

LCBO

FY22 PROMOTIONAL OPPORTUNITIES

Overview, Opportunities &
Application Process

UPDATED

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Our Promotional Strategy

We are pleased to present promotional opportunities for our Fiscal 21/22 year. These programs feature products that best connect with the consumer mindset, are seasonally relevant, and amplify our ongoing commitment to support the province's social and environmental needs, ensuring the decisions we make have positive impacts across Ontario's diverse communities.

This document gives you, our Trade Partners, a high-level view to the complete year, to enable collaborative planning. We have made some enhancements to our promotional strategy to better serve our customers' needs as the competitive landscape and consumer behaviour evolve, and to incorporate our strategic thinking to date for 2021. We want to share the key changes to our approach, which include:

- Simplifying the in-store experience
- Combining promotional periods into seasons (P11, P12 and P13 constitute the Winter Season)
- Establishing evergreen displays and stories that include sustainability, gifting, customer favourites, value and new products
- Concentrating our seasonal stories for more powerful impact
- Updating allocation between key display points and end aisles to better reflect customer demand

These changes strategically align with our new brand promise: **Perfect choices made easy. Moments made great.** Watch for exciting updates about our new brand promise in the coming months.

SPIRIT OF SUSTAINABILITY

Spirit of Sustainability is our ongoing commitment to support the province's social and environmental needs and ensure our decisions make a positive impact across Ontario's diverse communities. We are always looking to **Recognize Good Partners** who are championing diversity in the industry, making strides in sustainability, creating impact in communities and encouraging informed choices. We encourage our Trade Partners to share products or campaigns that align with our ongoing commitment. Good Partner stories can be shared using the non-applied application form.

EVERGREEN DISPLAYS

Customer shopping behaviours are evolving. Some behaviours resulting from the pandemic are likely to continue. To better connect customers with what they are looking for, we have created 'evergreen' displays in-store. These evergreen displays will not necessarily relate to the themes of the Seasonal Promotion. Some examples of these displays include the Feature Fixture, Mini Thematics A, B and C, End Aisles and Block Piles A, B and C.

GIFTING AT THE LCBO

Our customers know that LCBO is a place to find gifts year-round. We want to provide gifting options for customers online and in stores through new evergreen product displays, including Mini Thematics A and B, as well as partnered value-add opportunities of either GWP (gift with purchase), LCBO gift packaging or LCBO Gift Cards. You will see these opportunities explained in more detail in the coming pages.

Our Promotional Strategy (cont'd)

PROMOTION DURATION

The key themes and displays will live for a longer duration in stores (see specific duration per display in the coming pages), which will enable customers to discover them easily and consistently. With this consistency, LCBO is better able to meet customer needs and increase promotional return on investment for Trade Partners.

PROMOTIONS IN THE RIGHT STORES WITH THE RIGHT PRODUCT

Our objective is to grow big brand opportunities while also creating opportunities for smaller brands and new products. LCBO conducted analysis of customer behaviour and grouped stores into two clusters – Premium and Standard – based on customer product preference.

This means that we can flight promotions by premium and standard stores, delivering the right product to the right customers and stores, and hold promotions for longer than 4-week turns in flights. See specific display and flighting option information in the coming pages.

ECOMMERCE & OMNICOMMERCE

In current times, customers more and more are choosing to spend time and shop in both our in-store and online channels. We want to leverage eCommerce as a tool to grow the overall business while providing new promotional opportunities to the Trade as this channel becomes an increasingly significant component of doing business.

This has opened up opportunities for both delivery and omni-commerce success. We are pleased to share our new and exciting eCommerce and Omncommerce programming which Trade Partners will be able to leverage within this document, as of FY22 P5. **Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity to add the Omncommerce components to their current commitments.**

Spring

OCCASIONS & OBSERVANCES

P1 MARCH 28 - APRIL 24

Easter (Apr 4)
 Earth Day (Apr 22)

P2 APRIL 25 - MAY 22

Orthodox Easter (May 2)
 Cinco de Mayo (May 5)
 Mother's Day (May 9)
 Buildup to Victoria Day (May 24)

SEASONAL THEMES

Spring is a breath of fresh air, a reset, an awakening of the senses and a season filled with energy and optimism. The seasonal story will highlight what's new and trending including: new products, new flavours, product innovation, green/natural, low alc/light flavours, convenient formats.

Leading Categories: RTD innovation, new gins and tequilas, rosé, sustainable wines.

End aisles will highlight how customer favourites can be "refreshed" with a simple twist.

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Feature Fixture A	Wines	Wines
Feature Fixture B (New & Seasonal)	Wines	Wines
Entrance Table (Cocktail of the Month)	Gin Base (Cucumber Gimlet)	Tequila Base (Pineapple Sour)
Mini Thematic A	Sipping Rums (Easter)	Pink Spirits (Mother's Day)
Mini Thematic B	Sustainable Wines Gifts	Wedding/ Shower/ Graduation Wines Gifts
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	Wines	Wines
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Spirits Value Block Pile (C)	Build your Bar on LTO	Build your Bar on LTO
Mini Thematic C (EA 10)	Local Craft Beer - Trending Styles	Local Craft Beer & Cider - New Products
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone: 21A	Beer	Beer
Beer Excitement Zone: 21C	Beer	Beer
Beer Excitement Zone: 21D	Beer	Beer

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
End Aisle 1	Brown Spirits	Brown Spirits
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Brown Spirits	Brown Spirits
End Aisle 4	White Spirits	White Spirits
End Aisle 5	Brown Spirits	Brown Spirits
End Aisle 6	Wines	Wines
End Aisle 7	Brown Spirits	Brown Spirits
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 10 (Mini-Thematic C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	White Spirits	White Spirits
End Aisle 13	Brown Spirits	Brown Spirits
End Aisle 14	White Spirits	White Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Brown Spirits	Brown Spirits
End Aisle 17	White Spirits	White Spirits
End Aisle 18	Beer	Beer
End Aisle 19	Brown Spirits	Brown Spirits
End Aisle 20	Beer	Beer

ALSO HAPPENING IN THE SPRING:

One-Day Online Sale: Easter (Apr 4)
Food & Drink Early Summer Release (May 5)
 Spring Gifting Program (Gift Cards and Gift Packaging)

Launch of new Spirit of Sustainability Gifting Program – Gift Packaging and Gift Cards

Summer

OCCASIONS & OBSERVANCES

P3

- Victoria Day (May 24)
- Pride Month (Jun)
- National Indigenous History Month (Jun)
- Father's Day (Jun 20)

P4

- St. Jean Baptiste Day (Jun 24)
- Canada Day (July 1)

SEASONAL THEMES

More than ever we're focused on and appreciating what's close to home and summer is the season to make the most of what's unique in Ontario. The seasonal story will shine a light on local gems (products and destinations including wine country, craft breweries and local spirit producers and RTDs produced right here in Ontario).

Leading Categories: local wines, craft beers, Canadian spirits, locally-made RTD.

End Aisles will celebrate customer favourites in true Canadian (red and white) style.

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Feature Fixture A	Wines	Wines
Feature Fixture B (New & Seasonal)	Wines	Wines
Entrance Table (Cocktail of the Month)	Canadian Whisky (Frozen Habitant)	Vodka (Red & White Cocktail)
Mini Thematic A	Scotch/Whisky (Father's Day)	Tequila Gifts
Mini Thematic B	Vintages Essentials (Import) Gifts	VQA Wines Gifts
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	Wines	Wines
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Spirits Value Block Pile (C)	PET Formats on LTO	PET Formats on LTO
Mini Thematic C (EA 10)	Local Craft Beer - Summer Styles	Local Craft Beer - Summer Styles
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone: 21A	Beer	Beer
Beer Excitement Zone: 21C	Beer	Beer
Beer Excitement Zone: 21D	Beer	Beer

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
End Aisle 1	White Spirits	White Spirits
End Aisle 2	Brown Spirits	Brown Spirits
End Aisle 3	White Spirits	White Spirits
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	RTD	RTD
End Aisle 6	RTD	RTD
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 10 (Mini-Thematic C)	Beer	Beer
End Aisle 11	Brown Spirits	Brown Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	White Spirits	White Spirits
End Aisle 14	Brown Spirits	Brown Spirits
End Aisle 15	White Spirits	White Spirits
End Aisle 16	Wines	Wines
End Aisle 17	Beer	Beer
End Aisle 18	White Spirits	White Spirits
End Aisle 19	Wines	Wines
End Aisle 20	Beer	Beer

ALSO HAPPENING IN THE SUMMER:

- One-Day Online Sale: Victoria Day (May 24)
- One-Day Online Sale: Canada Day (July 1)
- Food & Drink** Summer Release (June 30)
- Summer Gifting Program (Gift Cards and Gift Packaging)

Late Summer

OCCASIONS & OBSERVANCES

P5

Civic Holiday (Aug 2)
 Summer Olympics in Tokyo (Jul 23-Aug 8)

P6

Labour Day (Sept 6)
 Rosh Hashanah (Sept 7)
 TIFF (TBC)

SEASONAL THEMES

Shifting into the second half of summer, the seasonal story will be a celebration of Canadian summer traditions (barbecues, dining al fresco, cottage weekends, patio drinks, etc).

Leading Categories: all play (international)

End Aisles will highlight customer favourites and how to enjoy them with summer flavours.

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
Feature Fixture A	Wines	Wines
Feature Fixture B (New & Seasonal)	Wines	Wines
Entrance Table (Cocktail of the Month)	Rum (Jungle Bird Tiki Cocktail)	Brandy/Cognac (Sangria Cocktail)
Mini Thematic A	Gin Gifts	Bourbon (Backyard BBQ Host Gifts)
Mini Thematic B	All Play Summer White Wine Gifts	All Play Summer White Wine Gifts
Front Nesting Table	Spirits: Summer Cocktail	Spirits: Summer Cocktail
Middle Nesting Table	Australian BBQ Wines	Mediterranean BBQ Wines
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Spirits Value Block Pile (C)	Large Formats on LTO	Large Formats on LTO
Mini Thematic C (EA 10)	Local Craft Beer - Summer Styles	Local Craft Cider
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone: 21A	Beer	Beer
Beer Excitement Zone: 21C	Beer	Beer
Beer Excitement Zone: 21D	Beer	Beer

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
End Aisle 1	White Spirits	White Spirits
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Brown Spirits	Brown Spirits
End Aisle 4	White Spirits	White Spirits
End Aisle 5	Wines	Wines
End Aisle 6	White Spirits	White Spirits
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	White Spirits	White Spirits
End Aisle 10 (Mini-Thematic C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	RTD	RTD
End Aisle 13	Brown Spirits	Brown Spirits
End Aisle 14	Wines	Wines
End Aisle 15	White Spirits	White Spirits
End Aisle 16	RTD	RTD
End Aisle 17	Beer	Beer
End Aisle 18	Brown Spirits	Brown Spirits
End Aisle 19	Beer	Beer
End Aisle 20	Beer	Beer

ALSO HAPPENING IN THE SUMMER:

One Day Online Sale: Civic Holiday (Aug 2)
 One Day Online Sale: Labour Day (Sept 6)
 Summer Gifting Program continues (Gift Cards and Gift Packaging)

Fall

SEASONAL THEMES

As one of the largest purchasers of alcohol in the world, we feel a responsibility to drive meaningful change in our communities, be an industry leader in sustainable practices and take better care of our planet – all for the good of Ontario. That's why we developed Spirit of Sustainability, an enterprise-wide social impact platform designed to create a more sustainable future by supporting the province's social and environmental needs.

While the ongoing pandemic creates uncertainty for the coming months, we remain hopeful that the vaccines will see us in a better place in the later part of the year. Our recovery will take a lot of effort and time. This fall, our promotional campaign will bring our **"IMPACT"** brand experience pillar to life by highlighting the good work of our Good Partners. Together, we'll demonstrate how our collective actions can make a positive impact on the lives of Ontarians and we'll help our customers do the same. We want to showcase the good work being done by our Good Partners to help improve our communities – whether that's through economic recovery, social good, environmental improvements, etc.

This will be a phased approach across P7 & P8.

OCCASIONS & OBSERVANCES

P7

Yom Kippur (Sept 16)

P8

Thanksgiving (Oct 11)

Halloween (Oct 31)

Day of the Dead (Nov 2)

Diwali (Nov 4)

ALSO HAPPENING IN THE FALL:

Food & Drink Fall Release (Sept 15)

One-Day Online Sale: Thanksgiving (Oct 11)

Fall Gifting Program (paper gift bag only)

In Period 7, the focus will continue to be on our **local** partners with an external campaign that drives awareness for VQA wines, Ontario Craft Beers, Cider, RTD and Ontario Craft Distillers. Period 8 will continue to profile **Whisky** both domestic and international. In addition to showcasing a growing and exciting category, the campaign will highlight what our Good Partners in the whisky industry are doing to support communities in response to the global pandemic.

The promotion may be further augmented with a collective fundraising campaign that will directly support our industry and province – contributions may be tied to products (in the ways of proceeds) and consumer donations. We are in the process of developing the specifics and more details will be shared in the weeks ahead.

What we need from you:

We want to recognize our **Good Partners** who are creating impact across Ontario's diverse communities. Share with us how your brand or product is helping in this regard. This will inspire our campaign development and identify themes and stories to focus on for in-store, online and external marketing. In the non-applied application form, share with us how your brand or product is helping in this regard.

