\$1.00	CE2
21381	Pink Poodle Sparkling Rose	750	\$1.00	BSF
21384	Small Mercy Easy Going Red	750	\$1.00	BSF
21441	Honest Lot Sauvignon Blanc	750	\$1.00	BSF
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	SE
21524	On Point. Crisp White	750	\$1.00	BSF
21555	Tia Maria Matcha Cream Liqueur	750	\$2.00	
22685	Empress Classic Grasevina	750	\$2.00	
23422	Founder's Original Old Fashioned	750	\$2.00	SE
23827	Nickel 9 Island Diaz Spiced Rum Ddp	750	\$2.00	
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	OWS
24213	Original G Homeland German Riesling	750	\$2.00	
24339	Twisted Shottz Island Thunder	120	\$0.50	
24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	\$0.25	
24344	Arizona Hard Lemon Iced Tea	473	\$0.20	
24350	Mott's Clamato Caesar Reserve	341	\$0.15	SE
24437	Sailor Jerry Spiced Rum	1750	\$1.75	EA

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
24493	Courvoisier Vsop Cognac	750	\$10.00	SE
24517	Social Lite Vodka Soda Mixer 8pk	2840	\$1.00	CE5
24796	Dixons Wicked Raspberry Gin	750	\$2.00	Mini Thematic A
24971	Good Natured Rose Vqa*	750	\$2.00	FSA
24973	Offshore Hang Ten Rose Vqa*	750	\$3.00	FSA
25100	Dixon's Wicked Citrus Gin	750	\$3.00	
25104	Luksusowa Vodka	1750	\$1.50	EA
25136	818 Tequila Blanco	750	\$4.00	
25273	Fl!Ng Cucumber Mint Vodka Soda	355	\$0.25	
25461	Mindful Pinot Grigio VQA	750	\$1.50	EA, NT
25462	Mindful Rose VQA	750	\$1.50	EA, NT
25515	Saintly Sparkling Brut VQA	750	\$2.00	PF, Mini Thematic B
25517	Peller Family Reserve Rose Bubbles VQA	750	\$2.00	PF , Mini Thematic B
25518	Bombay Sapphire Gin & Tonic	250	\$0.25	
25636	Libra Non-Alcoholic Pale Ale	1420	\$1.00	
25652	Our Story Cabernet Merlot VQA	750	\$2.00	EA
25653	Our Story Pinot Grigio VQA	750	\$2.00	EA
25698	Jacob's Creek Grenache Shiraz	750	\$2.00	FSD, SE
25843	California Roots Cabernet Sauvignon	750	\$2.00	SE
25901	Taittinger Prestige Rose Champagne	750	\$7.00	
26308	Michelob Ultra Organic Gold	2838	\$1.00	
26539	Lola Limited Edition Red VQA	750	\$2.00	EA
26678	On The Rocks Effen Cosmopolitan	375	\$3.00	VA
26679	On The Rocks Knob Creek Old Fashioned	375	\$3.00	VA
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$2.00	
27516	>J.Lohr Los Osos Merlot	750	\$2.00	
27650	Dixon's Silver Creek Blood Orange Vodka	750	\$2.00	VA
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	EA
27727	Bask Cabernet Sauvignon	750	\$1.00	EA
27728	Bask Pinot Grigio	750	\$1.00	EA
27729	Pelee Island Best In Show Pinot Grigio	750	\$1.00	EA
27731	Pelee Island Best In Show Cabernet Sauvignon	750	\$1.00	EA
27732	High Road Cellars Cabernet Merlot	750	\$2.00	EA
27750	Dugal's Five Rivers Canadian Whisky Ddp	750	\$2.00	
27751	Magnotta Pinot Grigio Chardonnay Venture Series Vq	750	\$1.50	EA
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	\$1.50	EA

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27757	High Road Cellars Pinot Grigio	750	\$2.00	EA
27919	Xoxo Sauvignon Blanc Light	750	\$1.00	EA
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	BSF
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	EA
32656	Marques De Riscal Rioja Reserva	750	\$3.00	FSC
35170	Pascual Toso Malbec	750	\$1.00	FSE
38117	>V) Riesling Elevation St Urban (Vineland)	750	\$3.00	
38927	Jura 12 Year Old Single Malt	750	\$10.00	SE
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$2.50	SE
48819	Creekside Cabernet Rose Vqa	750	\$2.00	FSA
56622	Beefeater Dry	1750	\$1.50	
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.00	SE
58339	>Kaiken Malbec	750	\$2.00	FSE
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
64287	Cono Sur Bicicleta Viognier	750	\$2.00	
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	\$1.00	SE
68254	Yellow Tail Pinot Grigio	750	\$1.00	
71647	Polar Ice Vodka (P.E.T.)	750	\$1.00	
80127	Sailor Jerry Spiced Rum	750	\$2.00	EA
84988	>Beringer Napa Valley Chardonnay	750	\$3.00	
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.00	
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	
108100	Martell Vs Fine Cognac (In Box)	750	\$4.00	
112896	Johnnie Walker Red Label	1750	\$2.50	SE
114694	Crown Royal	1750	\$3.00	SE
120626	Northern Lights Hazy Ipa	473	\$0.20	SBA
129734	Fish Hoek Shiraz	750	\$1.00	
130989	>Tawse Pinot Noir Growers Blend Pinot Noir	750	\$2.00	
132506	Xoxo Pinot Grigio/Chardonnay	1500	\$2.00	EA
135566	Polar Ice Vodka	750	\$1.00	SE
135939	Pelee Island Pinot Noir VQA	750	\$2.00	
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.25	SE
145367	Lindemans Bin 50 Shiraz	750	\$1.00	
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	GL
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00	VL1, NT

