

# SPRINGSPIRATION



**PERIOD 2 MARKETING & PRODUCT GUIDE**

APRIL 23 - MAY 20, 2023

# Period 2

## Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 2



## Promotional Programs

**Feature Fixture A:** Sparkling Around the World

**New & Seasonal:** Seasonal Rosé 2023

**Entrance Table:** Value Tequila - Jose Cuervo

**Cocktail of the Month (EA1):** Paloma

**Mini Thematic A:** Spirited Gifts for Mom

**Mini Thematic B:** Rosé Gifts for Mom

**Mini Thematic C:** New Fruit-Forward Beers & Ciders

**Front Nesting Table:** Premium & Standard Flights

**Middle Nesting Table:** Wines of New Zealand

**Block Pile A:** Heineken for the Win

**Block Pile B:** New Arrivals for Spring

**Block Pile C:** Aeroplan

**Block Pile D:** 818 Tequila

**Enhanced Block Pile:** James Harden

**Aeroplan Offers & Shelf Talkers**

**New Spring Products Name Badge Stickers**

**EA 1-4 & 10 End Aisle Backer Cards and Blade Signs**

**Front End Merchandisers**

**Top Picks Impulse Displays**

**The Cold Room Spirits Display**

**P13 - P6 Wine Fridge**

**On Shelf**

## Wine Programs

**ON1:** Go Local

**ON2:** Our Buyer's Pick (VQA)

**Flex Space**

## Beer Programs

**Beer Excitement Zone**

**Craft Beer Imported Shelf Talkers**

## Vintages Programs

**Essentials On Offer End**

**Wines of the Month End**

**LTO/Aeroplan Program**

**Our Buyer's Pick**



# P1-2 Aeroplan SIGNAGE


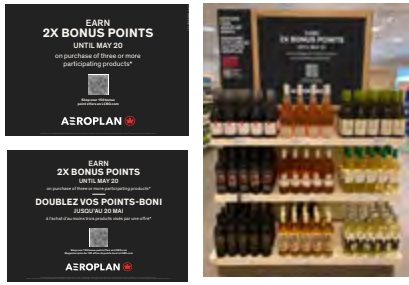

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. The participating products and Aeroplan offers will change every period promotional Period.

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

### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>Period 1-2 Aeroplan Exterior Banners</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan Exterior Banner in the placement outside the store.</li> </ul>	
<p>ENG (Re-order# 24P1-EB3) / BIL (Re-order# 24P1-EB4)</p>	
<p><b>NEW! 2X Bonus Points Event End Aisle Backer Card</b></p> <ul style="list-style-type: none"> <li>Install the 2x Bonus Event backer card on end aisles with Aeroplan offers.</li> </ul>	
<p>ENG/BIL (Re-order# 24P2-BC-GEN5)</p>	
<p><b>NEW! 2X Bonus Points Event Flat Shelf Talker</b></p> <ul style="list-style-type: none"> <li>Install the 2x Bonus Event perpendicular shelf talkers throughout the store to raise awareness of the Aeroplan Offer.</li> </ul>	
<p>ENG Re-order# AIM-24P2-DE1 /BIL Re-order# AIM-24P2-DE1</p>	

# Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>NEW! 2X Bonus Points Event Seasonal Banner Insert</b></p> <ul style="list-style-type: none"> <li>Install the Operational Aeroplan seasonal banner insert.</li> </ul>	
<p>ENG (Re-order# 24P2-SB1) / BIL (Re-order# 24P2-SB2)</p>	
<p><b>Operational Aeroplan Bin Tag Pop-Out</b></p> <ul style="list-style-type: none"> <li>Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.</li> <li>Ensure the old 2x2 Perpendicular Shelf Talkers are removed at the time of installation of the new signage solution.</li> </ul>	
<p>ENG (Re-order # 23OP-AP20) / BIL (Re-order # 23OP-AP21)</p>	
<p><b>Operational Aeroplan In-section Perpendicular Shelf Talker</b></p> <ul style="list-style-type: none"> <li>Perpendicular shelf talkers should be installed in-section - throughout the store, using a perpendicular shelf clip (PSTC201404). Shelf Talkers should be installed every 12' on each gondola run.</li> </ul>	
<p>ENG (Re-order# 23OP-AP14) / BIL (Re-order# 23OP-AP15)</p>	
<p><b>Operational Aeroplan Front Door Decal</b></p> <ul style="list-style-type: none"> <li>Continue to display the 8x8 decal on the left side of the second door.</li> </ul>	
<p>ENG (Re-order# 23OP-AP10) / BIL (Re-order# 23OP-AP11)</p>	
<p><b>Operational Aeroplan Cash Desk Decal</b></p> <ul style="list-style-type: none"> <li>Continue to display the Aeroplan decal on the Cash Counter.</li> </ul>	
<p>ENG (Re-order# 23OP-AP12) / BIL (Re-order#23OP-AP13)</p>	
<p><b>Period 2 Aeroplan Shelf Talkers</b></p> <ul style="list-style-type: none"> <li>Install the Aeroplan shelf talkers in-section and on applicable displays.</li> </ul>	
<p>ENG/BIL (Re-order # AIM-24P2-ANS)</p>	

## Period 2 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
42	Canadian Club Premium	750	100	
307	Seagrams V.O.	750	200	
620	Silk Tassel Canadian Whisky	750	100	
4705	20 Bees Chardonnay Unoaked VQA	750	40	
7369	Beefeater Dry	375	30	
11845	Jose Cuervo Reserva De La Familia Platino	750	300	
11933	The Black Shiraz	750	120	
12596	Empress Gin	375	50	
12641	Remy Pannier Rosé D'Anjou	750	50	
13293	Villa Maria Private Bin Chardonnay	750	50	
13789	Captain Morgan White Rum (P.E.T)	375	30	
14066	Molson Ultra	6 × 473	30	
14486	White Claw Hard Seltzer Black Cherry	473	15	
14534	Twisted Tea Peach	473	20	
14754	Whitley Neil Handcrafted Blood Orange Gin	750	200	
15152	Rodenbach Classic	500	25	
15282	18.8 Vodka	750	75	
15435	Schneider Helle Weisse	500	5	
16079	Martini Fiero	750	20	
16544	St Remy Signature	750	100	
16553	Hornitos Reposado Tequila	375	125	
16859	Dixon's Wicked Blueberry Gin	750	100	
18717	Adnams Ghost Ship Pale Ale 0.5%	4 × 330	30	
19000	Captain Morgan Dark Rum (P.E.T)	375	30	
19035	St Remy XO	375	50	
19098	Founder's Original Gin Bramble	355	5	
19118	White Claw Hard Seltzer Raspberry	473	15	
19749	Teremana Blanco Tequila	750	100	
19750	Teremana Reposado Tequila	750	125	
19981	No Boats On Sunday Peach Cider	473	20	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	100	
21445	Louis Bernard Louis Costieres De Nimes	750	90	
21544	Smirnoff Pink Lemonade	750	60	
24213	Original G Homeland German Riesling	750	50	
24316	White Claw Hard Seltzer Pineapple	473	15	
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	15	
24342	Black Fly Rum Pina Colada	4 × 400	25	
24345	Aperol Spritz Ready To Serve	3 × 200	40	
24435	Bacardi Tropical	750	50	
24899	Corona Sunbrew	6 × 330	30	
25037	No Boats On Sunday Original Cider	6 × 473	100	
25104	Luksusowa Vodka	1750	300	
25136	818 Tequila Blanco	750	50	
25137	818 Tequila Reposado	750	50	

## Period 2 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
25227	Smirnoff Peach Lemonade	750	60	
25424	Sam Adams Wicked Easy	473	10	
25517	Peller Family Reserve Rosé Bubbles VQA	750	80	
26076	Thornbury Craft Co.Haze For Dayz	473	20	
26164	Lagunitas IPA	500	10	
26346	Smirnoff Ice Original 12 Pack	12 x 355	80	
26548	Walter Craft Caesar - Classic	458	10	
26979	Don Julio Anejo	750	180	
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	50	
27797	Ruffino Il Ducale Toscana Igp	750	75	
28460	Gray Jay Deluxe Canadian Whisky	750	100	
28587	Suntory World Whisky Ao	700	350	
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100	
29224	Tangled Tree Chocolate Cabernet Sauvignon	750	80	
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	100	
30282	18.8 Gin	750	75	
30331	Myers's Original Dark Rum	750	200	
30603	Larceny Kentucky Straight Bourbon	750	100	
30721	Open Coast Gin	750	200	
31758	No Boats On Sunday Wild Strawberry Cider	473	20	
31930	Seagrams V.O.	1750	400	
32018	Amstel Ultra	6 x 355	30	
43588	Folonari Pink Pinot Grigio Venezia Igt	750	50	
44784	Negrar Amarone Classico Docg	750	60	
49726	Yukon Jack	750	120	
54213	Alberta Premium Whisky (P.E.T)	1750	200	
63891	>Coyam Red Blend Organic	750	230	
85316	Blu Giovello Prosecco	750	30	
103341	Canadian Club Premium (P.E.T)	750	100	
107235	PJ's Salted Caramel (Panama Jack's)	750	50	
126144	Sibling Rivalry White VQA	750	50	
136978	Sinha Stout	330	5	
146548	Villa Maria Private Bin Pinot Noir	750	50	
157586	Ferreira Dona Antonia Tawny Reserve Port	750	75	
172148	Boutari Agiorgitiko Nemea Red	750	25	
175034	Girls' Night Out Strawberry Samba	750	50	
175430	Wente Morning Fog Chardonnay	750	150	
180695	St-Germain Elderflower Liqueur	750	90	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	100	
214957	Pelee Island Cabernet Savignon VQA	750	100	
216978	Seagrams V.O.	1140	300	
217273	Mumm Cuvee Napa Brut Prestige	750	100	
217687	Canadian Club Premium	1140	200	

## Period 2 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
222299	The Pavillion Shiraz Cabernet Sauvignon	750	100	
225771	Black Fly Tequila Margarita (P.E.T)	4 × 400	25	
225904	Palm Bay Key Lime Cherry	6 × 355	50	
237255	Saint Clair Family Estate Sauvignon Blanc	750	100	
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	60	
253948	Martini Asti	750	30	
254722	Silent Sam Vodka	1140	75	
262337	G.A. Schmitt Niersteiner L.H.	750	60	
270017	Jacob's Creek Reserve Chardonnay	750	50	
274399	Adobe Reserva Rosé Organic	750	100	
276501	G. Marquis The Red Line Pinot Grigio VQA	750	40	
277186	Zonin Prosecco Brut 1821 Doc	750	100	
280719	Gato Negro Cabernet Sauvignon	1500	60	
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	60	APP + LTO
298505	La Vieille Ferme Luberon Blanc Aoc	750	80	
311928	Canadian Club Classic 12 Year Old	750	265	
330803	Bowmore 12 Year Old Islay Single Malt	750	300	
358192	Bruichladdich The Botanist Islay Dry Gin	750	200	
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	300	
369009	Pinnacle Vodka	750	200	
377101	JP Azeitao White	750	40	
377622	Laroche Viognier De La Chevaliere	750	100	
380303	Smirnoff Blueberry Flavoured Vodka	750	60	
386789	Casamigos Tequila Blanco	750	150	
388694	Casamigos Tequila Reposado	750	180	
397976	Dr. McGillicuddy Intense Peach	375	40	
398016	Dr. McGillicuddy Intense Peach	750	120	
398479	1800 Reposado	750	100	
403519	Crown Royal Apple	750	60	
404566	JP Azeitao Syrah Rose Bacalhoa	750	40	APP + LTO
405514	Yellow Tail Sangria	750	60	
409490	Singleton Of Dufftown 12 Year Old	750	150	
410803	D'Usse VSOP	750	180	
415182	Lionello Stock Vermouth Extra Dry	1000	50	
426601	Villa Maria Private Bin Sauvignon Blanc	750	80	
431106	Creekside Cabernet Merlot VQA	750	60	
436279	Hornitos Plata	750	200	
438960	Canadian Club 100% Rye	1140	150	
439281	Konzelmann Merlot VQA	750	100	
439661	Fireball (P.E.T)	200	40	
446559	Georgian Bay Vodka	750	80	
446625	Beatties Farm Crafted Vodka	750	100	
446823	Ciroc Pineapple	750	100	



## Period 2 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
447953	Fireball Whisky Shooter	750	180	
448597	Georgian Bay Gin	750	80	
454686	Captain Morgan Bold Spiced Rum	750	60	
456350	Fireball Cinnamon Whisky	1750	300	
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	60	
465484	Toki	750	250	
476911	Crown Royal Vanilla	750	60	
481366	High River Canadian Whisky	750	150	
481614	Ciroc Apple	750	100	
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80	
486001	XOXO Pinot Grigio Sangria	750	40	
520312	Bacardi Gold (P.E.T)	1750	120	
521963	Chopin Potato Vodka	750	250	
524314	Yellow Tail Sauvignon Blanc	750	60	
541607	The Sexton Single Malt Irish Whiskey	750	180	
542332	Philippe De Rothschild Merlot Vdp	1500	80	
545343	Flor De Cana Anejo Clasico 5	1140	200	
552513	Canyon Road Chardonnay	750	25	
553917	Frontera After Midnight Dark Red Blend	750	60	
561100	Josh Cellars Chardonnay	750	65	APP + LTO
572453	Adesso Merlot D'Italia	750	70	
577023	Girls' Night Out Rosé VQA Can	250	20	
589010	Mezzacorona Pinot Grigio Trentino	1500	150	
589416	Heineken 0.0	6 × 330	40	
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	40	
590463	Diplomatico Mantuano	750	300	
613471	Henry Of Pelham Rosé VQA	750	60	
643114	Josh Cellars Sauvignon Blanc	750	65	APP + LTO
649194	Twisted Tea Half & Half	473	20	
649541	Seagram Island Time Anytime	6 × 355	25	
669200	Ciao Pinot Grigio Organic Carton	1000	100	
906669	Coors Light	473	22	
649194	Twisted Tea Half & Half	473	20	
649541	Seagram Island Time Anytime	2130	25	
669200	Ciao Pinot Grigio Organic Carton	1000	100	
906669	Coors Light	473	22	

## Period 2 Bundled Aeroplan Offers

Promo code	LCBO#	Description	Size (mL)	Bundle Offer
<b>Buy 111799 and 565713 receive 200 Aeroplan Bonus Points.</b>				
LB	111799	Reif Riesling VQA	750	200
	565713	Reif Estate Cab/Merlot VQA	750	

### 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.

## Period 2 Aeroplan Coupon Offers

At select Tasting Events occurring in Period 2, customers will be given 1 coupon per tasting event, which can be used when they purchase one of the participating products for additional Aeroplan Points.

### Tasting Event Participating Stores

23, 25, 26, 26, 33, 33, 40, 44, 62, 125, 145, 148, 175, 179, 191, 198, 207, 207, 218, 226, 226, 229, 248, 249, 255, 279, 298, 312, 312, 326, 326, 353, 360, 366, 381, 381, 381, 391, 391, 400, 401, 437, 465, 470, 500, 505, 505, 521, 536, 536, 539, 542, 551, 563, 564, 564, 566, 579, 580, 585, 585, 593, 593, 629, 631, 633, 638, 640, 644, 654, 658, 658, 660, 660, 667, 684, 686, 694, 771

### Tasting Event Details

April 27 - May 20, 2023

NOTE: If the Barcode is damaged, store staff can manually enter the coupon using the coupon UPCs listed below.

LCBO#	Description	Size (mL)	Coupon Offer	Coupon SKU	Coupon UPC
21441	Honest Lot Sauvignon Blanc	750	50 APP	33269	40000033269
21442	Honest Lot Cab Sauvignon	750	50 APP	33409	400000334097
355933	Black Cellar Shiraz Cabernet	750	50 APP	33270	400000332703

# NAME BADGE STICKERS

## Overview

Display New Spring Products name badge stickers from the start of Period 2 (April 23) until May 20th (the end of PT2).

## Key Dates

New Spring Products: P2 (April 23 - May 20, 2023)

## Participating Stores

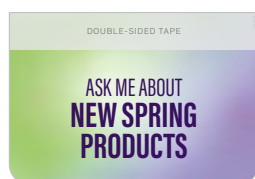
All Stores

## Signage Components

- New Spring Products Name Badge Stickers ENG (Re-order # 24P2-NT1) / BIL (Re-order # 24P2-NT2)

## Merchandising Instructions

- Encourage all team members to engage customers with New Products promotions by wearing the sticker on their name badge. An easy way to ask customers "Are you aware of our exciting new products in store?".
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".



New Spring Products Name Badge Stickers  
Install Dates: P2 (April 23 - May 20, 2023)

# SPRINGSPIRATION (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 2 signage components will be shipped to stores beginning **April 14, 2023**.

Period 2 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

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

### Music CD Reorder# AIM-24P2-MUSIC-CD | Music USB Reorder# AIM-24P2-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

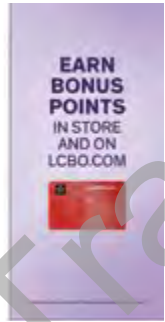


Re-order#  
24P1-EB1  
(English)

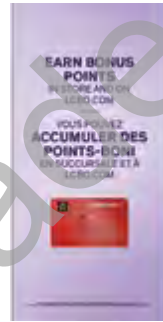


Re-order#  
24P1-EB2  
(Bilingual)

#### 2 Aeroplan Rewards

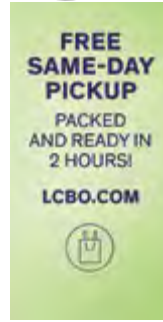


Re-order#  
24P1-EB3  
(English)



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)

OR

# 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

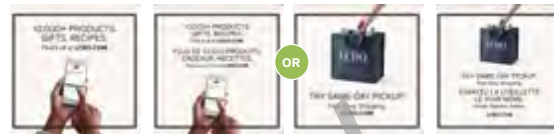
### Perimeter Transparency Square

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



**NEW!**

## P2 Seasonal Banner Insert

Dimensions: 20" w x 70" h

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

ENG Re-order #24P2-SB1

BIL Re-order #24P2-SB2



**NEW!**

## P2 EA1, EA2, EA3, EA4A, EA4B Blade Signs

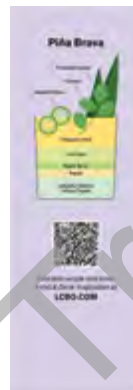
Install: Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Note: Remove the Period 1 blade signs and replace with the new Period 2 versions.



EA1 Paloma

ENG (Re-order # 23P2-BS1)  
BIL (Re-order # 23P2-BS6)



EA2 Piña Brava

ENG (Re-order # 23P2-BS2)  
BIL (Re-order # 23P2-BS7)



EA3 Springspiration

ENG (Re-order # 23P2-BS3)  
BIL (Re-order # 23P2-BS8)



EA4A Brandy Espresso Martini Recipe

ENG (Re-order # 23P2-BS4)  
BIL (Re-order # 23P2-BS9)



EA4B Rum & Flavoured Sparkling Water Recipe

ENG (Re-order # 23P2-BS5)  
BIL (Re-order # 23P2-BS10)



**NEW!**

## P2 End Aisles 1-4 & 10 Backer Cards

**Note:** Remove the Period 1 backer cards and replace with the new Period 2 versions.

23P2-BC1



EA1A/B

23P2-BC2



EA2A/B

23P2-BC3A



EA3A

23P2-BC3B



EA3B

23P2-BC4A



EA4A

23P2-BC4B



EA4B

23P2-BC10



EA10

## Generic Backer Cards (P1- 2) End Aisles 5-9 & 11-20

**Note:** 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



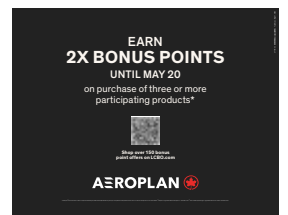
Same Day (P1-2)

24P1-BC-GEN4



Generic Ecomm (P1-2)

24P2-BC-GEN5



**NEW!** Aeroplan 2X Bonus Points (P2)

# FOOD & DRINK

## Early Summer Release Date

- The Early Summer issue of *Food & Drink* should be distributed in stores starting Wednesday, May 10, 2023.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MAY 10.