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
Feature Fixture A	Wines	Not Sold
Feature Fixture B (New & Seasonal)	Wines	Not Sold
Entrance Table (Cocktail of the Month)	Local Spirit + Sparkling VQA Wine (Ontario 75 Cocktail)	Whisky/Amaro or Vermouth (Coffee Manhattan)
Mini Thematic A	Local Spirits Gifts	Scotch Gifts
Mini Thematic B	VQA Wines Gifts	Red Wines Gifts
Front Nesting Table	Ontario Wines (VQA/IDB Flighted)	Canadian Whiskies (multi-brand)
Middle Nesting Table	Ontario Wines (VQA/IDB Flighted)	Whisky – ‘Good Partners’ (flighted opportunity A & B)
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Spirits Value Block Pile (C)	Spirits: Build-a-Bar OR Cocktail + vessel/deal*	Spirits: Build-a-Bar OR Cocktail + vessel/deal*
Mini Thematic C (EA 10)	Local Craft Beer - Fall Styles	Local Craft Beer - Fall Styles
Block Pile D Activation Area	Spirits	Halloween Activations
Beer Excitement Zone: 21A	Beer	Beer
Beer Excitement Zone: 21C	Beer	Beer
Beer Excitement Zone: 21D	Beer	Beer

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
End Aisle 1	EA1 New Wines (VQA/IDB flighted)	Brown Spirits
End Aisle 2 - 9	Brand stories (VQA/IDB flighted)	Brown Spirits
End Aisle 10 (Mini-Thematic C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	White Spirits	White Spirits
End Aisle 14	Brown Spirits	Brown Spirits
End Aisle 15	Brown Spirits	Wines
End Aisle 16	White Spirits	White Spirits
End Aisle 17	Brown Spirits	Brown Spirits
End Aisle 18	Beer	Wines
End Aisle 19	Beer	White Spirits
End Aisle 20	Beer	White Spirits

*Build-a-Bar OR Build-a-Cocktail + vessel/deal (i.e. Buy all 3, Save \$X); individual LTO's are required on each product

Holiday

OCCASIONS & OBSERVANCES

P9

Remembrance Day
 Black Friday (Nov 26)

P10

Cyber Monday (Nov 29)
 Hanukkah (Nov 29-Dec 6)
 Christmas
 Boxing Day
 New Year's

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
Feature Fixture A	Not Sold	Not Sold
Feature Fixture B (New & Seasonal)	Not Sold	Not Sold
Entrance Table (Cocktail of the Month)	Rum Cocktail Base	Cream Liqueur Cocktail Base
Mini Thematic A	Aged Spirits w/ LCBO Gift Bag VA + optional LTO	Aged Spirits w/ LCBO Gift Bag VA + optional LTO
Mini Thematic B	Holiday Wines Gifts	Holiday Wines Gifts
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	Wines	Wines
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Spirits Value Block Pile (C)	Spirits Value	Spirits Value
Mini Thematic C (EA 10)	Local Craft RTD	Local Craft - Mixed Packs and Specialty Gifts
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone: 21A	Beer	Beer
Beer Excitement Zone: 21C	Beer	Beer
Beer Excitement Zone: 21D	Beer	Beer

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
End Aisle 1	Brown Spirits	Brown Spirits
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Brown Spirits	Brown Spirits
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	Wines	Wines
End Aisle 6	White Spirits	White Spirits
End Aisle 7	Wines	Wines
End Aisle 8	Brown Spirits	Brown Spirits
End Aisle 9	White Spirits	White Spirits
End Aisle 10 (Mini-Thematic C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	Brown Spirits	Brown Spirits
End Aisle 14	White Spirits	White Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Brown Spirits	Brown Spirits
End Aisle 17	Wines	Wines
End Aisle 18	Brown Spirits	Brown Spirits
End Aisle 19	Brown Spirits	Brown Spirits
End Aisle 20	Brown Spirits	Brown Spirits

ALSO HAPPENING IN THE HOLIDAY SEASON:

Food & Drink Holiday Release (Nov 10)
 Week-long online-focused sale: PRE Black Friday/ Cyber Monday (Nov 19-25)
 Online-focused Sale: Black Friday/Cyber Monday (Nov 26-29)
 One-Day Online Sale: Boxing Day (Dec 26)
 Holiday Gifting Program (Gift Cards and Gift Packaging)

Winter

OCCASIONS & OBSERVANCES

P11

Robbie Burns Day (Jan 25)

P12

Lunar New Year (Feb 1)
 Super Bowl (Feb 7)
 Valentine's Day
 Family Day (Feb 21)

P13

International Women's Day
 (Mar 8)
 St. Patrick's Day (Mar 17)

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
Feature Fixture A	Wines	Wines	Wines
Feature Fixture B (New & Seasonal)	Wines	Wines	Wines
Entrance Table (Cocktail of the Month)	Vodka Cocktail Base	Brandy/Cognac Cocktail Base	Whisky Cocktail Base
Mini Thematic A	Cozy Winter Warmer Gifts	Liqueurs (Valentine's Day)	Irish Whiskey Gifts
Mini Thematic B	Wines Gifts	Wines Gifts	Wines Gifts
Front Nesting Table	Spirits	Spirits	Spirits
Middle Nesting Table	Wines	Wines	Wines
Beer Block Pile (A)	Beer	Beer	Beer
RTD Block Pile (B)	RTD	RTD	RTD
Spirits Value Block Pile (C)	Spirits Value	Spirits Value	Spirits Value
Mini Thematic C (EA 10)	Local Craft Beer - Winter Styles	Local Craft Beer - Winter Styles	Local Craft Cider
Block Pile D Activation Area	Spirits	Spirits	Spirits
Beer Excitement Zone: 21A	Beer	Beer	Beer
Beer Excitement Zone: 21C	Beer	Beer	Beer
Beer Excitement Zone: 21D	Beer	Beer	Beer

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
End Aisle 1	White Spirits	White Spirits	Brown Spirits
End Aisle 2	Brown Spirits	Brown Spirits	White Spirits
End Aisle 3	White Spirits	White Spirits	Brown Spirits
End Aisle 4	White Spirits	White Spirits	Brown Spirits
End Aisle 5	Wines	Wines	Brown Spirits
End Aisle 6	Wines	Wines	White Spirits
End Aisle 7	Brown Spirits	Brown Spirits	Wines
End Aisle 8	Wines	Wines	Brown Spirits
End Aisle 9	Brown Spirits	Brown Spirits	White Spirits
End Aisle 10 (MTC)	Beer	Beer	Beer
End Aisle 11	Brown Spirits	Brown Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits	White Spirits
End Aisle 13	Brown Spirits	Brown Spirits	Wines
End Aisle 14	Wines	Wines	Brown Spirits
End Aisle 15	White Spirits	White Spirits	Brown Spirits
End Aisle 16	Brown Spirits	Brown Spirits	Brown Spirits
End Aisle 17	Wines	Wines	Wines
End Aisle 18	White Spirits	White Spirits	Brown Spirits
End Aisle 19	Brown Spirits	Brown Spirits	White Spirits
End Aisle 20	White Spirits	White Spirits	Wines

ALSO HAPPENING IN THE WINTER:

One-Day Online Sale: Family Day (Feb 21)

FOOD & DRINK

FOOD&DRINK Opportunities For 2021



NOW, MORE THAN EVER.

2020 has changed how we engage with and inspire our customers. They have more options for how to shop with us, whether browsing in store, or using eCommerce channels and picking up in their local LCBO. It means a different experience for our customers in the way they gain product knowledge or engage with our knowledgeable staff.

In this different environment, Food & Drink is more relevant than ever. We deliver the engaging product and food content that customers want, letting them experience it when or where they want to.

Through the uncertainty of this year, our readers have let us know they still want their **Food & Drink**. Demand for over 530,000 print copies remains strong province-wide and customers picking up eCommerce and Same-Day Pickup orders are excited to receive a magazine with their order.

Food & Drink is there to enhance customers' digital experience. A growing number of readers enjoy the digital editions, with over 8 million page views and counting in 2020. MyLCBO newsletter subscribers enjoy early access to each digital issue. Our content comes to life on our popular **Food & Drink** Instagram and LCBO Facebook accounts, and through LCBO Virtual Events.



FOOD&DRINK Opportunities For 2021

YOUR PRODUCTS. OUR READERS.

Traditional advertising. Content-forward advertorials. Integrated social and digital opportunities. **Food & Drink** offers a proven opportunity to present your products to LCBO customers when they're ready.

Run of Press Advertising

Showcase your brand and your product to an interested reader in our print and digital editions.

Advertorial, Custom & Integrated Content

We can help you present your products in a unique context, supported by engaging, quality content.

Social, Digital, Video, eCommerce Opportunities Work with **Food & Drink** to strategically support your LCBO in-store and digital promotional opportunities.



Opportunities for Trade Partners

We're working hard on 2021 issues right now.

Spring 2021 issue: Ad closing Jan 4; in stores Mar 3
Let's celebrate hope and new beginnings with our Spring issue. We've got a plant-based menu perfect for Earth Day, our take on the spring bake sale, and making cocktails right in the can.

Early Summer 2021 issue:

Ad closing Mar 5; in stores May 5
In May we'll appreciate and make the most of what's unique in Ontario. Local wine, beer and spirit destinations, plus our guide to summer beer, Chardonnay's perfect match and the origin of the Caesar.

Summer 2021 issue:

Ad closing Apr 30; in stores June 30
As always, our late-June issue will tee up the perfect refreshments for summer fun.

Autumn 2021 issue:

Ad closing Jul 16; in stores Sept 15
September means Ontario, as we shine the spotlight on local makers and products.

Holiday 2021 issue:

Ad closing Sept 10; in stores Nov 10
The big one. Our largest, most popular issue of the year, celebrating all things Holiday.

For more information, contact our ad sales team, Beaches Media Services.
Kirby Miller
C: 416 723-3923
E: kirby@beachesmediaservices.com

The Online Experience

Shop online early for the best selection. See our [holiday order deadlines](#).

Learn about LCBO's commitment to [Sustainability](#).

SIGN IN / REGISTER

SUBSCRIBE
CHANGE STORE
ST CLAIR & KEELE (THE STOCKYARDS)

FRANÇAIS

0

Home/Store Delivery Order

SEARCH

WINE SPIRITS BEER & CIDER COOLERS VINTAGES FOOD & DRINK GIFTS NEW ARRIVALS COLLECTIONS ON SALE

NEW **SAME-DAY PICKUP** is available near your location

Order online and pickup in store within hours. [Learn More](#) >

SHOP OUR
CYBER MONDAY SALE
AND SAVE [SHOP NOW](#)

a time for **CHEER!**

shop stellar
LOCAL GIFTS

[BUY NOW](#)

gifts for
WINE LOVERS

whisky
GIFTS

wrapped & ready
GIFTS

festive
FAVES

WHY PARTNER WITH LCBO'S OMNICOMMERCE?



1,000,000
visits per week on lcbo.com
(+100% vs Last Year)



\$180
Average
lcbo.com
Order Value



13 UNITS
Average lcbo.com
Order Size



CREATE
...Unique Customer Experiences
...Online Exclusive Opportunities



224.7K +
Facebook Followers



+450%
Sales Growth
on lcbo.com
vs. Last Year

65.8K +
Instagram Followers



21K +
Twitter Followers



+250K CRM subscribers
Open and CTRs above industry average

Omni-Commerce Opportunity Overview

DISPLAY POINT	IN-STORE LOCATION	ONLINE COVERAGE	PRICE AS OF P5*
Entrance Table / Cocktail of the Month with Program Feature Page	Entrance Display	<ul style="list-style-type: none"> A templated Program Page Feature for the Cocktail of the Month on Icbo.com Image Box on Category Landing Page drives to Feature Page 	<ul style="list-style-type: none"> \$45,000 (PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13) \$55,000 (PT10) \$39,000 (PT11)
Front Nesting Table with Homepage Feature	Entrance Display	<ul style="list-style-type: none"> A templated Feature Page on Icbo.com for your Products/Brand displayed on the Nesting Table Image Box on the Icbo.com Homepage Feature Placement on Category Landing Page Promotion in Social Media is contingent on participation in a Virtual Experience 	<ul style="list-style-type: none"> \$130,000 (PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13) \$155,000 (PT10) \$110,000 (PT11)
Middle Nesting Table with Homepage Feature	Power Aisle	<ul style="list-style-type: none"> A templated Feature Page on Icbo.com for your Products/Brand displayed on the Nesting Table Image Box on the Icbo.com Homepage Feature Placement on Category Landing Page Promotion in Social Media is contingent on participation in a Virtual Experience 	<ul style="list-style-type: none"> \$120,000 (PT 1, 3, 5, 6, 8, 12, 13) \$140,000 (PT 2, 4, 7, 9 - Food & Drink Displays) \$145,000 (PT10) \$102,000 (PT11)
Enhanced Display Activation with Feature Page	Any display point in store	<ul style="list-style-type: none"> A templated Feature Page on Icbo.com Feature Placement on Category Landing Page Promotion in Social Media is contingent on participation in a Virtual Tasting 	<ul style="list-style-type: none"> \$30,000 + fee for the approved (any) in-store promotion/display

*Refer to Opportunity Detail pages for more detailed information.

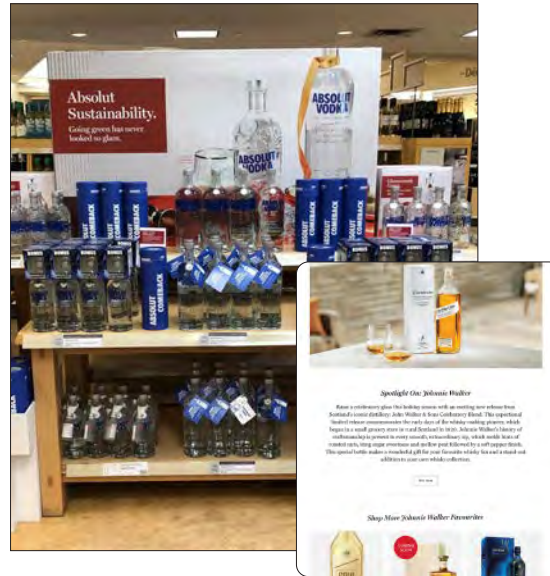
Omni-Commerce Opportunities

The following four in-store displays have added opportunities for eCommerce extension for brands and their products.

COCKTAIL OF THE MONTH ENTRANCE TABLE & PROGRAM PAGE



FRONT NESTING TABLE IN-STORE DISPLAY & HOME PAGE FEATURE A



ENHANCED RETAIL ACTIVATION & CATEGORY PAGE



MIDDLE NESTING TABLE IN-STORE DISPLAY & HOME PAGE FEATURE B



Full details on these opportunities are available on the subsequent pages

OmniCommerce Opportunity

ENTRANCE TABLE/COTM & PROGRAM PAGE

The Entrance Table is a square or round table situated near the front of the store.

This display is the home of the Cocktail of the Month program, highlighting *Food & Drink* featured cocktails of the season. This program will turn every promotional period.

Preference will be given to products that offer value-adds that complete the featured cocktail solution. LCBO is seeking brand and multi-brand opportunities to represent the LCBO-chosen cocktail of the month for each period; see product focus information below.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Entrance Table MPTS Code: BSE	133 Stores total (92 Square Tables, 28 Round Tables)	2-4 SKUs including Value-Adds	Refer to Trade Resources Online for Participating Stores
Staff-Led Tastings	6K Engagements	36-48 units per tasting	30 employee-led tastings at 10 store locations
LCBO.com Program Page			New OmniCommerce Component (see pg 20 for details) Note: In all instances of flighting, the Program Page will be shared between participating brands on Flights
This Package, inclusive of all opportunities and non-negotiable, is available at the following rates:			

PERIOD	RATE PER PERIOD AS OF P5		
	TOTAL (UN-FLIGHTED)	PREMIUM FLIGHT	STANDARD FLIGHT
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$45,000	\$26,000	\$19,000
PT 10	\$55,000	\$32,000	\$23,000
PT 11	\$39,000	\$23,000	\$16,000



PRODUCT FOCUS		
Period	Period Dates	Focus (Cocktail Base)
1	March 28 - April 24	Gin (Cucumber Gimlet)
2	April 25 - May 22	Tequila (Pineapple Sour)
3	May 23 - June 19	Canadian Whisky (Frozen Habitant)
4	June 20 - July 17	Vodka (Red & White Cocktail)
5	July 18 - August 14	Rum (Jungle Bird Tiki Cocktail)
6	August 15 - September 11	Brandy/Cognac (Sangria Cocktail)
7	September 12 - October 9	Local Spirit + Sparkling VQA Wine (Ontario 75 Cocktail)
8	October 10 - November 6	Whisky/Amaro or Vermouth (Coffee Manhattan)
9	November 7 - November 27	Rum
10	November 28 - January 1, 2022	Cream Liqueur
11	January 2 - 29	Vodka
12	January 30 - February 26	Brandy/Cognac
13	February 27 - March 26	Whisky

COCKTAIL OF THE MONTH PROGRAM PAGE DETAILS



HOW IT WORKS

We are pleased to extend our online programming opportunities by amplifying in-store programming with prominent placement on lcbo.com.