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
155051	Masi Campofiorin Igt	750	\$3.00	SE
165308	Colio Extra Dry White	1500	\$1.00	EA
166637	Pelee Island Rouge	1500	\$0.50	BSF
174466	Jose Cuervo Especial Silver	750	\$2.00	SE
177485	Sandbanks Cabernet Franc VQA	750	\$2.00	BSF, NT
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	
180695	St-Germain Elderflower Liqueur	750	\$3.00	SE
181636	Sobieski Vodka	750	\$1.00	SE
189217	Gibson's Finest Sterling Edition	750	\$2.00	EA
201293	Sapporo 500ml Can	500	\$0.45	
207613	Jameson Irish Whiskey	1140	\$2.00	
209221	Absolut Vodka	1140	\$1.00	SE
212282	Luksusowa Vodka	1140	\$1.50	EA
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	EA
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00	EA
215012	Black Tower Rivaner	1000	\$2.00	SE
215038	Gibson's Finest Sterling Edition	1750	\$4.00	EA
215889	Gibson's Finest Sterling Edition Whisky	1140	\$3.00	EA
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	
217257	Sailor Jerry Spiced Rum.	1140	\$3.00	EA
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00	Mini Thematic B
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	
221804	Trius Sauvignon Blanc VQA	750	\$2.00	
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	BSF , NT
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	
233635	Cave Spring Riesling Dry VQA	750	\$2.00	EA
242107	No. 3 London Dry Gin	750	\$5.00	SE
243725	Karlovacko Beer	500	\$0.25	
244186	Collingwood Whisky	750	\$3.00	FFA
250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$2.00	
255380	Pilsner Urquell +	500	\$0.20	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	EA, NT
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00	
267302	Crystal Head Vodka	750	\$5.00	
268011	Tennent's Export Lager+	500	\$0.30	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
269761	Raymond Classic Cabernet Sauvignon	750	\$2.00	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	BSF
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$2.00	SE
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	SE
282996	>(V) Chianti Classico (San Felice)	750	\$2.00	
284539	Trius Brut VQA	750	\$2.00	BSE
295105	Alamos Cabernet Sauvignon	750	\$2.00	FSE
295139	Alamos Malbec	750	\$2.00	
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	SE
298505	La Vieille Ferme Luberon Blanc Aoc	750	\$1.50	
311779	Bud Light 6 Pk Tc	2838	\$1.00	
311936	Canadian Club Classic 12 Year Old	1140	\$2.00	SE
318618	Plantation Grande Reserve.	750	\$2.00	SE
318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	\$1.00	SE
319202	Hofbrau Original Lager	500	\$0.50	
321786	Smirnoff Ice 4 Pk-B	1320	\$1.00	
326256	Wayne Gretzky Pinot Grigio VQA	750	\$2.00	EA
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	SE
326975	Kacaba Unoaked Chardonnay VQA	750	\$1.00	EA
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	
333583	Thornbury Premium Apple Cider	473	\$0.25	EZA
337881	Paulaner Hefe-Weissbier.	500	\$0.20	
337949	Heineken Lager +	500	\$0.20	
338053	Alize Red Passion Liquor	750	\$5.00	
338855	Bodacious Smooth Red	750	\$1.00	EA
339168	Bodacious Smooth White	750	\$1.00	EA
341347	Fresh Possibilities Sparkling Rose VQA	750	\$2.00	Mini Thematic B
341743	Trius Rose VQA	750	\$3.00	EA
342246	Amarula Cream	750	\$3.00	SE
343517	>(V)G.S.M. Old Vine Tessell Ct Rouss (Lafage)	750	\$2.00	
346445	Sandbanks Dunes Red VQA	750	\$1.00	BSF, NT
350207	Forty Creek Copper Pot Reserve Whisky	1140	\$2.00	EA
350504	Yellow Tail Big Bold Red	750	\$2.00	SE
350561	Forty Creek Cream Liquor	1140	\$1.00	Mini Thematic A
350629	Forty Creek Barrel Select Whisky	1140	\$1.00	EA
351429	Amsterdam Boneshaker 473ml -Tc	473	\$0.30	SBA

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
355933	Black Cellar Shiraz Cabernet	750	\$1.00	BSF
357145	Open Smooth Red VQA	750	\$1.00	SE
358309	Carmen Gran Reserva Cabernet	750	\$3.00	
361022	Caparzo Sangiovese Toscana Igp	750	\$2.50	
363812	Tito's Handmade Vodka	375	\$1.00	SE
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	SE
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$2.00	EA, GL
376756	Peninsula Ridge Pinot Grigio VQA	750	\$2.00	SE
378257	>(V) Brunello Di Montalcino (Banfi)	750	\$5.00	
383059	Sleeman Original Draught 6 Pk-C	2838	\$2.00	
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.00	SE
389411	> (V)Prop Res Vidal Icewine VQA (Jackson T.	375	\$5.00	
394718	>Erath Pinot Noir	750	\$3.00	
398693	Naughty Neighbour American Pale Ale	473	\$0.25	SBA
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	BSF
400259	Baileys Salted Caramel	750	\$1.00	
400754	Iceberg Vodka	750	\$1.00	
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	SE
403519	Crown Royal Apple	750	\$2.00	
404368	Muskoka Detour 473 MI Can	473	\$0.25	SBA
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	SE
407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	\$2.00	
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	EA
417295	Ciroc Original Unflavoured	750	\$3.00	
425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca	750	\$2.50	
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	EA
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	
426908	Peller Family Vineyards Cab Sauv	1500	\$2.00	SE
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	SE
433714	Pelee Island Cabernet Franc VQA	750	\$1.00	
439281	Konzelmann Merlot VQA	750	\$2.00	
446567	Iceberg Vodka (P.E.T.)	750	\$1.00	
449207	>Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00	
450130	Smirnoff Ice Light Raspberry & Soda 4 Pk-C	1420	\$1.00	
452169	Vieni Bruce Trail Red VQA	750	\$1.00	EA
454686	Captain Morgan Bold Spiced Rum	750	\$2.00	EA
454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	\$2.00	EA

