

SPRINGSPIRATION



PERIOD 1 MARKETING & PRODUCT GUIDE

MARCH 26 - APRIL 22, 2023

Period 1 Marketing & Product Guide

Participating DONE		Participating DONE			
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 1	2	<input type="checkbox"/> <input type="checkbox"/>	Enhanced Display Raptors	34
<input type="checkbox"/> <input type="checkbox"/>	P1-2 Aeroplan Signage	3	<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	35
<input type="checkbox"/> <input type="checkbox"/>	P1-2 Signage Gallery	10	<input type="checkbox"/> <input type="checkbox"/>	Period 1 End Aisles	37
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	16	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	45
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture	17	<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	47
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	19	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	48
<input type="checkbox"/> <input type="checkbox"/>	Entrance Table	20	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported End Aisle	49
<input type="checkbox"/> <input type="checkbox"/>	Cocktail of the Month	22	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	50
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	23	<input type="checkbox"/> <input type="checkbox"/>	Vintages	52
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	24	<input type="checkbox"/> <input type="checkbox"/>	Spring \$2.95 Gift Bag	57
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	25	<input type="checkbox"/> <input type="checkbox"/>	Year-Round Gifting	59
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table	26	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	70
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile A	29	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	73
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile B	30	<input type="checkbox"/> <input type="checkbox"/>	Top Picks Impulse Displays	75
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile C	31	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CM)	76
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile D - Hendricks	32	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	77
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile D - Suntory	33	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	78

WHAT'S NEW FOR PERIOD 1

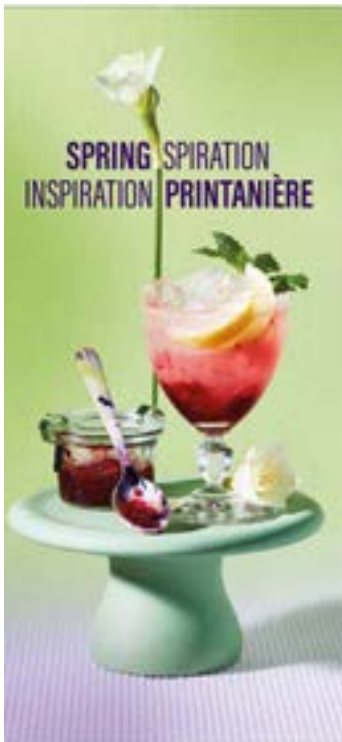


Entrance Table

Effective Period 1, the Entrance Table Promo Code will be changed from BS-BSE to **EA-S1 (Premium Stores) and EA-S2 (Standard Stores)**. Please refer to the Entrance Table section of this guide for more details.

Participating Products

Promo Code	LCBO#	Description	Offers
EA-S1 and EA-S2 (Same participating SKUs)	417196	Grey Goose Vodka 1140 mL	VA: Near Pack Zonin Valpolicella Classico DOC
	604868	Grey Goose Vodka 1750 mL	750mL



Cocktail of the Month on End Aisle #1

Effective Period 1, the Cocktail of the Month program will be moved from the Entrance Table to End Aisle #1. You will find the participating SKUs under **Promo Code BS-BSE**. There will NOT be any products listed under EA 1 in your store promo tree. Please refer to the Cocktail of the Month section for more information.

Participating Products

Promo Code	Merchandising Location	LCBO#	Description	Offers
BS-BSE	End Aisle #1	2691	Tanqueray London Dry Gin 750 mL	VA: Cocktail Spoon
		129940	Aviation Gin 750 mL	80 APP
		448597	Georgian Bay Gin 750 mL	80 APP



P1-2 Aeroplan SIGNAGE


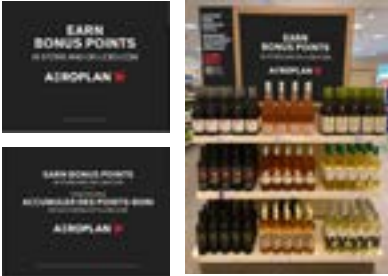

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. The participating products and Aeroplan offers will change every period promotional Period.

Key Dates: Period 1 (March 26 - May 20, 2023)

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Components	Image (example only)
<p>Period 1-2 Aeroplan Exterior Banners</p> <ul style="list-style-type: none"> Install the Aeroplan Exterior Banner in the placement outside the store. 	
<p>ENG (Re-order# 24P1-EB3) / BIL (Re-order# 24P1-EB4)</p>	
<p>Operational Generic End Aisle Backer Card</p> <ul style="list-style-type: none"> Install the generic backer card on end aisles with Aeroplan offers. 	
<p>ENG/BIL (Re-order# 24P1-BC-GEN5)</p>	
<p>Operational Seasonal Banner Insert</p> <ul style="list-style-type: none"> Install the Operational Aeroplan seasonal banner insert. 	
<p>ENG (Re-order# 24P1-SB1) / BIL (Re-order# 24P1-SB2)</p>	

Signage Components & Merchandising Instructions

Components

Image (example only)

Operational Aeroplan Bin Tag Pop-Out

- Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.
- Ensure the old 2x2 Perpendicular Shelf Talkers are removed at the time of installation of the new signage solution.



ENG (Re-order # 23OP-AP20) / BIL (Re-order # 23OP-AP21)

Operational Aeroplan In-section Perpendicular Shelf Talker

- 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.



ENG (Re-order# 23OP-AP14) / BIL (Re-order# 23OP-AP15)

Operational Aeroplan Front Door Decal

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



ENG (Re-order# 23OP-AP10) / BIL (Re-order# 23OP-AP11)

Operational Aeroplan Cash Desk Decal

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



ENG (Re-order# 23OP-AP12) / BIL (Re-order#23OP-AP13)

Period 1 Aeroplan Shelf Talkers

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



ENG/BIL (Re-order # AIM-24P1-ANS)

Period 1 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
240	Smirnoff Vodka (P.E.T)	375	30	
4622	Newfoundland Screech Rum	750	100	
4788	Captain Morgan Gold Rum	750	50	
5132	Silent Sam Vodka	750	60	
10512	Dujardin VSOP Brandy	750	100	
10946	Fireball 6 Pack Carrier	6 × 50	60	
11226	Whitewater Blood Moon Orange Sour	473	5	
12476	Prince Igor Vodka (P.E.T)	1140	75	
13909	Georgian Bay Canadian Whisky	750	80	
15012	Northern Keep Vodka	750	200	
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	25	APP + LTO
15761	Trinity Oaks Cabernet Sauvignon	750	80	
15806	Sky Vodka	750	75	
15963	Luxardo Limoncello	750	50	
15979	Furnace Room Beardmore Kolsch	473	27	
15980	Furnace Room Chicken Man Pale Ale	473	28	
16741	JJ McWilliam Shiraz/Cabernet	750	100	
16833	Goldschlager	750	120	
16840	Bolla Valpolicella Classico	750	60	
17465	Mount Gay Black Barrel Double Cask Blend	750	200	
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	100	
18631	Sebastiani Chardonnay	750	100	
18869	Hornitos Black Barrel	750	100	
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	100	
19452	Waterdog Red	750	50	
19516	Smirnoff Peach	750	60	
19924	Siempre Tequila Plata	750	300	
20807	Tribute Cabernet Sauvignon	750	120	
21532	Grant's Sherry Cask 8YO Finish	750	100	
21544	Smirnoff Pink Lemonade	750	60	
21876	Sheep Dog Peanut Butter Whiskey	750	120	
22777	Jon Josh Pinot Blanc Aop Pannon	750	60	
24341	Mott's Clamato Caesar Chipotle Lime	458	15	
24345	Aperol Spritz Ready To Serve	600	40	
24385	Bacardi Pina Colada	355	10	
24391	Vizy Strawberry Lemonade	473	25	
24404	Smirnoff Vodka Soda Berry Blast	355	5	
24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	40	
24809	Truly Strawberry Lemonade	473	20	
25050	Muskoka Ebb & Flow Five Alive	473	10	
27373	Folonari Valpolicella Classico Doc	3000	100	
27562	Laneway No. 12 Vodka	750	150	
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	40	

Period 1 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
27668	PJ's Original Cream	1140	60	
27732	High Road Cellars Cabernet Merlot	750	50	
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	40	
28587	Suntory World Whisky Ao	700	300	
31587	Polar Ice Berry Blizzard	750	75	
31721	Brock St Mango Tango Milkshake IPA	473	10	
33340	Collavini Pinot Grigio	750	100	
34595	Patron Silver Tequila	750	190	
35170	Pascual Toso Malbec	750	100	
38505	Smirnoff Vodka (P.E.T)	1750	120	
40626	Charm Soju Liquor	360	30	
42911	Patron Silver Tequila	375	90	
45898	Bacardi Superior White Rum (P.E.T)	1750	130	
69377	> (V) Monte Antico Igt (Empson)	750	85	
70052	Peninsula Ridge Shiraz VQA	750	80	
78840	Citra Montepulciano D'Abruzzo	1500	75	
113241	Cazadores Anejo Tequila	750	90	
114934	Golden Wedding (P.E.T)	1750	100	
129940	Aviation Gin	750	80	
131391	Smirnoff Vodka (P.E.T)	1140	75	
144857	Konzelmann Shiraz Barrel Aged VQA	750	100	
170142	Zonin Valpolicella Ripasso Superiore Doc	750	100	APP + LTO
172387	Boutari Moschofilero White	750	30	
192922	Seagram's 83	1140	300	
195966	Farina Valpolicella Rip Superiore Doc	750	50	APP + LTO
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	80	
211326	Dujardin VSOP Brandy	1140	200	
215020	El Dorado 5 Year Old Rum	1140	250	
215558	Cattos Rare Blended Scotch	1140	250	
215814	Codorniu Brut Clasico Sparkling	750	100	
216903	Banff Ice Vodka	1140	100	
216929	Smirnoff Vodka	1140	75	
217331	Grolsch Premium Pilsner	4 x 450	15	APP + LTO
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	120	
217554	Captain Morgan Dark Rum	1140	75	
225920	Sandbanks Baco Noir Reserve VQA	750	50	
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	100	
229542	Folonari Pinot Grigio Delle Venezie Doc	750	80	
231571	Seagrams 83 (P.E.T)	1750	400	
237792	Icebox Long Island Iced Tea	1140	180	
242107	No. 3 London Dry Gin	750	200	
261099	Inniskillin Pinot Noir VQA	750	100	
268375	Henry Of Pelham Riesling VQA	750	50	

Period 1 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
269753	Raymond Classic Chardonnay	750	75	
270439	Smithwick's Ale	500	10	
305607	Seagrams 83	750	200	
308007	Menage A Trois Red	750	100	
311944	Canadian Club Classic 12 Year Old	1750	500	
322727	Santa Carolina Chardonnay	1500	100	
335422	Dunavar Pinot Grigio	750	10	
348680	Bersano Costalunga Barbera D'Asti Docg	750	110	
350397	Banff Ice Vodka	750	100	
358192	Bruichladdich The Botanist Islay Dry Gin	750	200	
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	100	
365601	Samuel Adams Boston Lager	473	10	
387159	Bodacious Smooth Red	1500	100	APP + LTO
387423	Bruichladdich The Classic Laddie Scottish Barley	750	100	
397091	Forty Creek Copper Bold Whisky	1750	125	
398032	Dr. McGillicuddy Intense Butterscotch	750	120	
402818	Flor De Cana Grand Reserva 7 Rum	750	200	
407775	Snapple Spiked Peach Tea Vodka	458	15	
408286	Lolea No 1 Red Sangria Spain	750	30	
409110	Aecht Schlenkerla Rauchbier Marzen	500	20	
417576	Stock 84 Spirit	1140	150	
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	100	
446559	Georgian Bay Vodka	750	80	
448597	Georgian Bay Gin	750	80	
448613	Black Fly Vodka Sour Raspberry	473	10	
458521	Pelee Island Pinot Noir Reserve VQA	750	100	
461053	Josh Cellars Cabernet Sauvignon	750	65	APP + LTO
464388	Sogrape Vila Regia, Douro	750	50	
465419	Murphy's Law Apple Pie	750	100	
465484	Toki	750	250	
477885	Polar Ice Vodka (P.E.T)	1750	150	
478727	>Catena Malbec Mendoza	750	50	
478909	Blue Moon	473	10	
479923	Stalk & Barrel Blue Blend	750	100	
490144	Cecchi Chianti Docg	750	50	
491811	Southern Comfort	750	120	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80	
526061	Collingwood Double Barrel Whisky	750	200	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	120	
541979	Three Thieves Pinot Grigio	750	80	
544155	Iceberg Vodka (P.E.T)	1750	150	

Period 1 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
557470	Empress 1908 Gin	750	125	
573931	Hendrick's Orbium Gin	750	150	
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	100	
581645	Louis Bernard Cotes Du Rhone Red Aoc	750	100	
589432	Louis Bernard Cotes Du Rhone White Aoc	750	100	
591693	Argento Estate Organic Malbec	750	80	
594200	Peninsula Ridge Inox Chardonnay VQA	750	80	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	200	
605881	Disaronno Originale Amaretto	1140	200	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	200	
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	100	
620724	Creekside Sauvignon Blanc VQA	750	60	
621599	Jj Mcwilliam Cabernet/Merlot	750	100	
622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	100	
642983	Barefoot Cellars Pink Moscato	750	25	
665471	Jacob's Creek Reserve Shiraz	750	80	
667303	Blue Lobster Vodka Soda	473	10	
676841	Red Stripe Lager	6 × 330	40	

Bundled Aeroplan Offers

Promo code	LCBO#	Description	Size (mL)	Other Promotions
Buy 25136 and 25137, receive 200 Aeroplan Bonus Points.				
LB	25136	818 Tequila Blanco	750	EA 2A
	25137	818 Tequila Reposado	750	EA 2A
Buy two of the products get 50 Aeroplan Bonus Points, buy all three and receive 75 Aeroplan Bonus Points.				
LB	31587	Polar Ice Berry Blizzard	750	EA2B
	71647	Polar Ice Vodka (P.E.T.)	1750	EA2B, 150 APP, LTO
	477885	Polar Ice Vodka (P.E.T.)	750	EA2B, 75 APP
Buy 604934 and 515205, receive 75 Aeroplan Bonus Points.				
LD	515205	St Germain Elderflower Liqueur	200	CE1, LTO
	604934	Grey Goose Vodka	375	CE1
Buy 181388 and 458679, receive 85 Aeroplan Bonus Points.				
LD	181388	Lindemans Bin 95 Sauvignon Blanc	750	Flex Space
	458679	Lindemans Bin 40 Merlot	750	Flex Space
Argentinian Wines	From April 2, 2023 to April 22, 2023, Aeroplan Members will have the opportunity to earn 75 Aeroplan Bonus Points with each separate purchase of \$50.00 or more on Argentinian wines in-store, on the LCBO website or the LCBO mobile application. Merchandise instructions and program details will be communicated via Weekly Priorities Newsletter prior the start of the promotion.			

LB Offers:

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

LD Offers:

Customers are awarded based on each pair of the bundle without a limit.

SPRINGSPARATION (P1 - P2)

Signage Gallery

After a long winter of staying huddled up inside, Ontarians are ready to be re-inspired. They want to feel connected to fresh trends, flavours and products. This is a perfect opportunity for the LCBO to inspire Ontarians to level up any drink, gift or event this spring with expert tips and tricks. From fresh cocktail recipes to inventive pairings to brand new products, the LCBO can inspire anyone, at any skill level, to master the season. So, let's dust off the winter blues and help Ontarians jump into the season with a spring in their step.



Signage Ship Date

The Period 1 signage components will be shipped to stores beginning **March 17, 2023**.

Period 1 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

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

Music CD Reorder# AIM-24P1-MUSIC-CD | Music USB Reorder# AIM-24P1-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.

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

Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

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



1 SPRINGSPIRATION

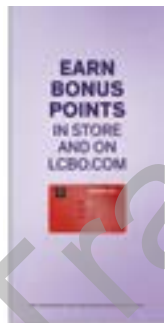


Re-order#
24P1-EB1
(English)



Re-order#
24P1-EB2
(Bilingual)

2 Aeroplan Rewards



Re-order#
24P1-EB3
(English)



Re-order#
24P1-EB4
(Bilingual)

3 Same Day



Re-order#
24P1-EB5
(English)



Re-order#
24P1-EB6
(Bilingual)

Generic Ecomm



Re-order#
24P1-EB7
(English)



Re-order#
24P1-EB8
(Bilingual)

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

Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.

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



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

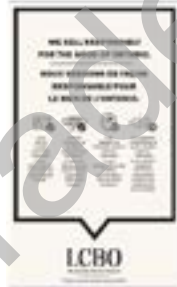
Note: Any additional frames should display Seasonal Thematic show cards.

1 Information Board



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

2 Responsible Service



Re-order# 22OP-RSP1
(Bilingual)

3 Seasonal Thematic



Re-order# 24P1-WS1
(English + Bilingual)

4 Same Day



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

Generic Ecomm



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

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

Transparencies

Perimeter Transparency Horizontal

Vendor installed



Thematic POP ENG/BIL

Image

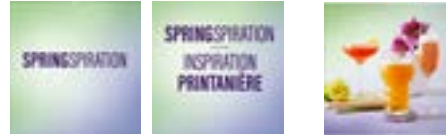


eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Perimeter Transparency Square

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Small Vertical Transparencies



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Medium Vertical Transparencies



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Large Vertical Transparencies



Thematic
POP
BIL

eComm
BIL

Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.



ENG Re-order #24P1-TB1
BIL Re-order #24P1-TB2



P1- 2 Seasonal Banner Insert

Dimensions: 20" w x 70" h

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

ENG Re-order #24P1-SB1

BIL Re-order #24P1-SB2



NEW

P1 EA1, EA2, EA3, EA4, EA10 Blade Signs

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

Note: Remove the Period 13 blade signs and replace with the new Period 1 versions.



EA1 Gin & Jam Smash
ENG (Re-order # 23P1-BS1)
BIL (Re-order # 23P13-BS6)

EA2A Dirty Tequila Martini
ENG (Re-order # 23P13-BS2)
BIL (Re-order # 23P13-BS7)

EA2B Vodka + Flavoured Sparkling Water
ENG (Re-order # 23P13-BS3)
BIL (Re-order # 23P13-BS8)

EA3 Recipe
ENG (Re-order # 23P13-BS4)
BIL (Re-order # 23P13-BS9)



EA4 Recipe
ENG (Re-order # 23P13-BS4)
BIL (Re-order # 23P13-BS9)

EA10 Recipe
ENG (Re-order # 23P13-BS11)
BIL (Re-order # 23P13-BS12)

NEW

P1 End Aisles 1-4 & 10 Backer Cards

Note: Remove the Period 13 backer cards and replace with the new Period 1 versions.

23P1-BC1



EA1A

23P1-BC2A



EA2A

23P1-BC2B



EA2B

23P1-BC3



EA3

23P13-BC4



EA4

23P13-BC10



EA10

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

Note: All generic backer cards will remain in place for P1 - 2.

24P1-BC-GEN1



Thematic (P1-2)

24P1-BC-GEN2



Image (P1-2)

24P1-BC-GEN3



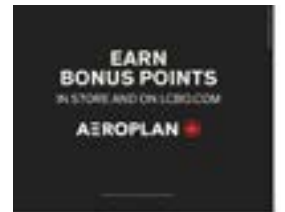
Same Day (P1-2)

24P1-BC-GEN4



Generic Ecomm (P1-2)

24P1-BC-GEN5



Aeroplan (P1-2)

STORE LAYOUT

Overview

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

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

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

Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Budweiser and the Blue Jays

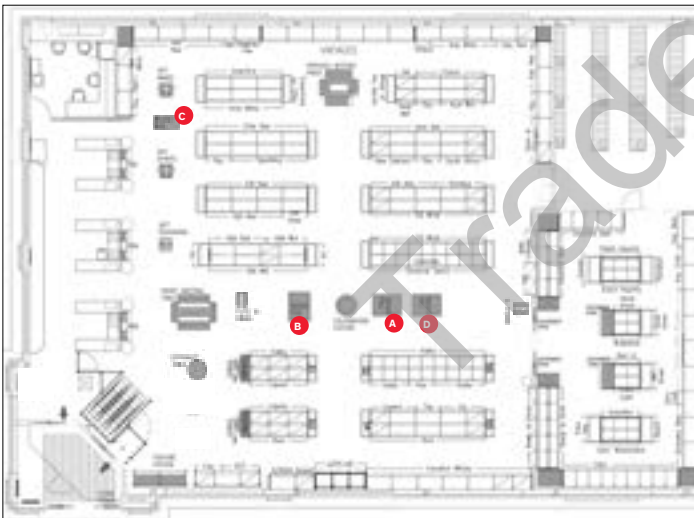
B Block Pile B (SBB): Best Selling Sippers

C Block Pile C (SBC): Aeroplane

D Block Pile D (XBP): Hendrick's

Suntory Cherry Blossom Display (FSO-A)

Dandurand (FSN-A)



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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

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

Key Display (FFA-A) FEATURE FIXTURE A

Sparkling Around the World



This is a sold program. Participation is mandatory.