This offer is now an additional automatic, non-optional component to the **Cocktail of the Month (Entrance Table), featuring enhanced messaging and communication under the story umbrella of the **Cocktail Solution**.**

This opportunity will allow Trade Partners to showcase their product and brand in an LCBO endorsed collection that will:

- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through brand-specific content on lcbo.com.

This opportunity is available on a Periodic basis as of P5.

NOTE: If you choose to apply for the Cocktail of the Month Program, you AUTOMATICALLY apply for this promotional program component

WHAT'S INCLUDED:

- A Program Page for the Cocktail of the Month on lcbo.com
- Image Box on Category Landing Page drives to Program Page
- Inclusion in the LCBO Cocktail of the Month video on Program Page and LCBO Connect (staff training tool)

FINE PRINT

- LCBO will consider several factors when reviewing online feature page proposals:
- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.

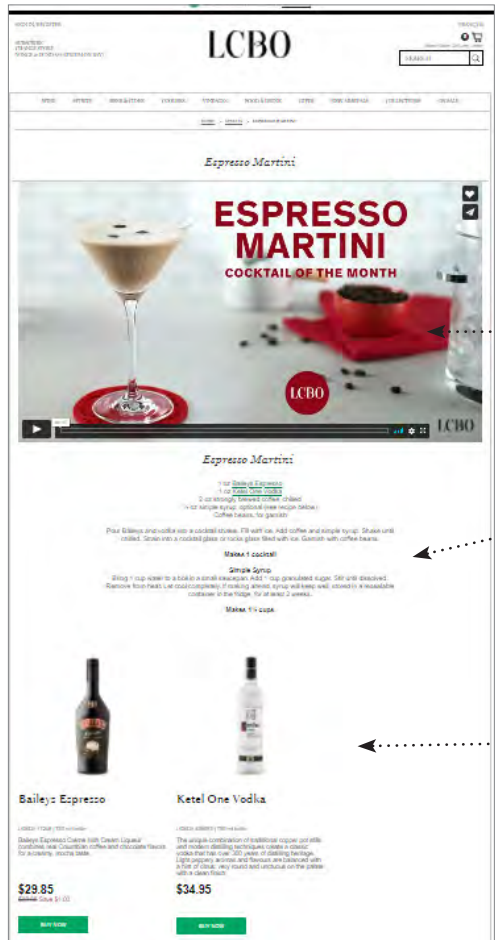
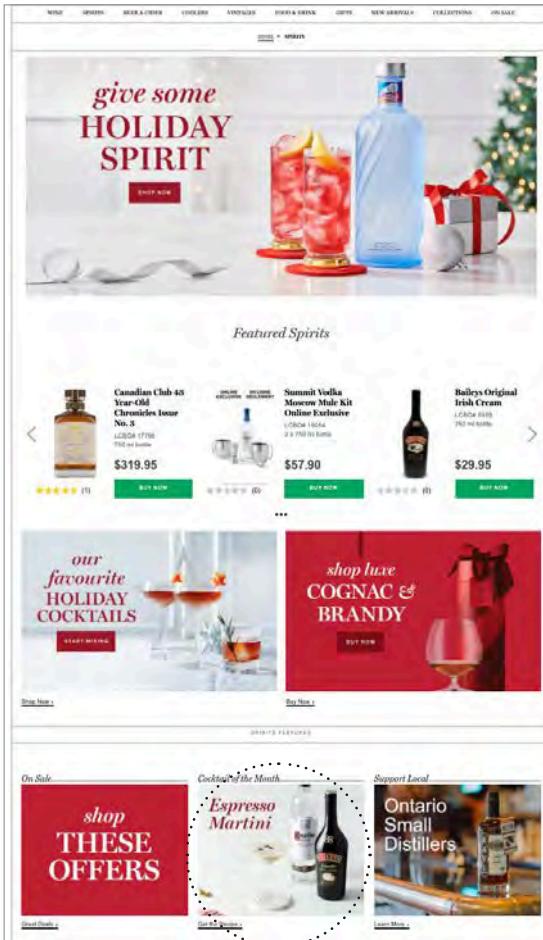
Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity of adding the omni-commerce components to their current commitments.

What's Included & Where it's Located Online

COTM PROGRAM PAGE

Feature Placement on Icbo.com
 Category Landing Page Clicks
 through to COTM Program Page

Cocktail of the Month
 Program Page



LCBO Produced
 Cocktail Video

Cocktail recipe
 developed by LCBO
 and **Food & Drink**.

Collection grid will
 feature products
 participating in the
 Cocktail of the Month
 Program, product
 image, brief description
 and BUY NOW button
 linking to PIP (product
 information page)

Optional: Suppliers approved for the Cocktail of the Month are encouraged to offer a curated box for customers. If one is offered, it will also be featured on this page.

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.

Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

OmniCommerce Opportunity

FRONT NESTING TABLE & FEATURE PAGE

This display is a large rectangular table with two small adjacent tables. It is typically located in the front of the engagement aisle. The Front Nesting Table is one of the first displays our customers interact with in the in-store customer journey and is pivotal in bringing the overarching promotional story to life.

This table will showcase a strong brand story or a strong multi-product seasonal story with high-volume products. As much as possible, this display will hold for 2 periods (the season). This display may also be flighted in premium and standard stores.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Front Nesting Table MPTS Code: BSF	144 Stores NOTE: If this display is flighted; Premium Stores: 77 Standard Stores: 67	8-12 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast. <u>This display no longer includes window placement at 452 and 528.</u> LCBO may choose to split this display among multiple suppliers at a prorated cost.
Advertising			Potential feature in LCBO promotional channels & advertising
Staff-Led Tastings	12K Engagements	36-48 units per tasting	60 employee-led tastings at 20 store locations
LCBO.com Home Page Feature			New OmniCommerce Component (see pg 24-29 for details) Note: In all instances of flighting and multiple participating brands, the Feature Page will be shared between participating brands on Flights
PERIOD		RATE PER PERIOD AS OF P5*	
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13		\$130,000	
PT 10		\$155,000	
PT 11		\$110,000	

PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Spirits
2	April 25 - May 22	Spirits
3	May 23 - June 19	Spirits
4	June 20 - July 17	Spirits
5	July 18 - August 14	Spirits: Summer Cocktailing
6	August 15 - September 11	
7	September 12 - October 9	Ontario Wines
8	October 10 - November 6	Canadian Whiskies (multi-brand)
9	November 7 - November 27	Spirits
10	November 28 - January 1, 2022	Spirits
11	January 2 - 29	Spirits
12	January 30 - February 26	Spirits
13	February 27 - March 26	Spirits



*Prices subject to change

FRONT NESTING TABLE

Feature Page Details

HOW IT WORKS

We are pleased to extend our online programming opportunities by amplifying in-store programming with prominent placement on lcbo.com.

This is an automatic, non-optional addition to programming targeted to Trade Associations or Brands approved to participate on the Front or Middle Nesting Tables.

This opportunity will allow Trade Partners to showcase their product and brand in an LCBO-endorsed collection that will:

- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through brand-specific content on lcbo.com.

This opportunity is available on a Periodic basis as of P5.

NOTE: If you choose to apply for the Front or Middle Nesting Table Display Programs, you AUTOMATICALLY apply for this promotional program component.

WHAT'S INCLUDED

- A templated Feature Page for your Products/Brand featured on the Nesting Table
- This page will live for a minimum of one promotional period, and up to two promotional periods, based on the approved display in-store
- **These Feature Pages will have an Image Box on the lcbo.com Homepage, and Feature Placement on Category Landing Page**
- Promotion in Social Media and CRM is contingent on participation in a Virtual Experience

FINE PRINT

LCBO will consider several factors when reviewing online feature page proposals:

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.

Note that if Feature Page holds for 2 Periods, the creative will be refreshed after 4 weeks

Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity of adding the omni-commerce components to their current commitments.



Spotlight On: Johnnie Walker

Raise a celebratory glass this holiday season with an exciting new release from Scotland's iconic distillery, Johnnie Walker & Sons Celebration Blend. This exceptional limited release commemorates the early days of the whisky-making process, which began in a small grocery store in rural Scotland in 1820. Johnnie Walker's history of craftsmanship is present in every carefully extraordinary sip, which adds hints of roasted nuts, tangy sugar sweetness and molasses peat followed by a soft pepper finish. This special bottle makes a wonderful gift for your favourite whisky fan and a stand-out addition to your own whisky collection.

[View More](#)

Shop More Johnnie Walker Favorites

 <p>Johnnie Walker Gold Blend</p> <p>Experience the rich, smooth flavors of Johnnie Walker Gold Blend Scotch Whisky. This iconic blend is a perfect choice for any occasion.</p>	 <p>Johnnie Walker Blue Label</p> <p>Experience the ultimate in luxury with Johnnie Walker Blue Label Scotch Whisky. This exceptional blend is a true masterpiece.</p>	 <p>Johnnie Walker Black & Tan</p> <p>Experience the classic combination of Johnnie Walker Scotch Whisky and Guinness Extra Stout. This iconic blend is a true masterpiece.</p>
 <p>Johnnie Walker Double Black</p> <p>Experience the rich, smooth flavors of Johnnie Walker Double Black Scotch Whisky. This iconic blend is a perfect choice for any occasion.</p>	 <p>Johnnie Walker Red Label</p> <p>Experience the rich, smooth flavors of Johnnie Walker Red Label Scotch Whisky. This iconic blend is a perfect choice for any occasion.</p>	 <p>Johnnie Walker Green Label</p> <p>Experience the rich, smooth flavors of Johnnie Walker Green Label Scotch Whisky. This iconic blend is a perfect choice for any occasion.</p>

What's Included: Multi-Brand NESTING TABLES FEATURE PAGE

FEATURE PAGE: MULTI-BRAND

Optional: Curated Box
(eCommerce exclusive SKU)
featuring an assortment of SKUs
from the trade group/brand. VAs
may be included.

Optional: Virtual Event (featuring
a tasting of discovery box SKUs).
Event will be developed by LCBO in
collaboration with trade partner.

Note: Virtual Event costs are
additional and not included in
Feature Page costs.

**Up to three related gift sugges-
tions, cocktail recipes OR food
pairing suggestions (recipes/food
pairings information and image
assets will be provided by LCBO;**
alternate option is that assets are
supplied by participating sponsor
brand and must be tested/approved
by LCBO at LCBO discretion.)



Feature Introduction written by
LCBO.

Hero image

*Image may be supplied by the
participating sponsor brand.

Collection of up to 12 SKUs from
trade association/brand family (must
be unique SKUs rather than different
formats of same product).

Collection grid will feature product
image, brief description and BUY
NOW button linking to PIP (product
information page)

Link to a list of selected products
(product results page)

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

What's Included: Single Brand NESTING TABLES FEATURE PAGE

BRAND FEATURE PAGE: SINGLE BRAND

Optional: Brand Video
(to be supplied by participating sponsor brand where available)
Must be AODA compliant and available in English and French.
Maximum length: 30 sec.



Product introduction written by LCBO.

Hero image

*Image may be supplied by the participating sponsor brand.

Spotlight On: Johnnie Walker

Raise a celebratory glass this holiday season with an exciting new release from Scotland's iconic distillery, Johnnie Walker & Sons Connoisseurs Blend. The exceptional limited release commemorates the early days of the whisky-making process, which began in a small grocery store in rural Scotland in 1826. Johnnie Walker's history of craftsmanship is present in every smooth, extraordinary sip, which adds hints of roasted nuts, strong sugar sweetness and melon zest followed by a soft pepper finish. This special bottle makes a wonderful gift for your favourite whisky fan and a stand-out addition to your own whisky collection.

Shop More Johnnie Walker Finest Whiskies



Collection of up to 12 additional SKUs from brand family (must be unique SKUs rather than different formats of same product).

Collection grid will feature product image, brief description and BUY NOW button linking to PIP (product information page)

Three product recipes or food pairing suggestions (Recipes/ food pairings information (in English and French) and image assets will be provided by LCBO from existing LCBO assets. Alternate option is that assets are supplied by participating sponsor brand and must be tested/ approved by LCBO at LCBO discretion.)



Link to a list of selected products (product results page)

Mix & Sip!