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
456350	Fireball Cinnamon Whisky	1750	\$5.00	
460154	>Columbia Crest Grand Estates Cab Sauvignon	750	\$2.00	
462853	Menage A Trois Silk Red Wine	750	\$2.00	
465385	Landshark Lager 6-Pk Can +	2838	\$1.00	
469262	Gosser Beer +	500	\$0.20	
470062	Yalumba Y Series Viognier	750	\$3.00	
470823	Pelee Island Merlot	750	\$1.00	EA
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00	FFA
476986	Duxbury Cider Co Heritage 1650 Dry Cider 473 Can	473	\$0.20	
479923	Stalk & Barrel Blue Blend	750	\$2.20	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	SE
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	\$2.00	EA, NT
485169	Colio Blush Rose	1500	\$1.00	EA
485995	Xoxo Red Sangria	750	\$1.00	EA
486449	Gnarly Head Chardonnay	750	\$2.00	
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	SE
491324	Motts Clamato Pickled Caesar	458	\$0.15	
491514	Jaw Drop Flashing Peaches	473	\$0.50	SE
492017	Steam Whistle 473x6-Can+	2838	\$1.30	EZD
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	
492256	Tag No.5 Vodka (P.E.T.)	1140	\$1.00	Mini Thematic A
497248	Trius Chardonnay VQA	750	\$2.00	EA
497487	Sierra Nevada Ale	473	\$0.20	
498535	21 Malivoire Vivant Rose VQA Beamsville Bench	750	\$2.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	EA
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	SE
506741	Kronenbourg 1664 +	500	\$0.35	
508721	Inniskillin Baco Noir VQA	750	\$2.00	EA
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	\$1.00	EA
518753	D'Ont Poke The Bear White VQA	750	\$1.00	
519926	Radical Road Brewing Yuzu Pale Ale	473	\$0.20	SE
520304	Bacardi Gold	1140	\$1.00	
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	FSB , NT, Contest
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	
522979	Cave Spring Pinot Gris VQA	750	\$2.00	
523563	Bodacious Cabernet Sauvignon	1500	\$2.00	EA



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00	EA
535294	Grolsch Premium Pilsner+	500	\$0.25	SE
535641	Vicente Faria Animus Douro, Do	750	\$2.00	SE
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$1.00	EA
536565	Lily Sparkling Rose VQA	750	\$1.00	Mini Thematic B
536805	Spirit Of York Gin	750	\$5.00	
536946	J.P. Wiser's 15 Yo Canadian Whisky	750	\$5.00	Mini Thematic A
537258	Tiger Beer+	500	\$0.30	SE
541243	Creemore Springs Premium Lager 6pk C	2838	\$1.00	EA
545392	Smirnoff Berry Blast	750	\$1.00	
556720	Warsteiner Premium Pilsener+	500	\$0.20	
557470	Empress 1908 Gin	750	\$3.00	SE
560532	Strongbow Cider	500	\$0.20	SE
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	\$1.00	EA
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	SE
573402	Bearface 7yo Triple Oak Canadian Whisky	750	\$3.00	Mini Thematic A
573857	Niagara Falls Craft Vodka	750	\$1.20	FFA
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	SE
587154	>(V)Vidal Icewine VQA Ltd Edition(Magnotta	375	\$3.00	MD
587907	Trius Merlot VQA	750	\$2.00	EA
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	EA
587964	Trius Cabernet Franc VQA	750	\$2.00	SE
589028	Peller Family Vineyards Rose Bag In Box	4000	\$1.00	EA
589036	Peller Family Vineyards Cab Merlot .4l.	4000	\$3.00	EA
590414	>Oyster Bay Pinot Noir Marlborough	750	\$2.00	
590463	Diplomatico Mantuano	750	\$5.00	SE
594341	Rh Phillip Toasted Head Chardonnay	750	\$2.00	SE
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$3.00	
609701	Muskoka Lakes Cranberry Wine	750	\$1.00	EA, GL
617233	Haymans London Dry Gin	750	\$3.00	
620104	Angels Gate Sussreserve Riesling VQA	750	\$1.50	EA
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	SE
621219	Pelee Island Pinot Grigio	750	\$1.00	EA
625350	Yellow Tail Merlot	750	\$1.50	
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	\$2.00	SE
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	SE
633354	Longshot Pinot Grigio	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
635227	Liberty Village Dry Cider	473	\$0.25	EA
635466	Romeo's Gin	750	\$5.00	SE
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	EA
639856	Megalomaniac Homegrown Rose Vqa*	750	\$2.00	FSA
645309	Kew Vineyards Organic Riesling Sparkling VQA	750	\$1.00	Mini Thematic B
648642	Sandbanks Smugglers White VQA	750	\$1.00	BSF, NT
650325	>Kim Crawford Hawke's Bay Rose	750	\$2.00	
666040	Nutrl Vodka Soda Pineapple	473	\$0.15	SE
667014	Fortress Rum	750	\$2.00	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	SE
669465	Peller Family Vineyards Pinot Grigio 4l	4000	\$3.00	EA
678698	Gnarly Head Old Vine Zinfandel	750	\$2.00	
697409	Woody's Pink Grapefruit 4 Pk-B	1320	\$1.00	
904334	Budweiser 6 Pk-Can	2130	\$1.00	
906669	Coors Light	473	\$0.15	
925453	>Kilikanoon Shiraz Killermans Run	750	\$3.00	
943787	>Wakefield Estate Label Shiraz Clare Valley	750	\$3.00	
958975	>Mer Soleil Reserve Chardonnay	750	\$2.00	
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	\$2.00	
995910	>(V)Amarone (Farina)	750	\$2.00	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
729	Blue Nun Deutscher Tafelwein	750	30
992	Royal Reserve	1140	80
2196	Captain Morgan Dark Rum	750	50
8219	Prince Igor Vodka (P.E.T)	750	50
10177	Old Pulteney 12 Year Old Single Malt	750	550
10415	Spier Signature Cabernet Sauvignon	750	100
11564	The Audacity Of Thomas G. Bright Merlot Cab Vqa	750	50
11868	Whitley Neill Rhubarb & Ginger	750	200
12476	Prince Igor Vodka (P.E.T)	1140	75
12781	Sogrape Mateus Rose	1500	100
13909	Georgian Bay Canadian Whisky	750	120
13967	Writers Tears Double Oak Whisky	700	300
14066	Molson Ultra 6X473ml	2838	80
15009	New Amsterdam Pink Whitney Vodka	750	100
15012	Northern Keep Vodka	750	100
15041	Innis & Gunn Original 6tc	3000	80
15281	Kraken Black Roast Rum	750	150
16833	Goldschlager	750	120
16858	Malivoire Che Bello Sparkling Vqa	750	40
17117	Rally Trail Blazer	473	15
17560	Santa Carolina Sauvignon Blanc	1500	50
17820	Stella Artois 473	473	5
18342	Ix Poets Hazy Mariner Cloudy Ipa	473	5
18426	Forty Creek Nanaimo Bar Cream	750	50
18574	Jim Beam Honey	750	125
18575	Jim Beam Red Stag	750	125
19035	St Remy Xo	375	50
19774	Cesari Valpolicella Doc Essere	750	80
19856	Kingston 62 White 1140	1140	75
20220	Miyagikyo Single Malt Whisky (6 X 700ml)	700	350
20807	Tribute Cabernet Sauvignon	750	60
20926	Aperol 375ml	375	40
21381	Pink Poodle Sparkling Rose	750	50
21384	Small Mercy Easy Going Red	750	25
21432	Rally Beer Extra Mile Session Ipa	355	15
21441	Honest Lot Sauvignon Blanc	750	35
21524	On Point. Crisp White	750	50