Participating Stores

Key Dates (March 26 - April 22, 2023)

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

The Feature Fixture A will feature a selection of Sparkling wines ranging from entry level to Champagne, perfect for Spring entertaining and celebratory occasions.

Participating Products

LCBO#	Description	Size (mL)	Offers
11222	Freixenet Italian Rosé	750	
11224	Freixenet Prosecco Doc	200	
14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
16191	Toro Bravo Sparkling Secco White	750	LTO
16306	Segura Viudas Brut Rosé D.O. Cava	750	LTO
16767	Saintly Sparkling Rosé VQA	750	LTO
16938	La Marca Prosecco Doc	375	
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	APP, Wine Fridge
25517	Peller Family Reserve Rosé Bubbles VQA	750	LTO
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	APP
229039	Yellow Tail Bubbles	750	Wine Fridge
31006	Rosie Sparkling Rosé	750	
31527	Nicolas Feuillatte Reserve Exclusive Brut	375	
31529	Maschio Prosecco Brut	750	
32178	Saintly Sparkling Rosé VQA	200	

LCBO#	Description	Size (mL)	Offers
122689	Henkell Trocken	750	LTO, Wine Fridge
217273	Mumm Cuvee Napa Brut Prestige	750	
253948	Martini Asti	750	LTO
279455	Moet & Chandon Ice Imperial Champagne	750	
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	LTO
462432	Piper-Heidsieck Brut Champagne	750	LTO
464776	Louis Bouillot Perle Noire	750	LTO
487694	La Marca Prosecco Doc	750	Wine Fridge
537605	Nicolas Feuillatte Brut Champagne	750	LTO
577148	Villa Conchi Brut Seleccion	750	LTO, Wine Fridge
583401	Gemma Di Luna Moscato	750	
588053	Il Prosecco	750	LTO
897702	Bottega Vino Dei Poeti Prosecco Doc	750	LTO, Wine Fridge

Signage Components

Note: Signage is to remain in place for P1 & P2.

- Category Sign ENG/BIL (Re-order # 24P1-FF1)
- Solid Colour Category Sign (Re-order # 24P1-FF2)
- Bin Strips - Solid Colour (Re-order # 24P1-FF3)
- Box Sign ENG/BIL (Re-order # 24P1-FF4)
- Shelf Talkers ENG (Re-order # 24P1-FF11)
- BIL (Re-order # 24P1-FF12)

Merchandising Instructions

- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section.
Note: Signage is to remain in place for P1 & P2.
- 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.

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



NEW & SEASONAL FIXTURE

Residual Seasonal Rosé Sell-through

This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

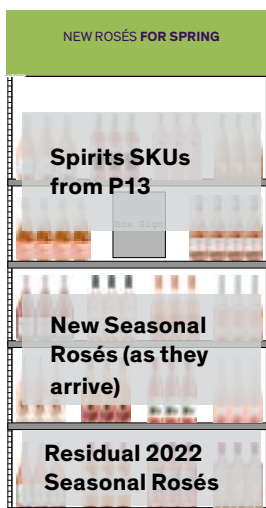
- Spirits SKUs from P13 ((refer to the P13 Marketing & Product Guide for products)
- New Seasonal Rosés (to be merchandised as they arrive)
- Residual 2022 Seasonal Rosés (being forced from the warehouse)

Signage Components

- Category Sign ENG/BIL (Re-order # 24P1-NS1)
- Blank Category Sign - Solid Colour (Re-order #24P1-NS2)
- Bin Strips - Solid Colour (Re-order # 24P1-NS3)
- Shelf Talkers ENG (Re-order # 24P1-NS4) / BIL (Re-order # 24P1-NS5)

Merchandising Instructions


- As the P13 Spirits SKUs begin to sell down, utilize the fixture to merchandise the residual Seasonal Rosé SKUs for a sell-through before the 2023 Seasonal Rosé program starts in P2.
- Display the new 2023 Seasonal Rosé SKUs as they arrive in stores.
- Print the shelf talkers in-store and merchandise in front of the correct product on the feature fixture display and in section.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs.



Example only



Example only

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

Key Display (EA-S1/S2) ENTRANCE TABLE

Vodka Sangria



This is a sold program. Participation is mandatory.

Key Dates (Mar 26 - Apr 22, 2023)

Effective Period 1, the Entrance Table Promo Code will be changed from **BS-BSE** to

- **EA-S1 (Premium Flight Stores)**

1, 4, 5, 10, 15, 17, 19, 21, 26, 31, 35, 36, 38, 40, 83, 102, 115, 148, 149, 154, 168, 179, 187, 191, 211, 212, 214, 217, 226, 252, 265, 288, 298, 311, 326, 344, 346, 355, 360, 367, 371, 386, 390, 391, 393, 394, 398, 404, 407, 412, 415, 417, 431, 437, 438, 443, 445, 452, 481, 486, 495, 497, 499, 500, 511, 523, 528, 532, 534, 536, 547, 551, 554, 556, 569, 573, 580, 590, 609, 619, 624, 629, 630, 632, 641, 643, 658, 670, 675, 686, 694, 699, 702, 741, 743, 751, 776

- **EA-S2 (Standard Flight Stores)**

22, 34, 44, 45, 55, 58, 62, 64, 65, 85, 90, 95, 97, 106, 145, 150, 195, 208, 228, 233, 244, 250, 279, 300, 312, 325, 334, 358, 359, 361, 370, 378, 382, 385, 400, 428, 459, 470, 489, 491, 501, 505, 542, 544, 545, 549, 555, 575, 584, 587, 601, 602, 605, 614, 617, 627, 639, 640, 645, 652, 653, 661, 672, 691, 698, 706, 748, 760, 761, 771

Grey Goose + a free bottle of red wine = Sangria. This table pairing makes for a great brunch sipper.

Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-S1 and EA-S2 (Same participating SKUs)	417196	Grey Goose Vodka	1140	VA: Near Pack Zonin Valpolicella
	604868	Grey Goose Vodka	1750	Classico DOC 750mL

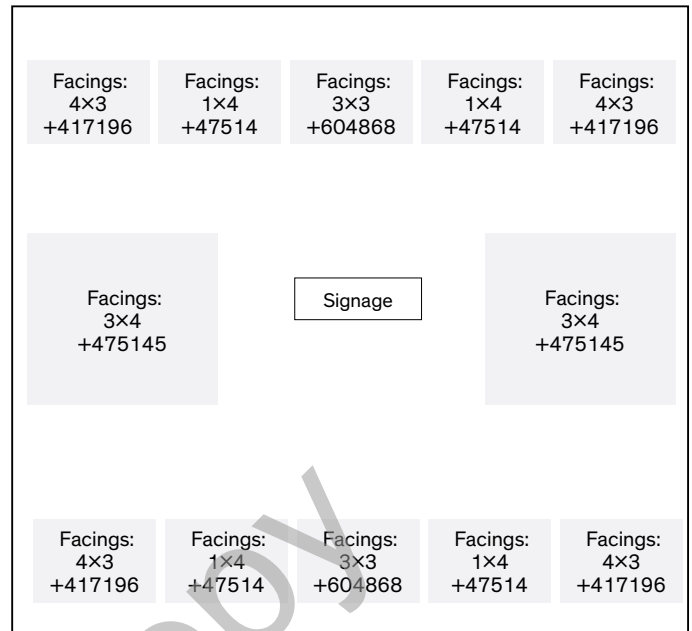
Merchandising Instructions

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

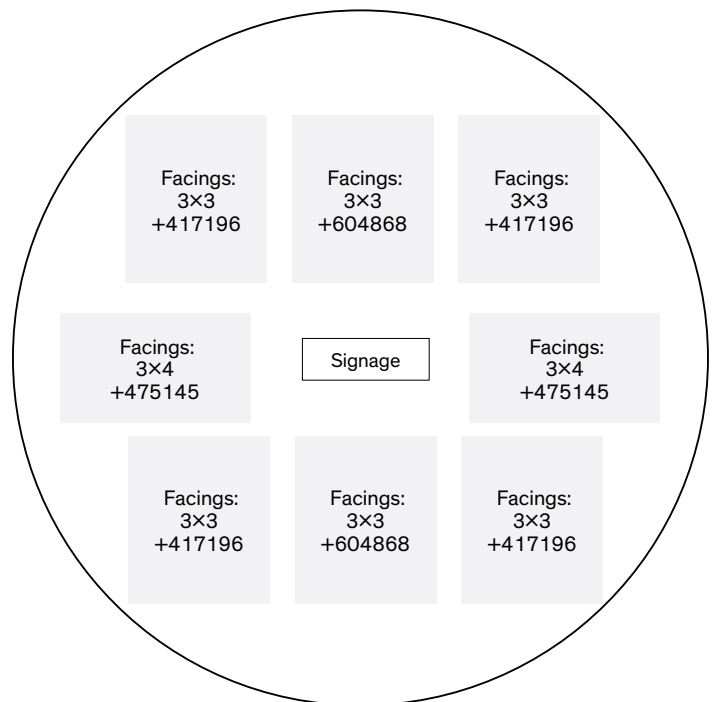
Signage Components

- Entrance Table Sign ENG (Re-order # 24P1-ET3) / BIL (Re-order # 24P1-ET4)
- Shelf Talkers ENG (Re-order # 24P1-ET5) / BIL (Re-order # 24P1-ET6)
- Perpendicular Shelf Talkers ENG (Re-order # 24P1-ET9) / BIL (Re-order # 24P1-ET10)

Planogram - Square Table



Planogram - Round Table



End Aisle #1 (BS-BSE) COCKTAIL OF THE MONTH Gin & Jam Smash



This is a sold program. Participation is mandatory.

Key Dates (Mar 26 - Apr 22, 2023)

Effective Period 1, the Cocktail of the Month program will be moved from the Entrance Table to End Aisle #1. You will find the participating SKUs under **Promo Code BS-BSE**. There will NOT be any products listed under EA 1 in your store promo tree.

Shake up this trendy take on the Gin Smash, traditionally a muddled mix of spirit, sugar and mint, by using jam in place of the sugar and fruit.

Participating Stores

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

Participating Products

Promo Code	Merchandising Location	LCBO#	Description	Size (mL)	Offers
		2691	Tanqueray London Dry Gin	750	VA: Cocktail Spoon
BS-BSE	End Aisle #1	129940	Aviation Gin	750	80 APP
		448597	Georgian Bay Gin	750	80 APP

Merchandising Instructions

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

Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # 24P1-BC1)
- Blade Sign ENG (Re-order # 24P1-BS1) / BIL (Re-order # 24P1-BS6)
- Shelf Talkers ENG (Re-order # 24P1-ST1) / BIL (Re-order # 24P1-ST2)



Spirits (MI-A) MINI THEMATIC A

Spirited Gifts for the Host



This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Celebrate Spring holidays with assortment of Spirited gifts.

Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	VA: Gift Bag
16833	Goldschlager	750	120 APP
21876	Sheep Dog Peanut Butter Whiskey	750	120 APP
27605	Reifel Rye	750	\$4.00
60608	El Dorado 12 Year Old Rum	750	\$4.00
158014	Flor De Cana Centenario 12 Rum	750	\$3.00
249680	Talisker 10yr Old	750	VA: Gift Bag
321208	Crown Royal Special Reserve In Gift Box*	750	VA: Gift Bag
369793	Mount Gay Eclipse Rum	750	
491811	Southern Comfort	750	120 APP
492520	Bacardi 8 Year Old Reserva Gold Rum	750	VA: Martini Prosecco
605600	Grand Marnier Cordon Rouge	1140	\$2.50



Signage Components

- Category sign ENG/BIL (Re-order # 24P1-MTA1)
- Backer card ENG/BIL (Re-order # 24P1-MTA2)
- Shelf talkers ENG (Re-order # 24P1-MTA3) / BIL (Re-order # 24P1-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 perpendicular shelf talker on the mini thematic display and in section.



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

Wines (MI-B) MINI THEMATIC B

Gifts for the Host



This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
1578	Flat Rock Twisted White	750	\$2.00 LTO
50203	Beronia Reserva	750	\$3.00 LTO
84988	Beringer Napa Valley Chardonnay	750	\$3.00 LTO
303800	Trius Red	750	\$3.00 LTO
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$3.00 LTO
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00 LTO
650432	CastelGiocondo Brunello di Montalcino	750	\$5.00 LTO
659607	Mitolo Jester Shiraz	750	\$2.00 LTO
951319	Bollini Pinot Grigio	750	\$2.00 LTO

GIFTS FOR THE HOST



Signage Components

- Category sign ENG/BIL (Re-order # 24P1-MTB7)
- Backer card ENG/BIL (Re-order # 24P1-MTB8)
- Shelf talkers ENG (Re-order # 24P1-MTB9) / BIL (Re-order # 24P1-MTB10)

Merchandising Instructions

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

Mini Thematic B will feature a selection of beautiful red and white wines (premium, \$18+) from the Vintages Essentials collection with LTO or Aeroplan offers, that are no fail gifts to bring the host to Spring celebrations.



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

Beer (MI-C)

MINI THEMATIC C

New Ontario Craft Beers



This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Mini Thematic C will feature an assortment of local seasonal ciders.

Participating Products

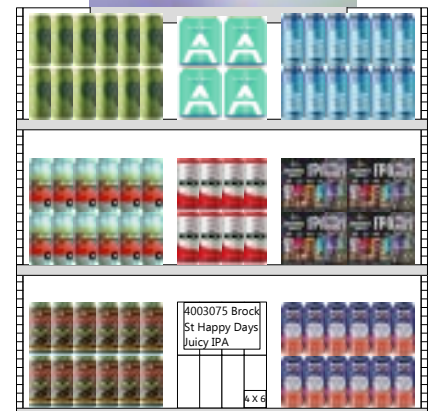
LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
11226	Whitewater Blood Moon Orange Sour	473	Aeroplan	8454 - Whitewater Brewing Company
16954	Bench Brewing Lincoln Lager	473	LTO	798 - Bench Brewing Company
18773	Nickel Brook No Bad Daze Easy Going Lager	473		6699 - Nickel Brook Brewing Company
20870	Van Full Of Weirdos Ipa	473	LTO	5732 - Refined Fool Brewing Company
28634	Muskoka Ipa Mixer Pack 2022	6 x 473	LTO	LCBO Warehouse
31452	Ace Hill Mexican Style Lager	6 x 355		LCBO Warehouse
31512	Collective Arts Lager	473	LTO	LCBO Warehouse
31721	Brock St Mango Tango Milkshake Ipa	473	Aeroplan	397 - Brock Street Brewing
688507	Flying Monkeys Sparklepuff Triple Ipa	473	LTO	6309 - Flying Monkeys Craft Brewery

Signage Components

- Backer card ENG/BIL (Re-order# 24P1-BC10)

Merchandising Instructions

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



Key Display (BS - BSF)

FRONT NESTING TABLE

Zero Waste Cocktails

This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Find the inspiration to make spring cocktails with your favourite spirit. The display will feature multiple offers, including a couple value adds.

Participating Product

LCBO#	Description	Size (mL)	Offers
15012	Northern Keep Vodka	750	200 APP
17465	Mount Gay Black Barrel Double Cask Blend	750	200 APP, Necktag
34595	Patron Silver Tequila	750	190 APP
34603	Patron Anejo Tequila	750	
50088	Patron Reposado Tequila	750	
95935	Grey Goose Vodka	750	
125187	Cazadores Reposado Tequila	750	
209221	Absolut Vodka	1140	\$1.00 LTO, Shelf Extender
400754	Iceberg Vodka	750	\$1.00 LTO, VA: 50mL Open Coast, End Aisle
443903	Havana Club Anejo Reserva	750	\$1.00 LTO
520304	Bacardi Gold	1140	\$1.00 LTO, Necktag
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	200 APP, VA: Flor De Cana 12YO 50mL

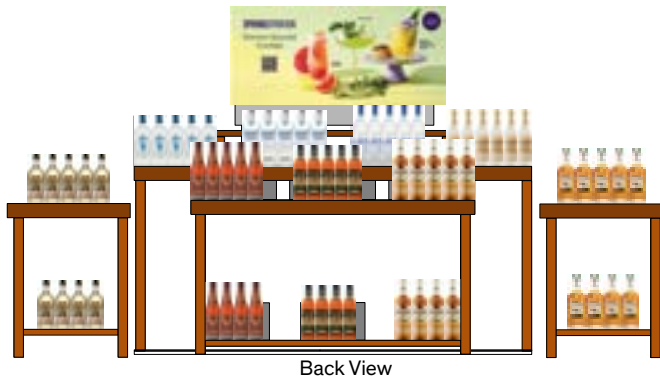
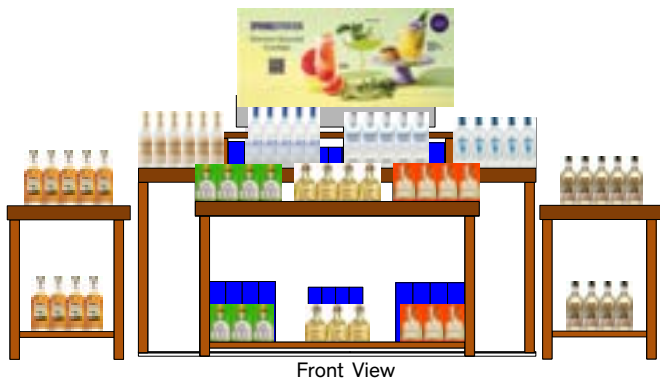
Signage Components

- Table Sign ENG (Re-order # 24P1-FNT1) / BIL (Re-order # 24P1-FNT2)
- Shelf Talkers ENG (Re-order # 24P1-FNT5) / BIL (Re-order # 24P1-FNT6)

Merchandising Instructions

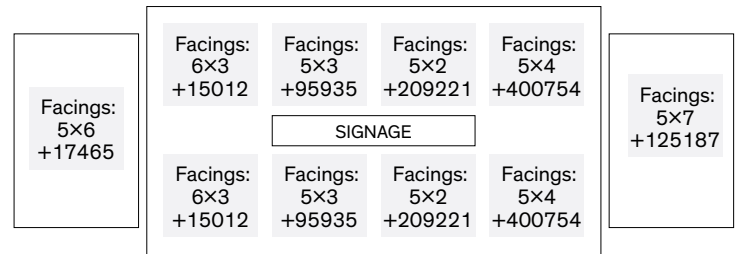
- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Nesting Table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.