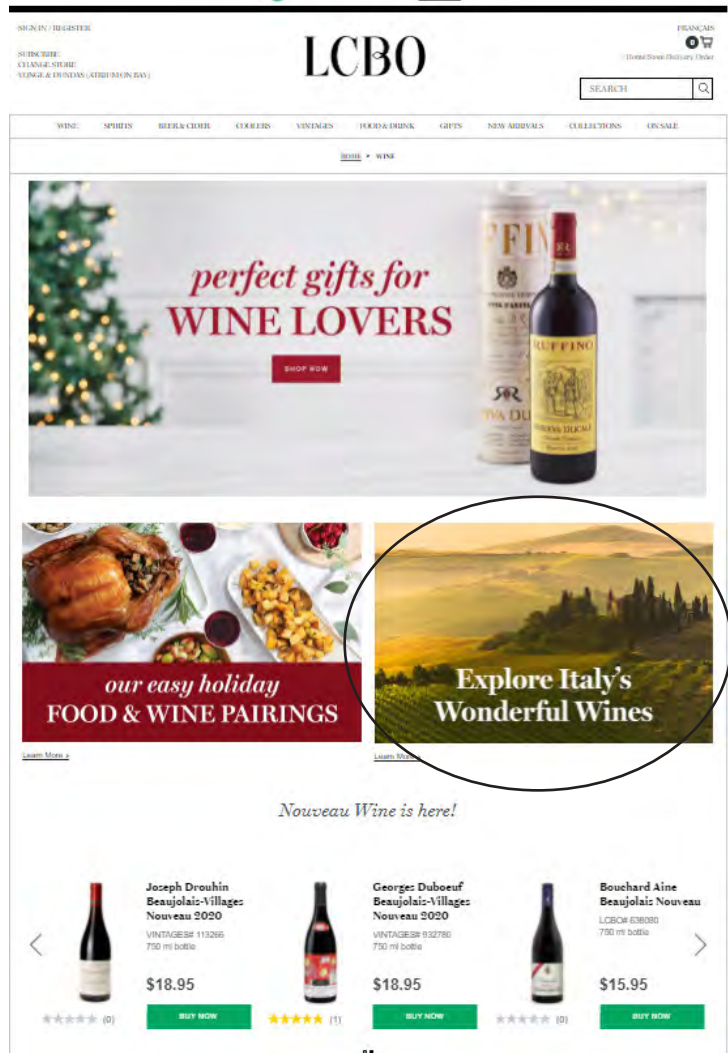
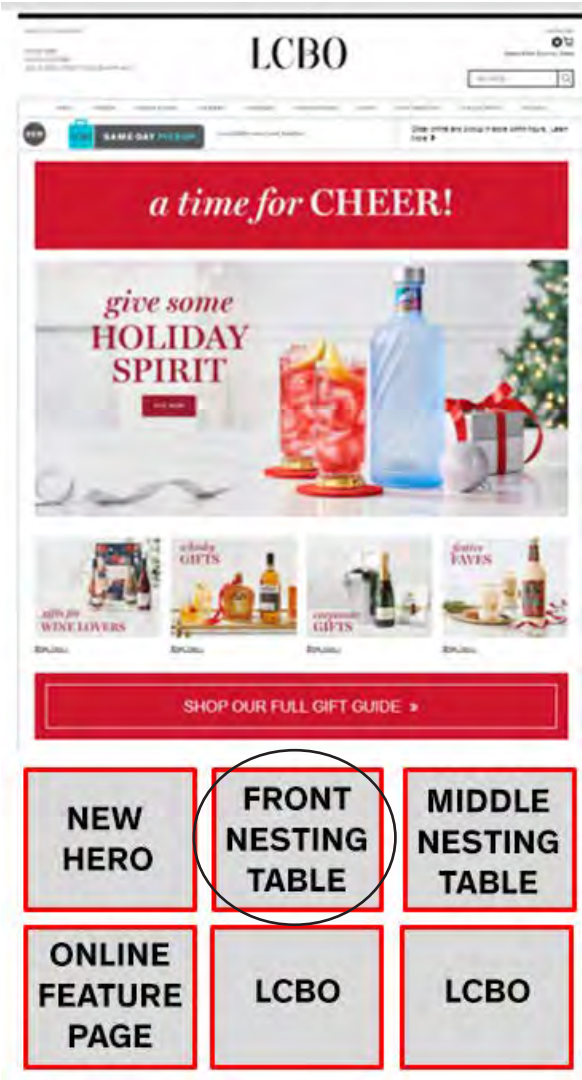
Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Feature page will be at the discretion of LCBO Marketing.

Where it's Located Online

NESTING TABLES FEATURE PAGE

Image Box on Icbo.com Home Page
 Weekly Traffic: 846,546

Feature Placement on Icbo.com
 Category Landing Page
 Clicks through to Feature Page



Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

OmniCommerce Opportunity

MIDDLE NESTING TABLE & FEATURE PAGE

This display is a large rectangular table with two small adjacent square tables (or baskets in place of side tables), typically located towards the middle of the power aisle. It will be a tiered cake-style display in a handful of stores.

This display is meant to showcase a seasonal or regional WINES story (with the exception of P8) . As much as possible, stories will hold for 8 weeks (the season). When **Food & Drink** releases are scheduled, this display will also feature the **Food & Drink** magazine and the product will be featured within a **Food & Drink** advertorial. This table may also be flighted between premium and standard stores.

NOTE: This is a Non-Applied Program in MPTS. **At this time, WINES applications will be considered by Trade Associations for applicable periods only.** After the MPTS deadline passes, you will be contacted if your product is selected to participate in this display. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Middle Nesting Table	144 Stores	8-12 SKUs	Refer to Trade Resources Online for Participating Stores.
MPTS Code: MD	NOTE: If this display is flighted; Premium Stores: 86 Standard Stores: 58		Qty purchased relates to LCBO sales forecast.
Advertising			Potential feature in LCBO promotional channels and advertising
Staff-Led Tastings	12K Engagements	36-48 units per tasting	60 employee-led tastings at 20 store locations
LCBO.com Home Page Feature			New OmniCommerce Component (see pg 31-36 for details). Note: In all instances of flighting and multiple participating brands, the Feature Page will be shared between brands

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

PERIOD	RATE PER PERIOD AS OF P5*
PT 1, 3, 5, 6, 8,12, 13	\$120,000
PT 2, 4, 7, 9 (Food & Drink Displays)	\$140,000
PT 10	\$145,000
PT 11	\$102,000

PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Wines
2	April 25 - May 22	Wines
3	May 23 - June 19	Wines
4	June 20 - July 17	Wines
5	July 18 - August 14	Australian BBQ Wines
6	August 15 - September 11	Mediterranean BBQ Wines
7	September 12 - October 9	Ontario Wines
8	October 10 - November 6	Whisky – ‘Good Partners’ (flighted opportunity A & B)
9	November 7 - November 27	Vintages Essentials
10	November 28 - January 1, 2022	Vintages Essentials
11	January 2 - 29	Wines
12	January 30 - February 26	Wines
13	February 27 - March 26	Wines



*Prices subject to change

MIDDLE NESTING TABLE

Feature Page Details

HOW IT WORKS

We are pleased to extend our online programming opportunities by amplifying in-store programming with prominent placement on lcbo.com.

This is an automatic, non-optional addition to programming targeted to Trade Associations or Brands who are approved to participate on the Front or Middle Nesting Tables.

- This opportunity will allow Trade Partners to showcase their product and brand in an LCBO-endorsed collection that will:
- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through brand-specific content on lcbo.com.

This opportunity is available on a Periodic basis as of P5. **NOTE: If you choose to apply for the Front or Middle Nesting Table Display Programs, you AUTOMATICALLY apply for this promotional program component.**

WHAT'S INCLUDED

- A templated Feature Page for your Products/Brand featured on the Nesting Table
- This page will live for a minimum of one promotional period, and up to two promotional periods, based on the approved display in-store
- **These Feature Pages will have an Image Box on the lcbo.com Homepage, Feature Placement on Category Landing Page**
- Promotion in Social Media is contingent on participation in a Virtual Experience

FINE PRINT

LCBO will consider several factors when reviewing online feature page proposals:

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.

Note that if Feature Page holds for 2 Periods, the creative will be refreshed after 4 weeks

Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity of adding the omni-commerce components to their current commitments.



What's Included: Multi-Brand NESTING TABLES FEATURE PAGE

FEATURE PAGE: MULTI-BRAND

Optional: Curated Box
(eCommerce exclusive SKU)
featuring an assortment of SKUs
from the trade group/brand. VAs
may be included.

Optional: Virtual Event (featuring
a tasting of discovery box SKUs).
Event will be developed by LCBO in
collaboration with trade partner.

Note: Virtual Event costs are
additional and not included in
Feature Page costs.

**Up to three related gift sugges-
tions, cocktail recipes OR food
pairing suggestions (recipes/food
pairings information and image
assets will be provided by LCBO;**
alternate option is that assets are
supplied by participating sponsor
brand and must be tested/approved
by LCBO at LCBO discretion.)



Feature Introduction written by
LCBO.

Hero image

*Image may be supplied by the
participating sponsor brand.

Collection of up to 12 SKUs from
trade association/brand family (must
be unique SKUs rather than different
formats of same product).

Collection grid will feature product
image, brief description and BUY
NOW button linking to PIP (product
information page)

Link to a list of selected products
(product results page)

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

What's Included: Single Brand NESTING TABLES FEATURE PAGE

BRAND FEATURE PAGE: SINGLE BRAND

Optional: Brand Video
(to be supplied by participating sponsor brand where available)
Must be AODA compliant and available in English and French.
Maximum length: 30 sec.



Product introduction written by LCBO.

Hero image

*Image may be supplied by the participating sponsor brand.

Spotlight On: Johnnie Walker

Take a celebratory glass this holiday season with an exciting new release from Scotland's iconic distillery: Johnnie Walker & Sons Collaboratory Blend. This exceptional limited release commemorates the early days of the whisky-making process, which began in a small grocery store in rural Scotland in 1820. Johnnie Walker's history of craftsmanship is present in every smooth, extraordinary sip, which adds hints of roasted oats, long ripe apricots and molasses peat followed by a soft pepper finish. This special bottle makes a wonderful gift for your favourite whisky fan and a stand-out addition to your own whisky collection.

Shop More Johnnie Walker Finest Whisky



Collection of up to 12 additional SKUs from brand family (must be unique SKUs rather than different formats of same product).

Collection grid will feature product image, brief description and BUY NOW button linking to PIP (product information page)

Three product recipes or food pairing suggestions (Recipes/ food pairings information (in English and French) and image assets will be provided by LCBO from existing LCBO assets. Alternate option is that assets are supplied by participating sponsor brand and must be tested/ approved by LCBO at LCBO discretion.)

[SHOP MORE JOHNNIE WALKER](#)

Link to a list of selected products (product results page)



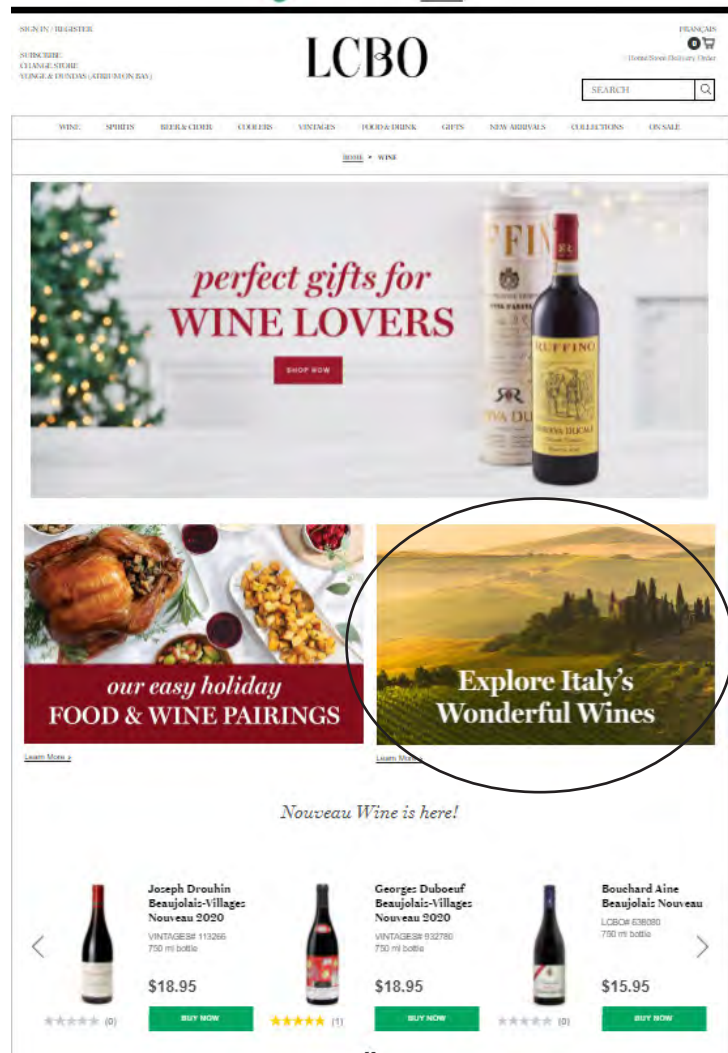
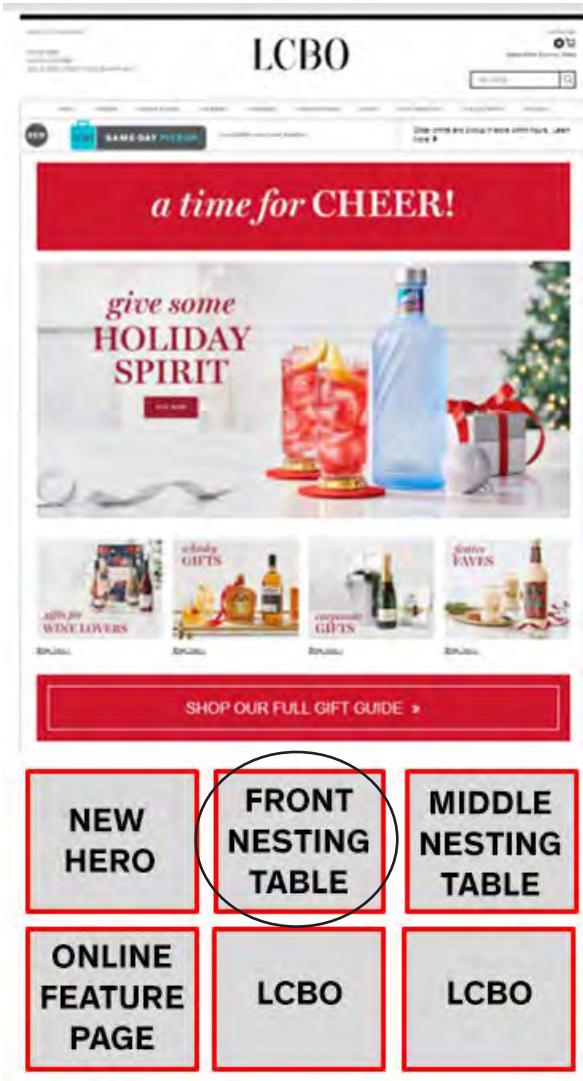
Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Feature page will be at the discretion of LCBO Marketing.

Where it's Located Online

NESTING TABLES FEATURE PAGE

Image Box on lcbo.com Home Page
 Weekly Traffic: 846,546

Feature Placement on lcbo.com
 Category Landing Page
 Clicks through to Feature Page



Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

OmniCommerce Opportunity

ENHANCED ACTIVATION FEATURE PAGE

HOW IT WORKS

We are pleased to amplify in-store programming with prominent placement on lcbo.com.

This offer is an additional (optional) component to brands and suppliers approved to participate in an in-store promotional display or activation.

This opportunity will allow Trade Partners to showcase their product and brand in an LCBO-endorsed collection that will:

- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through educational cocktailing content on lcbo.com.

This opportunity is available on a Periodic basis as of P5.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT'S INCLUDED

- A Templated Category Feature Page on lcbo.com; this can include existing or new line extensions to the feature brand (see Page 38 for details)
- **Feature Image Placement on Category Landing Page.**
- Promotion in Social Media is contingent on participation in a Virtual Tasting

FINE PRINT

LCBO will consider several factors when reviewing online feature page proposals:

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.
- **This opportunity is available to one brand/supplier per Period.**
- This page will live for one promotional period.

INTRODUCTORY PRICE TO PARTICIPATE

- \$30,000
- **Note:** This is a standalone opportunity available to one brand/supplier per Period.

What's Included

ENHANCED ACTIVATIONS FEATURE PAGE

BRAND FEATURE PAGE: SINGLE BRAND

Optional: Brand Video
(to be supplied by participating sponsor brand where available)
Must be AODA compliant and available in English and French.
Maximum length: 30 sec.



Product introduction written by LCBO.

Hero image

*Image may be supplied by the participating sponsor brand.