## Digital/Online Edition

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

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

## Social Media

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

- Instagram: [@lcbofoodanddrink](https://www.instagram.com/lcbofoodanddrink)
- Pinterest: [www.pinterest.ca/lcbofoodanddrink](https://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

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

## Merchandising Instructions

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

## Signage

- Early Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #23P2-FD1)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #23P2-FD2)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #23P2-FD3)



## COMING SOON

The Summer issue will be available June 28, 2023.

# 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

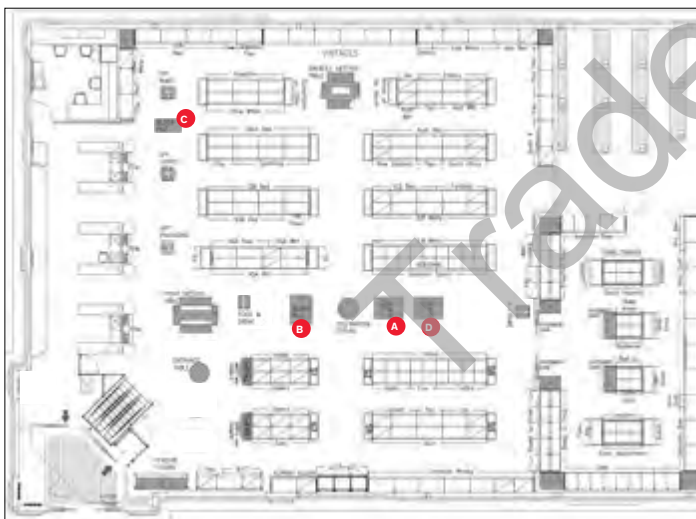
**A** Block Pile A (SBA): Heineken for the Win

**B** Block Pile B (SBB): New Arrivals for Spring

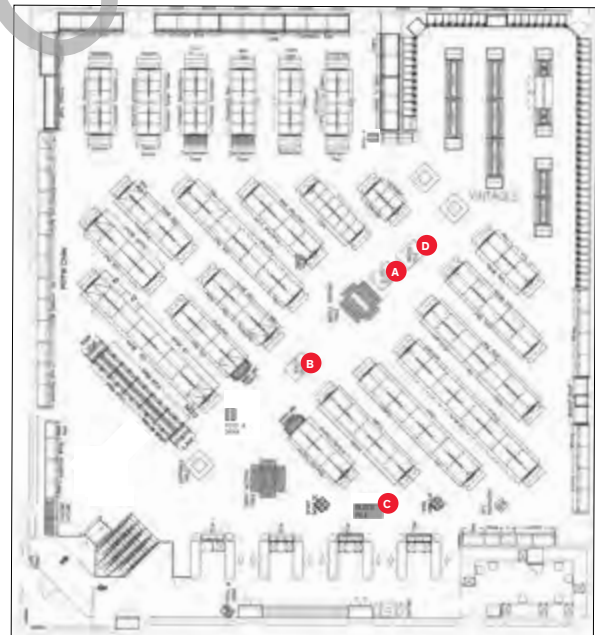
**C** Block Pile C (SBC): Aeroplan

**D** Block Pile D (XBP): 818 Tequila

James Harden Wine Display (FSO-B)



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 (April 23 - May 20, 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
604	Chiarli Castelvetro Lambrusco	750	LTO
11222	Freixenet Italian Rosé	750	
11224	Freixenet Prosecco Doc	200	
16938	La Marca Prosecco Doc	375	
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	LTO
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	
25068	Laurent Perrier La Cuvee Brut Champagne	750	
25515	Saintly Sparkling Brut VQA	750	LTO
25517	Peller Family Reserve Rosé Bubbles VQA	750	80 APP
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	LTO
30835	Yellow Tail Bubbles	750	LTO
31006	Rosie Sparkling Rosé	750	
31527	Nicolas Feuillatte Reserve Exclusive Brut	375	

LCBO#	Description	Size (mL)	Offers
31529	Maschio Prosecco Brut	750	
32178	Saintly Sparkling Rosé VQA	200	
203125	Henkell Rosé	750	LTO
216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO
217273	Mumm Cuvee Napa Brut Prestige	750	100 APP
253948	Martini Asti	750	30 APP
279455	Moet & Chandon Ice Imperial Champagne	750	
341347	Fresh Possibilities Sparkling Rosé VQA	750	LTO
384651	Martini Prosecco Sparkling	750	LTO
395384	>Belaire Sparkling Rosé (Sovereign Brands)	750	LTO
487694	La Marca Prosecco Doc	750	LTO, VA
537605	Nicolas Feuillatte Brut Champagne	750	
577148	Villa Conchi Brut Seleccion	750	
583401	Gemma Di Luna Moscato	750	

## Signage Components

**Note: Signage is to remain in place for P1 & P2. Only replace the shelf talkers**

- 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 # 24P2-FF11)  
BIL (Re-order # 24P2-FF12)

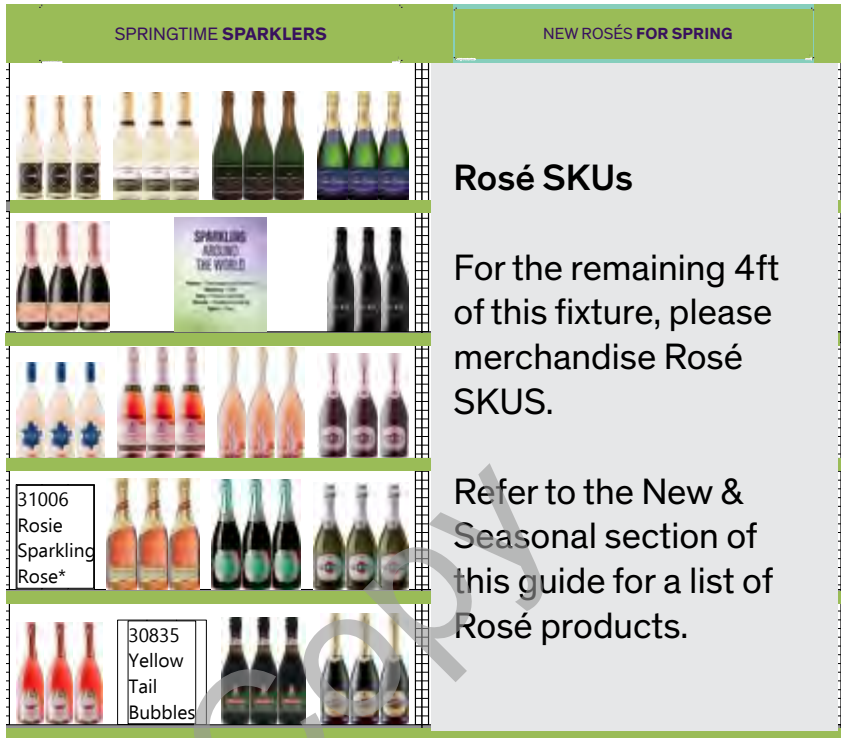
## Merchandising Instructions

- 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. ONLY replace the shelf talkers.**
- For 8 and 12ft fixtures, the remaining 4ft of this fixture, stores are to merchandise Rosé products (Refer to the New & Seasonal section for a list of Rosé products to merchandise).
- 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**



**Rosé SKUs**

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

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

**12ft. Feature Fixture**



**Rosé SKUs**

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

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

# NEW & SEASONAL FIXTURE

## Seasonal Rosé 2023

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

### Participating Stores

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

### Key Dates (P1 - P6)

Seasonal Rosé wines from around the world will be featured for the spring and summer season P1-6.

### Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
11234	Cote Des Roses Rosé Hf (Gerard Bertrand)	375	24080	Jacob's Creek Moscato Rosé Lower Sugar	750
13245	Argento Rosé	750	24084	Kim Crawford Illuminate Rosé	750
13522	Gran Passione Rosato Igt Veneto	750	27148	Thalia Rosé	750
13907	Jackson-Triggs Proprietors Selection Light Rosé	750	31654	Tom Gore Rosé	750
14867	Sandbanks Summer Rosé VQA	750	31659	Beringer Main & Vine Dry Rosé	750
15568	Listel Gris Rosé	750	31709	Spinelli Rosato Terre Di Chieti Igt	750
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	31710	The Beach By Whispering Angel Aoc Coteaux	750
19062	Sandbanks Sparkling Rosé VQA	750	32025	Keep Calm And Love Pinot Grigio Rosé	750
20188	Maison No 9	750	319392	Provence Rosé (Ch La Tour De L'Eveque)	750
21623	Freixenet Rosé Igt	750	452573	Cotes De Prov Gr. Rsv. Rosé (Breban Mim)	750
23757	S De La Sablette - Coteaux Varois Rosé	750	603795	Rioja Rosé (Muga)	750
23760	Doppio Passo Primitivo Rosato Igt Puglia	750			

### 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 # 24P2-NS4) / BIL (Re-order # 24P2-NS5)
- Rosé Aeroplan Contest Box Sign BIL (Re-order #24P2-NS6)
- Rosé Aeroplan Flat Shelf Talker ENG (Re-order #24P2-NS7) / FRE (Re-order #24P2-NS8)

### Merchandising Instructions

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

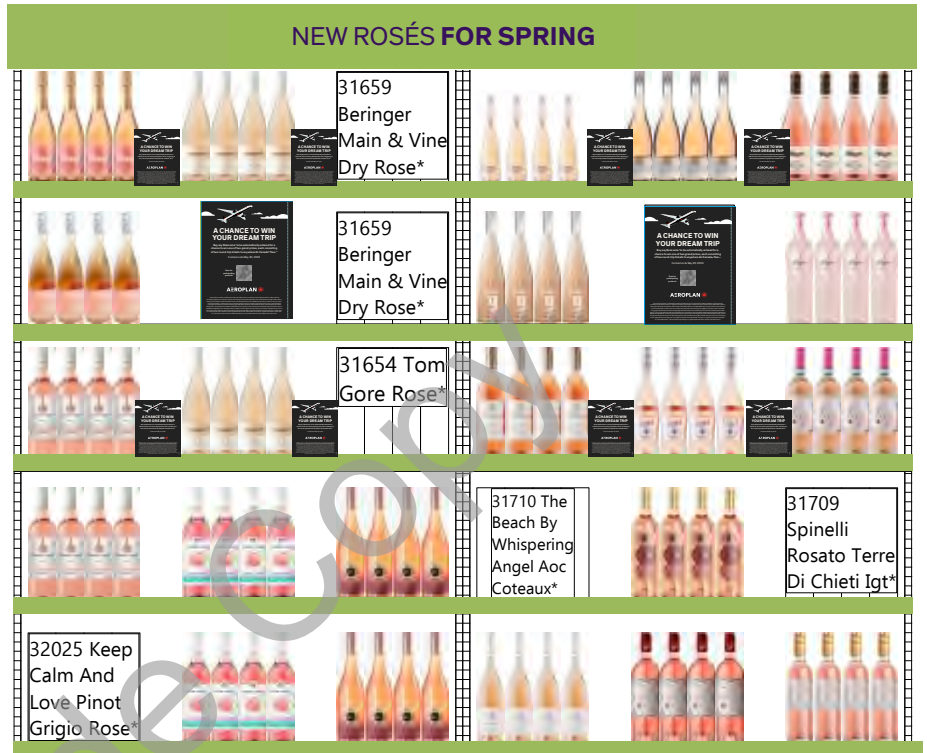


This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# Key Display (EA-S1/S2) ENTRANCE TABLE

Great Buy - Tequilas for Spring

**GREAT BUY!**  
TEQUILAS  
FOR SPRING

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

**Key Dates (Apr 23 - May 20, 2023)**

Effective Period 1, the Entrance Table Promo Codes are:

- EA-S1 (Premium Flight Stores)**

1, 4, 5, 10, 15, 17, 19, 21, 26, 31, 35, 36, 38, 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, 171, 195, 208, 228, 233, 244, 250, 279, 300, 312, 325, 329, 334, 358, 359, 361, 370, 378, 382, 385, 400, 428, 459, 470, 489, 491, 501, 505, 542, 544, 549, 555, 575, 584, 587, 601, 602, 605, 614, 617, 627, 639, 640, 645, 652, 653, 661, 672, 691, 698, 706, 748, 759, 760, 761, 771

Enjoy great buys on Jose Cuervo Tequila, including LTOs and a free can of Sparkling Paloma.

## Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
EA-S1 and EA-S2 (Same participating SKUs)	174466	Jose Cuervo Especial Silver	750	LTO
	267187	Jose Cuervo Especial Gold	750	LTO
	267245	Jose Cuervo Especial Gold Tequila	1140	VA: Rep-Applied Sparkling Paloma Single Can
	401315	Jose Cuervo Especial Silver	1140	

## Merchandising Instructions

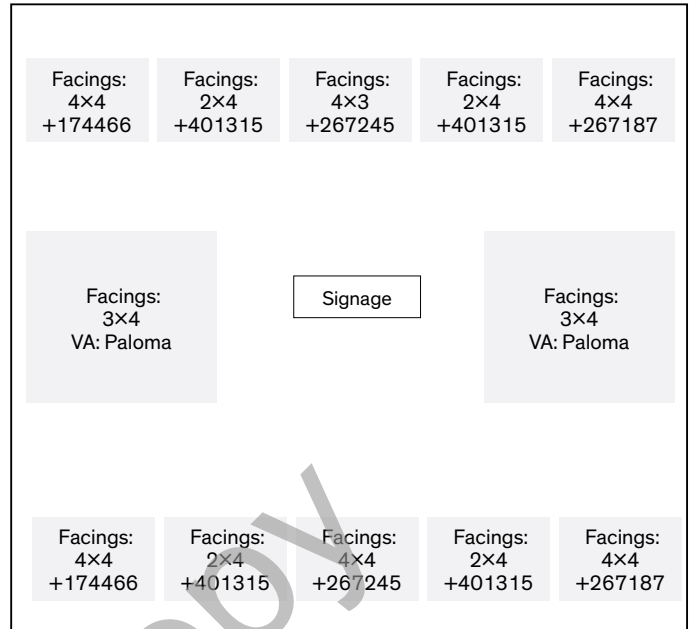
- Refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.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

## Signage Components

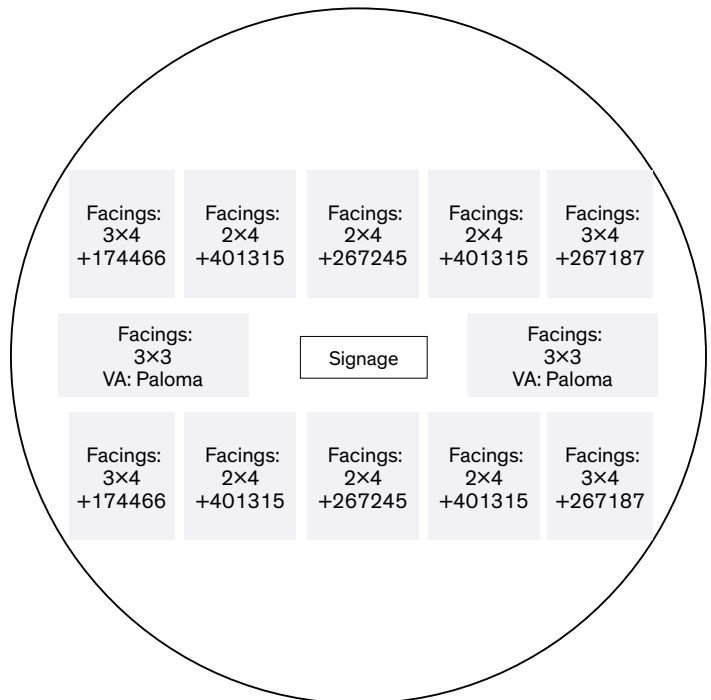
- Entrance Table Sign ENG (Re-order # 24P2-ET1) / BIL (Re-order # 24P2-ET2)
- Shelf Talkers ENG (Re-order # 24P2-ET5) / BIL (Re-order # 24P2-ET6)



## Planogram - Square Table



## Planogram - Round Table



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

Paloma



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

**Key Dates (Apr 23 - May 20, 2023)**

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

Sweet, tart and easy-to-make, the refreshing highball cocktail features tequila, grapefruit-flavoured soda and a splash of lime.

## 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)	LTO/APP	VA Offers
BS-BSE Flight A	End Aisle #1	34595	Patron Silver Tequila	750		VA: Rep-Applied Patron branded Glassware
		34603	Patron Anejo Tequila	750		
		50088	Patron Reposado Tequila	750		
BS-BSE Flight B	End Aisle #1	113241	Cazadores Anejo Tequila	750		VA: Rep-Applied St Germain 50mL
		125187	Cazadores Reposado Tequila	750	LTO	
		363986	Cazadores Blanco Tequila	750		

## 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 # 24P2-BC1)
- Blade Sign ENG (Re-order # 24P2-BS1) / BIL (Re-order # 24P2-BS6)
- Premium End Aisle Shelf Talker Bundle ENG (Re-order # 24P2-ST12) / BIL (Re-order # 24P2-ST13)
- Standard End Aisle Shelf Talker Bundle (Re-order # 24P2-ST14) / BIL (Re-order # 24P2-ST15)



1A

1B

# Spirits (MI-A) MINI THEMATIC A

Spirited Gifts for Mom



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

**Key Dates (April 23 - May 20, 2023)**

## Participating Stores

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

Celebrate Spring and  
Mother's Day with  
assortment of Spirited gifts.

## Participating Products

LCBO#	Description	Size (mL)	Offers
16079	Martini Fiero	750	20 APP
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	\$2.00 LTO
19535	Skyvodka	1140	\$1.00 LTO
25227	Smirnoff Peach Lemonade	750	60 APP
27768	J.P. Wiser's 10yo Canadian Whisky	750	\$2.00 LTO
28049	Zirkova Unity Vodka	750	VA: Rep-Applied
180695	St-Germain Elderflower Liqueur	750	90 APP
358192	Bruichladdich The Botanist Islay Dry Gin	750	200 APP
557470	Empress 1908 Gin	750	\$3.00 LTO
635482	Glendalough Wild Botanical Gin	750	VA: Rep-Applied
636068	Malfy Gin Rosa	750	\$3.00 LTO
637504	Hendrick's Gin	750	

SPIRITED GIFTS FOR MOM

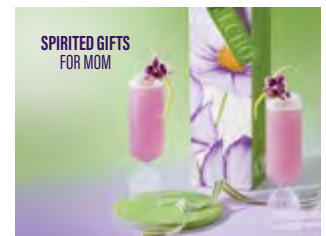


## Signage Components

- Category sign ENG/BIL (Re-order # 24P2-MTA1)
- Backer card ENG/BIL (Re-order # 24P2-MTA2)
- Shelf talkers ENG (Re-order # 24P2-MTA3) / BIL (Re-order # 24P2-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

Rosé Gifts for Mom



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

**Key Dates (April 23 - May 20, 2023)**

### Participating Stores

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

Mini Thematic B will feature a selection of our prettiest pink gifts (Rosé) for Mother's Day celebrations.

### Participating Products

LCBO#	Description	Size (mL)	Offers
13016	Jacob's Creek Moscato Rosé	1500	VA
16327	Calvet Brut Celebration Rosé	750	\$2.00
16396	Champagne Victoire Brut Rosé	750	\$4.00
20624	19 Crimes Snoop Dogg Cali Rosé	750	\$2.00
20799	La Marca PRosécco Rosé Doc	750	VA
20896	Ruffino PRosécco Rosé Doc	750	
25904	Champagne Pommery Brut Rosé	750	\$5.00
325076	(V) Whispering Angel Rosé (Caves D'Esclans)	750	\$1.00
536565	Lily Sparkling Rosé VQA	750	\$1.00

**Value Add (VA):** Somersby Wild Garden Crushed Apple 473 mL with the purchase of 13016 Jacob's Creek Moscato Rosé. The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact the Agent representative for additional stock.