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



Back View

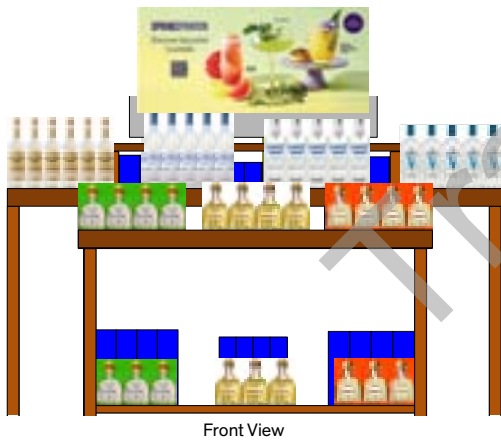
Facings: 5×7 +520304	Facings: 5×9 +602920	Facings: 5×7 +443903
----------------------------	----------------------------	----------------------------



Facings: 4×5 +34595	Facings: 4×5 +34603	Facings: 4×5 +50088
---------------------------	---------------------------	---------------------------

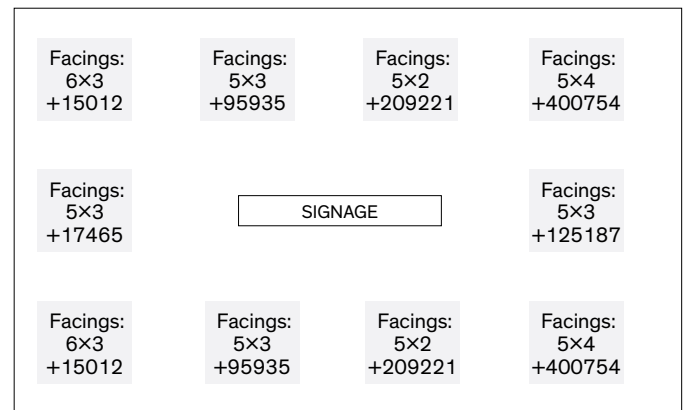
Front View

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



Back View

Facings: 5×7 +520304	Facings: 5×9 +602920	Facings: 5×8 +443903
----------------------------	----------------------------	----------------------------



Facings: 5×5 +34595	Facings: 5×5 +34603	Facings: 5×5 +50088
---------------------------	---------------------------	---------------------------

Front View

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



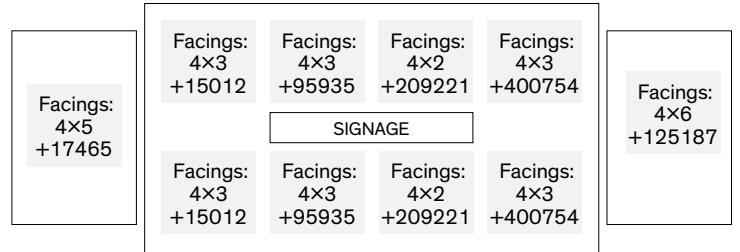
Front View



Back View

Back View

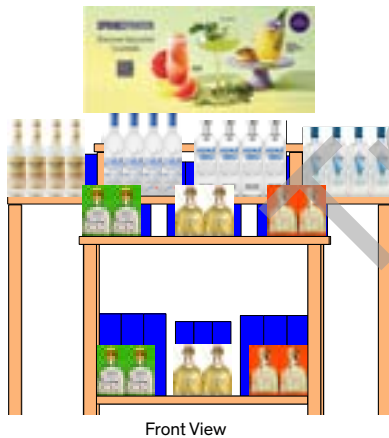
Facings: 5x7 +520304	Facings: 5x9 +602920	Facings: 5x8 +443903
----------------------------	----------------------------	----------------------------



Facings: 2x5 +34595	Facings: 2x5 +34603	Facings: 2x5 +50088
---------------------------	---------------------------	---------------------------

Front View

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



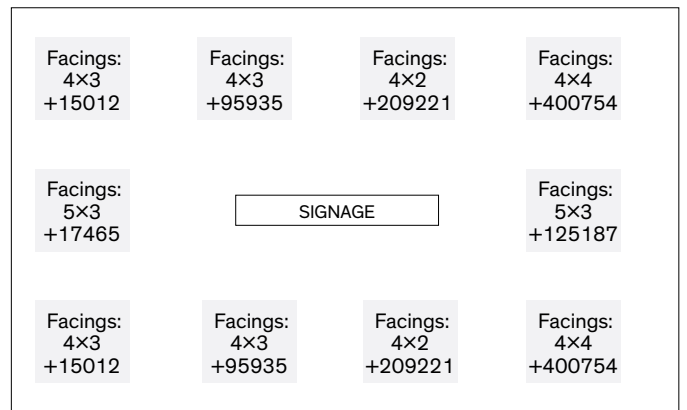
Front View



Back View

Back View

Facings: 3x7 +520304	Facings: 4x9 +602920	Facings: 3x8 +443903
----------------------------	----------------------------	----------------------------



Facings: 2x5 +34595	Facings: 2x5 +34603	Facings: 2x5 +50088
---------------------------	---------------------------	---------------------------

Front View

A

Display Program (BP-SBA)

BLOCK PILE A

Cheers On The Home Team



This is a sold program. Participation is mandatory.

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

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
25078	Mill Street Blue Wave (1950)	473	
311787	Budweiser (275/TBS)	6 × 473	VA: Blue Jay Shirt
516880	Mill Street Orig. Organic (1950)	6 × 473	
904334	Budweiser (275/TBS)	6 × 355	
905976	Budweiser (275/TBS)	473	\$0.20 LTO
908665	Bud Light (275/TBS)	6 × 355	



Front View



Back View



Example Only
Supplier Merchandiser

VA/Merchandiser: Purchase 2 Budweiser 6x473ml and receive a free Blue Jays shirt

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.

NOTE: Pole Topper signs are provided to the Block Pile stores. As inventory depletes, stores can use the pole toppers to condense the block pile rather than empty-looking merchandisers as the period goes on.




Signage Components

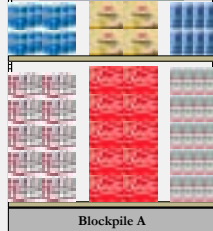
- Pole Topper Sign ENG (Re-order # 24P1-BPA1)
BIL (Re-order # 24P1-BPA2)
- Riser Wrap - solid colour (Re-order # 24P1-BPA3)
- Pricer Cards ENG (Re-order # 24P1-BPA4)
BIL (Re-order # 24P1-BPA5)
- Shelf Talkers ENG (Re-order # 24P1-BPA6)
BIL (Re-order # 24P1-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P1-BPA8)

Merchandising Instructions

- Use the supplier-provided merchandiser to build a display with the participating products.
- Install supplier-provided value-add and merchandiser. Note: End Aisles stores will receive a tray to merchandise the value add items and not the merchandiser display. Display the value add on the top shelf of the end aisle.



End Aisles stores will receive a tray to merchandise the value add items and not the merchandiser display. Display the value add items on the top shelf of the end aisle.



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.

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

NOTE: Pole Topper signs are provided to the Block Pile stores. As inventory depletes, stores can use the pole toppers to condense the block pile rather than empty-looking merchandisers as the period goes on.

B

Display Program (BP-SBB)

BLOCK PILE B

Best Selling Sippers

BESTSELLING
SIPPERS



This is a sold program. Participation is mandatory.

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

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
19139	Smirnoff Vodka & Soda Rose Variety Pack	12 x 355	\$2.00
19357	Social Lite Mixed Pack	12 x 355	
21938	White Claw Variety Pack #2	12 x 355	
24353	Cottage Springs Vodka Lemonade Mixed 8 Pack	8 x 355	
24407	Nutrl The Mixed	12 x 355	\$2.00
24425	Georgian Bay Prickly Pear Tequila Smash	6 x 355	40 APP
24427	Cottage Springs Vodka Iced Tea Box	4000	
24431	Coors Seltzer Fruit Splash Variety Pack	12 x 355	\$2.00



Signage Components

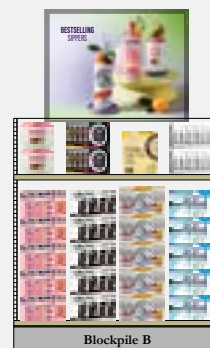
- Pole Topper Sign ENG (Re-order # 24P1-BPB1)
BIL (Re-order # 24P1-BPB2)
- Riser Wrap - solid colour (Re-order # 24P1-BPB3)
- Pricer Cards ENG (Re-order # 24P1-BPB4)
BIL (Re-order # 24P1-BPB5)
- Shelf Talkers ENG (Re-order # 24P1-BPB6)
BIL (Re-order # 24P1-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P1-BPB8)

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.

Ready to Refresh with flavourful, ready-to-serve sippers. Featuring a selection of best selling Ready-to-Drink products.

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



C

Display Program (BP-SBC) BLOCK PILE C

Aeroplan

EARN
BONUS POINTS

UNTIL APRIL 22
ON THESE PRODUCTS*

AEROPLAN 

This is a sold program. Participation is mandatory.

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

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

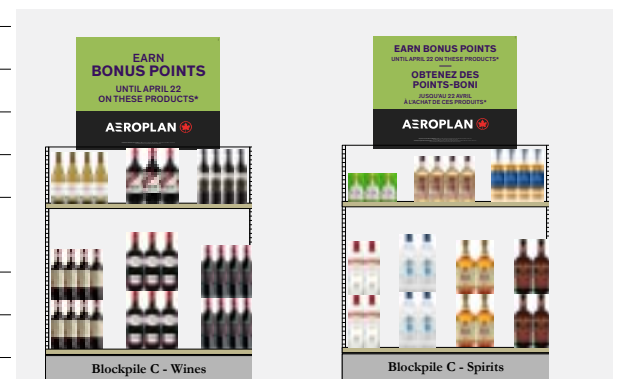
LCBO#	Description	Size (mL)	Offers
13909	Georgian Bay Canadian Whisky	750	80 APP
16840	Bolla Valpolicella Classico	750	60 APP
19452	Waterdog Red	750	50 APP
20807	Tribute Cabernet Sauvignon	750	120 APP
42911	Patron Silver Tequila	375	90 APP
78840	Citra Montepulciano D'Abruzzo	1500	75 APP
113241	Cazadores Anejo Tequila	750	90 APP
114934	Golden Wedding (P.E.T)	1750	100 APP
170142	Zonin Valpolicella Ripasso Superiore Doc	750	100 APP, \$2 LTO
216929	Smirnoff Vodka	1140	75 APP
269753	Raymond Classic Chardonnay	750	75 APP
387159	Bodacious Smooth Red	1500	100 APP, \$1 LTO
397091	Forty Creek Copper Bold Whisky	1750	125 APP
544155	Iceberg Vodka (P.E.T.)	1750	150 APP

Popular spirits with great Aeroplan offers and LTOs. The display will feature an assortment of large formats spirits.



Front View

Back View



Blockpile C - Wines

Blockpile C - Spirits

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.

Signage Components

- Pole Topper Sign ENG (Re-order # 24P1-BPC1)
BIL (Re-order # 24P1-BPC2)
- Riser Wrap - solid colour (Re-order # 24P1-BPC3)
- Pricer Cards ENG (Re-order # 24P1-BPC4)
BIL (Re-order # 24P1-BPC5)
- Shelf Talkers ENG (Re-order # 24P1-BPC6)
BIL (Re-order # 24P1-BPC7)
- End Aisle Backer Card BIL (Re-order # 24P1-BPC8)

Merchandising Instructions

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

Display Program (XBP)

BLOCK PILE D

Hendrick's

Overview

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

Key Dates (March 26 - April 22, 2023)

Participating Stores

1, 21, 22, 31, 115, 130, 148, 154, 156, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 371, 393, 394, 398, 404, 412, 437, 438, 443, 452, 499, 500, 522, 523, 545, 573, 624, 630, 631, 632, 641, 741, 776

Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
XBP	22449	Hendrick's Neptunia	750	
	30716	Hendrick's Flora Adora	750	
	573931	Hendrick's Orbium Gin	750	150 APP
	637504	Hendrick's Gin	750	\$3.00 LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards (Hendrick's) ENG (Re-order # 24P1-BPD1)
BIL (Re-order # 24P1-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.



(Example only)
Supplied by Agent

D

Display Program (FSO-A)

BLOCK PILE D

Suntory Cherry Blossom Display

Overview

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

Key Dates (March 26 - April 22, 2023)

Participating Stores

15, 385, 445, 486, 590, 619, 623, 698, 703

Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
	28587	Suntory World Whisky Ao	700	300 APP
FSO-A	465484	Toki	750	250 APP
	636209	Roku Gin	750	\$5.00 LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards (Roku) ENG (Re-order # 24P1-BPD3)
BIL (Re-order # 24P1-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.



(Example only)
Supplied by Agent

Enhanced Display RAPTORS (FSN-B)

Overview

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

Key Dates (March 26 - April 22, 2023)

Participating Stores

1, 5, 15, 148, 149, 217, 346, 360, 371, 398, 411, 437, 445, 481, 485, 497, 511, 523, 528, 573, 590, 619, 623, 632, 641, 675, 677, 751, 758

Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
FSN-B	17747	Menage a Trois Cab Sauvignon	750	\$3.00 LTO
	621623	Yellow Tail Cabernet Sauvignon	750	\$2.00 LTO
	426601	Villa Maria PB Sauvignon Blanc	750	\$2.00 LTO, Wine Fridge
	229542	Folonari Pinot Grigio	750	80 APP, Wine Fridge

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Reorder# AIM-24P1-EBP1)
BIL (Reorder# AIM-24P1-EBP2)

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 cut case display with the participating products.
- Merchandise the pricer cards in front of the participating products.



(Example only)
Supplied by Agent

Middle Nesting Table/Celebration Fixture (DD)

“DOWN TO EARTH” CALIFORNIA WINES

FOOD & DRINK ADVERTORIAL

This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
19261	Bread & Butter Chardonnay	750	\$2.00
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00
28558	Bread & Butter Merlot	750	\$2.00
130138	Meiomi Pinot Noir	750	\$2.00
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	\$2.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$3.00
449207	Rodney Strong Sauvignon Blanc Charlotte's Home	750	\$2.00
451336	Tom Gore Cabernet Sauvignon	750	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00 LTO , 65 APP
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	120 APP
541961	Three Thieves Cabernet Sauvignon	750	\$2.00
541979	Three Thieves Pinot Grigio	750	80 APP

We're featuring a variety of California wines (mainly Cab Sauv's + 6 other varietals) perfect for elevating your gatherings such as weekend brunch/Easter/Pass-over. The display will connect to the One Pot Wonders story in Food & Drink and accessible, approachable ways to position California wines.

Signage Components

- Table Sign ENG (Re-order # 24P1-MNT1) / BIL (Re-order # 24P1-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 24P1-MNT5) / BIL (Re-order # 24P1-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P1-MNT7)
- Shelf Talkers ENG (Re-order # 24P1-MNT8) / BIL (Re-order # 24P1-MNT9)
- Food & Drink Merchandiser ENG: (Re-order # 24P1-MNT12) / (Re-order # BIL: 24P1-MNT13)

Merchandising Instructions

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

Middle Nesting Table Planograms





front view



back view

Facings: 5x8 +541961	Facings: 4x6 +27386	Facings: 5x8 +461053
----------------------------	---------------------------	----------------------------

Facings: 6x3 +451336	Facings: 6x3 +444059	Facings: 6x3 +541946	Facings: 6x3 +28558
Facings: 1x1 F&D			Facings: 1x1 F&D
Facings: 6x3 +451336	Facings: 6x3 +444059	Facings: 6x3 +541946	Facings: 6x3 +28558

Facings: 6x8 +359257

Facings: 5x7 +130138

Facings: 5x8 +541979	Facings: 5x8 +449207	Facings: 5x8 +19261
----------------------------	----------------------------	---------------------------

Celebration Fixture Planograms



front view



back view

Period 1 END AISLES

Effective Period 1, the Cocktail of the Month program will be moved from the Entrance Table to End Aisle #1. You will find the participating SKUs under Promo Code BS-BSE. There will NOT be any products listed under EA 1 in your store promo tree. Please refer to the Cocktail of the Month section for more information.

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



LCBO#	Description	Size (mL)	Offers
2691	Tanqueray London Dry Gin	750	VA: Cocktail Spoon Rep Applied
129940	Aviation Gin	750	80 APP
448597	Georgian Bay Gin	750	80 APP

Gin & Jam Smash Blade Sign ENG (Re-order # 24P1-BS1) BIL (Re-order # 24P1-BS6)

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



End Aisle #2A

Premium



LCBO#	Description	Size (mL)	Offers
25136	818 Tequila Blanco	750	LB
25137	818 Tequila Reposado	750	LB
25141	Lobos 1707 Tequila Reposado	750	LTO

Bundle Aeroplan Offer (LB):

Buy 25136 and 25137, receive 200 Aeroplan Bonus Points.

Dirty Tequila Martini Cocktail Blade Sign ENG (Re-order # 24P1-BS2) / BIL (Re-order # 24P1-BS8)

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B Standard	31587	Polar Ice Berry Blizzard	750	APP
	71647	Polar Ice Vodka (P.E.T)	750	LTO, LB
	477885	Polar Ice Vodka (P.E.T)	1750	APP

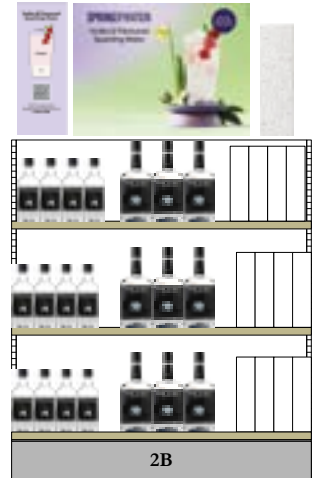


Bundle Aeroplan Offer (LB):

Buy two of the products get 50 Aeroplan Bonus Points, buy all three and receive 75 Aeroplan Bonus Points.

Vodka & Flavoured Sparkling Water Cocktail Blade Sign
ENG (Re-order # 24P1-BS3) / BIL (Re-order # 24P1-BS8)

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #3	25810	J. Lebegue Graves	750	LTO
	226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	APP
	405175	>Freakshow Cabernet Sauvignon	750	LTO



Spring Food & Drink Blade Sign
ENG (Re-order # 24P1-BS4) / BIL (Re-order # 24P1-BS9)

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #4	893	J.P. Wiser's Deluxe	750	LTO
	33928	J.P. Wiser's Deluxe	1750	LTO
	216689	J.P. Wiser's Deluxe	1140	VA



Value Add (VA) - Rep Applied:

- 216689 J.P. Wiser's Deluxe 1140 mL - Molson Amstel Ultra 355 mL

Generic Blade Sign
ENG (Re-order # 24P1-BS5) / BIL (Re-order # 24P1-BS10)

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	107763	Pelee Island Monarch Red VQA	750	LTO, NT
	393405	Pelee Island Monarch Vidal VQA	750	LTO, NT
	594184	Pelee Island Late Harvest Vidal VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #6	155051	Masi Campofiorin Igt	750	LTO
	317057	Masi Costasera Amarone Classico Doc	750	LTO
	620773	Masi Masianco Pinot Grigio	750	LTO, Wine Fridge

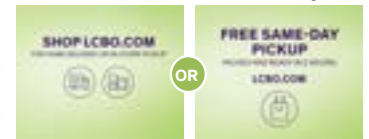


	LCBO#	Description	Size (mL)	Offers
End Aisle #7	19953	Tommasi Le Rosse Pinot Grigio	750	LTO
	270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	LTO
	293043	Stoneleigh Marlborough Sauvignon Blanc	750	LTO, Wine Fridge

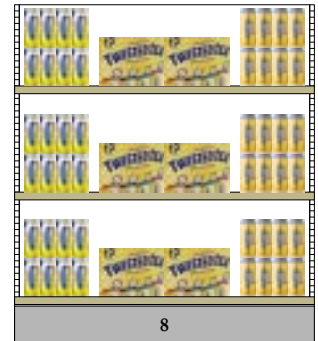


Ecomm

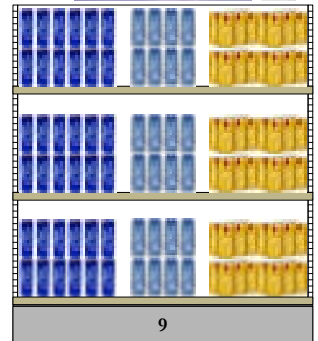
Same Day



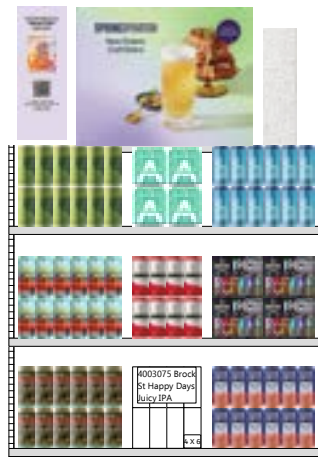
	LCBO#	Description	Size (mL)	Offers
End Aisle #8	15004	Twisted Tea Mix	12 × 355	Contest
	24376	Twisted Tea Slightly Sweet	473	Contest
	570283	Twisted Tea Original	473	Contest



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	LTO
	284562	Michelob Ultra (275/TBS)	473	LTO
	496968	Michelob Ultra (275/TBS)	6 × 473	Contest



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	11226	Whitewater Blood Moon Orange Sour (8454)	473	APP
	16954	Bench Brewing Lincoln Lager (798)	473	LTO
	18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	
	20870	Van Full Of Weirdos IPA (5732)	473	LTO
	28634	Muskoka Ipa Mixer Pack 2022 (LCBO)	2838	LTO
	31452	Ace Hill Mexican Style Lager (LCBO)	2130	
	31512	Collective Arts Lager (LCBO)	473	LTO
	31721	Brock St Mango Tango Milkshake IPA (397)	473	APP
	688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO



Mini Thematic C - Beer

Spring Food & Drink Blade Sign

ENG (Re-order # 24P1-BS11) / BIL (Re-order # 24P1-BS12)