Spotlight On: Johnnie Walker

Raise a celebratory glass this holiday season with an exciting new release from Scotland's iconic distillery, Johnnie Walker & Sons' Connoisseurs Blend. This exceptional limited release commemorates the early days of the whisky-making process, which began in a small grocery store in rural Scotland in 1820. Johnnie Walker's history of craftsmanship is present in every smooth, extraordinary sip, which yields hints of roasted nuts, long ester smoothness and a low proof followed by a soft pepper finish. This special bottle makes a wonderful gift for your favourite whisky fan and a stand-out addition to your own whisky collection.

BUY NOW

Shop More Johnnie Walker Finest Whisky



Johnnie Walker Gold
The iconic Johnnie Walker Gold Blend Scotch Whisky. A smooth, elegant whisky with a rich, golden color and a long, smooth finish.

Johnnie Walker Blue Label
The ultimate in Scotch Whisky. A smooth, elegant whisky with a rich, golden color and a long, smooth finish.

Johnnie Walker Black & Tan
A smooth, elegant whisky with a rich, golden color and a long, smooth finish.



Johnnie Walker Black
A smooth, elegant whisky with a rich, golden color and a long, smooth finish.

Johnnie Walker Silver
A smooth, elegant whisky with a rich, golden color and a long, smooth finish.

Johnnie Walker Red
A smooth, elegant whisky with a rich, golden color and a long, smooth finish.



Johnnie Walker Green
A smooth, elegant whisky with a rich, golden color and a long, smooth finish.

Johnnie Walker White
A smooth, elegant whisky with a rich, golden color and a long, smooth finish.

Johnnie Walker Purple
A smooth, elegant whisky with a rich, golden color and a long, smooth finish.

SHOP MORE JOHNNIE WALKER

Collection of up to 12 additional SKUs from brand family (must be unique SKUs rather than different formats of same product).

Collection grid will feature product image, brief description and BUY NOW button linking to PIP (product information page)

Three product recipes or food pairing suggestions (Recipes/ food pairings information (in English and French) and image assets will be provided by LCBO from existing LCBO assets. Alternate option is that assets are supplied by participating sponsor brand and must be tested/ approved by LCBO at LCBO discretion.)



Link to a list of selected products (product results page)

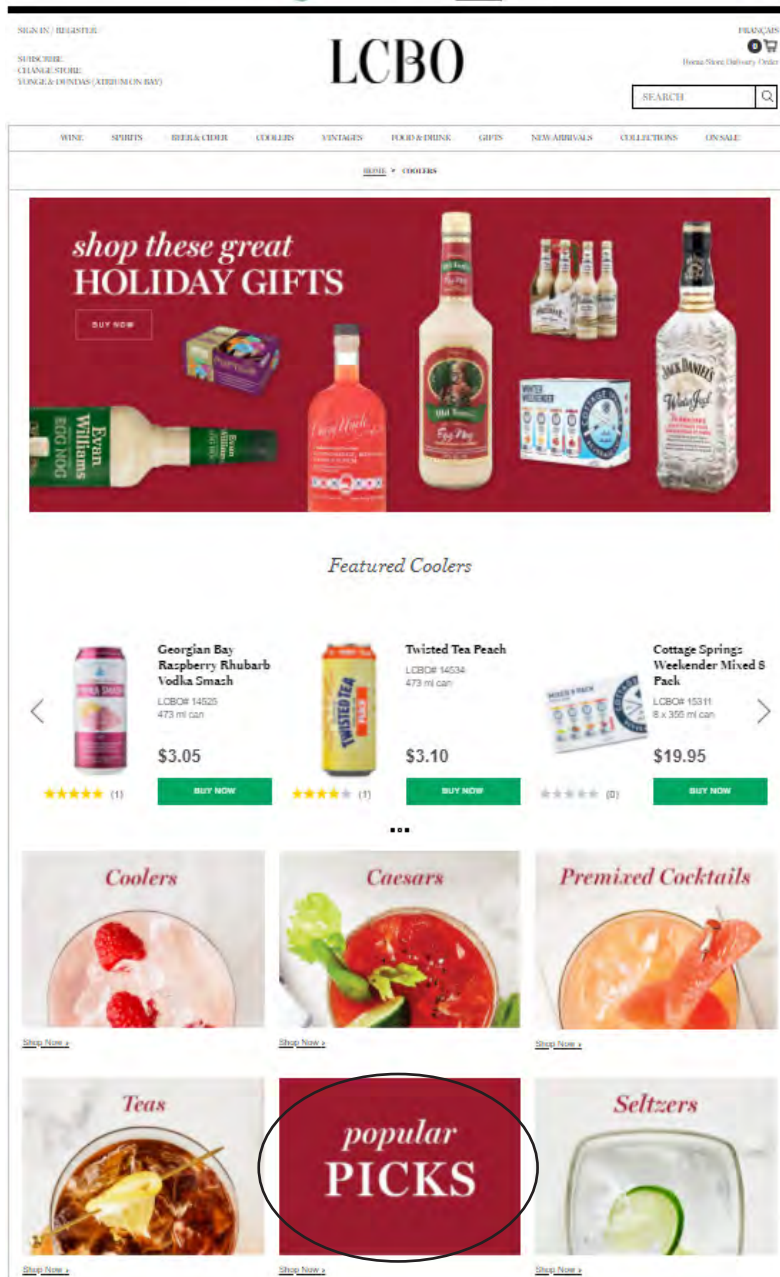
Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.

Note: Creative for Feature page will be at the discretion of LCBO Marketing.

Where it's Located Online

ENHANCED ACTIVATIONS FEATURE PAGE

FEATURE PLACEMENT ON LCBO.COM CATEGORY LANDING PAGE



Feature placement on Category landing page: clicks through to feature page

eCommerce Opportunity Overview

ECOMMERCE COMPONENT	ONLINE PLACEMENT	PRICE AS OF P5*
Feature Page	<ul style="list-style-type: none"> A templated Feature Page for your Products/Brand This page will live for one promotional period These Feature Pages will have an Image Box on the Icbo.com Homepage, Feature Placement on Category Landing Page Promotion in Social Media and CRM is contingent on participation in a Virtual Experience 	\$35,000
New Arrivals Hero Package	<p>On Icbo.com:</p> <ul style="list-style-type: none"> Hero Image (Banner) on the New Arrivals Landing Page Image Boxes on the Homepage and the Mega Menu Tile Mobile App Tile A social post on LCBO channels promoting new product, linking to New Arrivals landing page A templated Feature Page for your New Products/Brand (this can include existing LCBO Products on the page if new products are a line or brand extension) Inclusion in LCBO's 'New' Shelf Talker Program in stores listing the product 	Hero Package: \$28,000/Brand
New Arrivals Base Package	<p>On Icbo.com:</p> <ul style="list-style-type: none"> Featured Product Placement (including Image) on the New Arrivals Page Program Image Banner on the Collections Page Mobile App Tile promoting the New Arrivals Program CRM Program support through a planned promotional email (subscriber base 170,000+) Inclusion in LCBO's 'New' Shelf Talker Program in stores listing the product 	Base Package: \$3,000/Product
Virtual Experiences	<p>On Icbo.com:</p> <ul style="list-style-type: none"> Virtual Events Program Image Box on Homepage Placement on the LCBO Virtual Events Page Dedicated 'product reel' on events page featuring products in the event Dedicated social post driving to Virtual Events Page; streaming of event on LCBO social platforms or another streaming platform All events are recorded and once completed, posted to LCBO's YouTube Channel 	LCBO Produced Virtual Experience: \$10,000/Event Supplier Produced Virtual Experience: \$2,000/Event
One-Day Sales	<ul style="list-style-type: none"> Icbo.com Homepage Feature on the day of the Sale Your product will be shown on the One-Day Sale landing page Social and CRM Support: dedicated Promotional email, and Social channel promotion linking to the One-Day Sale landing page 	\$500 / product
Online Exclusive Products With Value-Adds	<ul style="list-style-type: none"> Hero Image on the day the offer launches on Icbo.com's respective Category Landing page Your product will be on the Collections Page until the offer is sold through (up to four weeks) The expectation is that the offer will sell through within ONE WEEK 	No Participation Fee.
Online Exclusive Curated Boxes	<ul style="list-style-type: none"> Featured Placement on the day the offer launches on Icbo.com's Category Landing page Your product will be on Icbo.com's Collections Page until the offer is sold through (maximum 4 weeks) The expectation is that the offer will sell through within ONE WEEK 	No Participation Fee

*Refer to Opportunity Detail pages for more detailed information.

eCommerce Opportunities

FEATURE PAGE



NEW ARRIVALS (TIERED OPPORTUNITIES)



VIRTUAL EXPERIENCES



ONE-DAY SALES



ONLINE EXCLUSIVE PRODUCTS WITH VALUE ADDS



\$0 Participation Fee

ONLINE EXCLUSIVE CURATED BOXES



\$0 Participation Fee

Full details on these opportunities are available on the subsequent pages.

eCommerce Opportunity

FEATURE PAGE

HOW IT WORKS

We are pleased to extend our online programming opportunities by providing Trade partners prominent placement on lcbo.com.

This opportunity will allow Trade Partners to showcase their product and brand in an LCBO-endorsed collection that will:

- Create a direct touchpoint for your product on lcbo.com for a full promotional period;
- Showcase products in a dedicated and curated environment on lcbo.com;
- Drive customer engagement through brand-specific content on lcbo.com.

This opportunity is available on a Periodic basis as of P5.

WHAT'S INCLUDED

- A templated Feature Page for your Products/Brand
- This page will live for one promotional period
- **These Feature Pages will have an Image Box on the lcbo.com Homepage, and Feature Placement on Category Landing Page**
- Promotion in Social Media and CRM is contingent on participation in a Virtual Experience

FINE PRINT

LCBO will consider several factors when reviewing online feature page proposals:

- Size of brand/category and potential sales volume.
- Brand (or Association) must have a range of products.
- Consumer benefit: education, solution, engagement, value.
- Compelling brand (or Association) story, and/or new line extension, external campaign in market, etc.
- LCBO benefit: sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, promotions and key consumer occasions.

Note that any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

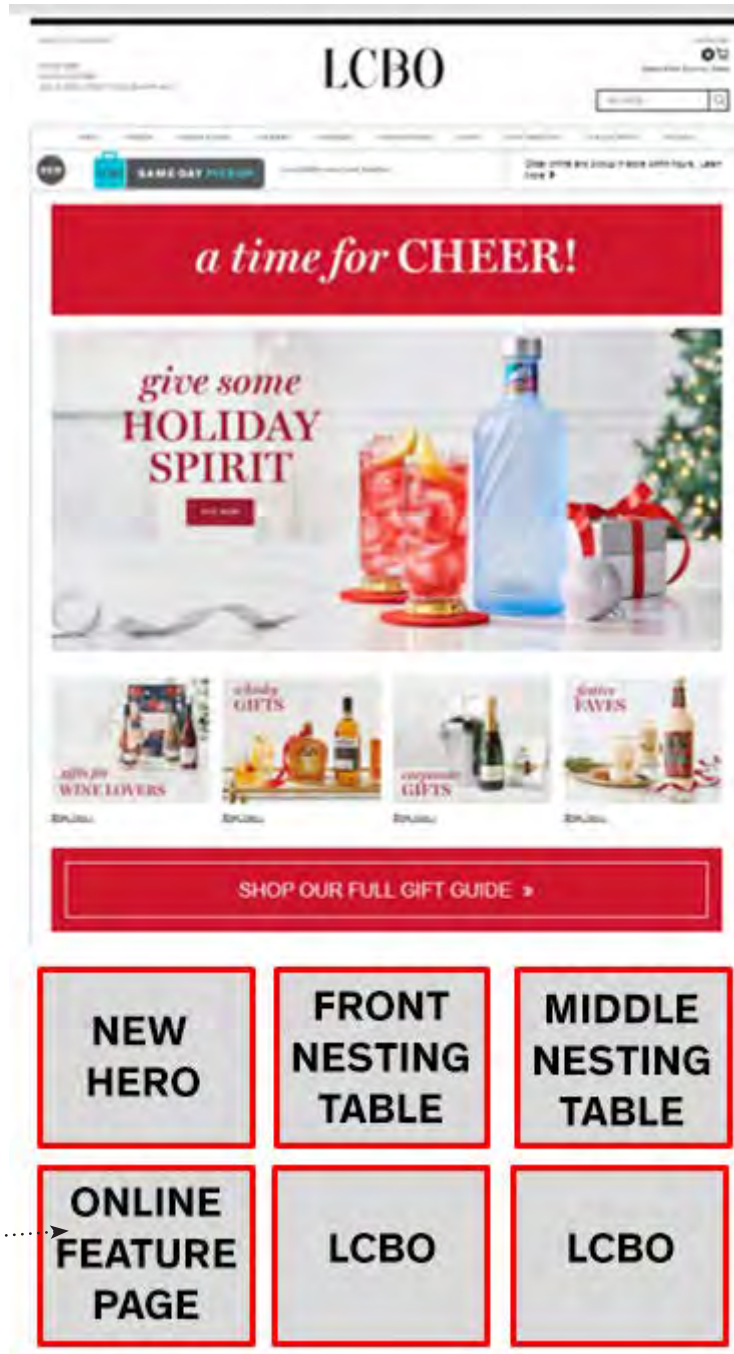
INTRODUCTORY PRICE TO PARTICIPATE

- \$35,000
- **Note:** This is a standalone opportunity available to one brand/supplier per Period.



Where it's Located Online
FEATURE PAGE

**IMAGE BOX
ON LCBO.COM HOME PAGE**



HOME PAGE: Image Box
of the Feature Page

Weekly Traffic: 846,546

eCommerce Opportunity

NEW ARRIVALS HERO PACKAGE

HOW IT WORKS

Our customers love to discover new products!
Our New Arrivals Promotional Package is a great way to support your new product launch.

The New Arrivals HERO package provides an opportunity for our Trade Partners to invest in a larger opportunity with a significant omni-channel footprint. This opportunity is for larger brands that look to create a big impact for our customers.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT'S INCLUDED

- **Please see the pages following for mockups and details of each OmniCommerce Program Component**
- On lcbo.com:
- Hero Image (Banner) on the New Arrivals Landing Page
- Image Boxes on the Homepage and the Mega Menu Tile
- Mobile App Tile
- A social post on LCBO channels promoting new products, linking to New Arrivals landing page
- A templated Feature Page for your New Products/Brand (this can include existing LCBO Products on the page if new products are a line or brand extension)
- Inclusion in LCBO's 'New' Shelf Talker Program in stores listing the product(s)

FINE PRINT

- All New Product Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.
- Creative for Feature page will be at the discretion of LCBO Marketing.
- Note that any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

INTRODUCTORY COST TO PARTICIPATE

Hero Package: \$28,000/Brand

- Available to 1 brand per period

Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity of adding the omni-commerce components to their current commitments.