### Signage Components

- Category sign ENG/BIL (Re-order # 24P2-MTB7)
- Backer card ENG/BIL (Re-order # 24P2-MTB8)
- Shelf talkers ENG (Re-order # 24P2-MTB9) / BIL (Re-order # 24P2-MTB10)
- Rosé Aeroplan Flat Shelf Talker ENG (Re-order # 24P2-MTB11) / FRE (Re-order #24P2-MTB11)



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

### 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.

# Beer (MI-C)

## MINI THEMATIC C

### New Fruit-Forward Beers & Ciders



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

**Key Dates (April 23 - May 20, 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 fruit-forward beer and ciders.

#### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
12394	Tropicale Breeze	473	\$0.30 LTO	7672 - Beyond The Pale Brewing Company
16769	Railway City - Playa Cerveza	473	\$0.20 LTO	8447 - Railway City Brewing Company
19988	Kw Craft Cider Wild Cherry	473		LCBO Warehouse
25065	Shiny Apple Cider Pineapple Mango	473		LCBO Warehouse
30737	Refined Fool, IPA Fun Box, 6th Edition	6 x 473		5732 - Refined Fool Brewing Company
31453	Ah Carb Free Lime	6 x 355		LCBO Warehouse
32043	Bobcaygeon Brewing Amplitude Strawberry Kiwi	473		6699 - Nickel Brook Brewing Company
32975	Lost Craft Rocket Pop Sour	473		462 - Bobcaygeon Brewing Company Limited
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25 LTO	179 - Lost Craft

#### Signage Components

- Backer card ENG/BIL (Re-order# 24P2-BC10)
- Shelf Talkers ENG (Re-order # 24P2-ST1) / BIL (Re-order # 24P2-ST2)

#### Merchandising Instructions

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



12394 Tropicale Breeze	12394 Tropicale Breeze		12394 Tropicale Breeze
4003070 Lost Craft Pink Lemonade Sour	4003065 Ace Hill Carb Free Lime	1111 Cider	
4003072 Bobcay Amplitude Strawberry Kiwi	4003074 RF IPA fun box #6	1111 Cider	

# Key Display (BS - BSF)

## FRONT NESTING TABLE

Premium + Standard Flight: Better Brunch Cocktails

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

**Key Dates (April 23 - May 20, 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	Value Add
Flight A	1487	Crown Royal	750		Carafe
	5959	Baileys Irish Cream	750	\$1.00 LTO	Carafe, Better Brunch Booklet
	11248	Baileys Espresso	750		Carafe
	54866	Bulleit Bourbon Frontier Whiskey	750		Carafe
	173542	Tequila Don Julio Blanco	750	\$5.00 LTO	Carafe, Better Brunch Booklet
	334110	Ciroc Peach	750		Carafe
	417295	Ciroc Original Unflavoured	750		Carafe
	456095	Ketel One Vodka	750	\$4.00 LTO	Carafe, Better Brunch Booklet
	600163	Tanqueray No. Ten Gin	750	\$2.50 LTO	Carafe
	640995	Ketel One Botanical Peach And Orange Blossom	750		Carafe
Flight B	662379	Ciroc Watermelon	750		Carafe
	2691	Tanqueray London Dry Gin	750	\$1.00 LTO	Carafe, Better Brunch Booklet
	7880	Johnnie Walker Black 12 Yr	750	\$3.00 LTO	Carafe
	19418	Baileys Colada	750		Carafe
	129940	Aviation Gin	750		Carafe
	173559	Tequila Don Julio Reposado	750		Carafe
	334128	Ciroc Red Berry	750		Carafe
	363770	Ketel One Vodka	1140		Carafe
	409490	Singleton Of Dufftown 12 Year Old	750	150 APP	Carafe
	434092	Crown Royal Northern Harvest Rye	750		Carafe
446823	Ciroc Pineapple	750	100 APP	Carafe	
481614	Ciroc Apple	750	100 APP	Carafe	

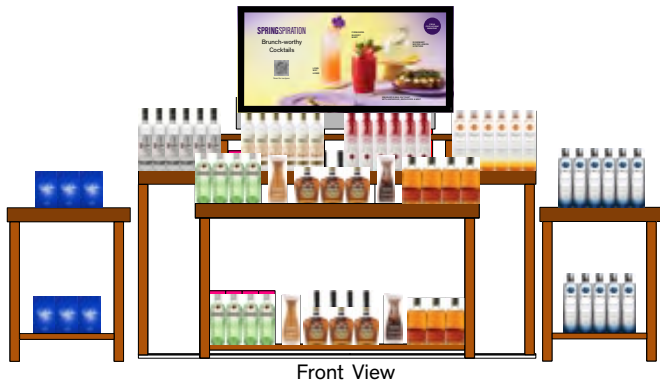
### Signage Components

- Table Sign ENG (Re-order # 24P2-FNT1) / BIL (Re-order # 24P2-FNT2)
- Premium Flight Shelf Talkers ENG (Re-order # 24P2-FNT13) / BIL (Re-order # 24P2-FNT14)
- Premium VA Shelf Talkers ENG (Re-order # 24P2-FNT15) / BIL (Re-order # 24P2-FNT16)
- Standard Flight Shelf Talkers ENG (Re-order # 24P2-FNT21) / BIL (Re-order # 24P2-FNT22)
- Standard VA Shelf Talkers ENG (Re-order # 24P2-FNT23) / BIL (Re-order # 24P2-FNT24)

### 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) – Premium Flight



Back View

Facings: 5×7 +5959	VA	Facings: 5×7 +11248	VA	Facings: 4×9 +54866
--------------------------	----	---------------------------	----	---------------------------

Facings: 3×6 +173542
----------------------------

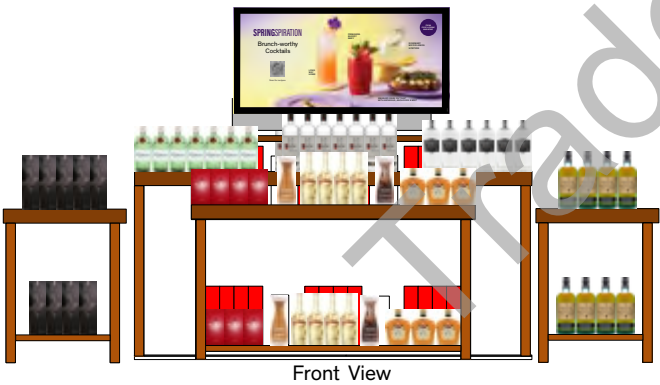
Facings: 6×3 +456095	Facings: 6×3 +640995	Facings: 6×3 +662379	Facings: 6×3 +334110
SIGNAGE			
Facings: 6×3 +456095	Facings: 6×3 +640995	Facings: 6×3 +662379	Facings: 6×3 +334110

Facings: 6×8 +417295
----------------------------

Facings: 5×7 +600163	VA	Facings: 5×7 +1487	VA	Facings: 4×9 +54866
----------------------------	----	--------------------------	----	---------------------------

Front View

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



Back View

Facings: 5×8 +446823	VA	Facings: 5×8 +481614	VA	Facings: 5×8 +334128
----------------------------	----	----------------------------	----	----------------------------

Facings: 5×9 +7880
--------------------------

Facings: 7×2 +2691	Facings: 7×2 +363770	Facings: 7×4 +129940
SIGNAGE		
Facings: 7×2 +2691	Facings: 7×2 +363770	Facings: 7×4 +129940

Facings: 4×9 +409490
----------------------------

Facings: 4×6 +173559	VA	Facings: 5×7 +19418	VA	Facings: 3×9 +434092
----------------------------	----	---------------------------	----	----------------------------

Front View

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



Front View



Back View

Back View

Facings: 4x7 +5959	VA	Facings: 4x7 +11248	VA	Facings: 4x9 +54866
--------------------------	----	---------------------------	----	---------------------------

Facings: 6x3 +456095	Facings: 6x3 +640995	Facings: 6x3 +662379	Facings: 6x3 +334110
Facings: 3x3 +173542	SIGNAGE		Facings: 4x4 +417295
Facings: 6x3 +456095	Facings: 6x3 +640995	Facings: 6x3 +662379	Facings: 6x3 +334110

Facings: 4x7 +600163	VA	Facings: 3x9 +1487	VA	Facings: 4x9 +54866
----------------------------	----	--------------------------	----	---------------------------

Front View

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



Front View



Back View

Back View

Facings: 5x8 +446823	VA	Facings: 5x8 +481614	VA	Facings: 5x8 +334128
----------------------------	----	----------------------------	----	----------------------------

Facings: 7x2 +2691	Facings: 7x2 +363770	Facings: 7x4 +129940	
Facings: 4x5 +7880	SIGNAGE		Facings: 3x5 +409490
Facings: 7x2 +2691	Facings: 7x2 +363770	Facings: 7x4 +129940	

Facings: 4x6 +173559	VA	Facings: 5x7 +19418	VA	Facings: 3x9 +434092
----------------------------	----	---------------------------	----	----------------------------

Front View



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



Front View



Back View

Back View

Facings: 3×7 +5959	VA	Facings: 5×7 +11248	VA	Facings: 2×8 +54866
--------------------------	----	---------------------------	----	---------------------------

Facings: 4×3 +456095	Facings: 4×3 +640995	Facings: 4×3 +662379	Facings: 4×3 +334110
SIGNAGE			
Facings: 4×3 +456095	Facings: 4×3 +640995	Facings: 4×3 +662379	Facings: 4×3 +334110

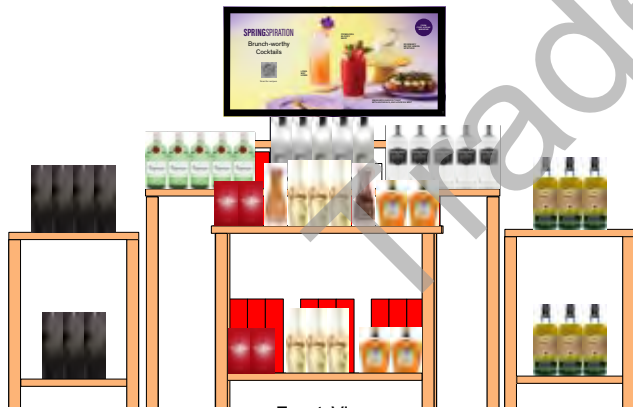
Facings: 3×5 +173542
----------------------------

Facings: 4×7 +417295
----------------------------

Facings: 3×7 +600163	VA	Facings: 2×9 +1487	VA	Facings: 3×7 +600163
----------------------------	----	--------------------------	----	----------------------------

Front View

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



Front View



Back View

Back View

Facings: 3×8 +446823	VA	Facings: 3×8 +481614	VA	Facings: 3×8 +334128
----------------------------	----	----------------------------	----	----------------------------

Facings: 5×3 +2691	Facings: 5×2 +363770	Facings: 5×4 +129940
SIGNAGE		
Facings: 5×3 +2691	Facings: 5×2 +363770	Facings: 5×4 +129940

Facings: 4×7 +7880
--------------------------

Facings: 3×9 +409490
----------------------------

Facings: 2×6 +173559	VA	Facings: 3×7 +19418	VA	Facings: 2×9 +434092
----------------------------	----	---------------------------	----	----------------------------

Front View

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



Front View



Back View

Back View

Facings: 2x7 +5959	VA	Facings: 3x7 +11248	VA	Facings: 2x9 +54866
--------------------------	----	---------------------------	----	---------------------------

Facings: 4x3 +456095	Facings: 4x3 +640995	Facings: 4x3 +662379	Facings: 4x3 +334110
Facings: 2x3 +173542	SIGNAGE		Facings: 3x4 +417295
Facings: 4x3 +456095	Facings: 4x3 +640995	Facings: 4x3 +662379	Facings: 4x3 +334110

Facings: 3x7 +600163	VA	Facings: 2x9 +1487	VA	Facings: 3x7 +600163
----------------------------	----	--------------------------	----	----------------------------

Front View

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



Front View



Back View

Back View

Facings: 3x8 +446823	VA	Facings: 3x8 +481614	VA	Facings: 3x8 +334128
----------------------------	----	----------------------------	----	----------------------------

Facings: 5x3 +2691	Facings: 5x2 +363770	Facings: 5x4 +129940	
Facings: 3x4 +7880	SIGNAGE		Facings: 3x5 +409490
Facings: 5x3 +2691	Facings: 5x2 +363770	Facings: 5x4 +129940	

Facings: 2x6 +173559	VA	Facings: 3x7 +19418	VA	Facings: 2x9 +434092
----------------------------	----	---------------------------	----	----------------------------

Front View

A

# Display Program (BP-SBA)

## BLOCK PILE A

Heineken for the Win



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

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

**Key Dates (April 23 - May 20, 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
18	Heineken Lager	6 × 330	VA: F1 Racing Hat
56796	Heineken 5L Draught Keg	5000	
302810	Heineken 6	6 × 500	\$1.50 LTO
337949	Heineken Lager	500	
589416	Heineken 0.0	6 × 330	40 APP

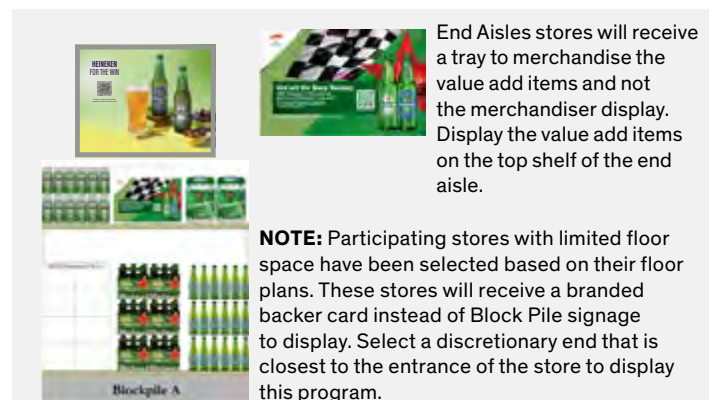
**VA/Merchandise:** Purchase 18 Heineken Lager 6PK-B and receive a free F1 Racing Hat

The supplier will be providing the value add/merchandise to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.



### Signage Components

- Pole Topper Sign ENG (Re-order # 24P2-BPA1)  
BIL (Re-order # 24P2-BPA2)
- Riser Wrap - solid colour (Re-order # 24P2-BPA3)
- Pricer Cards ENG (Re-order # 24P2-BPA4)  
BIL (Re-order # 24P2-BPA5)
- Shelf Talkers ENG (Re-order # 24P2-BPA6)  
BIL (Re-order # 24P2-BPA7)
- End Aisle Backer Card BIL (Re-order # 24P2-BPA8)
- Metal Frame Insert Sign ENG (Re-order # 24P2-BPA9)  
BIL (Re-order # 24P2-BPA10)



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.

### Merchandising Instructions

- Use the supplier-provided merchandiser to build a display with the participating products.
- Install supplier-provided value-add and merchandiser.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

B

# Display Program (BP-SBB)

## BLOCK PILE B

New Arrivals for Spring



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

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

**Key Dates (April 23 - May 20, 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)
28636	Vizzy Signature Variety Pack	12 × 355
29726	Dillons Gin Cocktails Variety Pack	12 × 355
31225	Simply Spiked Lemonade Variety Pack	12 × 355
31227	Georgian Bay Tequila Smash Mixed Pack	12 × 355
31283	White Claw Surf Variety Pack	12 × 355
31315	Cottage Springs Mixed 15 Party Pack	15 × 355
31381	Bud Light Seltzer Hard Soda Flavour Pack	12 × 355
31652	The Strait & Narrow Discovery Pack - Gin	6 × 355

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P2-BPB1)  
BIL (Re-order # 24P2-BPB2)
- Riser Wrap - solid colour (Re-order # 24P2-BPB3)
- Pricer Cards ENG (Re-order # 24P2-BPB4)  
BIL (Re-order # 24P2-BPB5)
- Shelf Talkers ENG (Re-order # 24P2-BPB6)  
BIL (Re-order # 24P2-BPB7)
- End Aisle Backer Card BIL (Re-order # 24P2-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 24P2-BPB9)  
BIL (Re-order # 24P2-BPB10)

### Merchandising Instructions

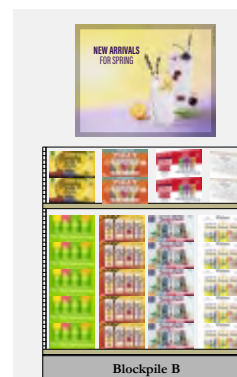
- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Ready to Refresh with flavourful, ready-to-serve suppers. All products will be selected from our NEW Innovation products launching in Spring 2023.



Front View

Back View



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

C

# Display Program (BP-SBC) BLOCK PILE C

Aeroplan

EARN  
**BONUS POINTS**

UNTIL MAY 20  
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 (April 23 - May 20, 2023)

### Participating Stores

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

Popular spirits and wines  
with great Aeroplan offers.

### Participating Products

LCBO#	Description	Size (mL)	Offers
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	100 APP
26979	Don Julio Anejo	750	180 APP
63891	Emiliana Coyam Red Blend Organic	750	230 APP
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	60 APP
274399	Adobe Reserva Rose Organic	750	100 APP
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00 LTO, 60 APP
366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	300 APP
403519	Crown Royal Apple	750	60 APP
410803	D'Usse Vsop Cognac	750	180 APP
436279	Hornitos Plata Tequila	750	200 APP
446559	Georgian Bay Vodka	750	80 APP
448597	Georgian Bay Gin	750	80 APP
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	60 APP
476911	Crown Royal Vanilla	750	60 APP
589010	Mezzacorona Pinot Grigio Trentino	1500	150 APP

### Signage Components

- Pole Topper Sign ENG (Re-order # 24P2-BPC1)  
BIL (Re-order # 24P2-BPC2)
- Riser Wrap - solid colour (Re-order # 24P2-BPC3)
- Pricer Cards ENG (Re-order # 24P1-BPC4)  
BIL (Re-order # 24P1-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 24P2-BPC9)  
BIL (Re-order # 24P2-BPC10)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

### Block Pile C - Front View



### Block Pile C - Back View



Trade Copy

**D**

# Display Program (XBP)

## BLOCK PILE D

### 818 Tequila

#### Overview

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

#### Key Dates (April 23 - May 20, 2023)

#### Participating Stores

1, 15, 21, 22, 31, 115, 130, 148, 154, 156, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 371, 385, 393, 394, 398, 404, 412, 437, 438, 443, 445, 452, 486, 499, 522, 523, 573, 590, 619, 623, 624, 630, 631, 632, 641, 698, 703, 741, 776

#### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
XBP	25136	818 Tequila Blanco	750	50 APP, VA: Tote Bag
	25137	818 Tequila Reposado	750	50 APP, VA: Tote Bag

#### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards (818 Tequila) ENG (Re-order # 24P2-BPD1) / BIL (Re-order # 24P2-BPD2)

#### Merchandising Instructions

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



(Example only)  
Supplied by Agent

# Enhanced Display

## JAMES HARDEN WINE (FSO-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 (April 23 - May 20, 2023)

### Participating Stores

4, 10, 38, 149, 217, 411, 485, 511, 528, 675, 677, 751, 758

### Participating Products

Promo Code	LCBO#	Description	Size (mL)	Offers
FSO-B	30532	J-Harden Cabernet Sauvignon	750	\$3.00 LTO

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards (James Harden) ENG (Re-order # 24P2-BPD3) / BIL (Re-order # 24P2-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



# Middle Nesting Table/Celebration Fixture (DD)

## NEW ZEALAND WINES

### FOOD & DRINK ADVERTORIAL

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

#### Key Dates (April 23 - May 20, 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
12618	Stoneleigh Lighter Sauvignon Blanc	750	\$2.00 LTO
13293	Villa Maria Private Bin Chardonnay	750	50 APP
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00 LTO
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00 LTO
308288	Whitehaven Sauvignon Blanc	750	\$2.00 LTO
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$2.25 LTO
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$3.00 LTO
415745	Nobilo Sauvignon Blanc Marlborough	750	\$2.00 LTO
426601	Villa Maria Private Bin Sauvignon Blanc	750	80 APP
487496	Leftfield Sauvignon Blanc	750	\$2.00 LTO
590414	>Oyster Bay Pinot Noir Marlborough	750	\$2.00 LTO
650325	>Kim Crawford Hawke's Bay Rose	750	\$2.00 LTO

Entice customers to buy New Zealand wines via a great Aeroplan offer with a nod to sustainability. A Food & Drink ad will focus on the breadth of selection (5 varietals featured on in-store display) and sustainability aspect of New Zealand wines.