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #11	17047	Captain Morgan Sliced Apple Spiced Rum	750	VA
	283929	Captain Morgan Black Spiced Rum	750	LTO
	454686	Captain Morgan Bold Spiced Rum	750	
VA: Rep-applied Captain Morgan Tin Cups				



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	227413	Iceberg Vodka	1140	VA
	400754	Iceberg Vodka	750	FNT, LTO, VA
	446567	Iceberg Vodka (P.E.T)	750	LTO
VA: Open Coast 50 mL (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	30834	Canadian Club Classic 12 Year Old	1140	LTO
	34637	Canadian Club Premium	1750	Value Add
	390583	Canadian Club 100% Rye	750	LTO
VA: Canadian Club 1858 200 mL (on pack, rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	21544	Smirnoff Pink Lemonade	750	APP
	382002	Smirnoff Raspberry Flavoured Vodka	750	LTO
	545392	Smirnoff Berry Blast	750	VA
VA: Smirnoff Mini Cutting Board (rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	234369	Apothic Red	750	LTO
	270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	LTO
	533307	Silk & Spice Red	750	LTO



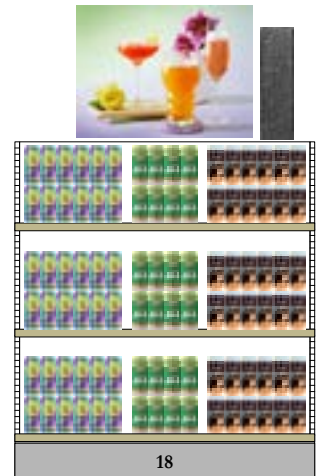
	LCBO#	Description	Size (mL)	Offers
End Aisle #16	6502	Cointreau	750	LTO
	465419	Murphy's Law Apple Pie	750	APP
	600981	Hpnotiq Liquor	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	27561	Laneway No. 11 Gin	750	VA
	27562	Laneway No. 12 Vodka	750	APP
	27566	Laneway Ever Gin	750	LTO
VA: 50 mL Ever Gin (rep-applied)				



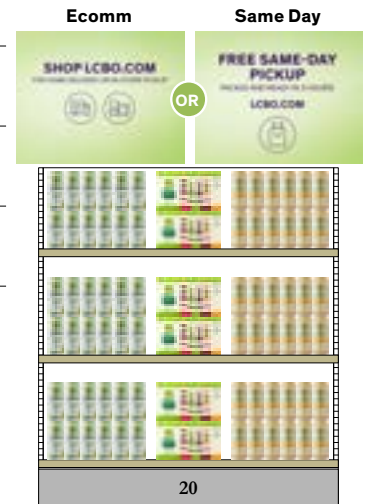
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	25003	Maclean's Maple Coffeee Mild (9719)	473	
	25043	Lost Craft Coastal Wave IPA (179)	473	LTO, VA
	513002	Henderson's Brewing Pearson Express IPA (766)	473	LTO
VA: Beer Koozie (rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	16136	Somersby Mango & Lime Cider (LCBO Warehouse)	473	
	25035	Somersby Wild Garden Crushed Apple (LCBO Warehouse)	473	
	26622	Somersby Mixer Pack (LCBO Warehouse)	8 x 473	LTO



Wines Discovery End Aisles

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

Key Dates (March 26 - April 22, 2023)

Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-W5 Greek Wines Store 1, 4, 10, 13, 38, 83, 149, 163, 164, 195, 217, 228, 243, 253, 295, 346, 367, 383, 385, 390, 398, 438, 485, 490, 546, 564, 623, 624, 627, 776	15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	\$1.00 LTO 25 APP
	15482	Atelier Red, Achaia	750	
	15483	Naoussa Xinomavro, Pdo Naoussa	750	
	15822	Nestor Avarino White	750	\$1.00 LTO
EA-W6 Kosher Wines Store 360, 523, 635, 642, 657	78063	Baron Herzog Jeunesse Kpm	750	
	156968	(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E)	750	\$1.00 LTO
	354761	(V) Carmenere Terra Vega (Kpm) (Luis F. Edwards)	750	\$1.00 LTO
	637801	(V) Bartenura Malvasia Kpm (Royal Wines)	750	
	891671	Baron Herzog Dry White Zinfandel Kp M	750	

Signage Components

- Kosher End Aisle Backer Card ENG/BIL (Re-order # AIM-24P1-SAE1)
- Greece End Aisle Backer Card ENG/BIL (Re-order # AIM-24P1-SAE2)
- Shelf Talkers - print at store level

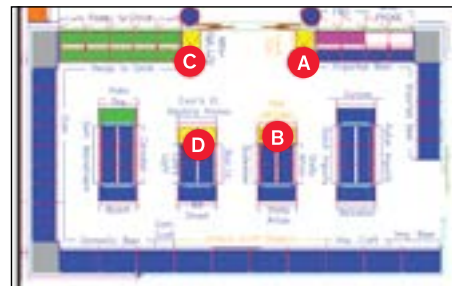
Merchandising Instructions

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



BEER EXCITEMENT ZONE

(A, B, C, D)



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

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
A Plinth (EA - EZA)	19894	Cracked Canoe Cans	6 × 473	275 - The Beer Store	LTO, Contest
	32618	Moosehead Chelada	6 × 473	275 - The Beer Store	
	422345	Moosehead Lager	6 × 473	275 - The Beer Store	LTO
	Contest: Enter for a chance to win a Big Green Egg BBQ with the purchase of one Cracked Canoe 6 pack (19894). The details and how to enter the contest will be communicated on the product packaging.				
B New/ Seasonal (EA - EZB)	31461	Collective Arts Hey, Nelson	473	LCBO Warehouse	
	31458	Bench Brewing Oak Pilsner	473	798 - Bench Brewing Company	
	31551	Steam Whistle Pilsner 5L Keg	5000	5577 - Steam Whistle Brewing / 275 - The Beer Store	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	300681	Coors Light	6 × 473	275 - The Beer Store	LTO
	906560	Coors Light	6 × 341	275 - The Beer Store	Value add
	VA/Merchandiser: Purchase 1 Coors Light 6-packs (906560 6 × 341 mL) and receive a free Coors Light Water Bottle. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
D End Aisle (EA - EZD)	270439	Smithwick's Ale	500	LCBO Warehouse	APP
	270447	Guinness Draught Beer	500	LCBO Warehouse	LTO
	296244	Guinness Draught	4 × 440	LCBO Warehouse	

Beer Excitement Zone A: In anticipation for warmer weather and Victoria Day, Cracked Canoe will be partnering with the Big Green Egg to give away several luxury BBQs and other prizes through in-case PINs. Canoe will feature flash packaging to advertise contesting along with supporting LTO.

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

Beer Excitement Zone C: Customers will receive a Coors Light Water Bottle with the purchase of one 6-pack of +906560 Coors Light.

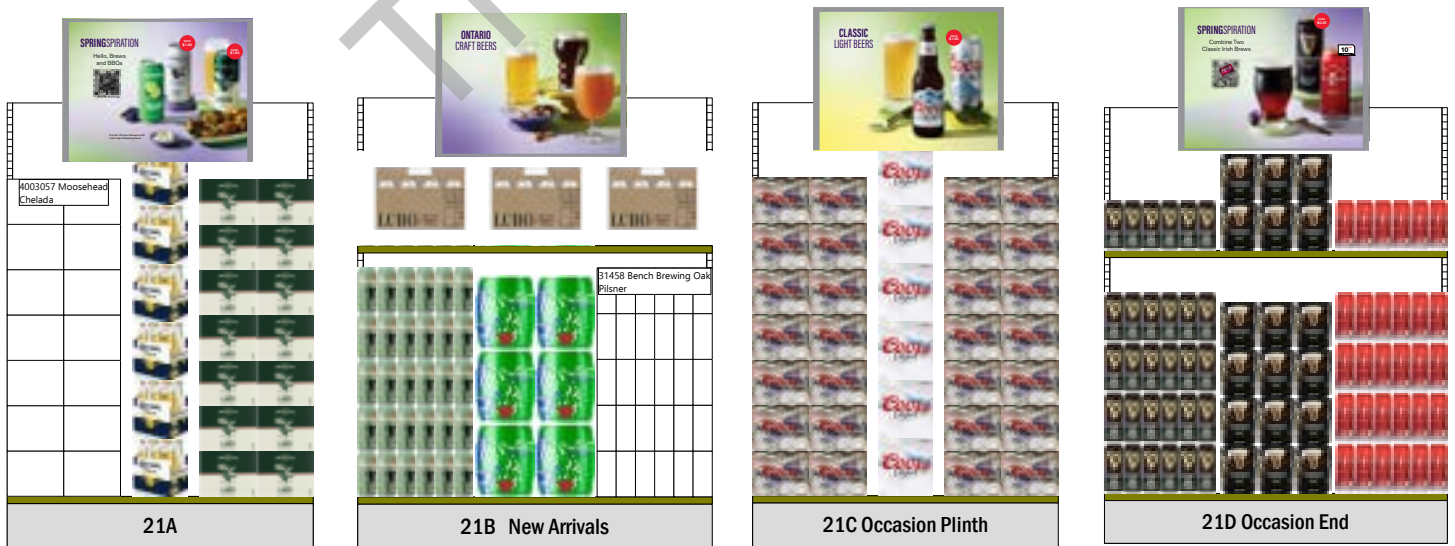
Beer Excitement Zone D: Combine two classic Irish brews by mixing Guinness Draught and Smithwick's Ale .

Signage Components

- A. Backer Card ENG/BIL (Re-order # 24P1-BE21)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P1-BE22)
- C. Backer Card ENG/BIL (Re-order # 24P1-BE23)
- D. Backer Card ENG/BIL (Re-order # 24P1-BE24)
- A, C, D Pricer Cards ENG (Re-order # 24P1-BE25) / BIL (Re-order # 24P1-BE26)
- A, C, D Shelf Talkers ENG (Re-order # 24P1-BE27) / BIL (Re-order # 24P1-BE28)

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 P2.



BEER BRANDED ENDS (P1 & P2)

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

These are sold spaces and participation is mandatory.

Key Dates (March 26 - May 20, 2023)

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 # 24P1-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 24P1-BBE2)
- Heineken Card ENG/BIL (Re-order # 24P1-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 (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
15116	Cowbell Brewing Co. Hazy Days IPA	473		458 - Cowbell Brewing Co.
16787	Collingwood Happy Tails Session IPA	473		4205 - The Collingwood Brewery
31454	Muskoka Tread Lightly	568		LCBO Warehouse
408054	Great Lakes Pompous Ass	473		1929 - Great Lakes Brewing Co. Inc.
493908	Front Porch Kolsch Ale	473		1281 - Calabogie Brewing Co. Ltd.
556688	Collective Arts Life In The Clouds	473		LCBO Warehouse

Merchandising Instructions

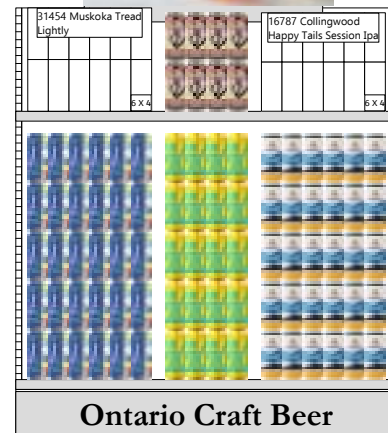
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

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-24P1-OCB1) / BIL (Re-order #AIM-24P1-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (P1 - on going)

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)
19045	La Vermontoise Saison	375
26719	Timmermans Lambicus Strawberry	330
29592	Destihl Haze Of The Dead Hazy Double IPA	473
29593	Stone Fear Movie Lions Double IPA	473
29597	Jart-Elle Oude Kriek	375
29598	Adnams Ghost Ship Pale Ale	440
29599	Einbecker 1378	330
30629	Thornbridge Brewery Jaipur IPA	440
31065	Harviestoun Brewery Bitter & Twisted	330
31378	Dandy Brewing Julia Peach Sour	473
406439	Gregorius Trappist Beer	330
492041	Doppel Hirsch Doppel Bock	500
492371	Original Ritterguts Gose	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-24P1-ICB1) / BIL (Re-order #AIM-24P1-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 (March 26 - April 22, 2023)

Participating Products

LCBO#	Description	Size (mL)	Offers
80234	(V) Riesling Black Sheep (Featherstone)	750	\$2.00 LTO
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00 LTO
387050	Open Smooth White VQA	750	\$1.00 LTO
609875	Eastdell Black Cab VQA	750	\$1.50 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-24P1-ON1)

Merchandising Instructions

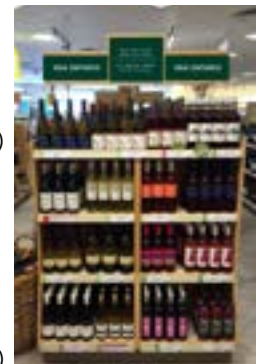
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



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-24P1-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 (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
261099	Inniskillin Pinot Noir VQA	750	100 APP
594200	Peninsula Ridge Inox Chardonnay VQA	750	80 APP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-24P1-OWP1)
- Ontario Buyer's Pick Backer Card
ENG (Re-order # AIM-24P1-OWP2) / BIL (Re-order # AIM-24P1-OWP3)

Merchandising Instructions

Cut-Case Display Stores:

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

End Aisle Display Stores:

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

Shelf Talker Only Stores:

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

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (March 28 - April 22, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	100 APP
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00 LTO

Signage Components

- Shelf Talkers (Re-order# AIM-24P1-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P1-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P1-VINT3)

Merchandising Instructions

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



V2

VINTAGES Wines of the Month

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

Key Dates (April 1, 2023 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)
April 1 Release		
369850	Kim Crawford Pinot Gris	750
10621	Gérard Bertrand Côte Des Roses Chardonnay	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 (March 26 - April 22, 2023)

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

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-24P1-VLTO1)

Participating Products

LCBO#	Description	Size (mL)	LTO Offers
1578	Flat Rock Twisted White VQA	750	\$2.00
1834	Susana Balbo Crios Torrontés	750	\$2.00
14673	Gérard Bertrand Gris Blanc Rosé	750	\$2.00
24133	Thirty Bench Winemaker's Blend Riesling VQA	750	\$3.00
29280	Terrazas De Los Andes Reserva Malbec	750	\$2.00
35386	Kim Crawford Sauvignon Blanc	750	\$2.00
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$2.00
50203	Beronia Reserva	750	\$3.00
68817	Hidden Bench Estate Organic Chardonnay	750	\$2.00
80234	Featherstone Black Sheep Riesling VQA	750	\$2.00
84988	Beringer Napa Valley Chardonnay	750	\$3.00
130138	Meiomi Pinot Noir	750	\$2.00
156968	Terra Vega Sauvignon Blanc Kpm	750	\$1.00
166538	Lan Crianza	750	\$2.00
177824	13th Street Gamay VQA	750	\$2.00
212126	Mcmanis Cabernet Sauvignon	750	\$2.00
258699	J. Lohr Riverstone Chardonnay	750	\$2.00
269852	Willm Gewurztraminer Reserve	750	\$1.00
273748	Borsao Tres Picos Garnacha	750	\$3.00
274753	Hidden Bench Estate Organic Pinot Noir VQA	750	\$3.00
282996	San Felice Chianti Classico	750	\$2.00
303800	Trius Red VQA	750	\$3.00
326728	Oyster Bay Chardonnay	750	\$3.00
337238	Concha Y Toro Marques De Casa Concha Cabernet Sauvignon	750	\$3.00
342428	Bonterra Organic Cabernet Sauvignon	750	\$3.00
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00
354761	Terra Vega Carmenère Kpm	750	\$1.00
378257	Banfi Brunello Di Montalcino	750	\$5.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00
394718	Erath Pinot Noir	750	\$3.00
405175	Michael David Freakshow Cabernet Sauvignon	750	\$2.00
413237	Gérard Bertrand Languedoc	750	\$2.00

LCBO#	Description	Size (mL)	LTO Offers
433417	Tedeschi Amarone Della Valpolicella	750	\$3.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$3.00
449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00
460154	Columbia Crest Grand Estates Cabernet Sauvignon	750	\$2.00
478628	Z. Alexander Brown Uncaged Cabernet Sauvignon	750	\$3.00
573147	Malivoire Estate Grown Chardonnay	750	\$2.00
606624	Ringbolt Cabernet Sauvignon	750	\$2.00
650432	Castelgiocondo Brunello Di Montalcino	750	\$5.00
659607	Mitolo Jester Shiraz	750	\$2.00
719435	La Crema Sonoma Coast Pinot Noir	750	\$3.00
951319	Bollini Pinot Grigio	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	APP Offers
18947	Kim Crawford Illuminate Sauvignon Blanc	750	100
226035	Château Teyssier	750	100
363457	Famille Perrin Réserve Côtes Du Rhône	750	100
478727	Catena Malbec	750	50
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	100

Trade Copy

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 (March 26 - April 22, 2023)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
573147	(V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-24P1-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 April 22, 2023.

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 April 22, 2023.

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

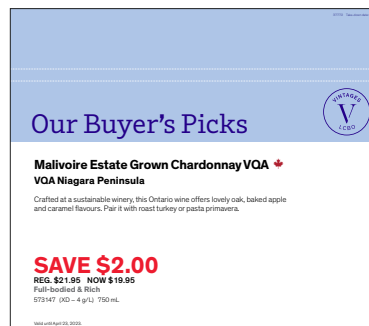
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by April 22, 2023.

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

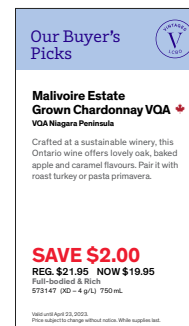
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

SPRING GIFT BAGS

The Spring Enhanced Gift Bag and \$2.95 Hot Button signage will ship to participating stores for set up with the start of P1.

Install Date: Week of March 26th



Please refer to the P1 online worksheets posted on the portal for information on Spring Enhanced Gift Bags 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.



Spring Enhanced 1 Bottle Bag 2023
LCBO# 30914 • \$2.95

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

Merchandising Options:

Mini Thematic A

SPRING GIFTS FOR THE HOST



Mini Thematic B

PREMIUM GIFTS FOR THE HOST



Cash Ends



- Install the Spring Gift Bags on the Mini Thematic fixtures the week of March 26th.
- Refer to the Mini Thematic A/B sections for more details.
- Merchandise the new Spring gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

HOW TO MERCHANDISE

Spring 2 Bottle Gift Bag

Designed to hold two bottles, this gift bag comes with matching tissue and gift tag.

The Spring 2 Bottle Gift Bags will be merchandised in three (3) areas:

- Wooden Gift Packaging Fixtures
- Metal Flat Gift Packaging Stand
- Seasonal Hanging Bag Stand

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

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

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

Description	Reorder #
Spring Gift Bag \$4.95 Hot Button	24P1-GFT2
Hot Button Sign Clip (bundles of 10)	NIHK102
Spring Gift Bag Pole Topper Sign (ENG)	24P1-GFT5
Spring Gift Bag Pole Topper Sign (BIL)	24P1-GFT6



Spring Enhanced 2 Bottle Bag 2023
LCBO# 30913 • \$4.95



Spring Gift Bag
\$4.95 Hot Button



Spring Gift Bag
Pole Topper Sign

Merchandising Options:

Gift Packaging Floor Merchandiser (Metal)



Wooden Gift Packaging Fixture: (select stores)



Seasonal Hanging Bag Stand



YEAR-ROUND GIFTING

ACTION:

Stores are to pack up and box any residual Holiday gifting (packaging and/or cards/carriers), and mark clearly for use next year. Only Year-Round packaging and gift cards/presenters are to be displayed on the designated fixtures.

Please note that a new signage package containing the Year-Round signage was shipped to participating stores for in Period 11. Refer to the next pages for more details.

LCBO#	Component	Retail
Gift Packaging		
27353	LCBO "Our Favourite" Bag	\$1.50
27354	Enhanced 2 Bottle Paper Gift Bag	\$4.95
27355	Year-Round 1 Bottle Rigid Box	\$7.95
27396	Reusable Bag 6 Bottle	\$2.95
27397	Large Reusable Bag	\$2.95
16877	Organic Cotton Canvas 4 Pocket Bag	\$14.95
16679	Vintages Gift Box	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95

LCBO#	Component
Gift Cards & Presenters	
27053	Soft Black Gift Card
27054	Warm White Gift Card
27055	Gift Card Carrier
647271	Vintages Gift Card Carrier (English)
657882	Vintages Gift Card Carrier (French)
647222	Vintages Gift Card

LCBO \$1.50 "Our Favourite" Gift Bag

The Year-Round Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.