What's Included

NEW ARRIVALS HERO PACKAGE

TEMPLATED FEATURE PAGE

Spotlight On: Baileys
 Six bailes in the seven additions to the Baileys family of liqueurs. Baileys Red Velvet liqueur, a creamy combination of freshly baked chocolate flavors blended with creamy Baileys Original Irish Cream. It's the perfect addition to your festive holiday shopping list, ready to be enjoyed on its own, mixed into a milkshake or melted into coffee or hot chocolate. Don't forget to pick one up for yourself - the delicious spirit is a must-have for the festive season!

Red Velvet Hot Choc

Shop Other Baileys Treats

- Baileys Original Irish Cream**
 A rich blend of Irish dairy cream and top-quality Baileys is hand-blended for its smooth, balanced taste of fresh coffee, hazelnut and chocolate.
- Baileys Original Irish Cream**
 Lapping for a big gift, give the creamy spirit inside in a holiday-themed bottle, perfect in hot or cold cocktails or on its own.
- Baileys Vanilla Carameloni**
 Pausing the chaos of holiday with a cream blended with chocolate, the creamy treat is perfect for sipping or adding to a holiday coffee.
- Baileys Salted Caramel**
 Full-bodied and sweet, with salted coffee, caramel and chocolate flavors, this decadent spirit flows with a salty sweetness and distinct vanilla note.
- Baileys Espresso Cream**
 Ideal for coffee lovers, this low Baileys liqueur combines real Colombian coffee and chocolate flavors for a creamy, mouth-watering taste.
- Baileys Irish Cream Two Best Pack**
 Design a Baileys for with the gift pack, featuring a 750 mL bottle and two seasonal ceramic tanks, perfect for sipping real Irish cream liqueur.

DISCOVER MORE BAILEYS PRODUCTS >

Mix it Up!

- Baileys Flat White Martini**
 GET THE RECIPE
- Baileys Almond Spiced Iced Coffee**
 GET THE RECIPE
- Espresso Martini**
 GET THE RECIPE

Optional: Brand Video
 (to be supplied by participating sponsor brand where available)

Must be AODA compliant and available in English and French.

Maximum length: 30 sec.

Product introduction written by LCBO.

Hero image

*Image may be supplied by the participating sponsor brand.

Collection of six to nine additional SKUs from brand family (must be unique SKUs rather than different formats of same product). Hero product must be new.

Collection grid will feature product image, brief description and BUY NOW button linking to PIP (product information page)

Three product recipes or food pairing suggestions (Recipes/ food pairings information (in English and French)) and image assets will be provided by LCBO from existing LCBO assets. Alternate option is that assets are supplied by participating sponsor brand and tested/approved by LCBO at LCBO discretion.)

Link to a list of selected products (product results page)

Note: Products to be selected by LCBO in collaboration with supplier.

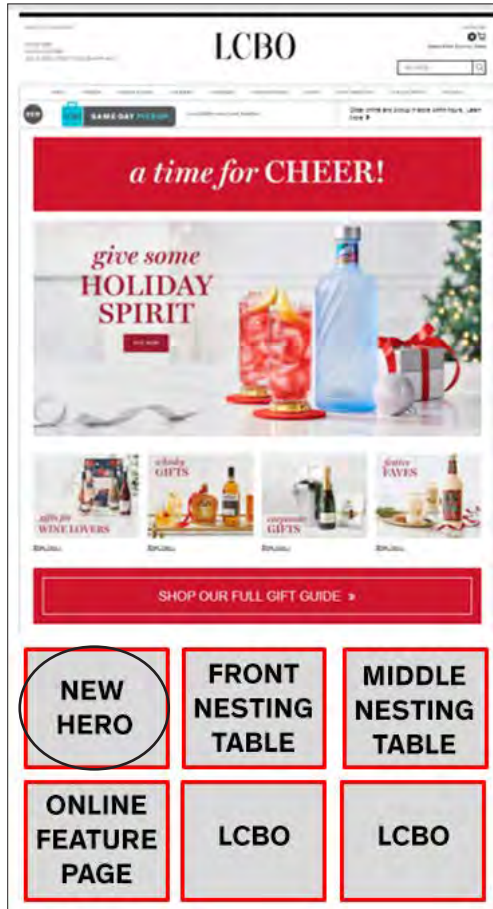
Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.

Note: Creative for Feature page will be at the discretion of LCBO Marketing.

What's Included & Where it's Located Online

NEW ARRIVALS HERO PACKAGE

Image Box on Icbco.com Home Page
 Weekly traffic: 846, 546



Mega Menu New Arrivals Image Tile
 Weekly visits: 595, 460



Hero Placement on Icbco.com New Arrivals Landing Page
 Clicks through to Feature Page



Hero Image (Tile) on
 "New Arrivals" Hero Card
 on LCBO Mobile App +
 Product Listing Page



Hero Placement in a Social
 Post on LCBO Social Channels
 linking to New Arrivals Page

Facebook: 225K+ followers
 Instagram: 68.1K followers
 Twitter: 21.4K followers

Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. Note: Creative for Brand Feature page will be at the discretion of LCBO Marketing.

eCommerce Opportunity

NEW ARRIVALS BASE PACKAGE

HOW IT WORKS

Our customers love to discover new products!

Our New Arrivals Promotional Package is a great way to support your new product launch.

The New Arrivals BASE package provides an opportunity for our Trade Partners to invest in their brand and place it at the forefront of the new arrivals at LCBO. This opportunity allows brands and trade partners of all sizes to invest in communicating their new and exciting offering to the LCBO customer.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT'S INCLUDED

- Please see the pages following for mockups and details of each OmniCommerce Program Component
- On lcbo.com:
- **Featured Product Placement (including Image) on the New Arrivals Page**
- **Program Image Banner on the Collections Page**
- Mobile App Tile promoting the New Arrivals Program
- CRM Program support through a planned promotional email (subscriber base 170,000+)
- Inclusion in LCBO's 'New' Shelf Talker Program in stores listing the product

FINE PRINT

- All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule.
- Creative for New Arrival Page and promotional imagery will be at the discretion of LCBO Marketing.
- Note that any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

INTRODUCTORY COST TO PARTICIPATE AS OF P1

Base Package: \$3,000/Product

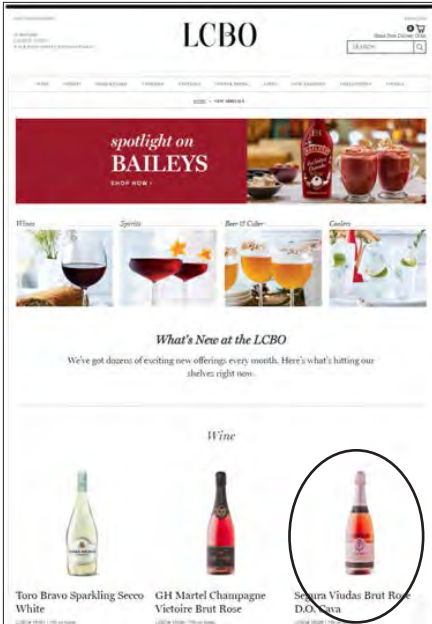
- Available for up to 6 products/category per period

Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity of adding the omni-commerce components to their current commitments.

What's Included & Where it's Located Online

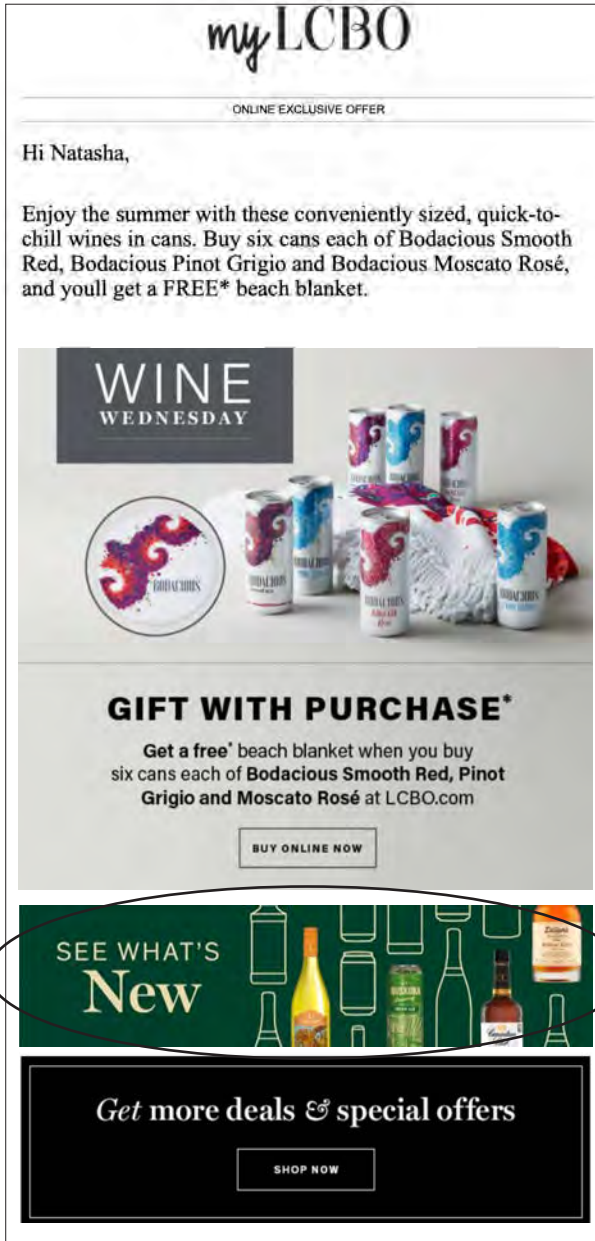
NEW ARRIVALS BASE PACKAGE

New Products Landing Page:
Feature Placement

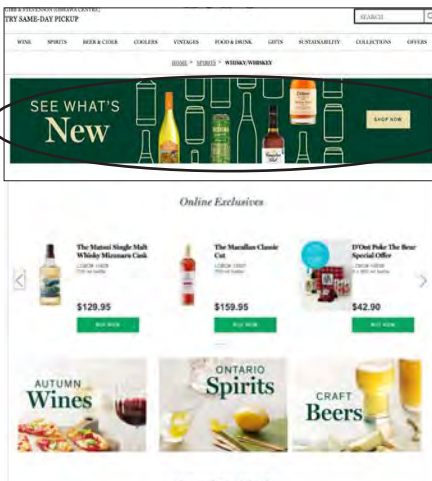


New Products Program support in myLCBO emails

One inclusion of a Program banner in a Promotional email to Promotional CRM subscribers (170,000+)



Collections Page Hero Image Banner for New Arrivals Program



Note: All New Products Promotional Activity will be predicated on LCBO inventory forecast, distribution confirmation and set arrival schedule. **Note:** Creative for Brand Feature page will be at the discretion of LCBO Marketing.

Online Opportunity

VIRTUAL EXPERIENCE

HOW IT WORKS

The in-store tasting and event programs are powerful tools that enable trial, discovery, and conversion. With these in-person experiential aspects of our programming currently on-hold, we've developed a new program to ensure we continue to serve our customers and support their need for discovery.

Virtual experiences allow us to:

- Educate customers on product information, category trends, and inspired ideas in a friendly, helpful and accessible manner
- Encourage discovery and trial of new and interesting products; and help drive in-store/eCommerce sales in doing so
- Build customer loyalty by serving seasonally relevant content to our valued customers

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT'S INCLUDED

- Please see the pages following for mockups and details of each OmniCommerce Program Component
- On lcbo.com:
- Virtual Events Program Image Box on Homepage
- Placement on the LCBO Virtual Events Page
- Dedicated 'product reel' on events page featuring products in the event
- Dedicated social post driving to Virtual Events Page; streaming of event on LCBO social platforms or another streaming platform
- All events are recorded and once completed, posted to LCBO's YouTube Channel

FINE PRINT

At this time, this opportunity will be offered to products participating in other promotional programming, in store or online.

Note that any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability.

INTRODUCTORY COST TO PARTICIPATE

LCBO-Produced Virtual Experience: \$10,000/Event

- Up to 4 events per Period, up to 8 SKUs per event

Supplier-Produced Virtual Experience: \$2,000/Event

- Up to 2 events per Period, up to 8 SKUs per event

*Production type for events are at the discretion of LCBO Marketing.



Online Promotion

ONE-DAY SALES

HOW IT WORKS

Everyone loves a good deal. As we restructure our sale strategy, we will leverage our omni-channel vehicles to better inform customers about products on sale in order to drive conversion and basket building.

Our trade partners can now invest in additional placement online and through social channels to enhance LTO and Sale product sell-through in our digital space.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT WE ARE LOOKING FOR

At this time we are soliciting products to participate in one-day online-only sales for:

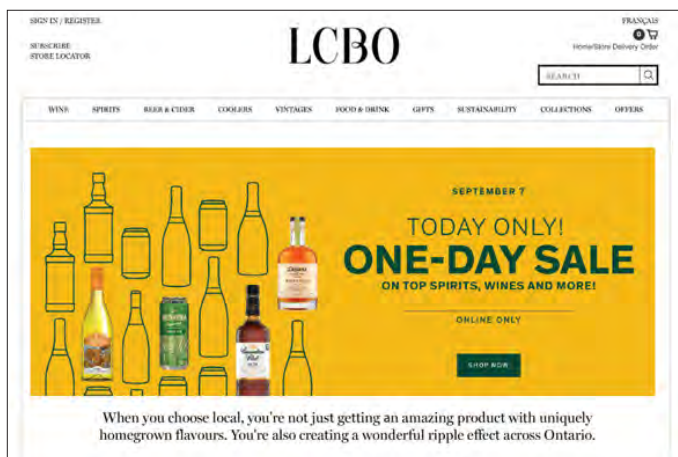
- Canada Day (July 1, 2021)
- Black Friday (November 26, 2021)
- Civic Holiday (August 2, 2021)
- Cyber Monday (November 29, 2021)
- Labour Day (September 6, 2021)
- Boxing Day (December 26, 2021)
- Thanksgiving (October 11, 2021)
- Family Day (February 21, 2022)

WHAT'S INCLUDED

- lcbo.com Homepage Feature on the day of the Sale
- Your product will be shown on the One-Day Sale landing page
- Social and CRM Support: dedicated Promotional email, and Social channel promotion linking to the One-Day Sale landing page

FINE PRINT

- These One-Day Sale opportunities are limited to LCBO exclusive products
- All one-day sale price points must adhere to LCBO's LTO and Pricing Policies.
- One-Day Sales must present consumers with an enticing offer.
- **As of P5, this program will have a \$500 participation fee per product.**
- Price subject to change.
- **Partners that have been approved and have committed to programs P4 and earlier will have the first opportunity of adding the omni-commerce components to their current commitments.**



Online Exclusive

PRODUCTS WITH VALUE-ADDS

HOW IT WORKS

Building on LCBO's successful Wine Wednesday Program, we are looking for products that offer great Value-Adds exclusively for our eCommerce channel across all categories.