#### Signage Components

- Table Sign ENG (Re-order # 24P2-MNT1) / BIL (Re-order # 24P2-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 24P2-MNT5) / BIL (Re-order # 24P2-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 24P2-MNT7)
- Shelf Talkers ENG (Re-order # 24P2-MNT8) / BIL (Re-order # 24P2-MNT9)
- Food & Drink Merchandiser ENG: (Re-order # 24P2-MNT12) / (Re-order # BIL: 24P2-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: 6x8 +277731    Facings: 6x8 +415745    Facings: 8x8 +487496

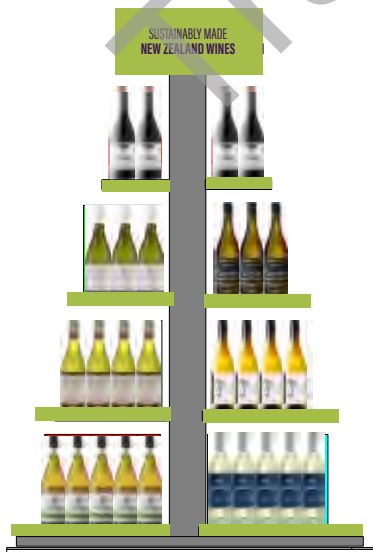
Facings: 5x3 +308288	Facings: 5x3 +324228	Facings: 5x3 +12618	Facings: 5x3 +426601
Facings: 1x1 F&D			Facings: 1x1 F&D
Facings: 5x3 +308288	Facings: 5x3 +324228	Facings: 5x3 +12618	Facings: 5x3 +426601

Facings: 5x8 +650325

Facings: 5x8 +590414

Facings: 6x8 +18947    Facings: 6x8 +13293    Facings: 6x8 +326090

## Celebration Fixture Planograms



front view



back view

# Period 2 END AISLES

The Cocktail of the Month program is now merchandised on End Aisle 1. You will find the participating SKUs under Promo Code BS-BSE. There will NOT be any products listed under EA 1 in your store promo tree. Please refer to the Cocktail of the Month section of this guide for more information.

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



LCBO#	Description	Size (mL)	Offers
34595	Patron Silver	750	VA
50088	Patron Reposado	750	VA
34603	Patron Anejo	750	VA

Value Add (VA): Rep-Applied Patron branded Glassware

Paloma Blade Sign  
ENG (Re-order # 24P2-BS1)  
BIL (Re-order # 24P2-BS6)

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



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



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

Value Add (VA): Rep-Applied St Germain 50 mL

Paloma Blade Sign  
ENG (Re-order # 24P2-BS1)  
BIL (Re-order # 24P2-BS6)

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2A Premium</b>	6502	Cointreau	750	VA
	386789	Casamigos Tequila Blanco	750	300 APP, VA
	388694	Casamigos Repo	750	300 APP, VA



**Value Add (VA) - Rep Applied:**

- 388694 Casamigos Repo 750 mL - Salt Rimmer

**Piña Brava Cocktail Blade Sign**

ENG (Re-order # 24P2-BS2) / BIL (Re-order # 24P2-BS7)

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2B Standard</b>	19749	Teremana Blanco Tequila	750	100 APP
	19750	Teremana Reposado Tequila	750	120 APP
	25441	Teremana Tequila Anejo	750	



**Piña Brava Cocktail Blade Sign**

ENG (Re-order # 24P2-BS2) / BIL (Re-order # 24P2-BS7)

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3A Premium</b>	19253	JP Chenet Sparkling Pinapple	750	
	25226	Uptown Cocktails Margarita	750	
	31473	Uptown Cocktails Caribbean Punch	750	
	31474	Barefoot Pineapple Fruitscato	750	
	32179	Girls' Night Out Lime Margarita	2000	
	32180	Girls' Night Out Pink Flamingo	2000	



**Spring Food & Drink Blade Sign**

ENG (Re-order # 24P2-BS3) / BIL (Re-order # 24P2-BS8)

- 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.



**End Aisle #3B  
Standard**

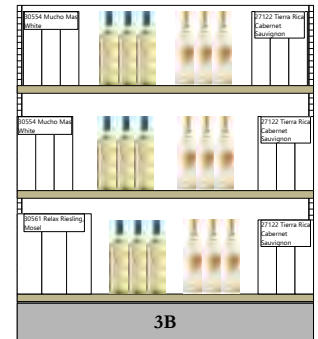


LCBO#	Description	Size (mL)	Offers
27122	Tierra Rica Cabernet Sauvignon	750	LTO
27123	Tierra Rica Sauvignon Blanc	750	LTO
27919	XOXO Sauvignon Blanc Light	750	LTO
30554	Mucho Mas White	750	LTO
30561	Relax Riesling, Mosel	1500	LTO

**Generic Blade Sign**

ENG (Re-order # 24P2-BS3) / BIL (Re-order # 24P2-BS8)

- Install Springspiration 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.



**End Aisle #4A  
Premium**

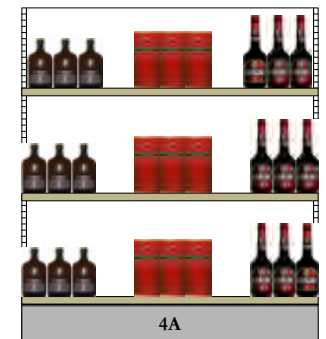


LCBO#	Description	Size (mL)	Offers
19035	St Remy XO	375	50 APP
217588	Kamora Coffee Liquor	1140	LTO
557108	St Remy XO Brandy	750	VA

**Brandy Espresso Martini Cocktail Blade Sign**

ENG (Re-order # 24P2-BS4) / BIL (Re-order # 24P2-BS9)

- 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.



**End Aisle #4B  
Standard**



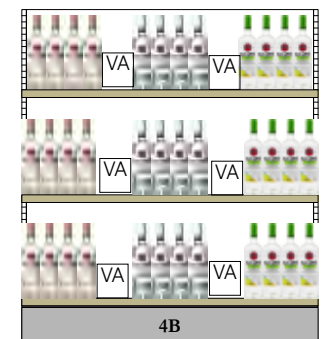
LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	VA
13589	Bacardi Lime	750	LTO, VA
446021	Bacardi Coconut Rum	750	VA

**Value Add (VA): Rep Applied to all three SKUs - Bacardi RTD 355 mL**

**Rum & Flavoured Sparkling Water Cocktail Blade Sign**

ENG (Re-order # 24P2-BS5) / BIL (Re-order # 24P2-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
<b>End Aisle #5</b>	21391	Jackson-Triggs Proprietors' Rose Bag In Box	4000	LTO
	450981	Pelee Island Lola Blush Sparkling VQA	750	LTO
	669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b>	539312	Josh Cellars Rose	750	LTO
	561100	Josh Cellars Chardonnay	750	LTO, APP
	643114	Josh Cellars Sauvignon Blanc	750	LTO, APP



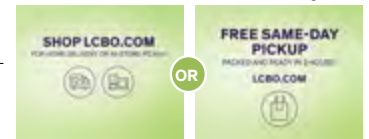
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO
	594341	Rh Phillip Toasted Head Chardonnay	750	LTO
	623322	Peller Family Vineyards Sauvignon Box	4000	LTO



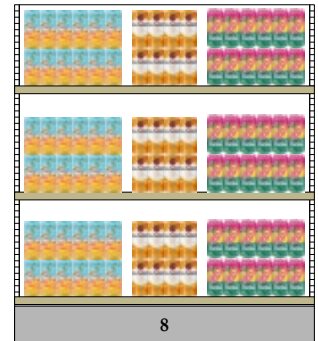
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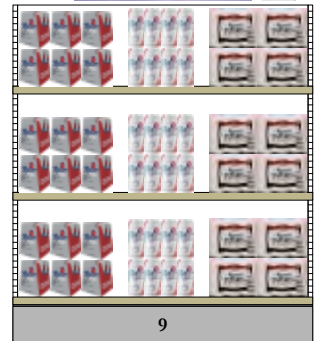
Same Day



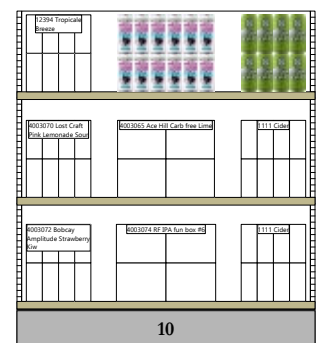
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	31291	Tahiti Treat Fruit Punch Soda & Vodka	473	
	31295	Barcardi Rum Punch	355	
	31311	Captain Morgan Mango Mai Tai	355	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	17488	Molson Canadian Cold Shot 6.0	4 × 222	
	300699	Molson Canadian	6 × 473	LTO
	904409	Molson Canadian	473	



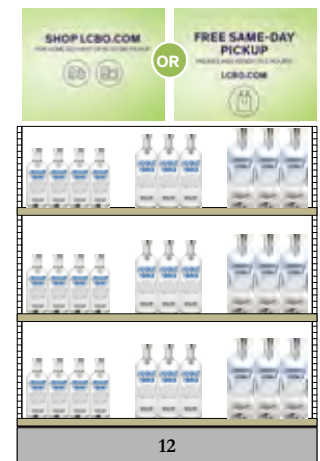
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	12394	Tropicale Breeze (7672)	473	LTO
	16769	Railway City - Playa Cerveza (8447)	473	LTO
	19988	KW Craft Cider Wild Cherry (LCBO)	473	
	25065	Shiny Apple Cider Pineapple Mango (LCBO)	473	
	30737	Refined Fool, IPA Fun Box, 6th Edition (5732)	2838	
	31453	Ah Carb Free Lime (LCBO)	2130	
	32043	Bobcaygeon Brewing Amplitude Strawberry Kiwi (462)	473	
	32975	Lost Craft Rocket Pop Sour (179)	473	
	573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	217653	Captain Morgan Original Spiced Rum	1140	VA
	500512	Captain Morgan Original Spiced Rum	750	LTO
	500546	Captain Morgan Original Spiced Rum (P.E.T.)	1750	
<b>Value Add (VA) - Rep Applied On Pack Captain Morgain RTD</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	
	216655	Absolut Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	42	Canadian Club Premium	750	100 APP
	34637	Canadian Club Premium	1750	
	217687	Canadian Club Premium	1140	200 APP





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	64659	Captain Morgan Private Stock Rum	750	
	283929	Captain Morgan Black Spiced Rum	750	VA
	454686	Captain Morgan Bold Spiced Rum	750	60 APP
<b>Value Add (VA) - Rep Applied Captain Morgan Tin Cup</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	106377	Jacob's Creek Shiraz/Cabernet	750	LTO
	267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO
	338855	Bodacious Smooth Red	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	18869	Hornitos Black Barrel	750	LTO
	143040	Hornitos Reposado Tequila	750	LTO
	436279	Hornitos Plata	750	200 APP



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	1040	Gordons Gin	750	LTO
	209213	Beefeater London Dry Gin	1140	LTO
	277004	Plymouth English Gin	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	190439	Wellington Special Pale Ale	473	
	275172	Nickel Brook Head Stock West Coast-Style IPA	473	LTO
	547646	Steam Whistle Premium Pilsner	6 x 341	VA
<b>Value Add (VA): Annual in-case opener program</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	8805	Forty Creek Barrel Select Whisky	1750	
	10937	Forty Creek Double Barrel Reserve Whisky	750	
	285254	Forty Creek Copper Bold Whisky	750	LTO



**End Aisle #20**

LCBO#	Description	Size (mL)	Offers
19981	No Boats On Sunday Peach Cider	473	APP
25037	No Boats On Sunday Original Cider	6 × 473	APP
31758	No Boats On Sunday Wild Strawberry Cider	473	APP
568287	No Boats On Sunday Cider	500	LTO

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FREE SAME-DAY PICKUP

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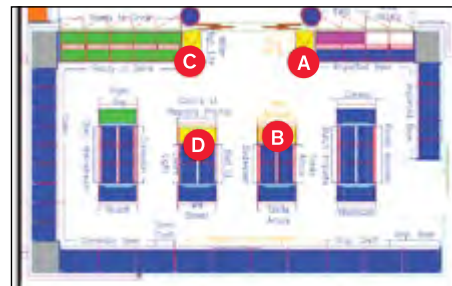
**OR**

**20**

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# BEER EXCITEMENT ZONE

(A, B, C, D)



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

## Key Dates (April 23 - May 20, 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
<b>A</b> Plinth (EA - EZA)	17817	Corona Extra 6pk Tc	6 × 473	275 - The Beer Store	VA
	17818	Corona Extra 6-Pkb	6 × 330	275 - The Beer Store	LTO
	24899	Corona Sunbrew	6 × 330	275 - The Beer Store	30 APP
	<b>VA/Merchandiser:</b> Purchase Corona Extra 6pk TC (17817   6 × 473 mL) and receive a free Corona Patio Lights. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
<b>B</b> New/ Seasonal (EA - EZB)	32974	Lost Craft Chill Vibes Cold IPA (179)	473	179 - Lost Craft	
	467019	Sunnyside Session IPA (1929)	473	1929 - Great Lakes Brewing Co. Inc.	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
<b>C</b> Plinth (EA - EZH)	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355		VA: Slushie Cup
	31224	Coors Seltzer Slushie Flavour Pack	12 × 355		
<b>VA/Merchandiser:</b> Purchase Coors Seltzer Fruit Splash Variety Pack (24431   12 × 355 mL) or Coors Seltzer Slushie Flavour Pack (31224   12 × 355 mL) and receive a free Slushie Cup. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.					
<b>D</b> End Aisle (EA - EZD)	31290	Mott's Clamato Caesar Variety Pack	12 × 341		VA: Mott's Clamato Rimmer
	<b>VA/Merchandiser:</b> Purchase Mott's Clamato Caesar Variety Pack (31290   12 × 341 mL) and receive a free Mott's Clamato Rimmer. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				

**Beer Excitement Zone A:** Light and refreshing, Corona is a beer that can be enjoyed on any occasion. Receive free patio lights with the purchase of two 6-packs of 17817 Corona Extra.

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

**Beer Excitement Zone C:** Receive a Slushie Cup with the purchase of Coors Seltzer Fruit Splash Variety Pack or Coors Seltzer Slushie Flavour Pack.

**Beer Excitement Zone D:** Perfect to celebrate with Mom or any occasion. Purchase Mott's Clamato Caesar Variety Pack and receive a free Mott's Clamato Rimmer.

**Signage Components**

- A. Backer Card ENG/BIL (Re-order # 24P2-BE21)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P1-BE22) **(NO CHANGE FROM P1)**
- C. Backer Card ENG/BIL (Re-order # 24P2-BE23)
- D. Backer Card ENG/BIL (Re-order # 24P2-BE24)
- A, C, D Pricer Cards ENG (Re-order # 24P2-BE25) / BIL (Re-order # 24P2-BE26)
- A, C, D Shelf Talkers ENG (Re-order # 24P2-BE27) / BIL (Re-order # 24P2-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 (April 23 - May 20, 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
10869	Left Field Brewery Bang Bang Dry Hopped Sour	355		4846 - Left Field Brewery Inc.
17406	Side Launch Any Day Light IPA	473		3827 - Side Launch Brewing
25664	Flying Monkeys Blueberry Sour	473		6309 - Flying Monkeys Craft Brewery
28735	Beau's Lug Lite	473		9654 - Beau's All Natural Brewing
467324	Broadhead Blueberry Blonde	473		4712 - Broadhead Brewing
471474	Bobcaygeon Brewing Common Loon Apa	473		462 - Bobcaygeon Brewing Company Limited

### Merchandising Instructions

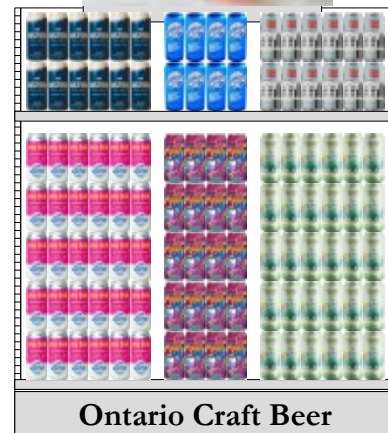
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 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-24P2-OCB1) / BIL (Re-order #AIM-24P2-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Ontario Craft Beer

# 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
29597	Jart-Elle Oude Kriek	375
27602	Duchesse Chocolate Cherry	330
29592	Destihl Haze Of The Dead Hazy Double IPA	473
29593	Stone Fear Movie Lions Double IPA	473
29598	Adnams Ghost Ship Pale Ale	440
29599	Einbecker 1378	330
406439	Gregorius Trappist Beer	330
492041	Doppel Hirsch Doppel Bock	500
30629	Thornbridge Brewery Jaipur Ipa	440
31378	Dandy Brewing Julia Peach Sour	473
31065	Harviestoun Brewery Bitter & Twisted	330
492371	Original Ritterguts Gose	500

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-24P2-ICB1 / BIL (Re-order #AIM-24P2-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example



# ONTARIO WINES

## ON1: Go Local (VQA) - (EA-GL)

(formerly known as Our Wine Country)

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

### Key Dates (April 23 - May 20, 2023)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
25462	Mindful Rose VQA	750	\$1.00 LTO
89862	Girls' Night Out Rose VQA	750	\$2.00 LTO
136044	Pelee Island Chardonnay VQA	750	\$1.00 LTO
261099	Inniskillin Pinot Noir VQA	750	\$2.00 LTO

#### Participating Stores

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

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-24P1-ON1)

##### Merchandising Instructions

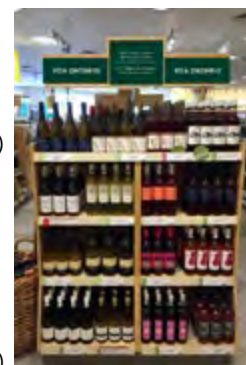
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



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-24P2-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 (April 23 - May 20, 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
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	50 APP
613471	Henry Of Pelham Rose VQA	750	60 APP



#### Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-24P2-OWP1)
- Ontario Buyer's Pick Backer Card ENG (Re-order # AIM-24P2-OWP2) / BIL (Re-order # AIM-24P2-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 (April 23 - May 20, 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
373373	>(V) Pierre Sparr Gewurztraminer	750	\$2.00 LTO
419770	>Wines Of Substance Cabernet Sauvignon	750	\$3.00 LTO

### Signage Components

- Shelf Talkers (Re-order# AIM-24P2-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-24P2-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-24P2-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 29, 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)
<b>April 29 Release</b>		
10684	Marqués De Cáceres Excellens Cuvée Especial Colección Privada Crianza	750
30521	Farmer's Leap Shiraz	750

#### Signage Components

- Year-round backer card kit ENG/BIL:  
Vintages fixtures (Re-order# 24OP-VIN-VBC39)  
LCBO fixtures (Re-order#24OP-VIN-LBC39)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



## VINTAGES LTO/Aeroplan Program | Key Dates (April 23 - May 20, 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.

### 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-24P2-VLTO1)

### Participating Products

LCBO#	Description	Size (mL)	LTO
325076	Caves D'esclans Whispering Angel Rosé	750	\$1.00
30163	Cesari Bosan Ripasso Valpolicella Superiore	750	\$4.00
681643	Château Argadens Bordeaux Supérieur	750	\$3.00
931600	Coriole Estate Grown Shiraz	750	\$2.00
64618	Featherstone Cabernet Franc	750	\$2.00
43281	Flat Rock Riesling	750	\$2.00
268342	Henry Of Pelham Estate Chardonnay	750	\$2.00
58339	Kaiken Malbec	750	\$2.00
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00
650325	Kim Crawford Rosé	750	\$2.00
322297	Lillet Blanc	750	\$2.50
395384	Luc Belaire Rare Sparkling Rosé	750	\$3.00
559088	Malivoire Ladybug Rosé Vqa	750	\$2.00
342584	Miraval Rosé	750	\$2.00
82024	Monasterio De Las Viñas Gran Reserva	750	\$2.00
134544	Monte Del Frà Bardolino	750	\$1.00
326090	Oyster Bay Pinot Grigio	750	\$3.00
590414	Oyster Bay Pinot Noir	750	\$2.00
636159	Pesquié Édition 1912m Ventoux	750	\$2.00
373373	Pierre Sparr Gewurztraminer	750	\$2.00
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$2.25

LCBO#	Description	Size (mL)	LTO
370361	Tawse Spark Limestone Ridge Organic Brut Sparkling Riesling	750	\$2.00
104299	The Prisoner Red Blend	750	\$5.00
59311	The Seven Deadly Zins Old Vine Zinfandel	750	\$3.00
12619	Vilmart Et Cie Grande Réserve 1er Cru Champagne	750	\$5.00
711556	Wakefield Estate Label Chardonnay	750	\$2.00
197392	Wakefield Pinot Noir	750	\$2.00
419770	Wines Of Substance Cabernet Sauvignon	750	\$3.00
405175	Michael David Freakshow Cabernet Sauvignon	750	\$3.00
413237	Gérard Bertrand Languedoc	750	\$2.00

### Aeroplan Offers:

LCBO#	Description	Size (mL)	APP Offers
210047	Columbia Crest H3 Cabernet Sauvignon	750	100 APP
63891	Emiliana Coyam Organic Red Blend	750	230 APP

## VINTAGES Ontario Our Buyer's Picks Program

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

### Key Dates (April 23 - May 20, 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
64618	>Cabernet Franc (Featherstone)	750	\$2.00 LTO

#### Signage Components & Merchandising Instructions

##### Signage re-order code: AIM-24P2-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)

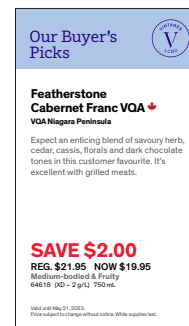
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

# FLEX SPACE



## Overview

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

## Key Dates (April 23 - May 20, 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. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.
- Install the box signs and bin strips.
- Merchandise the shelf talkers in front of participating products.

## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 24P2-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 24P2-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 24P2-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 24P2-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 24P2-FS5)
- Shelf Talkers ENG (Re-order # 24P2-FS6) / BIL (Re-order # 24P2-FS7)
- Bin Strips (Re-order # 24P2-FS8)
- Rosé Aeroplane Flat Shelf Talker ENG (Re-order #24P2-FS9) / FRE (Re-order #24P2-FS10)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "ROSÉS"</b>				
	11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750	
	13497	Grand Sud Rosé	1000	
	13548	Chateau De Berne Romance Igp Mediterranee	750	
	14145	Toro Bravo Shiraz Garnacha Rosado	750	
	18486	Bread & Butter Rosé	750	
	24081	Stoneleigh Lighter Rosé	750	
	24086	Smoky Bay Rosé	750	
	24088	Villa Maria Blush Sauvignon	750	
	25793	Palm Rosé Igp Mediterranee (L'Escarelle Diff	750	
	31471	Protea Rosé	750	
	31477	Two Oceans Light Keeper Blushing Rosé	750	
	31488	Babich Rosé	750	
	31656	Chloe Rosé	750	
	31712	Villa Annaberta Canaja Verona Rosato	750	
	31903	Crazy Tropez Rosé Igp Mediterranee	750	
	32031	Fresh Rosé VQA	1500	
	32157	On Point. Rosé	750	
	556142	11 Minutes Rosé Delle Venezie Igt (Pasqua)	750	
	642884	D'Ont Poke The Bear Rosé VQA	750	
	647149	Calvet Rosé, Languedoc Aop (Pouch)	1500	

## (FSB) USA - California Flex Space "CASUAL DINNERS WITH TOM GORE"

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



31654	Tom Gore Rose	750	
451336	Tom Gore Cabernet Sauvignon	750	LTO
458810	Tom Gore Chardonnay	750	VA: Mason Jar & Recipes

## (FSC) Europe - Italy/SE Flex Space "ADESSO: WINES THAT GIVE BACK"

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



134940	Adesso Chardonnay D'Italia	1500	LTO
572453	Adesso Merlot D'Italia	750	70 APP
649723	Adesso Merlot D'Italia	1500	LTO



**(FSD) Australia/New Zealand Flex Space "KICK BACK WITH JACOB'S CREEK"****\*Mandatory Participation: This is a SOLD promotion.**

19276	Jacob's Creek Moscato Lower Sugar	750	LTO
25698	Jacob's Creek Grenache Shiraz	750	
265157	Jacob's Creek Moscato	750	
367276	Jacob's Creek Moscato Rose	750	LTO
445825	Jacob's Creek Moscato Rose Sparkling	750	LTO
633578	Jacob's Creek Pinot Grigio	750	LTO

**(FSE) Chile/Argentina Flex Space "CASILLERO DEL DIABLO: DEVILISHLY DELICIOUS"****\*Mandatory Participation: This is a SOLD promotion.**

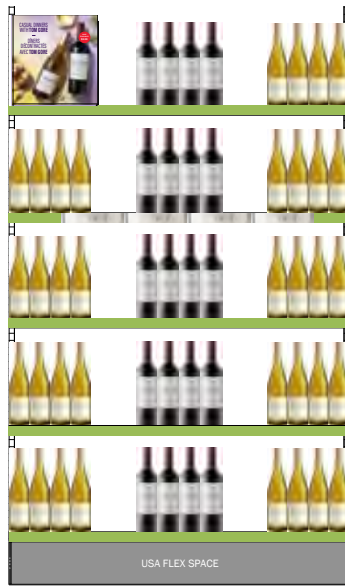
25009	Casillero Del Diablo Reserva Chardonnay	750	LTO
94060	Casillero Del Diablo Rsv Malbec	750	
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	
427088	Casillero Del Diablo Rsv Merlot	750	
436956	Casillero Del Diablo Devil's Collection Red	750	
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80 APP
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	LTO
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	LTO
620666	Casillero Del Diablo Reserva Carmenera	750	

Trade Copy

### 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 (April 23 - May 20, 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
19000	Captain Morgan Dark Rum (P.E.T.)	375	30 APP
311910	Canadian Club Classic 12 Year Old	375	\$1.00 LTO

#### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-24P2-SP2) / BIL (Re-order #AIM-24P2-SP3)
- "Mix with Soda" Shelf Talker ENG (Re-order #AIM-24P2-SP4) / BIL (Re-order #AIM-24P2-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 (April 23 - May 20, 2023)**

## Participating Stores

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

## Participating Products

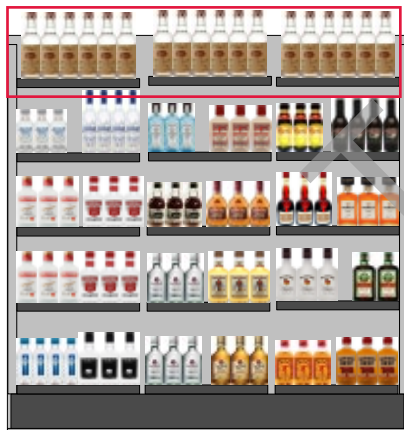
	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	363812	Tito's Handmade Vodka	375	\$1.00 LTO
	6254	Folonari Valpolicella Classico	375	
Wines/Wine in Cans (FEM2)	31653	Gaze Black Cherry Moscato Wine Beverage	375	
	230987	Jameson Irish Whiskey	375	\$1.20 LTO
Brown Spirits/Liqueurs (FEM3)	482729	Bulleit Bourbon	375	\$1.00 LTO

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-24P2-FEM1) / BIL (Re-order #AIM-24P2-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-24P2-FEM3) / BIL (Re-order #AIM-24P2-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-24P2-FEM5) / BIL (Re-order #AIM-24P2-FEM6)

## Merchandising Instructions

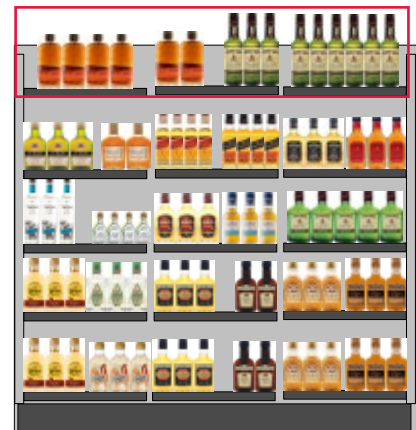
- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



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 (April 23 - May 20, 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-24P2-FEM7) / BIL (Re-order #AIM-24P2-FEM8)

**CE3**



LCBO# 26548  
Walter Craft Caesar - Classic  
473 mL | 10 APP

**CE4**



LCBO# 14534  
Twisted Tea Peach  
473 mL | 20 APP

**CE5**



LCBO# 19118  
White Claw Hard Seltzer  
Raspberry  
473 mL | 15 APP

**CE6**



LCBO# 19098  
Founder's Original Gin Bramble  
355 mL | 5 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 (April 23 - May 20, 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
31725	Revel Stoke Son Of A Peach	750	VA: Rep Applied Sunglasses
292177	Phillips Butter Ripple Schnapps	750	VA: Rep Applied Revel Stoke Son of a Peach

### Signage Components









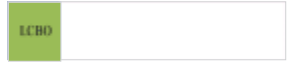




- A-Frame Sign ENG (Re-order# 24P2-AF1) / BIL (Re-order# 24P2-AF2)
- Shelf Talker ENG (Re-order# 24P2-AF3) / BIL (Re-order# 24P2-AF4)

### 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: 24P2-ST1 BIL: 24P2-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P2-ST12 BIL: 24P2-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 24P2-ST14 BIL: 24P2-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P2-ST3 BIL: 24P2-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P2-ST5 BIL: 24P2-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P2-ST7 BIL: 24P2-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 24P2-ST9 BIL: 24P2-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-24P2-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-24P2-AS1 BIL: AIM-24P2-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-24P2-LTO	

NOTE:

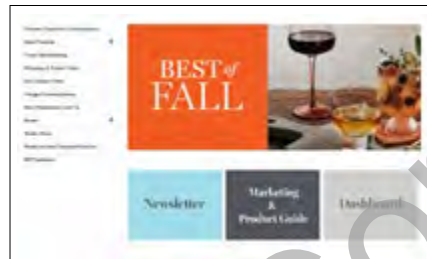
# Sold Space WORKSHEETS

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

Trade Copy



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	<b>1A - Flight A</b> (Promo code is BSE not EA 1)	34595	Patron Silver Tequila	750	Value Add
			34603	Patron Anejo Tequila	750	Value Add
			50088	Patron Reposado Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>1B - Flight B</b> (Promo code is BSE not EA 1)	113241	Cazadores Anejo Tequila	750	Value Add
			125187	Cazadores Reposado Tequila	750	LTO, Value Add
			363986	Cazadores Blanco Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>2A</b>	6502	Cointreau	750	Value Add
			386789	Casamigos Tequila Blanco	750	APP, Value Add, Necktag
			388694	Casamigos Tequila Reposado	750	APP, Value Add, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	<b>2B</b>	19749	Teremana Blanco Tequila	750	APP, Value Add
			19750	Teremana Reposado Tequila	750	APP, Value Add
			25441	Teremana Tequila Anejo	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>3A</b>	19253	JP Chenet Fashion Pineapple Sparkling	750	LTO
			25226	Uptown Cocktails Margarita-Style Wine Bev	750	APP
			31473	Uptown Cocktails Caribbean Punch Wine Bev	750	LTO
			31474	Fruitscato Pineapple	750	
			32179	Girls' Night Out Lime Margarita Astrapouch	2000	
			32180	Girls' Night Out Pink Flamingo Astrapouch	2000	
<input type="checkbox"/>	<input type="checkbox"/>	<b>3B</b>	27122	Tierra Rica Cabernet Sauvignon	750	LTO
			27123	Tierra Rica Sauvignon Blanc	750	LTO
			27919	XOXO Sauvignon Blanc Light	750	LTO
			30554	Mucho Mas White	750	LTO
			30561	Relax Riesling, Mosel	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>4A</b>	19035	St Remy XO	375	APP
			217588	Kamora Coffee Liquor	1140	LTO
			557108	St Remy XO Brandy	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>4B</b>	117	Bacardi Superior White Rum	750	Value Add
			13589	Bacardi Lime	750	LTO, Value Add
			446021	Bacardi Coconut Rum	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>5</b>	21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	LTO
			450981	Pelee Island Lola Blush Sparkling VQA	750	LTO, Wine Fridge
			669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	6	539312	Josh Cellars Rosé	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		561100	Josh Cellars Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		643114	Josh Cellars Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		594341	RH Phillip Toasted Head Chardonnay	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		623322	Peller Family Vineyards Sauvignon Bl	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8	31291	Tahiti Treat Fruit Punch Soda & Vodka	473	
<input type="checkbox"/>	<input type="checkbox"/>		31295	Barcardi Rum Punch	355	
<input type="checkbox"/>	<input type="checkbox"/>		31311	Captain Morgan Mango Mai Tai	355	
<input type="checkbox"/>	<input type="checkbox"/>	9	17488	Molson Cold Shots	4 × 222	
<input type="checkbox"/>	<input type="checkbox"/>		300699	Molson Canadian	6 × 473	LTO, Contest
<input type="checkbox"/>	<input type="checkbox"/>		904409	Molson Canadian	473	Contest
<input type="checkbox"/>	<input type="checkbox"/>	10	12394	Tropicale Breeze (7672)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16769	Railway City - Playa Cerveza (8447)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19988	KW Craft Cider Wild Cherry (LCBO)	473	
<input type="checkbox"/>	<input type="checkbox"/>		25065	Shiny Apple Cider Pineapple Mango (LCBO)	473	
<input type="checkbox"/>	<input type="checkbox"/>		30737	Refined Fool, IPA Fun Box, 6th Edition (5732)	2838	
<input type="checkbox"/>	<input type="checkbox"/>		31453	Ah Carb Free Lime (LCBO)	2130	
<input type="checkbox"/>	<input type="checkbox"/>		32043	Bobcaygeon Brewing Amplitude Strawberry Kiwi (462)	473	
<input type="checkbox"/>	<input type="checkbox"/>	11	32975	Lost Craft Rocket Pop Sour (179)	473	
<input type="checkbox"/>	<input type="checkbox"/>		573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		217653	Captain Morgan Original Spiced Rum	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	12	500512	Captain Morgan Original Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>		110056	Absolut Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	209221	Absolut Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>		216655	Absolut Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		42	Canadian Club Premium	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	14	34637	Canadian Club Premium	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		217687	Canadian Club Premium	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>		64659	Captain Morgan Private Stock Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	14	318709	Captain Morgan Original Spiced Rum (P.E.T)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		454686	Captain Morgan Bold Spiced Rum	750	APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	15	106377	Jacob's Creek Shiraz/Cabernet	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		338855	Bodacious Smooth Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	18869	Hornitos Black Barrel	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		143040	Hornitos Reposado Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		436279	Hornitos Plata	750	Seasonal Block Pile C, APP
<input type="checkbox"/>	<input type="checkbox"/>	17	1040	Gordons Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		209213	Beefeater London Dry Gin	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		277004	Plymouth English Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	275172	Nickel Brook Head Stock West Coast-Style IPA	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		547646	Steam Whistle Premium Pilsner	6 × 341	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		921296	Wellington Helles Lager	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	8805	Forty Creek Barrel Select Whisky	1750	
<input type="checkbox"/>	<input type="checkbox"/>		10937	Forty Creek Double Barrel Reserve Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>		285254	Forty Creek Copper Bold Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	19981	No Boats On Sunday Peach Cider	473	APP
<input type="checkbox"/>	<input type="checkbox"/>		25037	No Boats On Sunday Original Cider	6 × 473	APP
<input type="checkbox"/>	<input type="checkbox"/>		31758	No Boats On Sunday Wild Strawberry Cider	473	APP
<input type="checkbox"/>	<input type="checkbox"/>		568287	No Boats On Sunday Cider	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table	174466	Jose Cuervo Especial Silver	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		267187	Jose Cuervo Especial Gold	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		267245	Jose Cuervo Especial Gold Tequila	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		401315	Jose Cuervo Especial Silver	1140	Value Add