LCBO "Our Favourite" Gift Bags will be merchandised in three (3) areas:



- End Aisles (select stores)
- Cash Ends (all stores)
- Wooden Gift Packaging Fixtures (select stores)



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
	\$1.50 Gift Bag Stickers	23OP-GFT12

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



LCBO Enhanced 2 Bottle Paper Gift Bag

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



- Metal Reusable Bag Fixture
- Wooden Gift Packaging Fixtures (select stores)

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

	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



LCBO 1 Bottle Rigid Gift Tube

LCBO 1 Bottle Rigid Gift Tube will be merchandised on the Wooden Gift Packaging Fixture.

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:

Wooden Gift Packaging Merchandiser:
Select Stores



Trade Copy



Organic Cotton Canvas 4 Pocket Bag

Organic Cotton Canvas 4 Pocket Bag will be merchandised in two (2) areas:

- Seasonal Hanging Bag Stand
- Gift Packaging Floor Merchandiser (Metal)

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



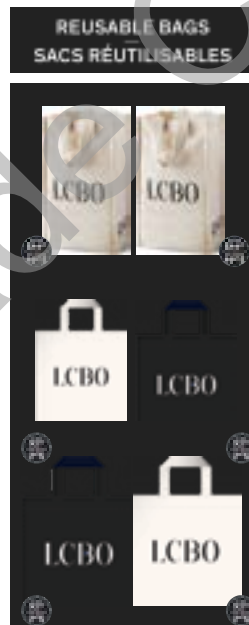
Organic Cotton Canvas 4 Pocket Bag
Case packed 50
LCBO# 16877 • \$14.95

Merchandising Options:

Seasonal Hanging Bag Stand



Gift Packaging Floor Merchandiser (Metal)



LCBO Reusable Gift Bags



The Reusable Gift Bags WILL NOT be allocated to you. Please order from your supplying warehouse.

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

- Seasonal Hanging Bag Stand
- Gift Packaging Floor Merchandiser (Metal)

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



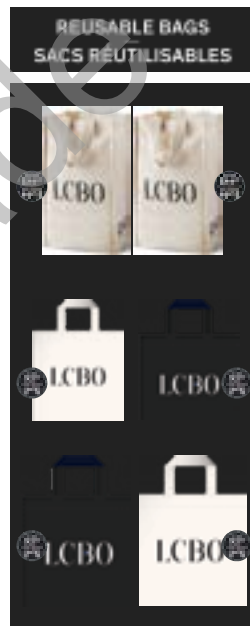
LCBO Large Gift Bag
Case packed 50
LCBO# 27397 • \$2.95

Merchandising Options:

Seasonal Hanging Bag Stand



Gift Packaging Floor Merchandiser (Metal)




HOW TO MERCHANDISE

Seasonal Hanging Bag Stand

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



Organic Cotton Canvas 4 Pocket 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.

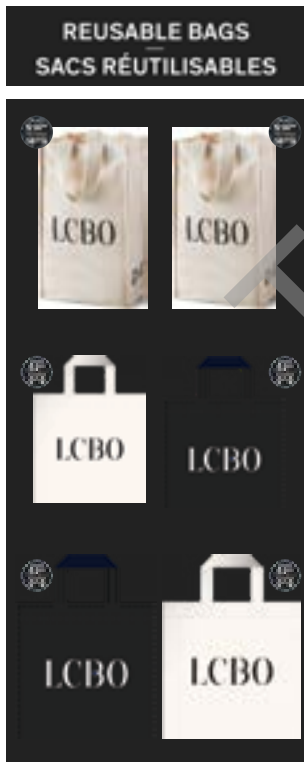
Signage Re-order Codes

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 #
REUSABLE BAGS	Reusable Bags Insert Sign	ENG/ENG: 23OP-GFT13 BIL/BIL: 23OP-GFT15
REUSABLE BAGS SACS RÉUTILISABLES		
	Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14
	\$2.95 Bag Hot Button Signs	23OP-GFT2
	\$14.95 Bag Hot Button Signs	23OP-GFT5

Merchandising Options:

Gift Packaging Floor Merchandiser (Metal)



Organic Cotton Canvas 4 Pocket 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	Retail
27353	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
27354	Year-Round Enhanced 2 Bottle Bag (2V)	\$4.95
652842	LCBO "Our Favourite" Gift Bag (4V)	\$1.50
657650	Year-Round 1 Bottle Rigid Box (2V)	\$7.95
657338	Year-Round 2 Bottle Rigid Box (2V)	\$9.95
11206	Vintages "Our Favourite" Gift Bag	\$1.50
16679	Vintages Single Bottle Rigid Gift Box	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95



Front view

Signage Re-order Codes

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

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

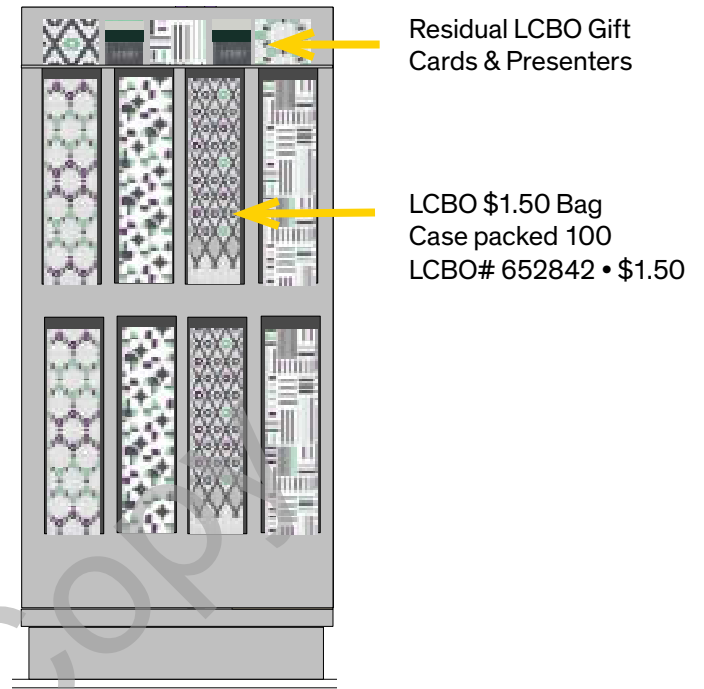


Back view

SIDE A:



SIDE B:



SIDE C:










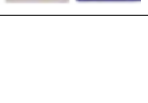
SIDE D:



HOW TO MERCHANDISE LCBO Gift Cards

Gift Cards & Carriers

LCBO#	Description	Image
28476	NEW Spring Floral Gift Card 2023	
27053	Soft Black	
27054	Warm White	
647222	Vintages	

LCBO#	Description	Image
28477	NEW Spring Floral Gift Card Presenter 2023	
27055	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 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

Description	Reorder #
Spring Gift Card Merchandiser Insert Sign (2 pieces)	24P1-GFT3
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)

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 (March 26 - April 22, 2023)

Participating Stores

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


Merchandising Instructions

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

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P1-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P1-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 24P1-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 24P1-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 24P1-FS5)
- Shelf Talkers ENG (Re-order # 24P1-FS6) / BIL (Re-order # 24P1-FS7)
- Bin Strips - solid colour (Re-order # 24P1-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space "CESARI WINES FOR ALL OCCASIONS"				
	19774	Cesari Valpolicella Doc Essere	750	\$2.50 LTO
	426718	Cesari Amarone Classico Doc	750	\$6.00 LTO
	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.50 LTO

(FSB) USA - California Flex Space "WINES FOR CASUAL NIGHTS IN"

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



14678	Barefoot Moscato	1500	VA: Eatable Gourmet Popcorn
406884	Barefoot Pinot Grigio	1500	VA: Eatable Gourmet Popcorn
639971	Barefoot Cellars Pink Pinot Grigio	750	
642983	Barefoot Cellars Pink Moscato	750	25 APP

(FSC) Europe - Italy/SE Flex Space "GÉRARD BERTRAND: WINES OF EXCELLENCE"

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



14673	(V) Gerard Bertrand Gris Blanc Rosé	750	\$2.00 LTO
373985	(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	
413237	(V)Terroir Languedoc (Gerard Bertrand)	750	\$2.00 LTO

(FSD) Australia/New Zealand Flex Space "BUY A BOTTLE, PLANT A TREE"

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



119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00 LTO
142117	Lindemans Bin 65 Chardonnay	750	
145367	Lindemans Bin 50 Shiraz	750	Necktag
181388	Lindemans Bin 95 Sauvignon Blanc	750	LD
407866	Lindemans Bin 85 Pinot Grigio	1500	
458679	Lindemans Bin 40 Merlot	750	LD
610758	Lindemans Bin 65 Chardonnay	1500	Necktag
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00 LTO

Bundle Aeroplan Offer (LD): Buy 181388 and 458679, receive 85 Aeroplan Bonus Points.

(FSE) Chile/Argentina Flex Space "EARN 75 BONUS AEROPLAN POINTS"

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



29280	Terrazas De Los Andes Malbec Reserva	750	\$2.00 LTO
160952	Domaine Jean Bousquet Malbec Organic	750	\$1.00 LTO
162610	Pascual Toso Malbec Limited Edition	750	\$2.00 LTO
295139	Alamos Malbec	750	\$2.00 LTO
394783	Dona Paula Estate Malbec	750	\$3.00 LTO
400556	Bodega Norton Barrel Select Malbec	750	
478727	Catena Malbec Mendoza	750	50 APP
483263	Don David Reserve Malbec	750	\$2.00 LTO
591693	Argento Estate Organic Malbec	750	80 APP

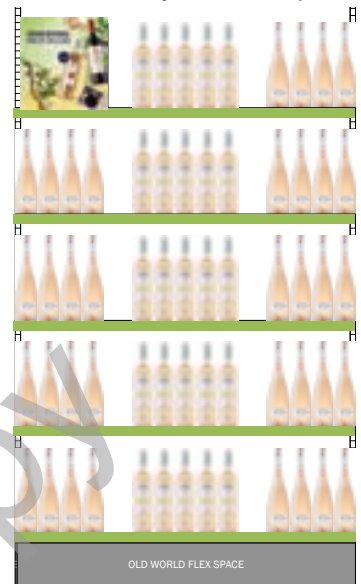
Sparkling Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



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

FRONT END MERCHANDISER

Spirited Picks Program

Promo Code: CE1

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

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
515205	St Germain Elderflower Liqueur	200	\$1.00 LTO, LD
604934	Grey Goose Vodka	375	LD

Bundle Aeroplan Offer (LD): Buy both 604934 and 515205, receive 75 Aeroplan Bonus Points.

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P1-SP2) / BIL (Re-order #AIM-24P1-SP3)
- "Mix with Soda" Shelf Talker ENG (Re-order #AIM-24P1-SP4) / BIL (Re-order #AIM-24P1-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.



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

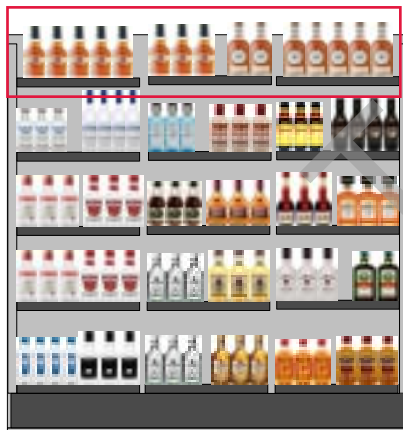
	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	541011	Wayne Gretzky Red Cask Whisky	375	\$1.00 LTO
	11850	Buffalo Trace Bourbon	375	\$2.00 LTO
Wines/Wine in Cans (FEM2)	297648	Voga Pinot Grigio lgt	375	\$1.00 LTO
Brown Spirits/Liqueurs (FEM3)	596	Bacardi Superior White Rum (P.E.T.)	375	\$1.00 LTO

Signage Components

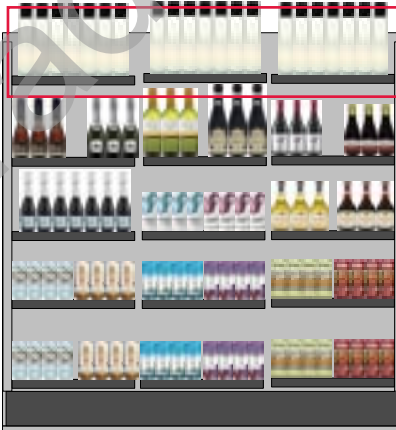
- FEM1 Shelf Talkers ENG (Re-order #AIM-24P1-FEM1) / BIL (Re-order #AIM-24P1-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P1-FEM3) / BIL (Re-order #AIM-24P1-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P1-FEM5) / BIL (Re-order #AIM-24P1-FEM6)

Merchandising Instructions

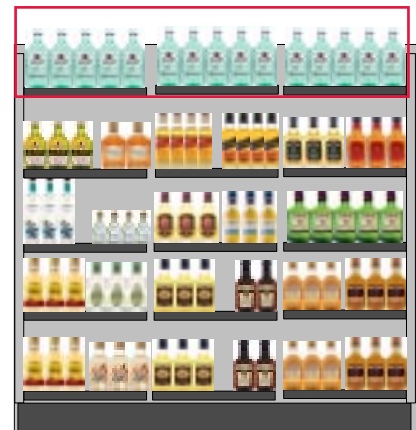
- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Top Picks (Beer, Cider, RTD) IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

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

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

This is a sold program. Participation is mandatory.

Key Dates (March 26 - April 22, 2023)

Participating Stores

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

Merchandising Instructions

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

Signage Components

- Pricer Card ENG (Re-order #AIM-24P1-FEM7) / BIL (Re-order #AIM-24P1-FEM8)

CE3



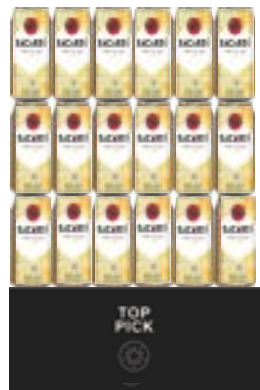
LCBO# 667303
Blue Lobster Vodka Soda
473 mL | 10 APP

CE4



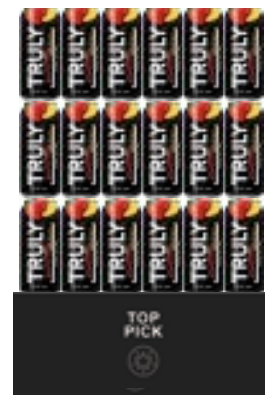
LCBO# 24404
Smirnoff Vodka
Soda Berry Blast
355 mL | 5 APP

CE5



LCBO# 24385
Bacardi Pina Colada
355 mL | 10 APP

CE6



LCBO# 24809
Truly Strawberry Lemonade
473 mL | 20 APP

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 (March 26 - April 22, 2023)

Participating Stores

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

Participating Products

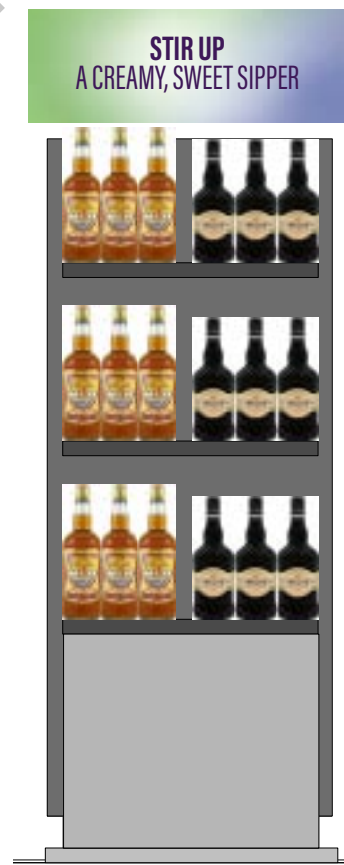
LCBO#	Description	Size (mL)	Offers
108357	Carolans Irish Cream	750	\$1.00 LTO VA: Rep-Apply Coffee Mug
292177	Phillips Butter Ripple Schnapps	750	VA: Rep-Apply Twisted Shot Glass

Signage Components














- A-Frame Sign ENG (Re-order# 24P1-AF1) / BIL (Re-order# 24P1-AF2)
- Shelf Talker ENG (Re-order# 24P1-AF3) / BIL (Re-order# 24P1-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.



ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P1-ST1 BIL: 24P1-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P1-ST12 BIL: 24P1-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P1-ST14 BIL: 24P1-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P1-ST3 BIL: 24P1-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P1-ST5 BIL: 24P1-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P1-ST7 BIL: 24P1-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P1-ST9 BIL: 24P1-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	24P1-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-24P1-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P1-AS1 BIL: AIM-24P1-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P1-LTO	

NOTE:

Sold Space WORKSHEETS

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

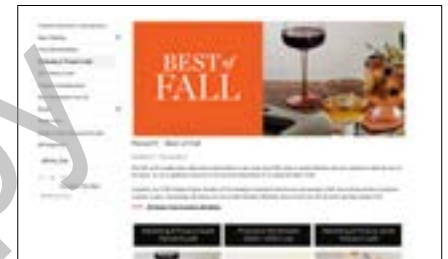
Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1A Promo code is BSE not EA 1	2691	Tanqueray London Dry Gin	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		129940	Aviation Gin	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		448597	Georgian Bay Gin	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	2A	25136	818 Tequila Blanco	750	LB
<input type="checkbox"/>	<input type="checkbox"/>		25137	818 Tequila Reposado	750	LB
<input type="checkbox"/>	<input type="checkbox"/>		25141	Lobos 1707 Tequila Reposado	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2B	25136	818 Tequila Blanco	750	LB
<input type="checkbox"/>	<input type="checkbox"/>		25137	818 Tequila Reposado	750	LB
<input type="checkbox"/>	<input type="checkbox"/>		25141	Lobos 1707 Tequila Reposado	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3	25810	J. Lebegue Graves	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		405175	>Freakshow Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4	893	J.P. Wiser's Deluxe	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	5	107763	Pelee Island Monarch Red VQA	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		393405	Pelee Island Monarch Vidal VQA	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		594184	Pelee Island Late Harvest Vidal VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6	155051	Masi Campofiorin Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		317057	Masi Costasera Amarone Classico Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		620773	Masi Masianco Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	7	19953	Tommasi Le Rosse Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		293043	Stoneleigh Marlborough Sauvignon Blanc	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	8	15004	Twisted Tea Mix	12 × 355	Contest
<input type="checkbox"/>	<input type="checkbox"/>		24376	Twisted Tea Slightly Sweet	473	Contest
<input type="checkbox"/>	<input type="checkbox"/>		570283	Twisted Tea Original	473	Contest
<input type="checkbox"/>	<input type="checkbox"/>	9	26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		284562	Michelob Ultra (275/TBS)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		496968	Michelob Ultra (275/TBS)	6 × 473	Contest