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
21876	Sheep Dog Peanut Butter Whiskey	750	120
21969	Longshot Pinot Noir	750	75
22877	Cala Rey Tempranillo-Syrah	750	50
23366	Sandeman Ruby Port	750	50
24387	One, Two Tea! White Tea	473	20
24468	Chum Churum Soju	360	5
24957	Dr. McGillicuddy's Coffee	750	120
25450	Appleton Estate Signature	375	40
26548	Walter Craft Caesar - Classic	458	20
28061	Keep Calm & Thrive Cabernet Sauvignon	750	40
28460	Gray Jay Deluxe Canadian Whisky	750	100
31971	Fantini Sangiovese Igt	1500	30
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	50
49726	Yukon Jack	750	100
86439	Waterloo Dark	473	10
93401	Wyndham Estate Bin 222 Chardonnay	750	60
113456	Collective Arts Rhubarb & Hibiscus	750	90
136978	Sinha Stout	330	5
158741	Alianca Bairrada Reserva	750	40
164756	Graffigna Pinot Grigio	750	50
165845	Gran Feudo Rose	750	30
166637	Pelee Island Rouge	1500	100
183582	Captain Morgan Dark Rum (P.E.T.)	1750	120
187088	Pj's Original Cream (Panama)	750	50
189415	Wyndham Estate Bin 555 Shiraz	750	80
190363	Prince Igor Vodka (P.E.T)	1750	120
191858	Pknt Carmenere Reserve	750	95
192922	Seagram's 83	1140	200
215020	El Dorado 5 Year Old Rum	1140	250
216671	Wisers Special Blend.	1140	80
217505	Henry Of Pelham Cuvee Catharine Brut Rose Vq	750	100
226316	Hiram Walker Special Old Rye Whisky Pet	1140	80
230797	Fontella Chianti Docg	750	100
231571	Seagrams 83 (P.E.T)	1750	300
237255	Saint Clair Family Estate Sauvignon Blanc	750	100
237792	Icebox Long Island Iced Tea	1140	100
240135	Lamb's Navy Rum (P.E.T)	1140	110

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	60
258954	Spicebox	750	100
268375	Henry Of Pelham Riesling Vqa	750	50
269563	Maker's Mark Kentucky Straight Bourbon	375	75
270892	Jackson-Triggs Merlot Bag In Box	4000	125
277186	Zonin Prosecco Brut 1821 Doc	750	50
285254	Forty Creek Copper Pot Reserve	750	50
286898	Jacob's Creek Chardonnay	750	60
291211	Henry Of Pelham Chardonnay Vqa	750	50
294249	Crystal Head Vodka	50	50
302380	Mezzacorona Pinot Grigio Trentino	750	80
305607	Seagrams 83	750	150
306001	Colio Dry White Bag In Box	4000	250
307025	Ruffino Aziano Chianti Classico Docg	750	40
330803	Bowmore 12 Year Old Islay Single Malt	750	100
340398	Two Oceans Cabernet Sauvignon Merlot	750	75
355933	Black Cellar Shiraz Cabernet	750	30
358556	Dillon's Gin 22 Unfiltered	750	150
369009	Pinnacle Vodka	750	125
379032	O'Casey's Irish Cream	750	100
390260	Appleton Estate V/X Signature Blend	1750	120
392597	Chloe Chardonnay	750	40
396671	360 Double Chocolate Vodka	375	35
398032	Dr. McGillicuddy Intense Butterscotch	750	120
398776	Fireball Whisky Shooter	375	60
399428	Jackson-Triggs Sauvignon Blanc	1500	75
400556	Bodega Norton Barrel Select Malbec	750	100
418590	Modelo Especial 6pk -B +	2130	30
420463	Two Oceans Moscato	750	75
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca	750	50
427310	Long Weekend Chardonnay Pinot Grigio Vqa	750	40
429258	Jameson Caskmates Stout Irish Whiskey	750	90
442491	Fantini Numero Uno Primitivo Igp	750	50
445833	Astica Malbec Rose On Line	750	84
447896	La Vieille Ferme Cotes Du Ventoux	1500	100
447953	Fireball Whisky Shooter	750	120
448597	Georgian Bay Gin	750	120
465484	Toki	750	125