The product itself does not need to be an eCommerce exclusive, but the offer (product with value-add) must be an eCommerce exclusive. Offers can be single or multiple products with a value-add. The value-add is the offer 'story'.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT'S INCLUDED

- Hero Image on the day the offer launches on lcb.com's respective Category Landing page
- Your product will be on the Collections Page until the offer is sold through (up to four weeks). The expectation is that the offer will sell through within ONE WEEK

FINE PRINT

- Value-Adds must adhere to the AGCO rule that the value add cannot exceed 20% of the value of the product(s) to which it is applied.
- Minimum \$25K sales forecast for Wine Wednesday Offers
- Minimum sales forecast \$15K for all other offers
- **There is no cost to participate in this program at this time; bring us your very best Value-Adds!**
- Note that any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability

WHAT WE ARE LOOKING FOR

We are looking for unique, solution-driven and premium value-adds that are going to drive customers to purchase your product online. As this is an online exclusive offer, we are not restricted by retail shelf constraints, so get creative!

- General list spirits, beer, cider, RTD, wines and Vintages Essentials are eligible to participate
- Note: We encourage participating products in Spirits EA 1-4 Value-Add Partnerships to present enhanced eCommerce offers through this program
- There is no cost to participate except for the cost of the value-add

We are looking for the product(s) and value-add offer to align with the larger promotional/seasonal themes and/or align to key occasions/events.



Online Exclusive

CURATED BOXES

HOW IT WORKS

The Curated Box program is designed to provide brands with exposure through an online-only, discovery-oriented mix of products that represent a strong theme or story or solution. These boxes can be multi-brand and all categories are able to participate.

While partners have the option to include value-adds in the curated box, value-adds are not the offer 'story' – the solution/theme of the box is the story.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

WHAT'S INCLUDED

- Featured Placement on the day the offer launches on lcbo.com's Category Landing page
- Your product will be on lcbo.com's Collections Page until the offer is sold through (maximum 4 weeks). The expectation is that the offer will sell through within ONE WEEK

FINE PRINT

- Value-Adds must adhere to the AGCO rule that the value-add cannot exceed 20% of the value of the product(s) to which it is applied.
- Participation is open to LCBO and Vintages products
- LCBO will assemble the curated box at the eCommerce Warehouse
- Viability of online exclusive curated box programs will be determined by the Category Team
- Minimum 15K sales target
- **There is no cost to participate in this program at this time**

WHAT WE ARE LOOKING FOR

- **Up to 4 curated wine boxes per period, with up to 12 SKUs per offering**
- **Up to 4 spirits and beer boxes per period, with up to 12 SKUs per offering**

WINE:

Themes may include:

- Value for the Season – total box under \$100 retail price
- Vintages Favourites (featuring Essentials)
- Discovery Boxes: Lesser-known styles and varietals featuring great value
- Occasion-based boxes
- Curated boxes that are supported by a virtual tasting event
- Regionally themed boxes that supports an in-store promotion"

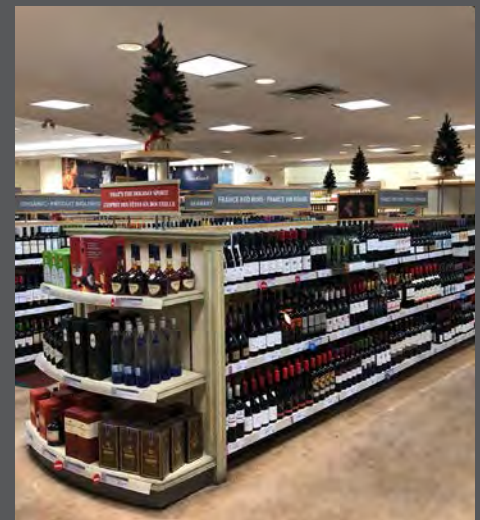
SPIRITS:

- Expanding the COTM offer online with an online exclusive offer
- Other cocktailing kits (outside of the COTM)
- Discovery boxes or Sampler Packs
- Occasion-based curated offers

BEER/CIDER/RTD:

- Occasion-based curated offers with great value-add items, focused around key beer and RTD occasions

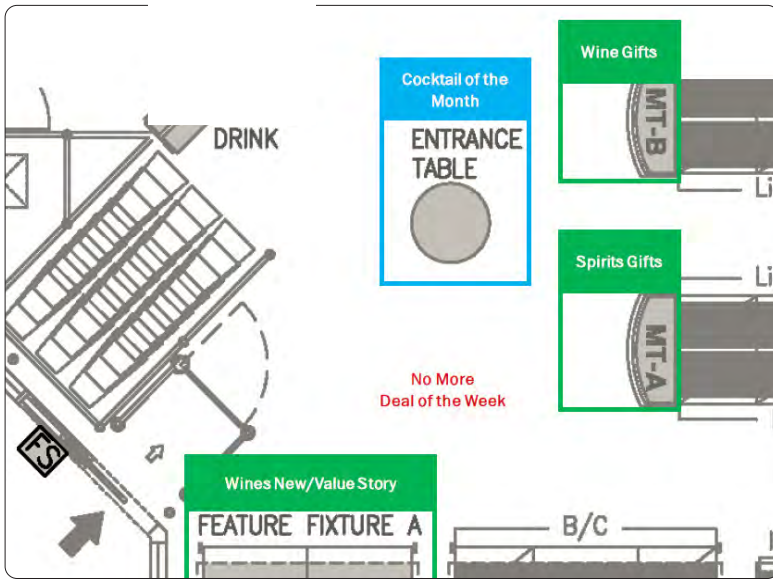
The In-store Experience



The In-Store Promotional Customer Journey

All A and B stores have been zoned into the following Product Categories: Spirits, Wines, Beer, Vintages. There are also 5 main display point zones that the customer engages with as they travel through LCBO stores. It is intended that these display points share common themes and branding that engages the customer.

Key changes in display purpose are highlighted below with evergreen displays in GREEN, seasonal features in BLUE, and local evergreen displays in ORANGE.

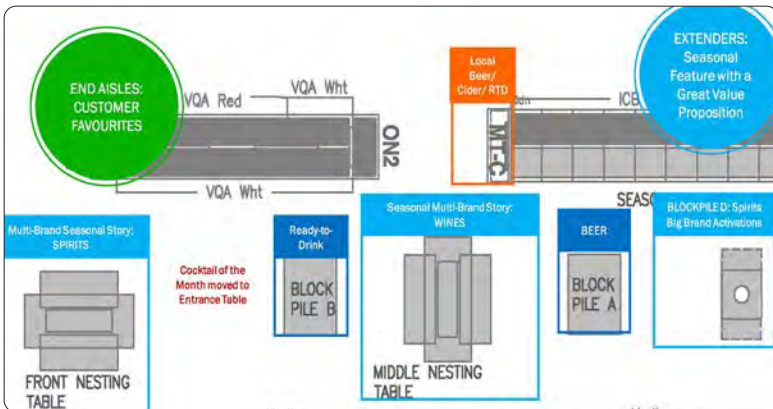


ENTRANCE

Entrance display points are the first interaction the customer has with the store

Entrance sold display points include:

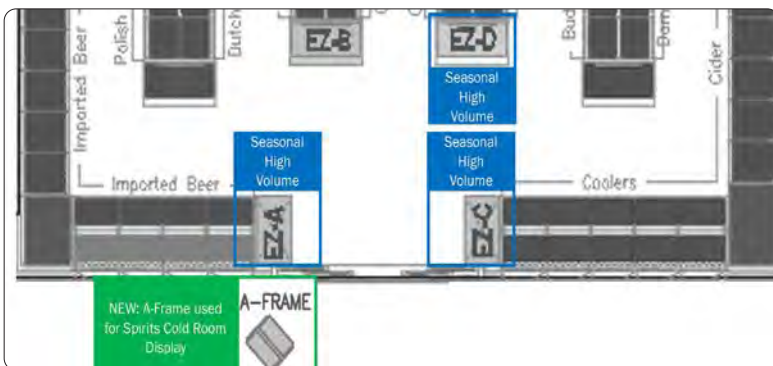
- Entrance Table/Cocktail of the Month Feature Fixture/New and Seasonal Mini Thematic A & B



POWER AISLE

The customer engages with the Power Aisle as they travel through the store. Sold display points include:

- Front Nesting Table
- Block Piles A & B
- Middle Nesting Table (or Celebration Fixture)
- Enhanced Display Activation Area (select stores)
- Mini-Thematic C



BEER EXCITEMENT ZONE

Beer display points engage the customer when they enter the Beer Zone. Sold display points include:

- Spirits Cold Room Display (Impulse Display)
- Excitement Zone Plinth (21A)
- Excitement Zone Plinth (21C)
- Excitement Zone End (21D)

Entrance Display Opportunities

**ENTRANCE TABLE/
COCKTAIL OF THE MONTH**



FEATURE FIXTURE



FRONT NESTING TABLE



MINI-THEMATICS A & B



Full details on these opportunities are available on the subsequent pages.

OmniCommerce Opportunity

ENTRANCE TABLE/COTM & PROGRAM PAGE

The Entrance Table is a square or round table situated near the front of the store.

This display is the home of the Cocktail of the Month program, highlighting *Food & Drink* featured cocktails of the season. This program will turn every promotional period.

Preference will be given to products that offer value-adds that complete the featured cocktail solution. LCBO is seeking brand and multi-brand opportunities to represent the LCBO-chosen cocktail of the month for each period; see product focus information below.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Entrance Table MPTS Code: BSE	133 Stores total (92 Square Tables, 28 Round Tables)	2-4 SKUs including Value-Adds	Refer to Trade Resources Online for Participating Stores
Staff-Led Tastings	6K Engagements	36-48 units per tasting	30 employee-led tastings at 10 store locations
LCBO.com Program Page	New OmniCommerce Component (see pg 20 for details); note in all instances of flighting, the Program Page will be shared between participating brands on Flights		
Food & Drink Placement	Optional		An additional component available at a discounted rate (30%); please contact Beaches Media Services for details.

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

PERIOD	RATE PER PERIOD AS OF P5		
	TOTAL (UN-FLIGHTED)	PREMIUM FLIGHT	STANDARD FLIGHT
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$45,000	\$26,000	\$19,000
PT 10	\$55,000	\$32,000	\$23,000
PT 11	\$39,000	\$23,000	\$16,000



PRODUCT FOCUS		
Period	Period Dates	Focus (Cocktail Base)
1	March 28 - April 24	Gin (Cucumber Gimlet)
2	April 25 - May 22	Tequila (Pineapple Sour)
3	May 23 - June 19	Canadian Whisky (Frozen Habitant)
4	June 20 - July 17	Vodka (Red & White Cocktail)
5	July 18 - August 14	Rum (Jungle Bird Tiki Cocktail)
6	August 15 - September 11	Brandy/Cognac (Sangria Cocktail)
7	September 12 - October 9	Local Spirit + Sparkling VQA Wine (Ontario 75 Cocktail)
8	October 10 - November 6	Whisky/Amaro or Vermouth (Coffee Manhattan)
9	November 7 - November 27	Rum
10	November 28 - January 1, 2022	Cream Liqueur
11	January 2 - 29	Vodka
12	January 30 - February 26	Brandy/Cognac
13	February 27 - March 26	Whisky

Supplier-Produced Merchandiser GUIDELINES: ENTRANCE TABLE

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

These guidelines apply to any supplier-produced merchandiser for the Entrance Table.

SQUARE TABLE



ROUND TABLE



Maximum Merchandiser Dimensions:

- 12" 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)

Entrance Display Opportunity

FEATURE FIXTURE

The Feature Fixture display is a wall unit that includes a header (channel) sign as well as possible space for box signs. It is typically located at the front entrance of the store and features wines that have a strong product statement relevant for the season. A portion of this fixture will have a FOCUS on wines that are new and support the category's growth trends.

NOTE: The Category team is **not** soliciting applications for this display. After the MPTS deadline passes, you will be contacted if your product is selected for this display.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Feature Fixture A MPTS Code: FFA	153 Stores total NOTE: If this display is flighted; Premium Stores: 69/Standard Stores: 84	10-20 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Feature Fixture B (New & Seasonal Fixture) MPTS Code: FFB	137 Stores total NOTE: If this display is flighted; Premium Stores: 63/Standard Stores: 74	10-20 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Staff-Led Tastings	6K Engagements	36-48 units per tasting	30 employee-led tastings at 10 store locations; applies to Feature Fixture A only.

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, 12, 13	\$327/store (divisible by the number of participating skus)
PT 11	\$259/store (divisible by the number of participating skus)



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Wines
2	April 25 - May 22	Wines
3	May 23 - June 19	Wines
4	June 20 - July 17	Wines
5	July 18 - August 14	Wines
6	August 15 - September 11	Wines
7	September 12 - October 9	Wines
8	October 10 - November 6	NOT SOLD
9	November 7 - November 27	NOT SOLD
10	November 28 - January 1, 2022	NOT SOLD
11	January 2 - 29	Wines
12	January 30 - February 26	Wines
13	February 27 - March 26	Wines

OmniCommerce Opportunity

FRONT NESTING TABLE & FEATURE PAGE

This display is a large rectangular table with two small adjacent tables. It is typically located in the front of the engagement aisle. The Front Nesting Table is one of the first displays our customers interact with in the in-store customer journey and is pivotal in bringing the overarching promotional story to life.

This table will showcase a strong brand story or a strong multi-product seasonal story with high-volume products. As much as possible, this display will hold for 2 periods (the season). This display may also be flighted in premium and standard stores.

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Front Nesting Table MPTS Code: BSF	144 Stores NOTE: If this display is flighted; Premium Stores: 77 Standard Stores: 67	8-12 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast. <u>This display no longer includes window placement at 452 and 528.</u> LCBO may choose to split this display among multiple suppliers at a prorated cost.
Advertising			Potential feature in LCBO promotional channels & advertising
Staff-Led Tastings	12K Engagements	36-48 units per tasting	60 employee-led tastings at 20 store locations
LCBO.com Home Page Feature			New OmniCommerce Component (see pg 24-29 for details) Note: In all instances of flighting and multiple participating brands, the Feature Page will be shared between participating brands on Flights

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

PERIOD	RATE PER PERIOD AS OF P5*
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$130,000
PT 10	\$155,000
PT 11	\$110,000



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Spirits
2	April 25 - May 22	Spirits
3	May 23 - June 19	Spirits
4	June 20 - July 17	Spirits
5	July 18 - August 14	Spirits: Summer Cocktailing
6	August 15 - September 11	
7	September 12 - October 9	VQA/IDB Flighted (VQA Feature Page)
8	October 10 - November 6	Canadian Whiskies (multi-brand)
9	November 7 - November 27	Spirits
10	November 28 - January 1, 2022	Spirits
11	January 2 - 29	Spirits
12	January 30 - February 26	Spirits
13	February 27 - March 26	Spirits

*Prices subject to change.

Entrance Display Opportunity

MINI THEMATICS A & B

This display has the potential to be sold for 8-week turns. Mini-Thematic A and B will both focus on **seasonally relevant GIFTS**. **This display story will hold for 8 weeks (the season) when possible.** This display may also feature LCBO gift packaging as a part of the merchandising strategy.