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		10	11226	Whitewater Blood Moon Orange Sour (8454)	473	APP
			16954	Bench Brewing Lincoln Lager (798)	473	LTO
			18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/>		20870	Van Full Of Weirdos IPA (5732)	473	LTO
			28634	Muskoka IPA Mixer Pack 2022 (LCBO Warehouse)	6 × 473	LTO
			31452	Ace Hill Mexican Style Lager (LCBO Warehouse)	6 × 355	
			31512	Collective Arts Lager (LCBO Warehouse)	473	LTO
			31721	Brock St Mango Tango Milkshake IPA (397)	473	APP
			688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	17047	Captain Morgan Sliced Apple Spiced Rum	750	Value Add
			283929	Captain Morgan Black Spiced Rum	750	LTO
			454686	Captain Morgan Bold Spiced Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	12	227413	Iceberg Vodka	1140	Value Add
			400754	Iceberg Vodka	750	Front Nesting Table, LTO, Value Add
			446567	Iceberg Vodka (P.E.T)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	30834	Canadian Club Classic 12 Year Old	1140	LTO
			34637	Canadian Club Premium	1750	Value Add
			390583	Canadian Club 100% Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	21544	Smirnoff Pink Lemonade	750	APP
			382002	Smirnoff Raspberry Flavoured Vodka	750	LTO
			545392	Smirnoff Berry Blast	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	15	234369	Apothic Red	750	LTO
			270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	LTO
			533307	Silk & Spice Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	6502	Cointreau	750	LTO
			465419	Murphy's Law Apple Pie	750	APP
			600981	Hpnotiq Liquor	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	27561	Laneway No. 11 Gin	750	Value Add
			27562	Laneway No. 12 Vodka	750	APP
			27566	Laneway Ever Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	25003	Maclean's Maple Coffeee Mild (9719)	473	
			25043	Lost Craft Coastal Wave IPA (179)	473	LTO, Value Add
			513002	Henderson's Brewing Pearson Express IPA (766)	473	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		19	3558	Gibson's Finest Rare 12 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		200741	Gibson's Finest Rare 12 Years Old	1750	LTO
			215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
		20	16136	Somersby Mango & Lime Cider (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>		25035	Somersby Wild Garden Crushed Apple (LCBO Warehouse)	473	
			26622	Somersby Mixer Pack (LCBO Warehouse)	8 x 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table	417196	Grey Goose Vodka	1140	Value Add
			604868	Grey Goose Vodka	1750	Value Add
			11222	Freixenet Italian Rosé	750	
			11224	Freixenet Prosecco Doc	200	
			14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
			16191	Toro Bravo Sparkling Secco White	750	LTO
			16306	Segura Viudas Brut Rosé D.O. Cava	750	LTO
			16767	Saintly Sparkling Rosé VQA	750	LTO
			16938	La Marca Prosecco Doc	375	
			17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	APP, Wine Fridge
			25517	Peller Family Reserve Rosé Bubbles VQA	750	LTO
			27658	Peller Family Vineyards Sparkling Pinot Grigio	750	APP
			229039	Yellow Tail Bubbles	750	Wine Fridge
			31006	Rosie Sparkling Rosé	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture A	31527	Nicolas Feuillatte Reserve Exclusive Brut	375	
			31529	Maschio Prosecco Brut	750	
			32178	Saintly Sparkling Rosé VQA	200	
			122689	Henkell Trocken	750	LTO, Wine Fridge
			217273	Mumm Cuvee Napa Brut Prestige	750	
			253948	Martini Asti	750	LTO
			279455	Moet & Chandon Ice Imperial Champagne	750	
			428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	LTO
			462432	Piper-Heidsieck Brut Champagne	750	LTO
			464776	Louis Bouillot Perle Noire	750	LTO
			487694	La Marca Prosecco Doc	750	Wine Fridge
			537605	Nicolas Feuillatte Brut Champagne	750	LTO
			577148	Villa Conchi Brut Seleccion	750	LTO, Wine Fridge

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture A	583401	Gemma Di Luna Moscato	750	
<input type="checkbox"/>	<input type="checkbox"/>		588053	Il Prosecco	750	LTO
			897702	Bottega Vino Dei Poeti Prosecco Doc	750	LTO, Wine Fridge
			7880	Johnnie Walker Black 12 Yr	750	Value Add
			16833	Goldschlager	750	APP
			21876	Sheep Dog Peanut Butter Whiskey	750	APP
			27605	Reifel Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	60608	El Dorado 12 Year Old Rum	750	LTO
			158014	Flor De Cana Centenario 12 Rum	750	LTO
			249680	Talisker 10yr Old	750	Value Add
			321208	Crown Royal Special Reserve In Gift Box	750	Value Add
			369793	Mount Gay Eclipse Rum	750	
			491811	Southern Comfort	750	APP
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	Value Add
		605600	Grand Marnier Cordon Rouge	1140	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	1578	>(V)Twisted (Flat Rock Cellars)	750	LTO
			50203	> Beronia Reserva (Gonzales Byass)	750	LTO
			84988	>Beringer Napa Valley Chardonnay	750	LTO
			303800	>(V) Trius Vqa Red (Andres Wines Ltd)	750	LTO
			337238	>Marques De Casa Concha Cabernet Sauvignon	750	LTO
			352583	>Beringer Knight's Valley Cabernet Sauvignon	750	LTO
			650432	>(V) Castelgiocondo Brunello (Marchesi Frecobaldi)	750	LTO
		659607	>Mitolo Jester Shiraz	750	LTO	
		951319	>(V) Pinot Grigio Bollini (Empson)	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	15012	Northern Keep Vodka	750	APP
			17465	Mount Gay Black Barrel Double Cask Blend	750	APP, NT
			34595	Patron Silver Tequila	750	APP
			34603	Patron Anejo Tequila	750	
			50088	Patron Reposado Tequila	750	
			95935	Grey Goose Vodka	750	
			125187	Cazadores Reposado Tequila	750	
			209221	Absolut Vodka	1140	SE, LTO
			400754	Iceberg Vodka	750	EA, LTO, Value Add
		443903	Havana Club Anejo Reserva	750	LTO	
		520304	Bacardi Gold	1140	LTO, Necktag	
		602920	Flor De Cana 5 Year Rum Anejo Clasico	750	APP, Value Add	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End Greek Wines	15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	W5, LTO, APP
			15482	Atelier Red, Achaia	750	W5
			15483	Naoussa Xinomavro, Pdo Naoussa	750	W5
			15822	Nestor Avarino White	750	W5, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End Kosher Wines	78063	Baron Herzog Jeunesse Kpm	750	W6
			156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	W6, LTO
			354761	>(V) Carmenere Terra Vega (Kpm) (Luis F. Edwards)	750	W6, LTO
			637801	>(V)Bartenura Malvasia Kpm (Royal Wines)	750	W6
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	891671	Baron Herzog Dry White Zinfandel Kp M	750	W6
			25078	Mill Street Blue Wave (1950)	473	
			311787	Budweiser (275/TBS)	6 × 473	Value Add
			516880	Mill Street Original Organic (1950)	6 × 473	
			904334	Budweiser (275/TBS)	6 × 355	
			905976	Budweiser (275/TBS)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	908665	Bud Light (275/TBS)	6 × 355	
			19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	LTO
			19357	Social Lite Mixed Pack	12 × 355	
			21938	White Claw Variety Pack #2	12 × 355	
			24353	Cottage Springs Vodka Lemonade Mixed 8 Pack	8 × 355	
			24407	Nutri The Mixed	12 × 355	LTO
			24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	APP
			24427	Cottage Springs Vodka Iced Tea Box	4000	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	LTO
			13909	Georgian Bay Canadian Whisky	750	APP
			16840	Bolla Valpolicella Classico	750	APP
			19452	Waterdog Red	750	APP
			20807	Tribute Cabernet Sauvignon	750	APP
			42911	Patron Silver Tequila	375	APP
			78840	Citra Montepulciano D'Abruzzo	1500	APP
			113241	Cazadores Anejo Tequila	750	APP
			114934	Golden Wedding (P.E.T)	1750	APP
			170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO, APP
216929	Smirnoff Vodka	1140	APP			
269753	Raymond Classic Chardonnay	750	APP			
387159	Bodacious Smooth Red	1500	LTO, APP			

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	397091	Forty Creek Copper Bold Whisky	1750	APP
			544155	Iceberg Vodka (P.E.T)	1750	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	22449	Hendrick's Neptunia	750	
			30716	Hendrick's Flora Adora	750	
			573931	Hendrick's Orbium Gin	750	APP
			637504	Hendrick's Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Santory Block Pile	28587	Suntory World Whisky Ao	700	APP
			465484	Toki	750	APP
			636209	Roku Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Dandurand Block Pile	17747	Menage A Trois Cabernet Sauvignon	750	LTO
			229542	Folonari Pinot Grigio Delle Venezie Doc	750	APP, Wine Fridge
			426601	Villa Maria Private Bin Sauvignon Blanc	750	LTO, Wine Fridge
			621623	Yellow Tail Cabernet Sauvignon	750	LTO
			19261	Bread & Butter Chardonnay	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	27386	Franzia Cabernet Sauvignon Bib	3000	LTO
			28558	Bread & Butter Merlot	750	LTO
			130138	>Meiomi Pinot Noir	750	LTO
			359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	LTO
			444059	>Joel Gott 815 Cabernet Sauvignon	750	LTO
			449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	LTO
			451336	Tom Gore Cabernet Sauvignon	750	
			461053	Josh Cellars Cabernet Sauvignon	750	LTO, APP
			541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	APP
			541961	Three Thieves Cabernet Sauvignon	750	Shelf Extender, LTO
			541979	Three Thieves Pinot Grigio	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	19894	Cracked (275/TBS)	6 × 473	LTO, Contest
			32618	Moosehead Chelada (275/TBS)	6 × 473	
			422345	Moosehead Lager (275/TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	31458	Bench Brewing Oak Pilsner (798)	473	
			31461	Collective Arts Hey, Nelson (LCBO Warehouse)	473	
			31551	Steam Whistle Pilsner 5l Keg (5577/275 TBS)	5000	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	31224	Coors Seltzer Slushie Flavour Pack	12 × 355	
			300681	Coors Light (275/TBS)	6 × 473	LTO
			906560	Coors Light (275/TBS)	6 × 341	Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	270439	Smithwick's Ale (LCBO Warehouse)	500	APP
			270447	Guinness Draught Beer (LCBO Warehouse)	500	LTO
			296244	Guinness Draught (LCBO Warehouse)	4 × 440	
			15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
			16787	Collingwood Happy Tails Session IPA (4205)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	31454	Muskoka Tread Lightly (LCBO Warehouse)	568	
			408054	Great Lakes Pompous Ass (1929)	473	
			493908	Front Porch Kolsch Ale (1281)	473	
			556688	Collective Arts Life In The Clouds (LCBO Warehouse0	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	13904	Henry Of Pelham Pinot Noir VQA	750	LTO
			80234	>V) Riesling Black Sheep (Featherstone)	750	LTO
			387050	Open Smooth White VQA	750	LTO
			609875	Eastdell Black Cab VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	261099	Inniskillin Pinot Noir VQA	750	APP
			594200	Peninsula Ridge Inox Chardonnay VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	18947	>Kim Crawford Illuminate Sauvignon Blanc	750	APP, Wine Fridge
			36483	> (V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: April 1	369850	Kim Crawford Pinot Gris	750	
			10621	Gérard Bertrand Côte Des Roses Chardonnay	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	573147	> (V) Chardonnay VQA Niagara (Malivoire)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	515205	St Germain Elderflower Liqueur	200	LTO
			604934	Grey Goose Vodka	375	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	667303	Blue Lobster Vodka Soda	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	24404	Smirnoff Vodka Soda Berry Blast	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	24385	Bacardi Pina Colada	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE6)	24809	Truly Strawberry Lemonade	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	11850	Buffalo Trace Bourbon	375	LTO
			541011	Wayne Gretzky Red Cask Whisky	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	297648	Voga Pinot Grigio Igt	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	596	Bacardi Superior White Rum (P.E.T)	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	108357	Carolans Irish Cream	750	LTO, Value Add
			292177	Phillips Butter Ripple Schnapps	750	Value Add

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65	95		
R1	Vodka A	545160 Tito's Handmade Vodka	1750	LTO											Y	Y
R2	Vodka B	135566 Polar Ice Vodka	750	LTO								Y	Y	Y	Y	Y
R3	Vodka C	225243 Stolli Vodka	750	Value Add								Y	Y	Y	Y	Y
R4	Vodka D	209221 Absolut Vodka	1140	Front Nesting Table, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	212282 Luksusowa Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	402818 Flor De Cana Grand Reserva 7 Rum	750	APP												Y
R7	Rum B	894014 El Dorado Demerara 5 Year Old Rum	750	LTO								Y	Y	Y	Y	Y
R8	Rum C	318683 The Kraken Black Spiced Rum	1140	LTO								Y	Y	Y	Y	Y
R9	Rum D	53140 Havana Club 7 Years Old	750	LTO								Y	Y	Y	Y	Y
R10	Rum E	117 Bacardi Superior White Rum	750	Necktag	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	572552 Signal Hill Canadian Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	474551 J.P. Wiser's Vanilla Whisky	750	LTO										Y	Y	Y
R13	Canadian Whisky C	10357 Crown Royal Peach	750	LTO								Y	Y	Y	Y	Y
R14	Canadian Whisky D	114694 Crown Royal	1750	LTO								Y	Y	Y	Y	Y
R15	Canadian Whisky E	311928 Canadian Club Classic 12 Year Old	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	404160 McClelland Single Malt Islay Scotch	750	LTO								Y	Y	Y	Y	Y
R17	Scotch B	247056 Grant's Triple Wood Blended Scotch Whisky	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	16859 Dixon's Wicked Blueberry Gin	750	LTO								Y	Y	Y	Y	Y
R19	Liqueurs A	24957 Dr. McGillicuddy's Coffee	750	APP										Y	Y	Y
R20	Liqueurs B	324855 Espolon Tequila Reposado	750	LTO								Y	Y	Y	Y	Y
R21	Liqueurs C	180695 St-Germain Elderflower Liqueur	750	LTO								Y	Y	Y	Y	Y
R22	Liqueurs D	447953 Fireball Whisky Shooter	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	211326 Dujardin VSOP Brandy	1140	APP												Y
R24	Brandy B	10512 Dujardin VSOP Brandy	750	APP								Y	Y	Y	Y	Y
R25	Tequila A	174466 Jose Cuervo Especial Silver	750	Value Add										Y	Y	Y
R26	Ontario Blend A	57349 Chateau Des Charmes Gamay Noir VQA	750	LTO								Y	Y	Y	Y	Y
R27	Ontario Blend B	145458 Inniskillin Riesling Pinot Grigio VQA	750	LTO								Y	Y	Y	Y	Y
R28	Ontario Blend C	14870 Wayne Gretzky Rosé VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQAA	81653 Chateau Des Charmes Barrel Fermentd Chard VQA	750	LTO										Y	Y	Y
R30	Ontario Non-VQAB	27729 Pelee Island Best In Show Pinot Grigio	750	LTO								Y	Y	Y	Y	Y
R31	Ontario Non-VQAC	19338 Good Natured Crisp Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQAD	339168 Bodacious Smooth White	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	467662 Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO											Y	Y
R34	Ontario VQA B	261305 Peninsula Ridge Cabernet Merlot VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	338012 Hardys Stamp Series Shiraz/Cabernet	750	LTO											Y	Y
R36	Australia/New Zealand B	619395 Red Knot Shiraz	750	LTO, Necktag										Y	Y	Y
R37	Australia/New Zealand C	619452 Matua Sauvignon Blanc Hawke's Bay	750	LTO, Wine Fridge								Y	Y	Y	Y	Y
R38	Australia/New Zealand D	406843 Jacob's Creek Moscato	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R39 USA A	541961	Three Thieves Cabernet Sauvignon	750	Middle Nesting Table, LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40 USA B	292128	Firestone Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	278416	Casillero Del Diablo Reserva Cab Sauvignon	750	LTO						Y	Y	Y	Y	
R42 Chile B	337535	Santa Carolina Sauvignon Blanc Reserva	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	28152	Nozeco	750	LTO										Y
R44 France Blend B	243055	Beronia Tempranillo Rioja	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	427377	Porta 6, Vr Lisboa	750	LTO									Y	Y
R46 France South B		Store Manager's Discretion					Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO									Y	Y
R48 Italy Central A	194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	LTO									Y	Y
R49 Italy Central B	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	464214	Anciano No. 7 Rioja	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	2881	Pisse-Dru Beaujolais	750	LTO										Y
R53 Southern Europe B	17900	J. Lebegue Lussac St-Emilion	750	LTO									Y	Y
R54 Germany A	302380	Mezzacorona Pinot Grigio Trentino	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	365205	Cono Sur Sparkling Rosé	750	LTO									Y	Y
R56 Sparkling B	270363	Castillo De Almansa Reserva, Almansa	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	478909	Blue Moon (275/TBS)	473	APP									Y	Y
R58 Ontario Beer B	431239	Faxe Premium Lager (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	27612	Weir Beer (902)	4 x 473											Y
R60 Beer 2	25396	Sleeman Clear 2.0 Lime (275/TBS)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	514851	Okanagan Apple Cider (LCBO Warehouse)	473					Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	19581	Mill Street Original Organic Lager (1950)	6 x 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	19350	Founder's Original Tequila Paloma	355	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	5280	Vodka Mudshake Chocolate	4 x 270	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	24341	Mott's Clamato Caesar Chipotle Lime	458	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	397539	Boodles Gin	750	LTO	PROXIMO SPIRITS CANADA INC.
C2: Canadian Whisky	42	Canadian Club Premium	750	LTO	BEAM SUNTORY
C3: Ontario Non VQA Blend	470823	Pelee Island Merlot	750	LTO	PELEE ISLAND WINERY
C4: French Blend	111930	Mezzomondo Negroamaro Puglia Igt	1500	LTO	THE BACCHUS GROUP INC.
C5: Fixed Store Location	413070	Two Oceans Sauvignon Blanc	1500	LTO	PMA CANADA LTD.
C6: Vodka	225615	Brugal Anejo	750	LTO	BEAM SUNTORY
C7: Scotch	398032	Dr. McGillicuddy Intense Butterscotch	750	APP	CHARTON HOBBS INC
C8: Liqueurs	326025	Basil Hayden Straight Bourbon	750	LTO	BEAM SUNTORY
C9: Ontario Blends	427328	Long Weekend Cabernet VQA	750	LTO	FIELDING ESTATE WINERY
C10: France Red	55517	Smoking Loon Cabernet Sauvignon	750	LTO	SELECT WINE MERCHANTS INC.