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
467662	Strewn Two Vines Riesling Gewurztraminer Vqa	750	50
469304	13th Street Burger Blend Ries. P. Grigio Vqa	750	25
477836	Malibu Coconut Rum	750	75
489690	Tocado Garnacha Campo De Borja Do Online	750	84
491811	Southern Comfort	750	120
492207	Rodenbach Grand Cru	330	23
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	125
497339	Kona Big Wave Golden Ale +	2130	50
497891	Kavi Reserve Coffee Blended Canadian	750	80
499384	Kacaba Cabernet Vqa	750	75
504340	Santa Carolina Merlot	1500	100
518688	Sour Puss Apple Liquor	750	50
520718	Sour Puss Raspberry Liquor	375	50
522672	>(V)Vidal Icewine Vqa Nia(Lakeview Cellars)	200	100
523100	Passi Reali Vdt Appassimento, Montepulciano.	750	100
527457	Nederburg Shiraz	750	100
532341	Julia Florista White	750	50
532358	Julia Florista Red	750	50
542910	Top Shelf Gin	750	100
544114	Smoking Loon Sauvignon Blanc	750	100
545194	Top Shelf Vodka	750	80
553917	Frontera After Midnight Dark Red Blend	750	60
560243	Eastdell Rose Vqa	750	40
560912	Miller High Life 6x355	2130	80
576959	Riverhead Brewing Co. Tropical Ipa	473	5
588897	Placido Pinot Grigio Toscana Igt	750	100
589010	Mezzacorona Pinot Grigio Trentino	1500	160
601518	Sour Puss Blue Liquor	750	50
610857	Fat Bastard Merlot Vdp	750	50
618132	Sarah Cole Whip Cider	473	27
620583	Dragani Pinot Grigio Trebbiano	2000	100
620724	Creekside Sauvignon Blanc Vqa	750	50
620880	Masi Tupungato Passo Doble Organic	750	100
621599	Jj Mcwilliam Cabernet/Merlot	750	75
635391	Jameson Caskmates Ipa Irish Whiskey	750	90
665471	Jacob's Creek Reserve Shiraz	750	80
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	50

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
42	Canadian Club Premium*	750	Canadian Club 100% Rye 50ml	Community Extender	42
620	Silk Tassel Canadian Whisky	750	Fireball 50mL		620
16079	Martini Fiero	750	Necktag		16079
28049	Zirkova Unity Vodka	750	50 ml mini	Community Extender	28049
88799	Alberta Pure Vodka (P.E.T.)	750	Canadian Club 1858 50ml		88799
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50ml		438960
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	Porta 6 VA	FFA	497891
558940	Miller Lite 6x473	2838	T-Shirt		558940

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
307	Seagrams V.O.	750	Canada Day 355mL Can	EA
984	Alberta Premium Whisky	750	Mini Flashlights	
3558	Gibson's Finest Rare 12 Years Old	750	Gibson's Bold 50mL	
5959	Baileys Irish Cream	750	Baileys Deliciously Light 50ml	
10428	Jackson-Triggs Proprietors' Selection Rose	1500	BOOM CHICKA POP COUPON	W1
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Bar Accessory	FFA
16178	Crystal Head Onyx	750	Onyx shot glass	
16546	On The Rocks Hornitos Margarita	375	Ice Cube Molds	LTO
16580	Maker's Mark 1140ml	1140	Julep Cup	
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	Dewar's Branded Glass Mugs	EA
17369	Sandbanks Route 33 White VQA	750	Wine glass	BSF
17370	Sandbanks Route 33 Red VQA	750	Wine glass	BSF
18441	Carolans Irish Cream	1750	Coffee pack	
18863	J.P. Wiser's Manhattan Canadian Whisky	375	JP Wiser's Old Fashioned 50ml	
19427	Villa One Silver	750	Fever Tree Ginger Beer	
20058	B & G Cuvee Speciale Blanc Organic	1500	187mL Cuvee Speciale red	
21378	Jim Beam White Label Bourbon	750	Socks	
21523	On Point. Smooth Red	750	Candy bar	
22327	Jackson-Triggs Pinot Grigio	1500	BOOM CHICKA POP COUPON	W1
25137	818 Tequila Reposado	750	Agave cocktail syrup	
26678	On The Rocks Effen Cosmopolitan	375	Ice Cube Molds	LTO

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
26679	On The Rocks Knob Creek Old Fashioned	375	Ice Cube Molds	LTO
27365	Warheads Green Apple	375	Tote Bag	FFA
27650	Dixon's Silver Creek Blood Orange Vodka	750	Fitch & Leeds Tonic	LTO
27892	Cabot Trail Maple Whisky	750	Branded Mug	SB
31930	Seagrams V.O.	1750	Fireball 200mL	EA
35840	Zubrowka Bison Vodka	750	Branded Shot Glass	
60004	Deinhard Dry Riesling Rheinhessen	750	Chopsticks VA	
103747	Maker's Mark Kentucky Bourbon	750	Julep Cup	
143040	Hornitos Reposado Tequila	750	Socks	
145458	Inniskillin Riesling Pinot Grigio VQA	750	COCKTAIL GLASS	
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	Copper Wine Glass	
175349	Open Rose VQA	750	CARD GAME	
191866	Pknt Cabernet Sauvignon Reserve	750	Branded Glassware	
211110	Wyborowa Vodka	1140	Glassware	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	Gibson's Bold 50mL	
216226	Alberta Premium Whisky	1140	Rocks Glass	
216721	Tanqueray London Dry Gin	1140	Tanqueray Sevilla 50ml	
216978	Seagrams V.O..	1140	Boxed Glass	EA
217786	Jim Beam White Label Bourbon	1140	Socks	
217950	Crown Royal.	1140	Bulleit 50ml	
217992	Dewar's White Label.	1140	Dewar's Branded Glass Mugs	EA
225250	Stoli Vodka	1140	Raspberry Green Tea Cocktail Bombs VA	SE
225565	Maker's Mark 46	750	Julep Cup	
240150	Polar Ice Vodka	1140	Polar Ice Vodka 50ml	
244616	Sandbanks Rose VQA	750	Wine Glass	BSF
258681	>V) G. Marquis Chardonnay VQA The Silver Line	750	187 ml bottle G Marq Pinot Noir	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	BOOM CHICKA POP COUPON	
275099	Jackson-Triggs Vidal Bag In Box	4000	BOOM CHICKA POP COUPON	
277954	Campari Aperitivo	750	Campari Negroni Cocktail Kit GWP	
311928	Canadian Club Classic 12 Year Old	750	Northern Keep 50ml	
314856	Fireball Whisky Shooter 1140ml	1140	Fireball 50ml	
316844	Bombay Sapphire London Dry	750	Bombay Bramble 50mL	
325506	Fonseca Bin No.27 Reserve Porto	750	Fonseca Bin 27 50ml mini	
326025	Basil Hayden Straight Bourbon	750	Charcuterie Board	
341776	Fresh Beginnings Moscato VQA	750	Eastdell 200mL Rose	



## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
348979	Inniskillin Pinot Grigio VQA	750	COCKTAIL GLASS	
350397	Banff Ice Vodka	750	Banff Ice 50ml	
358192	Bruichladdich The Botanist Islay Dry Gin	750	Cocktail Picks	
361881	Sandbanks French Kiss VQA	750	Wine glass	BSF
377820	Jackson-Triggs Merlot	1500	BOOM CHICKA POP COUPON	W1
398016	Dr. McGillicuddy Intense Peach	750	Dr. McGillicuddy's Coffee 50mL	
413104	Dillon's Dry Gin	750	Negroni VA	Mini Thematic A
415182	Lionello Stock Vermouth Extra Dry	1000	Dixon's Gin 50mL	
427377	Porta 6, Vr Lisboa	750	Kavi minis 50mL	
438598	Dewar's 12 Year Old	750	Dewar's Branded Glass Mugs	EA
446559	Georgian Bay Vodka	750	Glassware	BSE
448597	Georgian Bay Gin	750	Tajin Clasico Seasoning for Spiced Cocktails 10g	FFA, APP
462424	Cabot Trail Maple Cream	750	Maple Whisky Liqueur 50mL	SB
463539	Aurora Crystal Head Vodka	750	Aurora iridescent shot glass	
465419	Murphy's Law Apple Pie	750	Tote Bag	FFA
477893	Polar Ice Vodka (P.E.T)	375	Cabot Trail Cream Liqueur	CE1
488429	Hobgoblin Ruby Ale	500	Branded coaster	
494369	Southern Comfort (P.E.T.)	200	Fireball 50mL	
516096	Glendalough Double Barrel Irish Whiskey	750	Fever Tree Ginger ale VA	
516880	Mill Street Original Organic 6x473	2838	Que Pasa Chip	EZH
518670	Sour Puss Raspberry Liqueur	750	Sourpuss branded acrylic cup	EA
520320	Bacardi Superior	1140	Bacardi Spiced 50mL	
520684	Reunion Maple Moonshine Ddp	750	Top Shelf Cream Puff 50ml	
571901	Tequila Rose Strawberry Cream	1140	360 chocolate vodka 50ml	
572800	Beringer Brothers Bourbon Barrel Red Blend	750	Vinyl Coaster	
601518	Sour Puss Blue Liqueur	750	Sour puss branded acrylic party cup	EA, APP
604934	Grey Goose Vodka	375	Martini Extra Dry Vermouth 60mL	
609479	Sour Puss Raspberry Liqueur	1140	355 nude pink lemonade RTD	
617662	Diabolica Red VQA	750	updated from Bottle Stopper VA to Red Small Speakers	
623678	Carolans Irish Cream	1140	Ceramic Coffee Mug	
625996	Jp Wisers Old Fashioned Canadian Whisky	750	JP Wiser's Manhattan 50ml	
628404	Open Pinot Grigio VQA	750	CARD GAME	
630913	Tia Maria	750	Disaronno Velvet 50ml	
631176	Mcguinness Triple Sec	750	Polar Ice 50ml	FFA
631200	Mcguinness Blue Curacao	750	Polar Ice 50mL	FFA

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
638130	Dillon's Vodka	750	Dillon's Dry Gin Mini 50ml	FFA
666867	Bavaria Premium Value Beer	3000	bonus beer can	
666883	Henninger Lager	3000	bonus beer doozie	
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	Tote Bag	

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
8805	Forty Creek Barrel Select Whisky	1750	New Pack NTG	
15009	New Amsterdam Pink Whitney Vodka	750	Hockey is Back Neck Tag	SCR
25461	Mindful Pinot Grigio VQA	750	Mindful - NP Launch	PF, EA, LTO
25462	Mindful Rose VQA	750	Mindful -NP Launch	EA, LTO
71746	Tullamore Dew Irish Whiskey	750	O'Everyone	
113456	Collective Arts Rhubarb & Hibiscus	750	World Gin Awards	FFA, APP
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	Accolade	FSN, MD, VL1
177485	Sandbanks Cabernet Franc VQA	750	CONTEST NECKTAG	BSF, LTO
195651	Forty Creek Confederation Oak Reserve Whisky.	750	New Pack NTG	FFB
225920	Sandbanks Baco Noir Reserve VQA	750	CONTEST NECKTAG	BSF, LTO
250134	Sortilege.	750	Tipsy Shirley	
258954	Spicebox	750	Sweet & Spiced!	APP
261099	Inniskillin Pinot Noir VQA	750	COCKTAIL RECIPE	EA, LTO
284943	>Francis Coppola Sofia Rose	750	Salute to Hollywood Contest	FSB, Necktag Contest
346445	Sandbanks Dunes Red VQA	750	CONTEST NECKTAG	BSF
397109	Forty Creek Spike Honey Spiced	750	New Pack NTG	
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Made for Mixing	
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	COCKTAIL RECIPE	EA, LTO
521021	>Francis Coppola Diamond Collection Cab Sauv	750	Salute to Hollywood Contest	FSB, LTO, Necktag Contest
648642	Sandbanks Smugglers White VQA	750	CONTEST NECKTAG	BSF, LTO
708305	>Francis Coppola Diamond Collection Chardonna	750	Salute to Hollywood Contest	FSB, LTO, Necktag Contest