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		604	Chiarli Castelvetro Lambrusco	750	LTO
		11222	Freixenet Italian Rosé	750	
		16938	La Marca Prosecco Doc	375	
		17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	LTO, Wine Fridge
		20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	Wine Fridge
		25068	Laurent Perrier La Cuvee Brut Champagne	750	
		25515	Saintly Sparkling Brut VQA	750	LTO
		25517	Peller Family Reserve Rosé Bubbles VQA	750	APP
		27658	Peller Family Vineyards Sparkling Pinot Grigio	750	LTO
		30835	Yellow Tail Bubbles	750	LTO, Wine Fridge
		31006	Rosie Sparkling Rosé	750	
		31527	Nicolas Feuillatte Reserve Exclusive Brut	375	
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture A	31529	Maschio Prosecco Brut	750	
		32178	Saintly Sparkling Rosé VQA	200	
		203125	Henkell Rosé	750	LTO
		216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO
		217273	Mumm Cuvee Napa Brut Prestige	750	APP
		253948	Martini Asti	750	APP
		279455	Moet & Chandon Ice Imperial Champagne	750	
		341347	Fresh Possibilities Sparkling Rosé VQA	750	LTO
		384651	Martini Prosecco Sparkling	750	LTO
		395384	>Belaire Sparkling Rosé (Sovereign Brands)	750	LTO
		487694	La Marca Prosecco Doc	750	LTO, Value Add, Wine Fridge
		537605	Nicolas Feuillatte Brut Champagne	750	LTO
		577148	Villa Conchi Brut Seleccion	750	Wine Fridge
		583401	Gemma Di Luna Moscato	750	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		11234	Cote Des Roses Rosé Hf (Gerard Bertrand)	375	
		13245	Argento Rosé	750	
		13522	Gran Passione Rosato Igt Veneto	750	
		13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
		14867	Sandbanks Summer Rosé VQA	750	
		15568	Listel Gris Rosé	750	
		17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	
		19062	Sandbanks Sparkling Rosé VQA	750	
		20188	Maison No 9	750	
		21623	Freixenet Rosé Igt	750	
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture B - New & Seasonal	23757	S De La Sablette - Coteaux Varois Rosé	750	
		23760	Doppio Passo Primitivo Rosato Igt Puglia	750	
		24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
		24084	Kim Crawford Illuminate Rosé	750	
		27148	Thalia Rosé	750	
		31654	Tom Gore Rosé	750	
		31659	Beringer Main & Vine Dry Rosé	750	
		31709	Spinelli Rosato Terre Di Chieti Igt	750	
		31710	The Beach By Whispering Angel Aoc Coteaux	750	
		32025	Keep Calm And Love Pinot Grigio Rosé	750	
		319392	Provence Rosé (Ch La Tour De L'Eveque)	750	
		452573	Cotes De Prov Gr. Rsv. Rosé (Breban Mim	750	
		603795	Rioja Rosé (Muga)	750	
		16079	Martini Fiero	750	APP
		17048	Dewar's Caribbean Smooth Rum Cask Finish	750	LTO
		19535	Skyy Vodka	1140	LTO
		25227	Smirnoff Peach Lemonade	750	APP
		27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO, Necktags
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic A	28049	Zirkova Unity Vodka	750	Value Add
		180695	St-Germain Elderflower Liqueur	750	APP
		358192	Bruichladdich The Botanist Islay Dry Gin	750	APP
		557470	Empress 1908 Gin	750	LTO
		635482	Glendalough Wild Botanical Gin	750	Value Add
		636068	Malfy Gin Rosa	750	LTO
		637504	Hendrick's Gin	750	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			13016	Jacob's Creek Moscato Rosé	1500	Value Add
			16327	Calvet Brut Celebration Rosé	750	LTO
			16396	Champagne Victoire Brut Rosé	750	LTO
			20624	19 Crimes Snoop Dogg Cali Rosé	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	20799	La Marca Prosecco Rosé Doc	750	Value Add
			20896	Ruffino Prosecco Rosé Doc	750	Wine Fridge
			25904	Champagne Pommery Brut Rosé	750	LTO
			325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	LTO
			536565	Lily Sparkling Rosé VQA	750	LTO
			1487	Crown Royal	750	Value Add
			5959	Baileys Irish Cream	750	SE, LTO, Value Add
			11248	Baileys Espresso	750	Value Add
			54866	Bulleit Bourbon Frontier Whiskey	750	Value Add
			173542	Tequila Don Julio Blanco	750	SE, LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table - Flight A</b>	334110	Ciroc Peach	750	Value Add
			417295	Ciroc Original Unflavoured	750	Value Add
			456095	Ketel One Vodka	750	LTO, Value Add
			600163	Tanqueray No. Ten Gin	750	LTO, Value Add
			640995	Ketel One Botanical Peach And Orange Blossom	750	Value Add
			662379	Ciroc Watermelon	750	Value Add
			602920	Flor De Cana 5 Year Rum Anejo Clasico	750	APP, Value Add
			2691	Tanqueray London Dry Gin	750	LTO, Value Add
			7880	Johnnie Walker Black 12 Yr	750	SE, LTO
			19418	Baileys Colada	750	Value Add
			129940	Aviation Gin	750	Value Add
			173559	Tequila Don Julio Reposado	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table - Flight B</b>	334128	Ciroc Red Berry	750	Value Add
			363770	Ketel One Vodka	1140	Value Add
			409490	Singleton Of Dufftown 12 Year Old	750	APP
			434092	Crown Royal Northern Harvest Rye	750	Value Add
			446823	Ciroc Pineapple	750	APP, Value Add
			481614	Ciroc Apple	750	APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile A	18	Heineken Lager	6 × 330	Value Add, Contest
			56796	Heineken 5L Draught Keg	5000	
<input type="checkbox"/>	<input type="checkbox"/>		302810	Heineken	6 × 500	LTO
			337949	Heineken Lager	500	
			589416	Heineken 0.0	6 × 330	APP
		Block Pile B	28636	Vizy Signature Variety Pack	12 × 355	
			29726	Dillons Gin Cocktails Variety Pack	12 × 355	
			31225	Simply Spiked Lemonade Variety Pack	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		31227	Georgian Bay Tequila Smash Mixed Pack	12 × 355	
			31283	White Claw Surf Variety Pack	12 × 355	
			31315	Cottage Springs Mixed 15 Party Pack	15 × 355	
			31381	Bud Light Seltzer Hard Soda Flavour Pack	12 × 355	
			31652	The Strait & Narrow Discovery Pack - Gin	6 × 355	
		Block Pile C	20258	Hopetown Wine Co. Hill House Craft Red VQA	750	APP
			26979	Don Julio Anejo	750	APP, Value Add
			63891	>Coyam Red Blend Organic	750	APP
			245324	Les Jamelles Merlot Vin De Pays D'Oc	750	APP
			274399	Adobe Reserva Rosé Organic	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	LTO, APP
			366666	El Dorado 8 YO Cask Aged Demerara Rum	750	APP
			403519	Crown Royal Apple	750	APP
			410803	D'Usse VSOP	750	SE, APP
			436279	Hornitos Plata	750	EA, APP
		Block Pile C	446559	Georgian Bay Vodka	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		448597	Georgian Bay Gin	750	APP
			465146	Les Jamelles Sauvignon Blanc Pays Doc	750	APP
		Block Pile C	476911	Crown Royal Vanilla	750	APP
			589010	Mezzacorona Pinot Grigio Trentino	1500	APP
		Block Pile D	25136	818 Tequila Blanco	750	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		25137	818 Tequila Reposado	750	APP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	James Harden Block Pile	30532	J-Harden Cabernet Sauvignon	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			12618	Stoneleigh Lighter Sauvignon Blanc	750	LTO	
			13293	Villa Maria Private Bin Chardonnay	750	APP	
			18947	>Kim Crawford Illuminate Sauvignon Blanc	750	LTO, Wine Fridge	
			277731	Yealands Sauvignon Blanc Marlborough	750	LTO, Wine Fridge	
			308288	Whitehaven Sauvignon Blanc	750	LTO, Wine Fridge	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	LTO	
			326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO	
			415745	Nobilo Sauvignon Blanc Marlborough	750	LTO	
			426601	Villa Maria Private Bin Sauvignon Blanc	750	APP, Wine Fridge	
			487496	Leftfield Sauvignon Blanc	750	LTO	
			590414	>Oyster Bay Pinot Noir Marlborough	750	LTO	
			650325	>Kim Crawford Hawke's Bay Rose	750	LTO, Wine Fridge	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	17817	Corona Extra	6 × 473	Value Add
				17818	Corona Extra	6 × 330	LTO
				24899	Corona Sunbrew	6 × 330	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	32974	Lost Craft Chill Vibes Cold IPA (179)	473		
			467019	Sunnyside Session IPA (1929)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	Value Add	
			31224	Coors Seltzer Slushie Flavour Pack	12 × 355	Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	31290	Mott's Clamato Caesar Variety Pack	12 × 341	Value Add	
			19045	La Vermontoise Saison	375		
			29597	Jart-Elle Oude Kriek	375		
			27602	Duchesse Chocolate Cherry	330		
			29592	Destihl Haze Of The Dead Hazy Double IPA	473		
			29593	Stone Fear Movie Lions Double IPA	473		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	29598	Adnams Ghost Ship Pale Ale	440		
			29599	Einbecker 1378	330		
			406439	Gregorius Trappist Beer	330		
			492041	Doppel Hirsch Doppel Bock	500		
			30629	Thornbridge Brewery Jaipur Ipa	440		
			31378	Dandy Brewing Julia Peach Sour	473		
			31065	Harviestoun Brewery Bitter & Twisted	330		



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	25462	Mindful Rosé VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		89862	Girls' Night Out Rosé VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		136044	Pelee Island Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		261099	Inniskillin Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		613471	Henry Of Pelham Rose VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	373373	>(V) Pierre Sparr Gewurztraminer	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		419770	>Wines Of Substance Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: April 29	10684	Marqués De Cáceres Excellens Cuvée Especial Colección Privada Crianza	750	
<input type="checkbox"/>	<input type="checkbox"/>		30521	Farmer's Leap Shiraz	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	64618	>Cabernet Franc (Featherstone)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	19000	Captain Morgan Dark Rum (P.E.T)	375	APP
<input type="checkbox"/>	<input type="checkbox"/>		311910	Canadian Club Classic 12 Year Old	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	26548	Walter Craft Caesar - Classic	458	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	14534	Twisted Tea Peach	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	19118	White Claw Hard Seltzer Raspberry	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE6)	19098	Founder's Original Gin Bramble	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	363812	Tito's Handmade Vodka	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Wines	6254	Folonari Valpolicella Classico	375	
<input type="checkbox"/>	<input type="checkbox"/>		31653	Gaze Black Cherry Moscato Wine Beverage	375	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	230987	Jameson Irish Whiskey	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>		482729	Bulleit Bourbon	375	
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	31725	Revel Stoke Son Of A Peach	750	
<input type="checkbox"/>	<input type="checkbox"/>		292177	Phillips Butter Ripple Schnapps	750	

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R1	Vodka A	27407 Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO									Y	Y
R2	Vodka B	116327 Grey Goose La Poire Vodka	750	LTO					Y	Y	Y	Y	Y	Y
R3	Vodka C	227413 Iceberg Vodka	1140	LTO				Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	253302 Luksusowa Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250 Stolli Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	545343 Flor De Cana Anejo Clasico 5	1140	APP										Y
R7	Rum B	13588 Bacardi Gold (P.E.T)	750	LTO					Y	Y	Y	Y	Y	Y
R8	Rum C	520353 Bacardi Spiced Rum	750	LTO				Y	Y	Y	Y	Y	Y	Y
R9	Rum D	225698 The Kraken Black Spiced Rum	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	398552 Bacardi Limon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	387209 Centennial 10 Year Old Limited Edition Rye	750	LTO									Y	Y
R12	Canadian Whisky B	224352 Crown Royal Black	750	LTO					Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	215038 Gibson's Finest Sterling Edition	1750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	217950 Crown Royal	1140	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	275933 Jameson Irish Whiskey	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	1099 Johnnie Walker Red Label	750	LTO					Y	Y	Y	Y	Y	Y
R17	Scotch B	7880 Johnnie Walker Black 12 Yr	750	Front Nesting Table, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	374231 Ungava Gin	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	27692 Baileys S'Mores	750							Y	Y	Y	Y	Y
R20	Liqueurs B	176834 Aperol	750	Value Add				Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	5959 Baileys Irish Cream	750	Front Nesting Table, LTO, Value Add		Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	16546 On The Rocks Hornitos Margarita	375	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	40196 Luxardo Sambuca Dei Cesari	750	Value Add										Y
R24	Brandy B	24493 Courvoisier VSOP Cognac	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	16553 Hornitos Reposado Tequila	375	APP						Y	Y	Y	Y	Y
R26	Ontario Blend A	582825 Peller Estates Family Series Chardonnay VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	637199 Pelee Island Shiraz/Cabernet	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	17472 Trius Baco Noir VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	112946 Konzelmann Cabernet Sauvignon Reserve VQA	750	LTO						Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	667097 Peller Family Vineyards Sauvignon Blanc	750	LTO				Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	217679 Jackson-Triggs Sparkling Reserve VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	621219 Pelee Island Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	244616 Sandbanks Rosé VQA	750	LTO								Y	Y	Y
R34	Ontario VQA B	328518 Jackson-Triggs Chardonnay	750	LTO						Y	Y	Y	Y	Y
R35	Australia/New Zealand A	17760 19 Crimes Pinot Noir	750	LTO								Y	Y	Y
R36	Australia/New Zealand B	695080 Hardys Stamp Series Shiraz/Cabernet	1500	LTO								Y	Y	Y
R37	Australia/New Zealand C	369777 19 Crimes Shiraz Durif	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	20289 Yellow Tail Shiraz	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40 USA B	392225	Robert Mondavi Private Selection Cab/Sav	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	614651	Trapiche Reserve Malbec	750	LTO							Y	Y	Y	Y	
R42 Chile B	127456	Fuzion Organic Malbec Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	620583	Dragani Pinot Grigio Trebbiano	2000	LTO										Y	
R44 France Blend B	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	22877	Cala Rey Tempranillo-Syrah	750	LTO									Y	Y	
R46 France South B	22196	Fresco Di Masi Rosso	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	386961	Borsao Tinto Garnacha	750	LTO									Y	Y	
R48 Italy Central A	385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO									Y	Y	
R49 Italy Central B	564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	363622	Bolla Pinot Grigio Delle Venezie	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	166	Sogrape Mateus Rosé	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO										Y	
R53 Southern Europe B	668228	Sangre De Toro Tempranillo	750	LTO									Y	Y	
R54 Germany A	487819	Melini Chianti Classico Riserva Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	17779	Belleruche Rouge Cote Du Rhone	750	LTO									Y	Y	
R56 Sparkling B	21969	Longshot Pinot Noir	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	271619	Harp Lager	500	LTO									Y	Y	
R58 Ontario Beer B	143891	Peroni Nastro Azzurro	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	26076	Thornbury Craft Co.Haze For Dayz	473	APP										Y	
R60 Beer 2	409581	Tyskie Beer	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	21200	Somersby Apple Cider	4 × 473	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	575357	3 Speed Lager 568	568	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	24333	Palm Bay Paradise Twist	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	211219	Palm Bay Pineapple Mand Orange Spritz	6 × 355	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	24316	White Claw Hard Seltzer Pineapple	473	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	80127	Sailor Jerry Spiced Rum	750	LTO	PMA CANADA LTD.
C2: Canadian Whisky	54213	Alberta Premium Whisky (P.E.T)	1750	APP	BEAM SUNTORY
C3: Ontario Non VQA Blend	617662	Diabolica Red VQA	750	LTO	MARK ANTHONY WINE & SPIRITS
C4: French Blend	26906	Danzante Pinot Grigio Delle Venezie Igt	750	LTO	PHILIPPE DANDURAND WINES LTD.
C5: Fixed Store Location	506691	Wolf Blass Yellow Label Shiraz	750	LTO	MARK ANTHONY WINE & SPIRITS
C6: Vodka	358556	Dillon's Gin 22 Unfiltered	750	LTO	MARK ANTHONY WINE & SPIRITS
C7: Scotch	173542	Tequila Don Julio Blanco	750	FNT, LTO, Value Add	DIAGEO CANADA INC.
C8: Liqueurs	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO	PMA CANADA LTD.
C9: Ontario Blends	556951	Chateau Des Charmes Cabernet Merlot VQA	750	LTO	CHATEAU DES CHARMES
C10: France Red	28556	Three Thieves Cabernet Sauvignon	1500	LTO	PHILIPPE DANDURAND WINES LTD.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO	DIONYSUS WINES & SPIRITS LTD.
D2: Discovery Wines 2	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	LTO	CHURCHILL CELLARS LTD.
D3: Discovery Wines 3	157883	Montes Reserva Cabernet Sauvignon	750	LTO	VIN VINO WINE MERCHANTS INC.
D4: Discovery BSM 1	16897	Great Lakes Brewery - Burst!	473		GREAT LAKES BREWING CO
D5: Discovery BSM 2	24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	APP	MARK ANTHONY WINE & SPIRITS
D6: Discovery BSM 3	4606	Vodka Mudshake Creamy Vanilla	4 x 270	LTO	GLAZER'S OF CANADA
D7: Discovery Spirits 1	410803	D'Usse VSOP	750	BPC, APP	BACARDI CANADA INC.
D8: Discovery Spirits 2	216903	Banff Ice Vodka	1140	Value Add	BEAM SUNTORY
D9: Discovery Spirits 3	639047	Wolfhead Grapefruit Vodka	750	LTO	M.ANDREW FINE WINES, BEERS & SPIRITS

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	454868	Las Mulas Merlot Reserva Organic	750	LTO	PHILIPPE DANDURAND WINES LTD.

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
166	Sogrape Mateus Rosé	750	\$2.00	Shelf Extender
604	Chiarli Castelvetro Lambrusco	750	\$1.00	Feature Fixture A
1040	Gordons Gin	750	\$1.00	End Aisle
1099	Johnnie Walker Red Label	750	\$1.50	Shelf Extender
1206	Bacardi Gold Rum	750	\$1.00	
1784	Grand Marnier Cordon Rouge	750	\$2.00	
2691	Tanqueray London Dry Gin	750	\$1.00	FNT, Value Add
4606	Vodka Mudshake Creamy Vanilla	4 × 270	\$1.00	Discovery Extender
5959	Baileys Irish Cream	750	\$1.00	Shelf Extender, FNT, Value Add
7880	Johnnie Walker Black 12 Yr	750	\$3.00	Shelf Extender, Front Nesting Table
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	\$2.00	
12394	Tropicale Breeze	473	\$0.30	Mini Thematic
12618	Stoneleigh Lighter Sauvignon Blanc	750	\$2.00	Middle Nesting Table
12619	Grande Reserve Premier Cru Champagne (Vilmart)	750	\$5.00	
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
12858	Waterloo Grapefruit Radler	473	\$0.20	
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$2.00	
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	\$2.00	
13588	Bacardi Gold (P.E.T)	750	\$1.00	Shelf Extender
13589	Bacardi Lime	750	\$1.00	End Aisle, Value Add
13700	The Beachhouse Sauvignon Blanc	1500	\$2.00	
13864	Bowmore Vault Edition 2nd Release	700	\$10.00	
14484	Arizona Hard Green Tea	473	\$0.15	
14494	Jose Cuervo Authentic Margarita	1750	\$1.50	
14525	Georgian Bay Raspberry Rhubarb Vodka Smash	473	\$0.20	
15009	New Amsterdam Pink Whitney Vodka	750	\$1.00	
15363	Mike's Hard Blue Freeze	473	\$0.20	
15443	Elora Borealis Pale Ale	473	\$0.20	
15501	Coors Light	30 × 355	\$3.00	
15979	Furnace Room Beardmore Kolsch	473	\$0.65	
16327	Calvet Brut Celebration Rosé	750	\$2.00	Mini Thematic
16396	Champagne Victoire Brut Rosé	750	\$4.00	Mini Thematic
16439	Montgueret Cremant De Loire Rosé	750	\$2.00	
16546	On The Rocks Hornitos Margarita	375	\$3.00	Shelf Extender
16769	Railway City - Playa Cerveza	473	\$0.20	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16777	Bask Sauvignon Blanc	750	\$1.00	
16779	Bask Pinot Noir	750	\$1.00	
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00	
16952	Robert Mondavi Priv.Sel. Rye Barrel Red	750	\$2.00	
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00	
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	\$2.00	Mini Thematic
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	\$1.00	
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	\$1.00	
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.00	Discovery Extender
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	\$3.00	Feature Fixture A, Wine Fridge
17760	19 Crimes Pinot Noir	750	\$2.00	Shelf Extender
17779	Belleruche Rouge Cote Du Rhone	750	\$3.00	Shelf Extender
17818	Corona Extra	6 × 330	\$1.30	EZA
17820	Stella Artois	473	\$0.20	
18869	Hornitos Black Barrel	750	\$5.00	End Aisle
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00	Middle Nesting Table, Wine Fridge
19096	Matt & Steve's Caesar - Hot & Spicy	473	\$0.25	
19119	Bacardi Mojito	355	\$0.25	
19276	Jacob's Creek Moscato Lower Sugar	750	\$2.00	Flex Space
19303	Crown Royal Whisky & Cola	473	\$0.25	
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	
19419	Baileys Deliciously Light	750	\$2.00	
19441	Dejado Tequila Blanco 100% Agave	750	\$3.00	
19535	Sky Vodka	1140	\$1.00	Mini Thematic
19725	Cupcake Light Hearted Chardonnay	750	\$2.00	
19748	Grow Wild Ravishing Rosé VQA	750	\$2.00	
19820	Havana Club Cuban Smoky	750	\$3.00	
19924	Siempre Tequila Plata	750	\$5.25	
20289	Yellow Tail Shiraz	1500	\$3.00	Shelf Extender
20362	Finlandia Vodka	750	\$2.00	
20624	19 Crimes Snoop Dogg Cali Rosé	750	\$2.00	Mini Thematic
20857	Darling Mimosa Sparkling Orange	355	\$0.35	Wine Fridge
21200	Somersby Apple Cider	4 × 473	\$1.50	Shelf Extender
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	\$3.00	End Aisle
21417	Juicebox - Raspberry Lemonade	473	\$0.30	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
21969	Longshot Pinot Noir	750	\$2.00	Shelf Extender
22196	Fresco Di Masi Rosso	750	\$3.00	Shelf Extender
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	
22297	Ck Mondavi Chardonnay	750	\$1.00	
22877	Cala Rey Tempranillo-Syrah	750	\$2.00	Shelf Extender
24333	Palm Bay Paradise Twist	473	\$0.20	Shelf Extender
24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	\$0.25	
24493	Courvoisier VSOP Cognac	750	\$9.00	Shelf Extender
24627	Apothic Merlot	750	\$2.00	
24796	Dixons Wicked Raspberry Gin	750	\$3.00	Value Add
25009	Casillero Del Diablo Reserva Chardonnay	750	\$2.00	Flex Space
25135	Carlsberg Danish Pilsner Snap Pack	6 x 330	\$1.50	
25462	Mindful Rosé VQA	750	\$1.00	goLOCAL
25515	Saintly Sparkling Brut VQA	750	\$2.00	Feature Fixture A
25607	Ch Cone Taillason Blaye Cotes De Bordeaux	750	\$1.00	
25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	\$3.00	
25753	Pete's Pure Cabernet Sauvignon	750	\$1.00	
25904	Champagne Pommery Brut Rosé	750	\$5.00	Mini Thematic
26577	Duval-Leroy Brut Nv Reserve	750	\$4.00	
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$3.00	Comm. Extender
27122	Tierra Rica Cabernet Sauvignon	750	\$2.00	End Aisle
27123	Tierra Rica Sauvignon Blanc	750	\$2.00	End Aisle
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	\$3.00	Shelf Extender
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	Feature Fixture A
27757	High Road Cellars Pinot Grigio	750	\$1.00	Wine Fridge
27768	J.P. Wiser's 10YO Canadian Whisky	750	\$2.00	Mini Thematic, Necktag
27919	XOXO Sauvignon Blanc Light	750	\$1.00	End Aisle
28408	Jackson-Triggs Reserve Sauvignon BI VQA Bib	3000	\$3.00	
28556	Three Thieves Cabernet Sauvignon	1500	\$3.00	Comm. Extender
28672	Speck Bros. Free Bird Riesling VQA	750	\$3.00	
30163	18 Ripasso Bosan Valpolicella Sup. (Cesari)	750	\$4.00	
30532	J-Harden Cabernet Sauvignon	750	\$3.00	Enhanced Display FSO-B
30554	Mucho Mas White	750	\$2.00	End Aisle
30561	Relax Riesling, Mosel	1500	\$2.00	End Aisle
30835	Yellow Tail Bubbles	750	\$2.00	Feature Fixture A, Wine Fridge
31565	Whipper - English Pale Mild	473	\$0.30	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
31982	Junction 56 Black Raspberry Gin Ddp	750	\$1.00	
32618	Moosehead Chelada	6 × 473	\$1.00	
33025	Cameron's Jungle Of Love Vol. II	473	\$0.20	
34637	Canadian Club Premium	1750	\$1.00	End Aisle
37861	Pabst Blue Ribbon	473	\$0.25	
43281	>V) Flat Rock Cellars Estate Riesling	750	\$2.00	
58339	>Kaiken Malbec	750	\$2.00	
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00	
64618	>Cabernet Franc (Featherstone)	750	\$2.00	OWS
70052	Peninsula Ridge Shiraz VQA	750	\$2.00	
71746	Tullamore Dew Irish Whiskey	750	\$3.00	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	End Aisle
80127	Sailor Jerry Spiced Rum	750	\$2.00	Comm. Extender
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	
82636	Pasqua Soave Doc	1500	\$2.00	
85456	Colio Dry White	1500	\$1.00	
89862	Girls' Night Out Rosé VQA	750	\$2.00	goLOCAL
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	
104299	>The Prisoner Red Blend	750	\$5.00	
106377	Jacob's Creek Shiraz/Cabernet	750	\$3.00	End Aisle
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$4.00	
110056	Absolut Vodka	750	\$1.00	End Aisle
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$2.00	Shelf Extender
113456	Collective Arts Rhubarb & Hibiscus	750	\$3.00	
116327	Grey Goose La Poire Vodka	750	\$5.00	Shelf Extender
125187	Cazadores Reposado Tequila	750	\$1.50	BSE/End Aisle 1, Value Add
127456	Fuzion Organic Malbec Cabernet	750	\$2.00	Shelf Extender
134544	21 Bardolino (Monte Del Fra)	750	\$1.00	
134940	Adesso Chardonnay D'Italia	1500	\$2.00	Flex Space
134957	Open Cab 2 Merlot VQA	750	\$1.00	
136044	Pelee Island Chardonnay VQA	750	\$1.00	goLOCAL
143040	Hornitos Reposado Tequila	750	\$4.00	End Aisle
143891	Peroni Nastro Azzurro	500	\$0.25	Shelf Extender
157883	Montes Reserva Cabernet Sauvignon	750	\$2.00	Discovery Extender



