

BEER EXCITEMENT ZONE

Opportunities (including Cider & RTD)

Since its launch in summer 2018, we have seen significant success with our Beer Excitement Program as it continues to grow. We are pleased to continue offering several dedicated display opportunities during our Fiscal 22 promotional year. This program provides an opportunity for many brands to engage with LCBO beer & RTD customers through a multi-faceted approach. Participation in the program will position your brand at the forefront of the customer's journey, and includes brand presence in key display space.

These are Excel Applied Promotional Programs. Please apply by completing the Excel Application Form before the deadline.

Why participate in the Beer Excitement Zone Program?

- Create direct touchpoint opportunities for your brand
- Dedicated brand exposure through display signage
- Drive significant sales volume in participating stores

BEER EXCITEMENT ZONE PLINTHS (+ OPTIONAL VA MERCHANDISER)



BEER EXCITEMENT ZONE END AISLE



Full details on these opportunities are available on the next page.

BEER EXCITEMENT ZONE A, C & D

This display occupies the plinth at the very front of the Beer Cold Room. In Beer Alcoves, it is a regular End Aisle at the front of the section. A supplier-produced merchandiser (approved by LCBO) may accompany the display to house Value-Adds. The Excitement Zone will turn every 4 weeks and feature seasonally relevant product stories.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Beer Excitement Zone Plinth Display (A) MPTS Code: EZA Supplier-produced Value-Add Merchandiser (optional)	138 Stores total	2-3 SKUs	Refer to www.doingbusinesswithlcbo.com for Participating Stores. Qty purchased relates to LCBO sales forecast.
Beer Excitement Zone Plinth Display (C) MPTS Code: EZH Supplier-produced Value-Add Merchandiser (optional)* *Value-add Merchandisers to be made sized for both Plinth and End Aisle participating stores.	224 Stores total (136 Plinth / 88 End Aisle)	2-3 SKUs	LCBO Marketing Signage Kit includes: • End Aisle Backer Card • Pricer Card for each product
Beer Excitement Zone End Aisle Display (D) MPTS Code: EZD	224 Stores total	2-3 SKUs	

This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:

PERIOD	RATE PER PERIOD
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$219 per store
PT 10	\$316 per store
PT 11	\$173 per store

PRODUCT FOCUS*				
Period	Period Dates	Zone A (Plinth)	Zone C (End)	Zone D (Plinth)
1	March 26 - April 22	Beer/Cider	Beer/Cider	Beer/Cider
2	April 23 - May 20	Beer/Cider	RTD	RTD
3	May 21 - June 17	Beer/Cider	Beer/Cider	Beer/Cider
4	June 18 - July 15	Beer/Cider	RTD	RTD
5	July 16 - August 12	Beer/Cider	Beer/Cider	Beer/Cider
6	August 13 - September 9	Beer/Cider	RTD	Beer/Cider
7	September 10 - October 7	Beer/Cider	Beer/Cider	Beer/Cider
8	October 8 - November 4	Beer/Cider	RTD	Beer/Cider
9	November 5 - November 25	Beer/Cider	Beer/Cider	RTD
10	November 26 - December 30	Beer/Cider	RTD	Beer/Cider
11	December 31 - January 27	Beer/Cider	Beer/Cider	Beer/Cider
12	January 28 - February 24	Beer/Cider	RTD	RTD
13	February 25 - March 30	Beer/Cider	Beer/Cider	Beer/Cider

*Priority will be given to Beer products.