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	166538	>Crianza Rioja (Bodegas Lan)	750	LTO	VIN VINO WINE MERCHANTS INC.
D3: Discovery Wines 3	21968	Lapis Luna Pinot Noir	750	LTO	FWM CANADA
D4: Discovery BSM 1	25665	Flying Monkeys Cold IPA (6309)	473	LTO	FLYING MONKEYS CRAFT BREWERY
D5: Discovery BSM 2	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	LTO	BLYTH BREWING/COWBELL
D6: Discovery BSM 3	447763	Jaw Drop Tickling Pink Lemonade	473	LTO	BREAKTHRU BEVERAGE CANADA INC.
D7: Discovery Spirits 1	436279	Hornitos Plata	750	LTO	BEAM SUNTORY
D8: Discovery Spirits 2	230813	Rittenhouse Straight Rye Whisky 100 Bond	750	LTO	GLAZER'S OF CANADA
D9: Discovery Spirits 3	211110	Wyborowa Vodka	1140	LTO	PMA CANADA LTD.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	5322	Aveleda Vinho Verde	750	LTO	PHILIPPE DANDURAND WINES LTD.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	
42	Canadian Club Premium	750	\$1.00	Comm. Extender
596	Bacardi Superior White Rum (P.E.T)	375	\$1.00	FEM3
893	J.P. Wiser's Deluxe	750	\$1.00	End Aisle
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	Mini Thematic
1834	>Susana Balbo Crios Torrontes	750	\$2.00	
2881	Pisse-Dru Beaujolais	750	\$1.50	Shelf Extender
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	End Aisle
4101	Remy Martin VSOP	750	\$10.00	
5280	Vodka Mudshake Chocolate	4 × 270	\$1.00	Shelf Extender
5322	Aveleda Vinho Verde	750	\$1.00	Green Extender
6502	Cointreau	750	\$2.00	End Aisle
9522	J.P. Wiser's Deluxe	375	\$1.00	
10320	Phillips Electric Unicorn White IPA	473	\$0.25	
10357	Crown Royal Peach	750	\$1.50	Shelf Extender
11423	Dillon's The Professors Negroni	4 × 125	\$1.00	
11850	Buffalo Trace Bourbon	375	\$2.00	FEM1
11936	The Magic Box Amazing Cabernet	750	\$1.00	
12821	Aged Negroni Project Ddp	750	\$1.00	
13186	Sebastiani Cabernet Sauvignon	750	\$3.00	
13587	Bacardi Gold (P.E.T)	1140	\$1.00	
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00	goLOCAL
14400	Coors Original	6 × 473	\$1.45	
14673	>(V) Gerard Bertrand Gris Blanc Rosé	750	\$2.00	Flex Space
14870	Wayne Gretzky Rosé VQA	750	\$2.00	Shelf Extender
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	Feature Fixture A
14944	Marquis De Villard Brandy	750	\$1.00	
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	\$1.00	W5, APP
15372	Mike's Hard Black Cherry	6 × 355	\$1.00	
15762	Trinity Oaks Chardonnay	750	\$3.00	
15822	Nestor Avarino White	750	\$1.00	W5
16191	Toro Bravo Sparkling Secco White	750	\$1.00	Feature Fixture A
16199	1924 Bourbon Barrel Aged Cabernet Sauvignon	750	\$3.00	
16306	Segura Viudas Brut Rose D.O. Cava	750	\$2.00	Feature Fixture A
16473	Voodoo Ranger IPA	473	\$0.25	
16573	20 Ilbio Umbria Rosso Igt (Lungarotti Soc. Agr.)	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16767	Saintly Sparkling Rose VQA	750	\$2.00	Feature Fixture A
16859	Dixon's Wicked Blueberry Gin	750	\$3.00	Shelf Extender
16954	Bench Brewing Lincoln Lager	473	\$0.25	Mini Thematic
16976	Budweiser Zero	473	\$0.20	
17747	Menage A Trois Cabernet Sauvignon	750	\$3.00	
17823	Stella Artois	6 × 330	\$1.00	
17846	Corona Extra	6 × 355	\$1.00	
17900	J. Lebegue Lussac St-Emilion	750	\$3.00	Shelf Extender
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	
18667	Family Tree The Padre Cabernet Merlot	750	\$2.00	
18953	Yellow Tail Pure Bright Chardonnay	750	\$1.00	
19110	Seagram Island Time Coconut Lime	6 × 355	\$1.00	
19134	Absolut Mango Mule	355	\$0.30	
19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	\$2.00	Seasonal Block Pile B
19261	Bread & Butter Chardonnay	750	\$2.00	Middle Nesting Table, Wine Fridge
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Shelf Extender
19350	Founder's Original Tequila Paloma	355	\$0.15	Shelf Extender
19581	Mill Street Original Organic Lager	6 × 355	\$1.00	Shelf Extender
19592	Ren Ultra Premium Vodka Ddp	750	\$2.00	
19774	Cesari Valpolicella Doc Essere	750	\$2.50	Flex Space
19853	Botter Oggi Pinot Grigio Doc Organic	750	\$2.50	
19894	Cracked Canoe	6 × 473	\$1.00	EZA
19928	Persona Cabernet Merlot VQA	750	\$1.50	
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00	End Aisle
20047	Forty Creek Foxheart	750	\$2.00	
20870	Van Full Of Weirdos IPA	473	\$0.25	Mini Thematic
21082	Yoichi Single Malt Whisky	700	\$5.00	
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	\$1.00	
21381	Pink Poodle Sparkling Rosé	750	\$1.00	
21382	XOXO Rosé Bag In Box	4000	\$3.00	
21387	Peller Family Vineyards Pinot Noir	750	\$1.00	
21968	Lapis Luna Pinot Noir	750	\$2.00	Discovery Extender
21996	Aviation Gin	1750	\$4.00	
22089	Hop Valley Bubble Stash	473	\$0.20	
22296	Ck Mondavi Cabernet Sauvignon	750	\$1.00	
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
24325	Canadian Club & Ginger Ale	473	\$0.25	
24407	Nutrl The Mixed	12 × 355	\$2.00	Seasonal Block Pile B
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$2.00	Seasonal Block Pile B
24491	Champagne Victoire Brut Rosé	375	\$5.00	
24503	Baileys Original Minis	300	\$1.00	
24937	Siempre Tequila Reposado	750	\$5.00	
25043	Lost Craft Coastal Wave IPA	473	\$0.25	End Aisle, Value Add
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	\$0.20	Discovery Extender
25141	Lobos 1707 Tequila Reposado	750	\$3.00	End Aisle
25396	Sleeman Clear 2.0 Lime	473	\$0.25	Shelf Extender
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	Feature Fixture A
25665	Flying Monkeys Cold IPA	473	\$0.20	Discovery Extender
25810	J. Lebegue Graves	750	\$3.00	End Aisle
25839	Barramundi Cabernet Sauvignon	750	\$1.50	
26308	Michelob Ultra Organic Gold	6 × 473	\$1.00	End Aisle
26622	Somersby Cider Mixer	8 × 473	\$3.00	End Aisle
27365	Warheads Green Apple	375	\$1.00	
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00	Middle Nesting Table
27522	Elijah Craig Small Batch Bourbon	375	\$2.00	
27566	Laneway Ever Gin	750	\$5.00	End Aisle
27605	Reifel Rye	750	\$4.00	Mini Thematic
27729	Pelee Island Best In Show Pinot Grigio	750	\$2.00	Shelf Extender
28152	Nozeco	750	\$2.00	Shelf Extender
28558	Bread & Butter Merlot	750	\$2.00	Middle Nesting Table
28634	Muskoka IPA Mixer Pack 2022	6 × 473	\$1.00	Mini Thematic
28735	Beau's Lug Lite	473	\$0.25	
29280	>Terrazas De Los Andes Malbec Reserva	750	\$2.00	Flex Space
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	\$3.00	Shelf Extender
30834	Canadian Club Classic 12 Year Old	1140	\$3.00	End Aisle
31512	Collective Arts Lager	473	\$0.20	Mini Thematic
33928	J.P. Wiser's Deluxe	1750	\$1.00	End Aisle
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00	
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	VL1
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$3.00	Shelf Extender
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
50203	>Beronia Reserva (Gonzales Byass)	750	\$3.00	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
53140	Havana Club 7 Years Old	750	\$2.50	Shelf Extender
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	Comm. Extender
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.00	Shelf Extender
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$1.00	
58594	Angels Gate Gewurztraminer VQA	750	\$2.00	
60608	El Dorado 12 Year Old Rum	750	\$4.00	Mini Thematic
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	\$1.00	Discovery Extender
68817	>V) Chardonnay Estate (Hidden Bench)	750	\$2.00	
71647	Polar Ice Vodka (P.E.T)	750	\$1.00	End Aisle
80234	>V) Riesling Black Sheep (Featherstone)	750	\$2.00	goLOCAL
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.00	Shelf Extender
84988	>Beringer Napa Valley Chardonnay	750	\$3.00	Mini Thematic
103341	Canadian Club Premium (P.E.T)	750	\$1.00	
107763	Pelee Island Monarch Red VQA	750	\$1.00	End Aisle, Necktag
108357	Carolans Irish Cream	750	\$1.00	Cold Room Spirits, Value Add
111930	Mezzomondo Negroamaro Puglia Igt	1500	\$3.00	Comm. Extender
114694	Crown Royal	1750	\$2.00	Shelf Extender
116038	Metaxa Seven Star	750	\$2.00	
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	Flex Space
122689	Henkell Trocken	750	\$2.00	Feature Fixture A, Wine Fridge
125260	Konzelmann Canada Red VQA	750	\$2.00	
126151	Sibling Rivalry Red VQA	750	\$2.00	
130138	>Meiomi Pinot Noir	750	\$2.00	Middle Nesting Table
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	
135566	Polar Ice Vodka	750	\$1.00	Shelf Extender
135939	Pelee Island Pinot Noir VQA	750	\$2.00	
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	Shelf Extender
149567	Tag No. 5 Vodka	750	\$1.00	
155051	Masi Campofiorin Igt	750	\$3.00	End Aisle
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	\$1.00	W6
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Mini Thematic
160952	Domaine Jean Bousquet Malbec Organic	750	\$1.00	Flex Space
162610	Pascual Toso Malbec Limited Edition	750	\$2.00	Flex Space
166538	>Crianza Rioja (Bodegas Lan)	750	\$2.00	Discovery Extender
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$2.00	Seasonal Block Pile C, APP

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	
178541	Batasiolo Barolo Docg	750	\$3.00	
180695	St-Germain Elderflower Liqueur	750	\$3.00	Shelf Extender
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	\$2.00	Shelf Extender
195966	Farina Valpolicella Rip Superiore Doc	750	\$2.00	APP
200741	Gibson's Finest Rare 12 Years Old	1750	\$3.00	End Aisle
209221	Absolut Vodka	1140	\$1.00	Front Nesting Table, Shelf Extender
211110	Wyborowa Vodka	1140	\$1.00	Discovery Extender
212126	>Mcmanis Cabernet Sauvignon	750	\$2.00	
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	End Aisle
216721	Tanqueray London Dry Gin	1140	\$1.00	
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Wine Fridge
217331	Grolsch Premium Pilsner	4 x 450	\$1.00	APP
217794	Johnnie Walker Red Label	1140	\$2.00	
219543	Inniskillin Late Autumn Riesling VQA	750	\$2.00	Wine Fridge
223529	Appleton Estate V/X Signature Blend	1140	\$1.00	
225615	Brugal Anejo	750	\$1.75	Comm. Extender
230813	Rittenhouse Straight Rye Whisky 100 Bond	750	\$2.00	Discovery Extender
234369	Apothic Red	750	\$2.00	End Aisle
243055	Beronia Tempranillo Rioja	750	\$2.00	Shelf Extender
247056	Grant's Triple Wood Blended Scotch Whisky	1750	\$5.00	Shelf Extender
253948	Martini Asti	750	\$1.50	Feature Fixture A
258699	>J.Lohr Riverstone Chardonnay	750	\$2.00	
261305	Peninsula Ridge Cabernet Merlot VQA	750	\$2.00	Shelf Extender
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$2.00	Shelf Extender
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	\$1.00	
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	Shelf Extender
270447	Guinness Draught Beer	500	\$0.25	EZD
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	End Aisle
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	End Aisle
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$3.00	
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
281907	Jaw Drop Sucking Lemons	473	\$0.25	
282996	>(V) Chianti Classico (San Felice)	750	\$2.00	
283929	Captain Morgan Black Spiced Rum	750	\$2.00	End Aisle
284539	Trius Brut VQA	750	\$3.00	
284562	Michelob Ultra	473	\$0.20	End Aisle
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	
292128	Firestone Cabernet Sauvignon	750	\$2.00	Shelf Extender
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	End Aisle, Wine Fridge
295139	Alamos Malbec	750	\$2.00	Flex Space
297648	Voga Pinot Grigio Igt	375	\$1.00	FEM2
300681	Coors Light	6 × 473	\$1.00	EZH
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.50	Shelf Extender
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00	Mini Thematic
311779	Bud Light	6 × 473	\$1.00	
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	
311928	Canadian Club Classic 12 Year Old	750	\$3.00	Shelf Extender
317057	Masi Costasera Amarone Classico Doc	750	\$3.00	End Aisle
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
324855	Espolon Tequila Reposado	750	\$1.50	Shelf Extender
326025	Basil Hayden Straight Bourbon	750	\$4.00	Comm. Extender
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	
326728	>Oyster Bay Chardonnay Marlborough	750	\$3.00	
328526	Jackson-Triggs Chardonnay	1500	\$2.00	Wine Fridge
333070	Islay Mist Scotch 8 Year Old	750	\$3.00	
334110	Ciroc Peach	750	\$3.00	
337238	>Marques De Casa Concha Cabernet Sauvignon	750	\$3.00	Mini Thematic
337535	Santa Carolina Sauvignon Blanc Reserva	750	\$2.00	Shelf Extender
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$2.00	Shelf Extender
339168	Bodacious Smooth White	750	\$1.00	Shelf Extender
340570	Val D'Oca Prosecco Docg	750	\$2.00	
341743	Trius Rosé VQA	750	\$3.00	
342428	>Bonterra Cabernet Sauvignon Organic	750	\$3.00	
346445	Sandbanks Dunes Red Vqa	750	\$2.00	
352583	>Beringer Knight's Valley Cabernet Sauvignon	750	\$5.00	Mini Thematic
354761	>(V) Carmenere Terra Vega (Kpm) (Luis F. Edwards)	750	\$1.00	W6
358184	Tanqueray Rangpur Gin	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	\$2.00	Middle Nesting Table
365205	Cono Sur Sparkling Rosé	750	\$3.00	Shelf Extender
366633	Ron Diplomatico Reserva Exclusiva Rum	750	\$5.00	
374546	Growers Honeycrisp Apple Cider	473	\$0.20	
377820	Jackson-Triggs Merlot	1500	\$2.00	
378257	>(V) Brunello Di Montalcino (Banfi)	750	\$5.00	
379958	Kronenbourg 1664 Blanc	500	\$0.40	
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	End Aisle
383059	Sleeman Original Draught	6 × 473	\$2.00	
387050	Open Smooth White VQA	750	\$1.00	goLOCAL
387159	Bodacious Smooth Red	1500	\$1.00	Seasonal Block Pile C, APP
389411	> (V) Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$1.50	End Aisle
393405	Pelee Island Monarch Vidal VQA	750	\$1.00	End Aisle, Necktag
394015	Brickworks Batch:1904 Cider	473	\$0.30	
394718	>Erath Pinot Noir	750	\$3.00	
394783	Dona Paula Estate Malbec	750	\$3.00	Flex Space
397539	Boodles Gin	750	\$1.00	Comm. Extender
398693	Naughty Neighbour American Pale Ale	473	\$0.25	
400259	Baileys Salted Caramel	750	\$1.50	
400754	Iceberg Vodka	750	\$1.00	Front Nesting Table, End Aisle, Value Add
404160	McClelland Single Malt Islay Scotch	750	\$3.00	Shelf Extender
405175	>Freakshow Cabernet Sauvignon	750	\$2.00	End Aisle
405472	Cliff 79 Cabernet Shiraz	750	\$2.50	
406843	Jacob's Creek Moscato	1500	\$2.00	Shelf Extender
407668	Shiny Apple Cider	473	\$0.30	
411751	Family Series Chardonnay VQA Peller Estates	1500	\$2.00	
413070	Two Oceans Sauvignon Blanc	1500	\$3.00	Comm. Extender
413237	>(V)Terroir Languedoc (Gerard Bertrand)	750	\$2.00	Flex Space
417295	Ciroc Original Unflavoured	750	\$3.00	
417600	Riverlore Sauvignon Blanc Marlborough	750	\$2.50	
418590	Modelo Especial	6 × 355	\$1.00	
422345	Moosehead Lager	6 × 473	\$1.00	EZA
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	Wine Fridge
426718	Cesari Amarone Classico Doc	750	\$6.00	Flex Space
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	\$1.00	
427328	Long Weekend Cabernet VQA	750	\$1.00	Comm. Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
427377	Porta 6, Vr Lisboa	750	\$2.00	Shelf Extender
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00	Feature Fixture A
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	
431239	Faxe Premium Lager	500	\$0.25	Shelf Extender
433417	>(V)Marne 180 Amarone (Fratelli Tedeschi)	750	\$3.00	
436279	Hornitos Plata	750	\$4.00	Discovery Extender
443903	Havana Club Anejo Reserva	750	\$1.00	Front Nesting Table
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$3.00	Middle Nesting Table
446567	Iceberg Vodka (P.E.T)	750	\$1.00	End Aisle, Value Add
447763	Jaw Drop Tickling Pink Lemonade	473	\$0.25	Discovery Extender
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	\$0.25	
449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	\$2.00	Middle Nesting Table
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	
456350	Fireball Cinnamon Whisky	1750	\$5.00	
457119	Big Bill Cabernet Sauvignon	750	\$2.00	
460154	>Columbia Crest Grand Estates Cab Sauvignon	750	\$2.00	
460360	El Jimador Tequila Reposado	750	\$3.00	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	Middle Nesting Table, APP
462432	Piper-Heidsieck Brut Champagne	750	\$3.00	Feature Fixture A
464214	Anciano No. 7 Rioja	750	\$3.00	Shelf Extender
464776	Louis Bouillot Perle Noire	750	\$2.00	Feature Fixture A
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Shelf Extender
470070	The Ned Sauvignon Blanc	750	\$2.00	
470823	Pelee Island Merlot	750	\$1.00	Comm. Extender
474551	J.P. Wiser's Vanilla Whisky	750	\$1.20	Shelf Extender
478628	>Z.Alexander Brown Uncaged Cabernet Sauvignon	750	\$3.00	
481515	Bench Brewing Balls Falls Session IPA	473	\$0.25	
483263	Don David Reserve Malbec	750	\$2.00	Flex Space
489195	Wolfhead Distillery Vodka Ddp	750	\$3.00	
491480	Twisted Shottz B52	4 × 30	\$0.50	
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$4.00	Flex Space
513002	Henderson's Brewing Pearson Express IPA	473	\$0.30	End Aisle
515205	St Germain Elderflower Liqueur	200	\$1.00	CE1
520304	Bacardi Gold	1140	\$1.00	Front Nesting Table, Necktag
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	
533307	Silk & Spice Red	750	\$2.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	Feature Fixture A
541011	Wayne Gretzky Red Cask Whisky	375	\$1.00	FEM1
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	Middle Nesting Table, Shelf Extender
544833	Miller Genuine Draught	6 × 355	\$1.00	
545160	Tito's Handmade Vodka	1750	\$4.00	Shelf Extender
545871	Ruffino Lumina Pinot Grigio Igt	1500	\$2.00	
560912	Miller High Life	6 × 355	\$1.00	
572552	Signal Hill Canadian Whisky	750	\$2.00	Shelf Extender
573147	>(V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	OWS
577148	Villa Conchi Brut Seleccion	750	\$2.00	Feature Fixture A, Wine Fridge
583088	Roux Pere & Fils, Les Cottes, Pn Vdfrance	750	\$2.00	
588053	Il Prosecco	750	\$3.00	Feature Fixture A
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
594127	Vineland Cabernet Franc VQA	750	\$2.00	
594184	Pelee Island Late Harvest Vidal VQA	750	\$1.00	End Aisle
600981	Hpnnotiq Liquor	750	\$2.00	End Aisle
605600	Grand Marnier Cordon Rouge	1140	\$2.50	Mini Thematic
605816	St Remy Brandy	1140	\$4.00	
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	
609875	Eastdell Black Cab VQA	750	\$1.50	goLOCAL
614826	Pelee Island Pinot Grigio	1500	\$1.00	Wine Fridge
619395	Red Knot Shiraz	750	\$2.00	Shelf Extender, Necktag
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Shelf Extender, Wine Fridge
620773	Masi Masianco Pinot Grigio	750	\$3.00	End Aisle, Wine Fridge
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	
626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	\$3.00	
636209	Roku Gin	750	\$5.00	Cherry Blossom Block Pile
637504	Hendrick's Gin	750	\$3.00	Seasonal Block Pile D
648402	Bodacious Moscato	750	\$1.00	
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	
650432	>(V) Castelgiocondo Brunello (Marchesi Frecobaldi)	750	\$5.00	Mini Thematic
659607	>Mitolo Jester Shiraz	750	\$2.00	Mini Thematic
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Flex Space
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	
676775	Lech Beer	500	\$0.20	
688507	Flying Monkeys Sparklepuff Triple IPA	473	\$0.25	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
697698	Blanche De Chambly	473	\$0.35	
719435	>La Crema Sonoma Coast Pinot Noir	750	\$3.00	
894014	El Dorado Demerara 5 Year Old Rum	750	\$2.50	Shelf Extender
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50	Feature Fixture A, Wine Fridge
904409	Molson Canadian	473	\$0.20	
905976	Budweiser	473	\$0.20	Seasonal Block Pile A
921478	Pabst Blue Ribbon	6 × 355	\$0.55	
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	Mini Thematic

Trade Copy

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
240	Smirnoff Vodka (P.E.T)	375	30
4622	Newfoundland Screech Rum	750	100
4788	Captain Morgan Gold Rum	750	50
5132	Silent Sam Vodka	750	60
10512	Dujardin VSOP Brandy	750	100
10946	Fireball 6 Pack Carrier	6 × 50	60
11226	Whitewater Blood Moon Orange Sour	473	5
12476	Prince Igor Vodka (P.E.T)	1140	75
13909	Georgian Bay Canadian Whisky	750	80
15012	Northern Keep Vodka	750	200
15285	Thalia Red Cabernet Sauvignon - Agiorgitiko	750	25
15761	Trinity Oaks Cabernet Sauvignon	750	80
15806	Skyy Vodka	750	75
15963	Luxardo Limoncello	750	50
15979	Furnace Room Beardmore Kolsch	473	27
15980	Furnace Room Chicken Man Pale Ale	473	28
16741	JJ McWilliam Shiraz/Cabernet	750	100
16833	Goldschlager	750	120
16840	Bolla Valpolicella Classico	750	60
17465	Mount Gay Black Barrel Double Cask Blend	750	200
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	100
18631	Sebastiani Chardonnay	750	100
18869	Hornitos Black Barrel	750	100
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	100
19452	Waterdog Red	750	50
19516	Smirnoff Peach	750	60
19924	Siempre Tequila Plata	750	300
20807	Tribute Cabernet Sauvignon	750	120
21532	Grant's Sherry Cask 8YO Finish	750	100
21544	Smirnoff Pink Lemonade	750	60
21876	Sheep Dog Peanut Butter Whiskey	750	120
22777	Jon Josh Pinot Blanc Aop Pannon	750	60
24341	Mott's Clamato Caesar Chipotle Lime	458	15
24345	Aperol Spritz Ready To Serve	3 × 200	40
24385	Bacardi Pina Colada	355	10
24391	Vizzy Strawberry Lemonade	473	25
24404	Smirnoff Vodka Soda Berry Blast	355	5