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
173542	Tequila Don Julio Blanco	750	\$5.00	Comm. Extender, Front Nesting Table, Value Add
173617	El Jimador Tequila Blanco	750	\$3.00	
174466	Jose Cuervo Especial Silver	750	\$2.00	S1
177808	Appleton Estate V/X Signature Blend	750	\$1.00	
197392	21 Pinot Noir Adelaide Hills(Wakefield Estate)	750	\$2.00	
203125	Henkell Rosé	750	\$2.00	Feature Fixture A
209213	Beefeater London Dry Gin	1140	\$1.00	End Aisle
211185	Rockstar Original	473	\$0.55	
211219	Palm Bay Pineapple Mand Orange Spritz	6 × 355	\$1.00	Shelf Extender
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
215038	Gibson's Finest Sterling Edition	1750	\$3.00	Shelf Extender
215889	Gibson's Finest Sterling Edition Whisky	1140	\$3.00	Comm. Extender
216655	Absolut Vodka	1750	\$1.20	End Aisle
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Feature Fixture A
217588	Kamora Coffee Liquor	1140	\$1.00	End Aisle
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$2.00	Shelf Extender
217950	Crown Royal	1140	\$1.00	Shelf Extender
224352	Crown Royal Black	750	\$4.00	Shelf Extender
225250	Stoli Vodka	1140	\$1.25	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$1.50	Shelf Extender
226944	>Rodney Strong Cab Sauv Sonoma County	750	\$3.00	
227413	Iceberg Vodka	1140	\$1.00	Shelf Extender
230987	Jameson Irish Whiskey	375	\$1.20	FEM3
232033	Vineland Estates Semi Dry Riesling VQA	750	\$2.00	Wine Fridge
244616	Sandbanks Rosé VQA	750	\$2.00	Shelf Extender
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
260307	Hollandia Lager Beer	500	\$0.20	
260851	Cupcake Red Velvet	750	\$2.00	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	goLOCAL
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00	End Aisle
267187	Jose Cuervo Especial Gold	750	\$2.00	S1
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	\$2.00	Wine Fridge
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	Necktag
271619	Harp Lager	500	\$0.25	Shelf Extender
271643	Tequila Tromba Blanco	750	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
275172	Nickel Brook Head Stock West Coast-Style IPA	473	\$0.25	End Aisle
275933	Jameson Irish Whiskey	1750	\$1.00	Shelf Extender
277004	Plymouth English Gin	750	\$3.00	End Aisle
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	Middle Nesting Table, Wine Fridge
285254	Forty Creek Copper Bold Whisky	750	\$1.50	End Aisle
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	Seasonal Block Pile C, APP
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender
300699	Molson Canadian	6 × 473	\$1.00	End Aisle
302810	Heineken	6 × 500	\$1.50	Seasonal Block Pile A
303040	Fielding Fireside White VQA	750	\$1.00	
308288	Whitehaven Sauvignon Blanc	750	\$2.00	Middle Nesting Table, Wine Fridge
311787	Budweiser	6 × 473	\$1.00	
311910	Canadian Club Classic 12 Year Old	375	\$1.00	CE1
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	End Aisle
322297	> Lillet Blanc (Lillet Freres)	750	\$2.50	
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$2.25	Middle Nesting Table
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	\$1.00	Mini Thematic
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$3.00	Middle Nesting Table
328518	Jackson-Triggs Chardonnay	750	\$1.00	Shelf Extender
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	Necktag
333583	Thornbury Premium Apple Cider	473	\$0.30	
337881	Paulaner Hefe-Weissbier	500	\$0.20	
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
341347	Fresh Possibilities Sparkling Rosé VQA	750	\$2.00	Feature Fixture A
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	\$2.00	
350207	Forty Creek Copper Bold Whisky	1140	\$2.00	
358556	Dillon's Gin 22 Unfiltered	750	\$2.00	Comm. Extender
361501	Carpineto Dogajolo Rosso Toscano Igt	750	\$2.00	Shelf Extender
363507	Prince Igor Extreme Vodka (P.E.T)	1750	\$1.00	
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	Shelf Extender
363812	Tito's Handmade Vodka	375	\$1.00	FEM1
367276	Jacob's Creek Moscato Rosé	750	\$2.00	Flex Space
369777	19 Crimes Shiraz Durif	750	\$2.00	Shelf Extender
369819	Mount Gay Eclipse Rum	1750	\$4.00	
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$2.00	
373373	>(V) Pierre Sparr Gewurztraminer	750	\$2.00	VL1

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
374231	Ungava Gin	750	\$3.00	Shelf Extender
374520	Angry Orchard Hard Crisp Apple	6 × 355	\$1.00	
384651	Martini Prosecco Sparkling	750	\$2.00	Feature Fixture A
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$1.50	Shelf Extender
386177	Remy Martin 1738 Accord Royal Cognac	750	\$12.00	
386961	Borsao Tinto Garnacha	750	\$2.00	Shelf Extender
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.00	Shelf Extender
391177	Sipsmith London Dry Gin	750	\$5.00	
392225	Robert Mondavi Private Selection Cab/Sav	750	\$2.00	Shelf Extender
395384	>Belaire Sparkling Rosé (Sovereign Brands)	750	\$3.00	Feature Fixture A
395582	Auchentoshan American Oak, Lowland	750	\$4.00	
398552	Bacardi Limon	750	\$1.00	Shelf Extender
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	Necktag
404566	JP Azeitao Syrah Rosé Bacalhoa	750	\$1.00	APP
409581	Tyskie Beer	500	\$0.20	Shelf Extender
413500	Rekorderlig Wild Berries Cider	500	\$0.25	
415745	Nobilo Sauvignon Blanc Marlborough	750	\$2.00	Middle Nesting Table
419770	>Wines Of Substance Cabernet Sauvignon	750	\$3.00	VL 1
426148	Old Forester	750	\$3.00	
429787	Bodacious Smooth White	1500	\$2.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	
442582	Alexander Keiths IPA	6 × 473	\$1.00	
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.00	Flex Space
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	\$1.00	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	End Aisle, Wine Fridge
451336	Tom Gore Cabernet Sauvignon	750	\$2.00	Flex Space
454868	Las Mulas Merlot Reserva Organic	750	\$2.00	Green Extender
455436	Laphroaig Lore	750	\$15.00	
456095	Ketel One Vodka	750	\$4.00	Front Nesting Table, Value Add
459818	Sapporo	6 × 500	\$2.00	
459917	Peller Family Vineyards Rosé	1500	\$1.50	Wine Fridge
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$2.00	
474585	J.P. Wiser's Apple Whisky	750	\$1.20	
479923	Stalk & Barrel Blue Blend	750	\$2.00	
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Shelf Extender
482729	Bulleit Bourbon	375	\$1.00	FEM3
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.30	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
487496	Leftfield Sauvignon Blanc	750	\$2.00	Middle Nesting Table
487694	La Marca Prosecco Doc	750	\$2.00	FAA, Value Add, Wine Fridge
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	Shelf Extender
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	
492363	Bota Box Cabernet Sauvignon Bib	3000	\$4.00	
496968	Michelob Ultra	6 × 473	\$1.00	
499384	Kacaba Cabernet VQA	750	\$1.00	
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
506691	Wolf Blass Yellow Label Shiraz	750	\$2.50	Comm. Extender
514463	Whitley Neill Original London Dry Gin	750	\$5.00	
516880	Mill Street Original Organic	6 × 473	\$1.25	
520353	Bacardi Spiced Rum	750	\$1.00	Shelf Extender
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
536565	Lily Sparkling Rosé VQA	750	\$1.00	Mini Thematic
539312	Josh Cellars Rosé	750	\$3.00	End Aisle, Wine Fridge
541243	Creemore Springs Premium Lager	6 × 473	\$2.00	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	
550715	Forty Creek Barrel Select	750	\$1.70	
550749	Absolut Mandrin	750	\$1.50	
554469	Guinness Draught	8 × 440	\$2.00	
556688	Collective Arts Life In The Clouds	473	\$0.25	
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	Comm. Extender
557470	Empress 1908 Gin	750	\$3.00	Mini Thematic
558940	Miller Lite	6 × 473	\$1.45	
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00	
561100	Josh Cellars Chardonnay	750	\$2.00	End Aisle, APP
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	\$2.00	Shelf Extender
568287	No Boats On Sunday Cider	500	\$1.00	End Aisle
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	\$3.00	Flex Space
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	Mini Thematic
573956	Tanqueray Flor De Sevilla	750	\$2.00	
575357	3 Speed Lager 568	568	\$0.30	Shelf Extender
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
581256	Absolut Rainbow Limited Edition Bottle	750	\$1.00	
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
590414	>Oyster Bay Pinot Noir Marlborough	750	\$2.00	Middle Nesting Table
594341	RH Phillip Toasted Head Chardonnay	750	\$2.00	End Aisle, Wine Fridge
600163	Tanqueray No. Ten Gin	750	\$2.50	Front Nesting Table, Value Add
601484	Amaro Montenegro Liqueur	750	\$2.00	
614651	Trapiche Reserve Malbec	750	\$1.50	Shelf Extender
617662	Diabolica Red VQA	750	\$2.00	Comm. Extender
620583	Dragani Pinot Grigio Trebbiano	2000	\$2.00	Shelf Extender
620617	Collavini Pinot Grigio	1500	\$3.50	
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
623322	Peller Family Vineyards Sauvignon Bl	4000	\$3.00	End Aisle
633578	Jacob's Creek Pinot Grigio	750	\$2.00	Flex Space
635391	Jameson Caskmates IPA Irish Whiskey	750	\$2.20	
636068	Malfy Gin Rosa	750	\$3.00	Mini Thematic
636159	20 Edition 1912 M Chateau Pesquie (Chaudiere	750	\$2.00	
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	Shelf Extender
638130	Dillon's Vodka	750	\$2.00	
638734	Deep Eddy Lemon	750	\$1.00	
639047	Wolfhead Grapefruit Vodka	750	\$3.00	Discovery Extender
643114	Josh Cellars Sauvignon Blanc	750	\$2.00	End Aisle, APP
649723	Adesso Merlot D'Italia	1500	\$2.00	Flex Space
650325	>Kim Crawford Hawke's Bay Rose	750	\$2.00	Middle Nesting Table, Wine Fridge
666594	Siempre Tequila Anejo	750	\$5.50	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
668228	Sangre De Toro Tempranillo	750	\$2.00	Shelf Extender
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	End Aisle
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$3.00	
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00	Shelf Extender
697797	Salvador's Original Margarita (P.E.T)	1750	\$2.00	
699389	Magners Original Irish Cider	500	\$0.50	
711556	(V)Chard Estate Clare Valley Padthaway (Wakefield)	750	\$2.00	
906628	Coors Light	6 x 355	\$1.00	
921296	Wellington Helles Lager	473	\$0.25	End Aisle
931600	20 Shiraz Estate McLaren Vale (Coriole)	750	\$2.00	
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	\$5.00	
697698	Blanche De Chambly	473	\$0.35	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
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

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## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
42	Canadian Club Premium	750	100
307	Seagrams V.O.	750	200
620	Silk Tassel Canadian Whisky	750	100
4705	20 Bees Chardonnay Unoaked VQA	750	40
7369	Beefeater Dry	375	30
11845	Jose Cuervo Reserva De La Familia Platino	750	300
11933	The Black Shiraz	750	120
12596	Empress Gin	375	50
12641	Remy Pannier Rosé D'Anjou	750	50
13293	Villa Maria Private Bin Chardonnay	750	50
13789	Captain Morgan White Rum (P.E.T)	375	30
14066	Molson Ultra	6 × 473	30
14486	White Claw Hard Seltzer Black Cherry	473	15
14534	Twisted Tea Peach	473	20
14754	Whitley Neil Handcrafted Blood Orange Gin	750	200
15152	Rodenbach Classic	500	25
15282	18.8 Vodka	750	75
15435	Schneider Helle Weisse	500	5
16079	Martini Fiero	750	20
16544	St Remy Signature	750	100
16553	Hornitos Reposado Tequila	375	125
16859	Dixon's Wicked Blueberry Gin	750	100
18717	Adnams Ghost Ship Pale Ale 0.5%	4 × 330	30
19000	Captain Morgan Dark Rum (P.E.T)	375	30
19035	St Remy XO	375	50
19098	Founder's Original Gin Bramble	355	5
19118	White Claw Hard Seltzer Raspberry	473	15
19749	Teremana Blanco Tequila	750	100
19750	Teremana Reposado Tequila	750	125
19981	No Boats On Sunday Peach Cider	473	20
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	100
21445	Louis Bernard Louis Costieres De Nimes	750	90
21544	Smirnoff Pink Lemonade	750	60
24213	Original G Homeland German Riesling	750	50
24316	White Claw Hard Seltzer Pineapple	473	15
24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473	15
24342	Black Fly Rum Pina Colada	4 × 400	25

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
24345	Aperol Spritz Ready To Serve	3 × 200	40
24435	Bacardi Tropical	750	50
24899	Corona Sunbrew	6 × 330	30
25037	No Boats On Sunday Original Cider	6 × 473	100
25104	Luksusowa Vodka	1750	300
25136	818 Tequila Blanco	750	50
25137	818 Tequila Reposado	750	50
25227	Smirnoff Peach Lemonade	750	60
25424	Sam Adams Wicked Easy	473	10
25517	Peller Family Reserve Rosé Bubbles VQA	750	80
26076	Thornbury Craft Co.Haze For Dayz	473	20
26164	Lagunitas IPA	500	10
26346	Smirnoff Ice Original 12 Pack	12 × 355	80
26548	Walter Craft Caesar - Classic	458	10
26979	Don Julio Anejo	750	180
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	50
27797	Ruffino Il Ducale Toscana Igp	750	75
28460	Gray Jay Deluxe Canadian Whisky	750	100
28587	Suntory World Whisky Ao	700	350
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100
29224	Tangled Tree Chocolate Cabernet Sauvignon	750	80
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	100
30282	18.8 Gin	750	75
30331	Myers's Original Dark Rum	750	200
30603	Larceny Kentucky Straight Bourbon	750	100
30721	Open Coast Gin	750	200
31758	No Boats On Sunday Wild Strawberry Cider	473	20
31930	Seagrams V.O.	1750	400
32018	Amstel Ultra	6 × 355	30
43588	Folonari Pink Pinot Grigio Venezia Igt	750	50
44784	Negrar Amarone Classico Docg	750	60
49726	Yukon Jack	750	120
54213	Alberta Premium Whisky (P.E.T)	1750	200
63891	>Coyam Red Blend Organic	750	230
85316	Blu Giovello Prosecco	750	30
103341	Canadian Club Premium (P.E.T)	750	100
107235	PJ's Salted Caramel (Panama Jack's)	750	50



## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
126144	Sibling Rivalry White VQA	750	50
136978	Sinha Stout	330	5
146548	Villa Maria Private Bin Pinot Noir	750	50
157586	Ferreira Dona Antonia Tawny Reserve Port	750	75
172148	Boutari Agiorgitiko Nemea Red	750	25
175034	Girls' Night Out Strawberry Samba	750	50
175430	Wente Morning Fog Chardonnay	750	150
180695	St-Germain Elderflower Liqueur	750	90
210047	>Columbia Crest H3 Cabernet Sauvignon	750	100
214957	Pelee Island Cabernet Savignon VQA	750	100
216978	Seagrams V.O.	1140	300
217273	Mumm Cuvee Napa Brut Prestige	750	100
217687	Canadian Club Premium	1140	200
222299	The Pavillion Shiraz Cabernet Sauvignon	750	100
225771	Black Fly Tequila Margarita (P.E.T)	4 x 400	25
225904	Palm Bay Key Lime Cherry	6 x 355	50
237255	Saint Clair Family Estate Sauvignon Blanc	750	100
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	60
253948	Martini Asti	750	30
254722	Silent Sam Vodka	1140	75
262337	G.A. Schmitt Niersteiner L.H.	750	60
270017	Jacob's Creek Reserve Chardonnay	750	50
274399	Adobe Reserva Rosé Organic	750	100
276501	G. Marquis The Red Line Pinot Grigio VQA	750	40
277186	Zonin Prosecco Brut 1821 Doc	750	100
280719	Gato Negro Cabernet Sauvignon	1500	60
298505	La Vieille Ferme Luberon Blanc Aoc	750	80
311928	Canadian Club Classic 12 Year Old	750	265
330803	Bowmore 12 Year Old Islay Single Malt	750	300
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	300
369009	Pinnacle Vodka	750	200
377101	JP Azeitao White	750	40
377622	Laroche Viognier De La Chevaliere	750	100
380303	Smirnoff Blueberry Flavoured Vodka	750	60
386789	Casamigos Tequila Blanco	750	150
388694	Casamigos Tequila Reposado	750	180

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
397976	Dr. McGillicuddy Intense Peach	375	40
398016	Dr. McGillicuddy Intense Peach	750	120
398479	1800 Reposado	750	100
403519	Crown Royal Apple	750	60
405514	Yellow Tail Sangria	750	60
409490	Singleton Of Dufftown 12 Year Old	750	150
410803	D'Usse VSOP	750	180
415182	Lionello Stock Vermouth Extra Dry	1000	50
426601	Villa Maria Private Bin Sauvignon Blanc	750	80
431106	Creekside Cabernet Merlot VQA	750	60
436279	Hornitos Plata	750	200
438960	Canadian Club 100% Rye	1140	150
439281	Konzelmann Merlot VQA	750	100
439661	Fireball (P.E.T)	200	40
446559	Georgian Bay Vodka	750	80
446625	Beatties Farm Crafted Vodka	750	100
446823	Ciroc Pineapple	750	100
447953	Fireball Whisky Shooter	750	180
448597	Georgian Bay Gin	750	80
454686	Captain Morgan Bold Spiced Rum	750	60
456350	Fireball Cinnamon Whisky	1750	300
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	60
465484	Toki	750	250
476911	Crown Royal Vanilla	750	60
481366	High River Canadian Whisky	750	150
481614	Ciroc Apple	750	100
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80
486001	XOXO Pinot Grigio Sangria	750	40
520312	Bacardi Gold (P.E.T)	1750	120
521963	Chopin Potato Vodka	750	250
524314	Yellow Tail Sauvignon Blanc	750	60
541607	The Sexton Single Malt Irish Whiskey	750	180
542332	Philippe De Rothschild Merlot Vdp	1500	80
545343	Flor De Cana Anejo Clasico 5	1140	200
552513	Canyon Road Chardonnay	750	25
553917	Frontera After Midnight Dark Red Blend	750	60
572453	Adesso Merlot D'Italia	750	70

