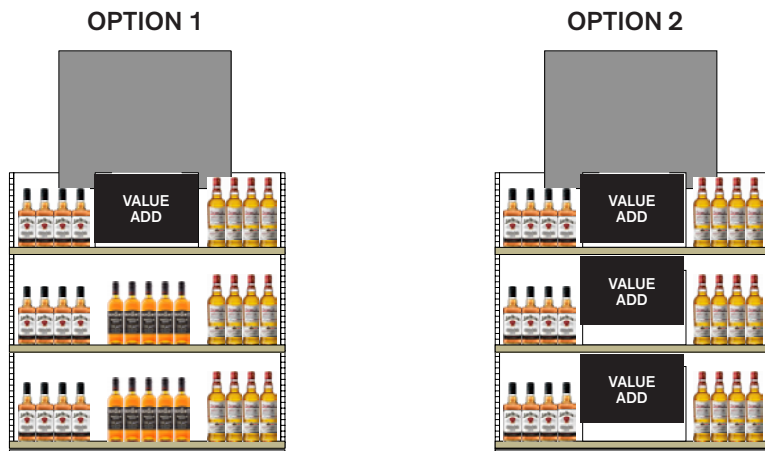


Supplier-Produced Merchandiser Guidelines: END AISLES (INCLUDING COTM)

CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for End Aisles 1-4.



Maximum Merchandiser Dimensions:

- 18" w x 13" h (including signage) x 10" d

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements:

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value-Add Message:

- Preferred message to communicate a VA is “FREE WITH PURCHASE.”
- Value-Add messaging should always be accompanied with a “While Supplies Last” statement.
- “GIFT WITH PURCHASE” is also permitted.

Imagery:

All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)

Supplier-Produced Merchandiser Guidelines: **BEZ & BLOCK PILES**

CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the Block Pile & Beer Excitement Zone Programs:

Maximum Dimensions:

- Block Piles: 42"- 58" h (including signage) x 36" w x 30" d
- Occasion Plinth VA Merchandiser: 52" h (including signage) x 18" w x 18" d"
- Occasion End Aisle VA Merchandiser: 18" w x 13" h (including signage) x 10" d"



Examples of incorrect merchandiser size and placement

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements:

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value-Add Message:

- Preferred message to communicate a VA is “FREE WITH PURCHASE.”
- Value-Add messaging should always be accompanied with a “While Supplies Last” statement.
- “GIFT WITH PURCHASE” is also permitted.

Imagery:

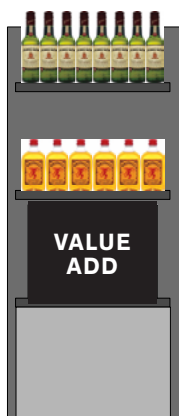
All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)

Supplier-Produced Merchandiser Guidelines: **A-FRAME**

CREATIVE APPROVAL BY LCBO'S MARKETING & VISUAL MERCHANDISING TEAMS IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the A-Frame Fixture.

OPTION 1: MERCHANTISER ON SHELF



OPTION 1: CUT CASE BESIDE FIXTURE



Maximum Dimensions for Merchandiser:

18" w x 13" h (including signage) x 10" d

Mandatory Font: Theinhardt

NOTE: LCBO cannot provide the font, it must be licensed to/purchased by the supplier:

https://www.optimo.ch/typefaces_Theinhardt.html

Mandatory Colour:

Minimum one of the thematic colours must be included as the primary colour on the display.

Language Requirements:

- Two versions of the display are to be produced – English and Bilingual (for FLS-designated LCBO stores).
- In the bilingual version, all copy must be visible and the same size/prominence in both English and French.

Value-Add Message:

- Preferred message to communicate a VA is “FREE WITH PURCHASE.”
- Value-Add messaging should always be accompanied with a “While Supplies Last” statement.
- “GIFT WITH PURCHASE” is also permitted.

Imagery:

All imagery must be in accordance with LCBO Social Responsibility mandates. (i.e., Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption, or consumption in public places)