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Agent	Force Allocated/ Store Order
BEZ A	107342	Reinhart's Red Apple Strong Cider	473	LCBO Warehouse	1546 - Reinhart Foods Ltd.	Store Order
	333583	Thornbury Premium Apple Cider	473	LCBO Warehouse	119 - Colio Estate Wines	Store Order
	688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	LCBO Warehouse	119 - Colio Estate Wines	Store Order
BEZ B	28490	Refined Fool, Single Friend, Cold Ipa	473	5732 - Refined Fool Brewing Company	1403 - Refined Fool	Store Order
	28503	Sawdust City - Ah, Stout	473	1143 - Sawdust City Brewing Co.	29 - Sawdust City Brewing	Store Order
	22248	Sons Of Kent Festbier	473	2218 - Sons Of Kent	1625 - Sons Of Kent Brewing Company	Store Order
BEZ C	20068	Mill Street Hazy Organic Ipa	473	1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/ Mill Street	Store Order
	84210	Mill Street Original Organic Lager	2046	1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/ Mill Street	Store Order
	516880	Mill Street Original Organic	2838	1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/ Mill Street	Store Order
BEZ D	19266	Beau's Lug Tread 6pk Cans	2838	9654 - Beau's All Natural Brewing / 275 - TBS	679 - Steam Whistle Brewing	Store Order
	492009	Steam Whistle	473	5577 - Steam Whistle Brewing / 275 - TBS	679 - Steam Whistle Brewing	Store Order
	492017	Steam Whistle	2838	5577 - Steam Whistle Brewing / 275 - TBS	679 - Steam Whistle Brewing	Store Order
Beer Block Pile (SBA)	11917	Cameron's Jurassic Ipa	473	413 - Cameron's Brewing Co.	825 - Cameron's Brewing Company	Forced
	14677	Big Rig Brewery Shakedown Apa	473	1188 - Big Rig Brewing Co.	1419 - Big Rig Brewery	Forced
	15116	Cowbell Brewing Co. Hazy Days Ipa	473	458 - Cowbell Brewing Co.	1488 - Blyth Brewing/ Cowbell	Forced
	15861	Sons Of Kent Juice Box Ipa	473	2218 - Sons Of Kent	1625 - Sons Of Kent Brewing Company	Forced
	16051	Bellwoods Jutsu Pale Ale	473	2990 - Bellwoods Brewery	1716 - Bellwoods Brewery	Forced
	17406	Side Launch Any Day Light Ipa	473	3827 - Side Launch Brewing	1101 - Side Launch Brewing Company	Forced
	24563	Sawdust City - Tropical Storm Daiquiri	473	1143 - Sawdust City Brewing Co.	29 - Sawdust City Brewing	Forced
	26692	Brock Street Light Lime Lager	473	397 - Brock Street Brewing	1477 - Brock Street Brewing Company	Forced
	120626	Northern Lights Hazy Ipa	473	462 - Bobcaygeon Brewing Company Limited	1495 - Bobcaygeon Brewing Company Limited	Forced
	280081	Steam Whistle Premium Pilsner	2130	5577 - Steam Whistle Brewing / 275 - TBS	679 - Steam Whistle Brewing	Forced
	351429	Amsterdam Boneshaker	473	3842 - Amsterdam Brewing Company	615 - Amsterdam Brewing Co. Limited	Forced
	398693	Naughty Neighbour American Pale Ale	473	6699 - Nickel Brook Brewing Company	893 - Nickel Brook Brewing	Forced

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Agent	Force Allocated/ Store Order
	404368	Muskoka Detour	473	LCBO Warehouse	899 - Lakes Of Muskoka Cottage Brewery	Forced
	450239	Whitewater Brewing Farmer's Daughter	473	8454 - Whitewater Brewing Company	1429 - Whitewater Brewing	Forced
	467134	Forgotten Lake Blueberry Ale	473	4277 - Lake Of The Woods Brewing Comp	1366 - Lake Of The Woods	Forced
	481515	Bench Brewing Balls Falls Session Ipa	473	798 - Bench Brewing Company	1513 - Bench Brewing Co.	Forced
	485367	Great Lakes Brewery Karma Citra Ipa	473	1929 - Great Lakes Brewing Co. Inc.	162 - Great Lakes Brewing Co	Forced
	494633	Anderson Ipa	2130	791 - Anderson Craft Ales	1522 - Anderson Craft Ales	Forced
<b>Beer Block Pile (SBA)</b>	497438	Spearhead Hawaiian Pale Ale	473	86 - Spearhead Brewing Company	1543 - Spearhead Brewing Company	Forced
	508572	Flying Monkeys Juicy Ass Ipa	473	6309 - Flying Monkeys Craft Brewery	877 - Flying Monkeys Craft Brewery	Forced
	540245	Trestle Brewing Company Golden Ale	473	1701 - Trestle Brewing Company Limited	1587 - Trestle Brewing Company Ltd.	Forced
	556688	Collective Arts Life In The Clouds	473	LCBO Warehouse	1438 - Collective Arts Brewing Limited	Forced
	570028	Sleeping Giant Mr Canoehead	473	7346 - Sleeping Giant Brewing Company	1394 - Sleeping Giant Brewing Co.	Forced
	646620	Beyond The Pale Clean Cut	473	7672 - Beyond The Pale Brewing Company	1406 - Beyond The Pale Brewery	Forced
	921296	Wellington Helles Lager	473	4826 - Wellington County Brewery Inc	606 - Wellington County Brewery	Forced
	15717	Flying Monkeys The Mutants Are Revolting	473	6309 - Flying Monkeys Craft Brewery	877 - Flying Monkeys Craft Brewery	Store Order
	19268	Beau's Full Time Ipa	473	9654 - Beau's All Natural Brewing / 275 - TBS	679 - Steam Whistle Brewing	Store Order
	20121	Great Lakes Brewery - Great Lakes Lager	473	1929 - Great Lakes Brewing Co. Inc.	162 - Great Lakes Brewing Co	Store Order
	20801	Nickel Brook Tongue Tied Ddh Ipa	473	6699 - Nickel Brook Brewing Company	893 - Nickel Brook Brewing	Store Order
<b>Mini Thematic C</b>	28634	Muskoka Ipa Mixer Pack 2022	2838	LCBO Warehouse	899 - Lakes Of Muskoka Cottage Brewery	Store Order
	445072	Camerons Ambear Red Ale 473 Can	473	413 - Cameron's Brewing Co.	825 - Cameron's Brewing Company	Store Order
	493247	Cowbell Doc Perdue's Bobcat Red Ale	473	458 - Cowbell Brewing Co.	1488 - Blyth Brewing/ Cowbell	Store Order
	547646	Steam Whistle Premium Pilsner 6 Pk-B	2046	5577 - Steam Whistle Brewing / 275 - TBS	679 - Steam Whistle Brewing	Store Order
	549873	Collective Arts Jam Up The Mash	473	LCBO Warehouse	1438 - Collective Arts Brewing Limited	Store Order
	667790	Amsterdam Boneshaker Ipa 6 Pk-Cans	2838	3842 - Amsterdam Brewing Company	615 - Amsterdam Brewing Co. Limited	Store Order