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP
577023	Girls' Night Out Rosé VQA Can	250	20
589010	Mezzacorona Pinot Grigio Trentino	1500	150
589416	Heineken 0.0	6 × 330	40
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	40
590463	Diplomatico Mantuano	750	300
613471	Henry Of Pelham Rosé VQA	750	60
649194	Twisted Tea Half & Half	473	20
649541	Seagram Island Time Anytime	6 × 355	25
669200	Ciao Pinot Grigio Organic Carton	1000	100
906669	Coors Light	473	22

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## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
18	Heineken Lager	6 × 330	F1 Racing Hat	Seasonal Block Pile A	18
984	Alberta Premium Whisky	750	Reifel Rye 50 mL		984
1487	Crown Royal	750	Carafe	Front Nesting Table	1487
2691	Tanqueray London Dry Gin	750	Better Brunch Booklet	Front Nesting Table, LTO	2691
5959	Baileys Irish Cream	750	Better Brunch Booklet	Shelf Extender, Front Nesting Table, LTO	5959
11248	Baileys Espresso	750	Carafe	Front Nesting Table	11248
17817	Corona Extra	6 × 473	Patio Lights	EZA	17817
19266	Beau's Lug Tread	6 × 473	473 mL of Juiced AF		19266
19418	Baileys Colada	750	Carafe	Front Nesting Table	19418
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	Slushie Cup	EZH	24431
27605	Reifel Rye	750	Reifel Rye 50 mL		27605
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	Slushie Cup	EZH	31224
31290	Mott's Clamato Caesar Variety Pack	12 × 341	Motts Clamato Rimmer	EZD	31290
54866	Bulleit Bourbon Frontier Whiskey	750	Carafe	Front Nesting Table	54866
129940	Aviation Gin	750	Carafe	Front Nesting Table	129940
173542	Tequila Don Julio Blanco	750	Better Brunch Booklet	Comm. Extender, Front Nesting Table, LTO	173542
173559	Tequila Don Julio Reposado	750	Carafe	Front Nesting Table	173559
311928	Canadian Club Classic 12 Year Old	750	Reifel Rye 50 mL	APP	311928
334110	Ciroc Peach	750	Carafe	Front Nesting Table	334110
334128	Ciroc Red Berry	750	Carafe	Front Nesting Table	334128
335059	Super Bock	6 × 330	Branded Bottle Opener		335059
350397	Banff Ice Vodka	750	Banff Ice 50 mL		350397
417295	Ciroc Original Unflavoured	750	Carafe	Front Nesting Table	417295
456095	Ketel One Vodka	750	Better Brunch Booklet	Front Nesting Table, LTO	456095
456996	Lost Craft Revivale	473	Beer Koozie		456996
517136	Alberta Premium Whisky (P.E.T)	750	Reifel Rye 50 mL		517136
547646	Steam Whistle Premium Pilsner	6 × 341	Annual in-case Opener Program	End Aisle	547646
600163	Tanqueray No. Ten Gin	750	Carafe	Front Nesting Table, LTO	600163
635482	Glendalough Wild Botanical Gin	750	Glendalough Gin Neck Tag	Mini Thematic	635482

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
640995	Ketel One Botanical Peach And Orange Blossom	750	Carafe	Front Nesting Table	640995
662379	Ciroc Watermelon	750	Carafe	Front Nesting Table	662379
666867	Bavaria Premium Value Beer	6 × 500	Beer Doozie		666867
666875	Dab Original	6 × 500	Bonus DAB Beer Can		666875

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
18	Heineken Lager	6 × 330	F1 Racing Hat	Seasonal Block Pile A
117	Bacardi Superior White Rum	750	Bacardi RTD 355mL	End Aisle
984	Alberta Premium Whisky	750	Reifel Rye 50ml	
1487	Crown Royal	750	Carafe	Front Nesting Table
1925	Courvoisier VS	750	Luggage Tag	
2691	Tanqueray London Dry Gin	750	Better Brunch Booklet	Front Nesting Table, LTO
5959	Baileys Irish Cream	750	Better Brunch Booklet	SE, FNT, LTO
6502	Cointreau	750	Lime Squeezer	End Aisle
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50ml	
10899	Jose Cuervo Tradicional Plata	750	Margarita Cocktail Kit	
11248	Baileys Espresso	750	Carafe	Front Nesting Table
13016	Jacob's Creek Moscato Rosé	1500	Somersby Wild Garden Crushed Apple 473 mL	Mini Thematic
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Smoked Gin 50 mL	
13589	Bacardi Lime	750	Bacardi RTD 355 mL	End Aisle, LTO
16306	Segura Viudas Brut Rosé D.O. Cava	750	Segura Rose Glassware	
17817	Corona Extra	6 × 473	Purchase 2 Corona 6 × 473 mL and receive Free Patio Lights	EZA
18441	Carolans Irish Cream	1750	Coffee Mug	
19110	Seagram Island Time Coconut Lime	6 × 355	Seagram Sleek Koozie	
19266	Beau's Lug Tread	6 × 473	473 mL of Juiced AF (#30033) attached to each 6 × 473 mL of Lug Tread	
19418	Baileys Colada	750	Carafe	Front Nesting Table
19592	Ren Ultra Premium Vodka Ddp	750	Artist box by Nashid Chroma	
19749	Teremana Blanco Tequila	750	Pool Floatie	End Aisle, APP
19750	Teremana Reposado Tequila	750	Pool Floatie	End Aisle, APP
19951	Ezra Brooks 99	750	Ezra 99 50 mL	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
20799	La Marca Prosecco Rosé Doc	750	La Marca Bows	Mini Thematic
21876	Sheep Dog Peanut Butter Whiskey	750	Dr. McGillicuddy's Coffee 50 mL	
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	Slushie Cup	EZH
24437	Sailor Jerry Spiced Rum	1750	Hula Girl Air Freshener	
24796	Dixons Wicked Raspberry Gin	750	Dixon's Blood Orange Vodka 50 mL	LTO
25086	Somersby Mixer	6 × 473	Bonus Can	
25136	818 Tequila Blanco	750	Tote Bag	Block Pile D, APP
25137	818 Tequila Reposado	750	Tote Bag	Block Pile D, APP
25441	Teremana Tequila Anejo	750	Pool Floatie	End Aisle
26979	Don Julio Anejo	750	Margarita Salt	Block Pile C, APP
27605	Reifel Rye	750	Reifel Rye 50 mL	
27650	Dixon's Silver Creek Blood Orange Vodka	750	Dixon's Wicked Raspberry Gin 50 mL	
28049	Zirkova Unity Vodka	750	50 mL mini bottle	Mini Thematic
30834	Canadian Club Classic 12 Year Old	1140	On The Rocks Old Fashioned 100 mL	
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	Slushie Cup	EZH
31262	Seagram Island Time Botanical Lychee Spritz	6 × 355	Seagram Sleek Koozie	
31290	Mott's Clamato Caesar Variety Pack	12 × 341	Motts Clamato Rimmer	EZD
31358	High Noon Pool Pack	8 × 355	High Noon Koozie	
31585	White Claw Black Cherry Flavoured Vodka	750	White Claw Black Cherry RTD 355 mL	
31725	Revel Stoke Son Of A Peach	750	Sunglasses	Cold Room Spirits
34595	Patron Silver Tequila	750	Patron Branded Glassware	BSE/End Aisle 1
34603	Patron Anejo Tequila	750	Patron Branded Glassware	BSE/End Aisle 1
40196	Luxardo Sambuca Dei Cesari	750	Lavazza Coffee 50 gram	Shelf Extender
50088	Patron Reposado Tequila	750	Patron Branded Glassware	BSE/End Aisle 1
54866	Bulleit Bourbon Frontier Whiskey	750	Carafe	Front Nesting Table
113241	Cazadores Anejo Tequila	750	St Germain 50 mL	BSE/End Aisle 1
125187	Cazadores Reposado Tequila	750	St Germain 50 mL	BSE/End Aisle 1, LTO
129940	Aviation Gin	750	Carafe	Front Nesting Table
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	Tour de France NT	
173542	Tequila Don Julio Blanco	750	Better Brunch Booklet	Comm. Extender, Front Nesting Table, LTO
173559	Tequila Don Julio Reposado	750	Carafe	Front Nesting Table
176834	Aperol	750	Mother's Day Greeting Card	Shelf Extender
192922	Seagram's 83	1140	Seagram's V.O. 2 × 50 mL	
216903	Banff Ice Vodka	1140	On The Rocks Cosmopolitan	Discovery Extender
217653	Captain Morgan Original Spiced Rum	1140	Captain Morgan RTD	End Aisle
231571	Seagrams 83 (P.E.T)	1750	Fireball 200 mL	
240150	Polar Ice Vodka	1140	Polar Ice Branded Fanny Pack	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
267245	Jose Cuervo Especial Gold Tequila	1140	JC Sparkling Paloma Single Can	S1
292177	Phillips Butter Ripple Schnapps	750	Revel Stoke Son of a Peach	Cold Room Spirits
311928	Canadian Club Classic 12 Year Old	750	Reifel Rye 50 mL	APP
324848	Espolon Tequila Blanco	750	Margarita Glass	
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Jim Beam Black 50 mL	
334110	Ciroc Peach	750	Carafe	Front Nesting Table
334128	Ciroc Red Berry	750	Carafe	Front Nesting Table
335059	Super Bock	6 × 330	Branded Bottle Opener	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	
360206	Tromba Reposado Tequila	750	Grapefruit Fever Tree	
363770	Ketel One Vodka	1140	Carafe	Front Nesting Table
363986	Cazadores Blanco Tequila	750	St Germain 50 mL	BSE/End Aisle 1
386789	Casamigos Tequila Blanco	750	Salt Rimmer	End Aisle, APP, Necktag
388694	Casamigos Tequila Reposado	750	Salt Rimmer	End Aisle, APP, Necktag
390583	Canadian Club 100% Rye	750	Golf Balls/Tees	
401315	Jose Cuervo Especial Silver	1140	JC Sparkling Paloma Single Can	S1
408286	Lolea No 1 Red Sangria Spain	750	Lolea Branded Hand Fan	
413104	Dillon's Dry Gin	750	Dillon's Mini RTD	
415182	Lionello Stock Vermouth Extra Dry	1000	Dixon's 50 mL Vodka	APP
417295	Ciroc Original Unflavoured	750	Carafe	Front Nesting Table
434092	Crown Royal Northern Harvest Rye	750	Carafe	Front Nesting Table
446021	Bacardi Coconut Rum	750	Bacardi RTD 355 mL	End Aisle
446823	Ciroc Pineapple	750	Carafe	Front Nesting Table, APP
450932	Jose Cuervo Tradicional Reposado	750	Margarita Cocktail Kit	
456095	Ketel One Vodka	750	Better Brunch Booklet	Front Nesting Table, LTO
456996	Lost Craft Revivale	473	Beer Koozie	
458810	Tom Gore Chardonnay	750	Mason Jar & Recipes	Flex Space
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Mimosa Cubes	
487694	La Marca Prosecco Doc	750	La Marca Bows	Feature Fixture A, LTO, Wine Fridge
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	PJ 50 mL	
517136	Alberta Premium Whisky (P.E.T)	750	Reifel Rye 50 mL	
532341	Julia Florista White	750	Bag	
541011	Wayne Gretzky Red Cask Whisky	375	WG Cream 50 mL	
547646	Steam Whistle Premium Pilsner	6 × 341	Annual in-case Opener Program	End Aisle
557108	St Remy XO Brandy	750	Cold Brew Twin-Pack	End Aisle

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
569095	Ogier Cotes Du Ventoux Aoc	750	Tour de France NT	
600163	Tanqueray No. Ten Gin	750	Carafe	Front Nesting Table, LTO
635482	Glendalough Wild Botanical Gin	750	Glendalough Gin Neck Tag	Mini Thematic
640995	Ketel One Botanical Peach And Orange Blossom	750	Carafe	Front Nesting Table
649541	Seagram Island Time Anytime	6 × 355	Seagram Sleek Koozie	APP
662379	Ciroc Watermelon	750	Carafe	Front Nesting Table
666867	Bavaria Premium Value Beer	6 × 500	Beer Doozie	
666875	Dab Original	6 × 500	Bonus DAB Beer Can	

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## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
893	J.P. Wiser's Deluxe	750	New Look	
17469	Rumchata	1750	Rumchata Recipe NT	
20807	Tribute Cabernet Sauvignon	750	Accolade	
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	Taste Profile NTG	
22327	Jackson-Triggs Pinot Grigio	1500	New Look Neck Tag	
27768	J.P. Wiser's 10YO Canadian Whisky	750	New Look	Mini Thematic, LTO
29224	Tangled Tree Chocolate Cabernet Sauvignon	750	Sustainability Necktag	APP
30946	Rocca Delle Macie Moonlite Toscana Igt	750	New Product	
33928	J.P. Wiser's Deluxe	1750	New Look	
216689	J.P. Wiser's Deluxe	1140	New Look	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	Cask Sticker	
270892	Jackson-Triggs Merlot Bag In Box	4000	Cast Sticker	LTO
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	Cask Sticker	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	New Look Cask Sticker	
328534	Jackson-Triggs Cabernet Sauvignon	750	New Look Neck Tag	LTO
331025	Jackson-Triggs Cabernet Sauvignon	1500	New Look Neck Tag	
358838	Wakefield Promised Land Cabernet Sauvignon	750	Win one of 10 picnic sets	Necktag Contest
383711	Jackson-Triggs Merlot	750	New Look Neck Tag	
386789	Casamigos Tequila Blanco	750	Margarita	End Aisle, APP, Value Add
388694	Casamigos Tequila Reposado	750	Margarita	End Aisle, APP, Value Add
399428	Jackson-Triggs Sauvignon Blanc	1500	New Look Neck Tag	LTO
427088	Casillero Del Diablo Rsv Merlot	750	Wine Thief campaign - Win a trip to meet Pedro Pascal Contest	Flex Space, Necktag Contest
441543	Wakefield Promised Land Shiraz	750	Win one of 10 picnic sets	Necktag Contest
540120	Rumchata Cream Liqueur	375	Rumchata Recipe NT	
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Cocktail Recipes	
620666	Casillero Del Diablo Reserva Carmenera	750	Wine Thief campaign - Win a trip to meet Pedro Pascal Contest	Flex Space, Necktag Contest
621110	Jackson-Triggs Pinot Grigio	750	New Look Neck Tag	
625996	JP Wisers Old Fashioned Canadian Whisky	750	New Look	
637728	Jackson-Triggs Shiraz	1500	New Look Neck Tag	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	17817	Corona Extra 6pk Tc (275/TBS)	2838	LABATT BREWERIES ONTARIO	Store Order
	17818	Corona Extra 6-Pkb (275/TBS)	1980	LABATT BREWERIES ONTARIO	Store Order
	24899	Corona Sunbrew (275/TBS)	1980	LABATT BREWERIES ONTARIO	Store Order
Beer Excitement Zone - 21B (New/ Seasonal)	32974	Lost Craft Chill Vibes Cold IPA (179)	473	VON TERRA ENTERPRISES LTD.	Store Order
	467019	Sunnyside Session IPA (1929)	473	GREAT LAKES BREWING CO	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	24431	Coors Seltzer Fruit Splash Variety Pack	12 x 355	MOLSON COORS CANADA	Store Order
	31224	Coors Seltzer Slushie Flavour Pack	12 x 355	MOLSON COORS CANADA	Store Order
Beer Excitement Zone - 21D (End EZD)	31290	Mott's Clamato Caesar Variety Pack	12 x 341	MARK ANTHONY WINE & SPIRITS	Store Order
Ontario Craft Beer End Aisle	10869	Left Field Brewery Bang Bang Dry Hopped Sour (4846)	473	LEFT FIELD BREWERY	Store Order
	17406	Side Launch Any Day Light IPA (3827)	473	EQUALS BREWING	Store Order
	25664	Flying Monkeys Blueberry Sour (6309)	568	FLYING MONKEYS CRAFT BREWERY	Store Order
	28735	Beau's Lug Lite (9654)	473	STEAM WHISTLE BREWING	Store Order
	467324	Broadhead Blueberry Blonde (4712)	473	BROADHEAD BREWING COMPANY LTD.	Store Order
	471474	Bobcaygeon Brewing Common Loon Apa (462)	473	BOBCAYGEON BREWING COMPANY LIMITED	Store Order
	12394	Tropicale Breeze	473	BEYOND THE PALE BREW- ING COMPANY	Store Order
End Aisle #10/Mini Thematic C	16769	Railway City - Playa Cerveza	473	RAILWAY CITY BREWING COMPANY	Store Order
	19988	Kw Craft Cider Wild Cherry	473	LCBO Warehouse	Store Order
	25065	Shiny Apple Cider Pineapple Mango	473	LCBO Warehouse	Store Order
	30737	Refined Fool, IPA Fun Box, 6th Edition	2838	REFINED FOOL BREWING COMPANY	Store Order
	31453	Ah Carb Free Lime	2130	LCBO Warehouse	Store Order
	32043	Bobcaygeon Brewing Amplitude Strawberry Kiwi	473	BOBCAYGEON BREWING COMPANY LIMITED	Store Order
	32975	Lost Craft Rocket Pop Sour	473	LOST CRAFT	Store Order
573550	Nickel Brook Wicked Awesome New England IPA	473	NICKEL BROOK BREWING COMPANY	Store Order	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
<b>Seasonal Block Pile A</b>	18	Heineken Lager 6 Pk-B +	1980	MOLSON COORS CANADA	Forced
	56796	Heineken 5l Draught Keg +	5000	MOLSON COORS CANADA	Forced
	302810	Heineken 6 Pk Tc+	3000	MOLSON COORS CANADA	Forced
	337949	Heineken Lager +	500	MOLSON COORS CANADA	Forced
	589416	Heineken 0.0 6x330ml Bottle	1980	MOLSON COORS CANADA	Forced
<b>R57: Ontario Beer A</b>	271619	Harp Lager+ (LCBO Warehouse)	500	DIAGEO CANADA INC.	Forced
<b>R58: Ontario Beer B</b>	143891	Peroni Nastro Azzurro+ (LCBO Warehouse)	500	ASAHI CANADA	Forced
<b>R59: Beer 1</b>	26076	Thornbury Craft Co.Haze For Dayz (LCBO Warehouse)	4 x 473	COLIO ESTATE WINES	Forced
<b>R60: Beer 2</b>	409581	Tyskie Beer+ (LCBO Warehouse)	473	ASAHI CANADA	Forced
<b>R61: Beer 3</b>	21200	Somersby Apple Cider (LCBO Warehouse)	4 x 473	CARLSBERG CANADA INC.	Forced
<b>R62: Beer 4</b>	575357	3 Speed Lager 568 (3842)	6 x 355	AMSTERDAM BREWING CO. LIMITED	Forced
<b>D4: Discovery BSM 1</b>	16897	Great Lakes Brewery - Burst! (1929)	473	GREAT LAKES BREWING CO	Forced
<b>20</b>	19981	No Boats On Sunday Peach Cider	473	ANDREW PELLER LIMITED	Forced
	25037	No Boats On Sunday Original Cider	6 x 473	ANDREW PELLER LIMITED	Forced
	31758	No Boats On Sunday Wild Strawberry Cider	473	ANDREW PELLER LIMITED	Forced
	568287	No Boats On Sunday Cider	500	ANDREW PELLER LIMITED	Forced