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	40
24809	Truly Strawberry Lemonade	473	20
24957	Dr. McGillicuddy's Coffee	750	120
25050	Muskoka Ebb & Flow Five Alive	473	10
27562	Laneway No. 12 Vodka	750	150
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	40
27668	PJ's Original Cream	1 140	60
27732	High Road Cellars Cabernet Merlot	750	50
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	40
28587	Suntory World Whisky Ao	700	300
31587	Polar Ice Berry Blizzard	750	75
31721	Brock St Mango Tango Milkshake IPA	473	10
33340	Collavini Pinot Grigio	750	100
34595	Patron Silver Tequila	750	190
35170	Pascual Toso Malbec	750	100
38505	Smirnoff Vodka (P.E.T)	1750	120
40626	Charm Soju Liquor	360	30
42911	Patron Silver Tequila	375	90
45898	Bacardi Superior White Rum (P.E.T)	1750	130
70052	Peninsula Ridge Shiraz VQA	750	80
78840	Citra Montepulciano D'Abruzzo	1500	75
113241	Cazadores Anejo Tequila	750	90
114934	Golden Wedding (P.E.T)	1750	100
129940	Aviation Gin	750	80
131391	Smirnoff Vodka (P.E.T)	1 140	75
144857	Konzelmann Shiraz Barrel Aged VQA	750	100
170142	Zonin Valpolicella Ripasso Superiore Doc	750	100
172387	Boutari Moschofilero White	750	30
192922	Seagram's 83	1 140	300
195966	Farina Valpolicella Rip Superiore Doc	750	50
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	80
211326	Dujardin VSOP Brandy	1 140	200
215020	El Dorado 5 Year Old Rum	1 140	250
215558	Cattos Rare Blended Scotch	1 140	250
215814	Codorniu Brut Clasico Sparkling	750	100
216903	Banff Ice Vodka	1 140	100
216929	Smirnoff Vodka	1 140	75

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
217331	Grolsch Premium Pilsner	4 × 450	15
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	120
217554	Captain Morgan Dark Rum	1140	75
225920	Sandbanks Baco Noir Reserve VQA	750	50
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	100
229542	Folonari Pinot Grigio Delle Venezie Doc	750	80
231571	Seagrams 83 (P.E.T)	1750	400
237792	Icebox Long Island Iced Tea	1140	180
242107	No. 3 London Dry Gin	750	200
261099	Inniskillin Pinot Noir VQA	750	100
268375	Henry Of Pelham Riesling VQA	750	50
269753	Raymond Classic Chardonnay	750	75
270439	Smithwick's Ale	500	10
305607	Seagrams 83	750	200
308007	Menage A Trois Red	750	100
311944	Canadian Club Classic 12 Year Old	1750	500
322727	Santa Carolina Chardonnay	1500	100
335422	Dunavar Pinot Grigio	750	10
348680	Bersano Costalunga Barbera D'Asti Docg	750	110
350397	Banff Ice Vodka	750	100
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
363457	> (V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	100
365601	Samuel Adams Boston Lager	473	10
387159	Bodacious Smooth Red	1500	100
387423	Bruichladdich The Classic Laddie Scottish Barley	750	100
397091	Forty Creek Copper Bold Whisky	1750	125
398032	Dr. McGillicuddy Intense Butterscotch	750	120
402818	Flor De Cana Grand Reserva 7 Rum	750	200
407775	Snapple Spiked Peach Tea Vodka	458	15
408286	Lolea No 1 Red Sangria Spain	750	30
409110	Aecht Schlenkerla Rauchbier Marzen	500	20
417576	Stock 84 Spirit	1140	150
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	100
446559	Georgian Bay Vodka	750	80
448597	Georgian Bay Gin	750	80
448613	Black Fly Vodka Sour Raspberry	473	10
458521	Pelee Island Pinot Noir Reserve VQA	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	APP
461053	Josh Cellars Cabernet Sauvignon	750	65
464388	Sogrape Vila Regia, Douro	750	50
465419	Murphy's Law Apple Pie	750	100
465484	Toki	750	250
477885	Polar Ice Vodka (P.E.T)	1750	150
478727	>Catena Malbec Mendoza	750	50
478909	Blue Moon	473	10
479923	Stalk & Barrel Blue Blend	750	100
490144	Cecchi Chianti Docg	750	50
491811	Southern Comfort	750	120
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80
526061	Collingwood Double Barrel Whisky	750	200
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	120
541979	Three Thieves Pinot Grigio	750	80
544155	Iceberg Vodka (P.E.T)	1750	150
557470	Empress 1908 Gin	750	125
573931	Hendrick's Orbium Gin	750	150
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	100
581645	Louis Bernard Cotes Du Rhone Red Aoc	750	100
589432	Louis Bernard Cotes Du Rhone White Aoc	750	100
591693	Argento Estate Organic Malbec	750	80
594200	Peninsula Ridge Inox Chardonnay VQA	750	80
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	200
605881	Disaronno Originale Amaretto	1140	200
605931	Grant's Triple Wood Blended Scotch Whisky	1140	200
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	100
620724	Creekside Sauvignon Blanc VQA	750	60
621599	JJ McWilliam Cabernet/Merlot	750	100
622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	100
642983	Barefoot Cellars Pink Moscato	750	25
665471	Jacob's Creek Reserve Shiraz	750	80
667303	Blue Lobster Vodka Soda	473	10
676841	Red Stripe Lager	6 × 330	40

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL		620
2691	Tanqueray London Dry Gin	750	Tanqueray Cocktail Spoon	BSE/ End Aisle #1	2691
14996	Hollandia Lager 4 Pack	4 × 500	Bonus Hollandia Beer		14996
15440	Dab Ultimate Low Carb Beer	6 × 500	Beer Can Koozie		15440
53082	Alberta Pure Vodka (P.E.T)	1750	Northern Keep 2 × 50 mL		53082
88799	Alberta Pure Vodka (P.E.T)	750	Northern Keep 50 mL		88799
242339	Alberta Pure Vodka (P.E.T)	1140	Northern Keep 50 mL		242339
267302	Crystal Head Vodka	750	Crystal Head Vodka 50 mL		267302
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive a free Blue Jays Shirt	Seasonal Block Pile A	311787
311944	Canadian Club Classic 12 Year Old	1750	Reifel Rye 2 × 50 mL	APP	311944
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL		398016
438960	Canadian Club 100% Rye	1140	Reifel Rye 50 mL		438960
666875	Dab Original	6 × 500	Cooler Bag		666875
906560	Coors Light	6 × 341	Coors Light Water Bottle	EZH	906560

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
307	Seagrams V.O.	750	Golf Balls	
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
2691	Tanqueray London Dry Gin	750	Cocktail Spoon	BSE/ End Aisle #1
7880	Johnnie Walker Black 12 Yr	750	Gift Bag	Mini Thematic
14678	Barefoot Moscato	1500	Eatable Gourmet Popcorn	Flex Space
14996	Hollandia Lager 4 Pack	4 × 500	Bonus Hollandia Beer	
15440	Dab Ultimate Low Carb Beer	6 × 500	Beer Can Koozie	
17047	Captain Morgan Sliced Apple Spiced Rum	750	Captain Morgan Tin Cups	End Aisle
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL	
19951	Ezra Brooks 99	750	Ice Cubes	Necktag
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL	
21437	Wayne Gretzky Red Cask Whisky	1140	Cream 50 mL	
21473	Wayne Gretzky Estates Original Cream	1140	Vodka 50 mL	
25043	Lost Craft Coastal Wave IPA	473	Beer Koozie	End Aisle, LTO
27561	Laneway No. 11 Gin	750	Ever Gin 50 mL	End Aisle
31930	Seagrams V.O.	1750	Fireball 200 mL	
32117	White Claw Premium Vodka	750	Blackberry 355 mL	
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL	End Aisle

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
49726	Yukon Jack	750	Fireball 50 mL	
53082	Alberta Pure Vodka (P.E.T)	1750	Northern Keep 2 × 50 mL	
88799	Alberta Pure Vodka (P.E.T)	750	Northern Keep 50 mL	
108357	Carolans Irish Cream	750	Coffee Mug	Cold Room Spirits, LTO
156190	Le Fat Bastard Shiarz Pays D'Oc	250	Collectibe Glassware	
174466	Jose Cuervo Especial Silver	750	Sparkling Paloma Single Can	Shelf Extender
216226	Alberta Premium Whisky	1140	Rocks Glass	
216689	J.P. Wiser's Deluxe	1140	Amstel Ultra 355 mL	End Aisle
216978	Seagrams V.O.	1140	Seagram's 2 × 50 mL	
217687	Canadian Club Premium	1140	Canadian Club & Ginger Ale 473 mL	
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL	
225243	Stoli Vodka	750	Cocktail Bomb	Shelf Extender
227413	Iceberg Vodka	1140	Open Coast 50 mL	End Aisle
242339	Alberta Pure Vodka (P.E.T)	1140	Northern Keep 50 mL	
249680	Talisker 10yr Old	750	Gift Bag	Mini Thematic
267187	Jose Cuervo Especial Gold	750	Sparkling Paloma Single Can	
267245	Jose Cuervo Especial Gold Tequila	1140	Sparkling Paloma Single Can	
267302	Crystal Head Vodka	750	Crystal Head Vodka 50 mL	
292177	Phillips Butter Ripple Schnapps	750	Twisted Shot Glasses	Cold Room Spirits
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive a free Blue Jays Shirt	Seasonal Block Pile A
311944	Canadian Club Classic 12 Year Old	1750	Reifel Rye 2 × 50 mL	APP
321208	Crown Royal Special Reserve In Gift Box	750	Gift Bag	Mini Thematic
356220	>(V) Amarone Classico Docg (Tommasi)	750	Gift Box	
374231	Ungava Gin	750	Ungava 50 mL	
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 50 mL	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	Gift Box	
397976	Dr. McGillicuddy Intense Peach	375	Dr. McGillicuddy's Coffee 50 mL	
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	
400754	Iceberg Vodka	750	Open Coast 50 mL	Front Nesting Table, End Aisle, LTO
401315	Jose Cuervo Especial Silver	1140	Sparkling Paloma Single Can	
405845	Evan Williams Black Label Bourbon Whiskey	750	Rocks Glasses	
406884	Barefoot Pinot Grigio	1500	Eatable Gourmet Popcorn	Flex Space,
417196	Grey Goose Vodka	1140	Zonin Valpolicella Classico DOC 750 mL	S1 S2
438960	Canadian Club 100% Rye	1140	Reifel Rye 50 mL	
446567	Iceberg Vodka (P.E.T)	750	Open Coast 50 mL	End Aisle, LTO
447953	Fireball Whisky Shooter	750	Twisted Tea 355 mL	Shelf Extender

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Martini Prosecco 200 mL	Mini Thematic
494369	Southern Comfort (P.E.T)	200	Myers's Original Dark Rum 50 mL	
532358	Julia Florista Red	750	Bag	
540229	Angostura Bitters	100	Ezra 99 50 mL	
544155	Iceberg Vodka (P.E.T)	1750	Open Coast Gin 50 mL	Seasonal Block Pile C, APP
545392	Smirnoff Berry Blast	750	Arcylic Cups	End Aisle
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Flor De Cana 12YO 50 mL	Front Nesting Table, APP
604868	Grey Goose Vodka	1750	Zonin Valpolicella Classico DOC 750 mL	S1 S2
604926	Prince Igor Extreme Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	
666875	Dab Original	6 × 500	Cooler Bag	
906560	Coors Light	6 × 341	Coors Light Water Bottle	EZH

Trade Copy

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
117	Bacardi Superior White Rum	750	Sustainable Hosting Guide	Shelf Extender
15009	New Amsterdam Pink Whitney Vodka	750	Pink Whitney Golf Necktag	
15761	Trinity Oaks Cabernet Sauvignon	750	This bottle supports tree planting efforts	
15762	Trinity Oaks Chardonnay	750	This bottle supports tree planting efforts	
16549	Rumchata Limon	750	Rumchata Recipe NT	
17465	Mount Gay Black Barrel Double Cask Blend	750	Social Responsibility	Front Nesting Table, APP
19339	Good Natured Merlot Gamay Noir VQA	750	Pollinator program	
19951	Ezra Brooks 99	750	Ezra 99 Transition Necktag	Value Add
21159	New Amsterdam Pink Whitney Vodka	375	Pink Whitney Golf Necktag	
95935	Grey Goose Vodka	750	Sustainability Necktag	Front Nesting Table
107763	Pelee Island Monarch Red VQA	750	Nature Conservancy- Butterfly	End Aisle, LTO
125187	Cazadores Reposado Tequila	750	Zero Waste Cocktail	Front Nesting Table
145367	Lindemans Bin 50 Shiraz	750	Tree Canada	Flex Space
316844	Bombay Sapphire London Dry	750	Sustainable Hosting Guide	
380865	Rumchata	750	Rumchata Recipe Necktag	
393405	Pelee Island Monarch Vidal VQA	750	Nature Conservancy- Butterfly	End Aisle, LTO
469643	Rossi D'Asiago Limoncello Snaps	750	Summer Cocktail Recipes	
520304	Bacardi Gold	1140	0 Waste Cocktail Recipe	Front Nesting Table, LTO
610758	Lindemans Bin 65 Chardonnay	1500	Tree Canada	Flex Space
619395	Red Knot Shiraz	750	Product Info: McLaren Vale	Shelf Extender, LTO

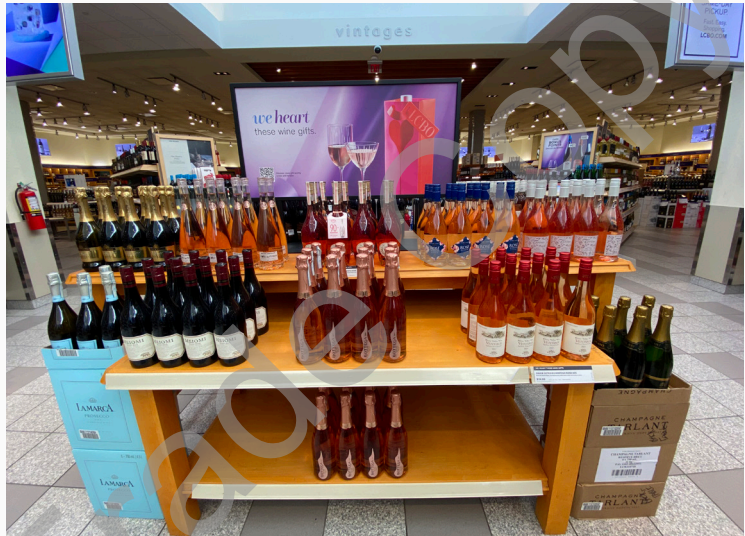
Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	19894	Cracked (275/TBS)	6 × 473	THE PREMIUM BEER COMPANY INC.	Store Order
	32618	Moosehead Chelada (275/TBS)	6 × 473	THE PREMIUM BEER COMPANY INC.	Store Order
	422345	Moosehead Lager (275/TBS)	6 × 473	THE PREMIUM BEER COMPANY INC.	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	31458	Bench Brewing Oak Pilsner (798)	473	BENCH BREWING CO.	Store Order
	31461	Collective Arts Hey, Nelson (LCBO Warehouse)	473	COLLECTIVE ARTS BREWING LIMITED	Store Order
	31551	Steam Whistle Pilsner 5l Keg (5577/275 TBS)	5000	STEAM WHISTLE BREWING	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	31224	Coors Seltzer Slushie Flavour Pack	12 × 355	MOLSON COORS CANADA	Store Order
	300681	Coors Light (275/TBS)	6 × 473	MOLSON COORS CANADA	Store Order
	906560	Coors Light (275/TBS)	6 × 341	MOLSON COORS CANADA	Store Order
Beer Excitement Zone - 21D (End EZD)	270439	Smithwick's Ale (LCBO Warehouse)	500	DIAGEO CANADA INC.	Store Order
	270447	Guinness Draught Beer (LCBO Warehouse)	500	DIAGEO CANADA INC.	Store Order
	296244	Guinness Draught (LCBO Warehouse)	4 × 440	DIAGEO CANADA INC.	Store Order
Ontario Craft Beer End Aisle	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	BLYTH BREWING/COWBELL	Store Order
	16787	Collingwood Happy Tails Session IPA (4205)	473	THE COLLINGWOOD BREWERY	Store Order
	31454	Muskoka Tread Lightly (LCBO Warehouse)	568	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	408054	Great Lakes Pompous Ass (1929)	473	GREAT LAKES BREWING CO	Store Order
	493908	Front Porch Kolsch Ale (1281)	473	CALABOGIE BREWING CO. LTD.	Store Order
	556688	Collective Arts Life In The Clouds (LCBO Warehouse0	473	COLLECTIVE ARTS BREWING LIMITED	Store Order
	11226	Whitewater Blood Moon Orange Sour (8454)	473	WHITewater BREWING	Store Order
	16954	Bench Brewing Lincoln Lager (798)	473	BENCH BREWING CO.	Store Order
	18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	NICKEL BROOK BREWING	Store Order
	20870	Van Full Of Weirdos IPA (5732)	473	REFINED FOOL	Store Order
End Aisle #10/Mini Thematic C	28634	Muskoka IPA Mixer Pack 2022 (LCBO Warehouse)	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	31452	Ace Hill Mexican Style Lager (LCBO Warehouse)	6 × 355	ACE BEVERAGE GROUP	Store Order
	31512	Collective Arts Lager (LCBO Warehouse)	473	COLLECTIVE ARTS BREWING LIMITED	Store Order
	31721	Brock St Mango Tango Milkshake IPA (397)	473	BROCK STREET BREWING COMPANY	Store Order
	688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	FLYING MONKEYS CRAFT BREWERY	Store Order

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
Seasonal Block Pile A	25078	Mill Street Blue Wave (1950)	473	TRILLIUM BEVERAGE INC/ MILL STREET	Forced
	311787	Budweiser (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Forced
	516880	Mill Street Original Organic (1950)	6 × 473	TRILLIUM BEVERAGE INC/ MILL STREET	Forced
	904334	Budweiser (275/TBS)	6 × 355	LABATT BREWERIES ONTARIO	Forced
	905976	Budweiser (275/TBS)	473	LABATT BREWERIES ONTARIO	Forced
	908665	Bud Light (275/TBS)	6 × 355	LABATT BREWERIES ONTARIO	Forced
R57: Ontario Beer A	478909	Blue Moon (275/TBS)	473	MOLSON COORS CANADA	Forced
R58: Ontario Beer B	431239	Faxe Premium Lager (LCBO Warehouse)	500	BRUCE ASHLEY GROUP	Forced
R59: Beer 1	27612	Weir Beer (902)	4 × 473	SHED BREWING COMPANY	Forced
R60: Beer 2	25396	Sleeman Clear 2.0 Lime (275/TBS)	473	SLEEMAN BREWING & MALTING CO.	Forced
R61: Beer 3	514851	Okanagan Apple Cider (LCBO Warehouse)	473	RTD CANADA INC.	Forced
R62: Beer 4	19581	Mill Street Original Organic Lager (1950)	6 × 355	TRILLIUM BEVERAGE INC/ MILL STREET	Forced
D4: Discovery BSM 1	25665	Flying Monkeys Cold IPA (6309)	473	FLYING MONKEYS CRAFT BREWERY	Forced
D5: Discovery BSM 2	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	BLYTH BREWING/COWBELL	Forced
9A 9B	26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	LABATT BREWERIES ONTARIO	Forced
	284562	Michelob Ultra (275/TBS)	473	LABATT BREWERIES ONTARIO	Forced
	496968	Michelob Ultra (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Forced
18	25003	Maclean's Maple Coffee Mild (9719)	473	MACLEAN'S ALES INC	Forced
	25043	Lost Craft Coastal Wave IPA (179)	473	VON TERRA ENTERPRISES LTD.	Forced
	513002	Henderson's Brewing Pearson Express IPA (766)	473	HENDERSON BREWING CO	Forced
20	16136	Somersby Mango & Lime Cider (LCBO Warehouse)	473	CARLSBERG CANADA INC.	Forced
	25035	Somersby Wild Garden Crushed Apple (LCBO Warehouse)	473	CARLSBERG CANADA INC.	Forced
	26622	Somersby Mixer Pack (LCBO Warehouse)	8 × 473	CARLSBERG CANADA INC.	Forced

My Store #



Kudos to Store #486

Questions?

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

Trade Copy