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EA 18	666966	Creemore Crisp Pilsner	473	1757 - Creemore Springs Brewery	103 - Molson Coors Canada	Forced
	541243	Creemore Springs Premium Lager 6pk C	2838	1757 - Creemore Springs Brewery	103 - Molson Coors Canada	Forced
	86439	Waterloo Dark	473	275 - The Beer Store	22 - The Brick Brewing Co.	Forced
EA 19	552687	Nickel Brook Black Light All Night Stout	473	6699 - Nickel Brook Brewing Company	893 - Nickel Brook Brewing	Forced
	573428	D'ont Poke The Bear Cider.	473	LCBO Warehouse	1133 - Von Terra Enterprises Ltd.	Forced
	628875	Maclean's Cherry Porter	473	9719 - Maclean's Ales	1180 - Maclean's Ales Inc	Forced
EA 20	24826	Ace Hill Carb Free	1420	LCBO Warehouse	1902 - Ace Beverage Group	Forced
	635227	Liberty Village Dry Cider	473	LCBO Warehouse	1902 - Ace Beverage Group	Forced
	17117	Rally Trail Blazer	473	3431 - Rally Beer Company Limited	1775 - Rally Beer Company Limited	Forced
<b>D4: Discovery BSM 1</b>	519926	Radical Road Brewing Yuzu Pale Ale	473	203 - Radical Road Brewing Company	1363 - Global Beverage Imports	Forced
<b>D5: Discovery BSM 2</b>	537258	Tiger Beer+	500	LCBO Warehouse	1714 - Heineken Canada Inc.	Forced
<b>R57: Ontario Beer A</b>	497339	Kona Big Wave Golden Ale +	2130	LCBO Warehouse	1316 - Craft Brand Company Inc.	Forced
<b>R58: Ontario Beer B</b>	418590	Modelo Especial 6pk -B +	2130	LCBO Warehouse	214 - Labatt Breweries Ontario	Forced
<b>R59: Beer 1</b>	13814	Shawn & Ed Lagershed Original 4-Pk Can	1892	902 - Shawn & Ed Brewing Co.	1504 - Shed Brewing Company	Forced
<b>R60: Beer 2</b>	535294	Grolsch Premium Pilsner+	500	LCBO Warehouse	1783 - Asahi Canada	Forced
<b>R61: Beer 3</b>	560532	Strongbow Cider	500	LCBO Warehouse	103 - Molson Coors Canada	Forced
<b>R62: Beer 4</b>	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	275 - The Beer Store	60 - Andrew Peller Limited	Forced
<b>Ontario Craft Beer End Aisle</b>	11871	Lake Of The Woods Dry Hopped Ipa	473	4277 - Lake Of The Woods Brewing Comp	1366 - Lake Of The Woods	Store Order
	19995	Whitewater Brewing High Tide Neipa	473	8454 - Whitewater Brewing Company	1429 - Whitewater Brewing	Store Order
	22571	Railway City - Jumbo Ipa	473	8447 - Railway City Brewing Company	1100 - Railway City Brewing Company	Store Order
	25092	Cameron's Bad Robot New England Dipa	473	413 - Cameron's Brewing Co.	825 - Cameron's Brewing Company	Store Order
	25564	Lake Of Bays Italian Pilsner	473	8958 - Lake Of Bays Brewing	1154 - Lake Of Bays Brewery	Store Order
	508580	Wellington Upside Ipa	473	4826 - Wellington County Brewery Inc	606 - Wellington County Brewery	Store Order

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Impulse Display: CE4	19263	Beau's Lug Tread	473	9654 - Beau's All Natural Brewing / 275 - The Beer Store	679 - Steam Whistle Brewing	Forced
Impulse Display: CE6	20119	Collective Arts Matter Of Fact	473	LCBO Warehouse	1438 - Collective Arts Brewing Limited	Forced
Long Weekend Super Sale	110320	No Name Beer	6 × 341	Loblaws Inc.	LCBO Warehouse	Forced

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## PERIOD 7

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPTEMBER 11 <b>Start of Period 7</b>  Install Brand Spotlight Nesting Tables <b>APP START DATE</b>	12	13	14 <i>Autumn Food &amp; Drink</i> 	15	16	17
18	19	20	21	22  <b>United Way Campaign (Sept 22 - Oct 16)</b> Wear your United Way badges for the duration of the campaign.	23	24
25	26	27	28	29	30	OCTOBER 1
2	3	4	5	6	7  <b>Long Weekend Sale October 7 - 9</b>	8 <b>End of Period 7</b>  <b>APP END DATE</b>

# LCBO