NOTE: This is an applied program in MPTS. Applications should be submitted via MPTS per normal process and deadlines.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Mini Thematic Fixture (Rounded End Aisle) MPTS Code: MT	259 stores	3-9 SKUs (including VAs) Target: 9 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:			
PERIOD		RATE PER PERIOD	
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13		\$219 per store (divisible by a target of 9 SKUs)	



PRODUCT FOCUS			
Period	Period Dates	MT A Gifting Focus	MT B Gifting Focus:
1	March 28 - April 24	Sipping Rums (Easter)	Sustainable Wines Gifts
2	April 25 - May 22	Pink Spirits (Mother's Day)	Wedding/Shower/Graduation Wines Gifts
3	May 23 - June 19	Scotch/Whisky (Father's Day)	Vintages Essentials (Import)
4	June 20 - July 17	Tequila	VQA Wines Gifts
5	July 18 - August 14	Gin	All Play Summer White Wine Gifts
6	August 15 - September 11	Bourbon (Backyard BBQ Host Gifts)	All Play Summer White Wine Gifts
7	September 12 - October 9	Local Spirits	VQA Wines Gifts
8	October 10 - November 6	Scotch Gifts	Red Wines Gifts
9	November 7 - November 27	Aged Spirits w/ LCBO Gift Bag VA + optional LTO	Holiday Wines Gifts
10	November 28 - January 1, 2022	Aged Spirits w/ LCBO Gift Bag VA + optional LTO	Holiday Wines Gifts
11	January 2 - 29	Cozy Winter Warmers	Wines Gifts
12	January 30 - February 26	Liqueurs (Valentine's Day)	Wines Gifts
13	February 27 - March 26	Irish Whiskey Gifts	Wines Gifts

Power Aisle and In-Section Opportunities

END AISLES



BLOCK PILES A & B



MIDDLE NESTING TABLE



**MINI-THEMATIC C
(BEER, CIDER, RTD)**



**ENHANCED DISPLAY
ACTIVATION (BLOCK PILE D)**



WINES FLEX SPACE



Full details on these opportunities are available on the subsequent pages.

END AISLES

End Aisles are evergreen displays that showcase high-volume sales drivers that are CUSTOMER FAVOURITES that over index within their product category and for the season they are featured.

End Aisle 1-9 will live for 8 weeks as much as possible, and have the opportunity to be flighted with Standard and Premium product. End Aisle stories for 11-20 execute in 8-week turns (product may rotate). Assortment Requirement: 2-6 SKUs per End Aisle.

NEW: End Aisles 1-4, flight A will be reserved for Spirits partnerships with the following focus opportunities:

- To promote Big Bet NEW launches
- To promote seasonally relevant Value-Add Brand partnerships (e.g. mixers)

Note: Other solution-oriented and education-based partnerships will be considered, however the focus will be on New products and Value-Add partnerships.

Brands participating in partnerships on EAs 1-4, flight A can participate in 1-2 periods and/or on Flight B during a seasonal theme. Flight B participation can simply be the base brand of the NEW launch/VA offer brand OR if the NEW SKU/Value-Add offer can be supported through flight B it may be approved for both flights.

eCommerce exclusive offers tied to the offers on EAs 1-4 are strongly recommended.

NOTE: End Aisles are Applied Programs in MPTS, however applications for Ends Aisles 1-4 MUST be submitted in advance through the Non-Applied process and the Excel Application form in advance of the deadline.

See Seasonal Summary Pages for End Aisle Allocations/Product Focus.

END AISLE NO.	STORES	PREMIUM FLIGHT (A)	STANDARD FLIGHT (B)
EA 1*	264	131	133
EA 2	325	143	182
EA 3	341	147	194
EA 4	341	147	194
EA 5	341	147	194
EA 6	322	143	179
EA 7	260	130	130
EA 8	260	130	130
EA 9	227	120	107
EA 10** (Beer MT)	227		
EA 11	132		
EA 12	132		
EA 13	132		
EA 14	132		
EA 15	131		
EA 16	45		
EA 17	45		
EA 18	45		
EA 19	45		
EA 20	45		

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

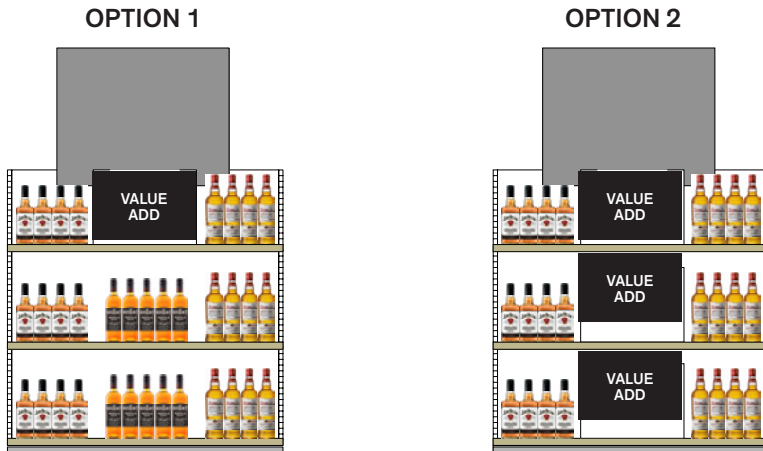
PERIOD	RATE PER PERIOD
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$219 per store
PT 10	\$316 per store
PT 11	\$173 per store

* NOTE: LCBO may choose to split this display among multiple suppliers at a prorated cost. **End Aisle 10 is now the home of Mini Thematic C (Beer)

Supplier Produced Merchandiser GUIDELINES: END AISLES

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)

OmniCommerce Opportunity

MIDDLE NESTING TABLE & FEATURE PAGE

This display is a large rectangular table with two small adjacent square tables (or baskets in place of side tables), typically located towards the middle of the Power Aisle. It will be a tiered cake-style display in a handful of stores.

This display is meant to showcase a seasonal or regional WINES story (with the exception of P8). As much as possible, stories will hold for 8 weeks (the season). When Food & Drink releases are currently scheduled, this display will also feature the *Food & Drink* magazine and the product will be featured within a Food & Drink advertorial. This table may also be flighted between premium and standard stores.

NOTE: This is a Non-Applied Program in MPTS. **At this time, WINES applications will be considered by Trade Associations for applicable periods only.** After the MPTS deadline passes, you will be contacted if your product is selected to participate in this display. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Middle Nesting Table MPTS Code: MD	144 Stores NOTE: If this display is flighted; Premium Stores: 86 Standard Stores: 58	8-12 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Advertising			Potential feature in LCBO promotional channels and advertising
Staff-Led Tastings	12K Engagements	36-48 units per tasting	60 employee-led tastings at 20 store locations
LCBO.com Home Page Feature			New OmniCommerce Component (see pg 31-36 for details). Note in all instances of flighting and multiple participating brands, the Feature Page will be shared between participating brands

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

PERIOD	RATE PER PERIOD AS OF P5*
PT 1, 3, 5, 6, 8, 12, 13	\$120,000
PT 2, 4, 7, 9 (Food & Drink Displays)	\$140,000
PT 10	\$145,000
PT 11	\$102,000

PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Wines
2	April 25 - May 22	Wines
3	May 23 - June 19	Wines
4	June 20 - July 17	Wines
5	July 18 - August 14	Australian BBQ Wines
6	August 15 - September 11	Mediterranean BBQ Wines
7	September 12 - October 9	VQA/IDB Wines Flighted (VQA Home page feature)
8	October 10 - November 6	Whisky – ‘Good Partners’ (flighted opp)
9	November 7 - November 27	Vintages Essentials
10	November 28 - January 1, 2022	Vintages Essentials
11	January 2 - 29	Wines
12	January 30 - February 26	Wines
13	February 27 - March 26	Wines



*Prices subject to change.

Power Aisle Display Opportunity

BLOCK PILES A & B

Our Block Pile Program continues to evolve and improve! 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 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. Blockpile A is allocated to Beer and Blockpile B is allocated to Ready-to-Drink. These displays are meant to live for 4 weeks, but where possible hold for 8 weeks.

NOTE: These are Non-Applied Programs in MPTS. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Block Pile A MPTS Code: SBA	184 Stores NOTE: If this display is flighted; Premium Stores: 94 Stores Standard Stores: 90 Stores	2-8 SKUs	This is a free standing display OR an End Aisle located near the front of the beer section. A supplier-produced merchandiser (approved by LCBO) may take the place of the standard block pile format. Please refer to “Supplier-Produced Merchandiser Guidelines”. Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Block Pile B MPTS Code: SBB	314 Stores NOTE: If this display is flighted; Premium Stores: 94 Stores Standard Stores: 90 Stores	2-8 SKUs	LCBO Marketing Signage Kit includes: <ul style="list-style-type: none"> • Pole Topper, • Riser Wrap, • Pricer Cards for all participating products OPTION: Supplier-Produced Merchandiser in lieu of Pole Topper and Riser Wrap. Refer to Supplier Produced Merchandiser Guidelines at the back of this document.
These Block Pile Packages, inclusive of all opportunities and non-negotiable, are available for a rate of \$18 per SKU per store per week			



PRODUCT FOCUS			
Period	Period Dates	BP A Focus	BP B Focus
1	March 28 - April 24	Beer	RTD
2	April 25 - May 22	Beer	RTD
3	May 23 - June 19	Beer	RTD
4	June 20 - July 17	Beer	RTD
5	July 18 - August 14	Beer	RTD
6	August 15 - September 11	Beer	RTD
7	September 12 - October 9	Beer	RTD
8	October 10 - November 6	Beer	RTD
9	November 7 - November 27	Beer	RTD
10	November 28 - January 1, 2022	Beer	RTD
11	January 2 - 29	Beer	RTD
12	January 30 - February 26	Beer	RTD
13	February 27 - March 26	Beer	RTD

Power Aisle Display Opportunity

MINI THEMATIC C

Mini-Thematic C will showcase seasonally relevant LOCAL products that have a strong link to the promotional theme. Mini Thematic allocation for this display will vary between Beer, Cider, and Ready-to Drink based on season. This display will turn every 4 weeks, with an opportunity to hold stories and product for longer when possible.

NOTE: This is an Applied Program in MPTS. Please apply through MPTS directly before the MPTS Application Deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
End Aisle 10 MPTS Code: MT	227 stores	3-9 SKUs (Including VAs)	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast. The Beer Mini-Thematic will now be housed on End Aisle 10 in participating stores.
This Package, inclusive of all opportunities and non-negotiable, is available for a rate of:			
PERIOD		RATE PER PERIOD	
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13		\$219 per store (divisible by a target of 9 SKUs)	



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Local Craft Beer - Trending Styles
2	April 25 - May 22	Local Craft Beer & Cider - New Products
3	May 23 - June 19	Local Craft Beer - Summer Styles
4	June 20 - July 17	Local Craft Beer - Summer Styles
5	July 18 - August 14	Local Craft Beer - Summer Styles
6	August 15 - September 11	Local Craft Cider
7	September 12 - October 9	Local Craft Beer - Fall Styles
8	October 10 - November 6	Local Craft Beer - Fall Styles
9	November 7 - November 27	Local Craft RTD
10	November 28 - January 1, 2022	Local Craft - Mixed Packs & Specialty Gifts
11	January 2 - 29	Local Craft Beer - Winter Styles
12	January 30 - February 26	Local Craft Beer - Winter Styles
13	February 27 - March 26	Local Craft Cider

In-Section Display Opportunity

WINES FLEX SPACE

Flex space is a new sold opportunity available within high traffic categories of the wines sections in select stores. Each flex space is 4 ft wide and sits within the planogrammed wine zone. Flex space offers the ability to create in-section disruption and high-impact brand stories where our customers are already looking to discover new and exciting wines from their favourite regions. Display/Brand stories will be held over two periods when possible

NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Flex Space 2 California MPTS Code: FSB	73 Stores 69 Stores as of P5	Up to 9 SKUs	California Brands Only
Flex Space 3 Between Italy and Spain/Portugal MPTS Code: FSC	73 Stores 69 Stores as of P5	Up to 9 SKUs	Any European Brands (including Sparkling)
Flex Space 4 Australia MPTS Code: FSD	56 Stores 69 Stores as of P5	Up to 9 SKUs	Australia or New Zealand Brands
Flex Space 5 Between Chile and Argentina MPTS Code: FSE	56 Stores 69 Stores as of P5	Up to 9 SKUs	Chile, Argentina, or South Africa Brands

*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast

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

PERIOD	RATE PER PERIOD P1-4	RATE PER PERIOD AS OF P5
FLEX SPACE 2, 3: PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13	\$7,500	\$7,100
FLEX SPACE 2, 3: PT 10	\$10,000	\$9,500
FLEX SPACE 4, 5: PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13	\$5,800	\$7,100
FLEX SPACE 4, 5: PT 10	\$7,800	\$9,500



Power Aisle Display Opportunity

ENHANCED DISPLAY ACTIVATION

Select stores have been identified to have capacity for a display activation, which will focus on enhancing the customer experience in-store and tell a strong brand story tethered to a tactical occasion. This display can live for up to 4 weeks. Enhanced tastings are possible with this activation, but must be applied for separately through the in-store tasting application process, and are not guaranteed.

This activation must have a supplier-produced merchandiser, and the merchandiser creative must be submitted for approval at the time of the initial application.

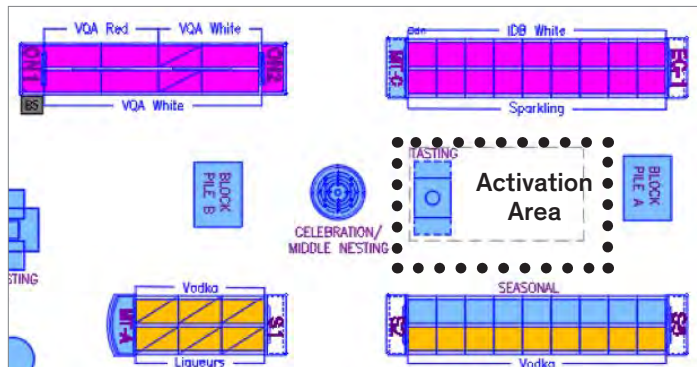
NOTE: This is a Non-Applied Program in MPTS. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Freestanding Block Pile space/ Activation area near the Tasting Bar (Block Pile D) MPTS Code: SB	Up to 65 Stores	2-8 SKUs (including VAs)	1, 10, 15, 19, 21, 22, 31, 38, 40, 83, 102, 115, 130, 148, 149, 154, 164, 187, 212, 195, 198, 217, 226, 228, 243, 279, 253, 263, 288, 310, 329, 334, 346, 494, 355, 360, 367, 385, 390, 393, 556, 394, 398, 412, 417, 438, 443, 445, 452, 486, 495, 499, 41, 500, 670, 511, 523, 542, 549, 555, 573, 590, 619, 623, 624, 630, 631, 156, 632, 703, 741, 776

*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast

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

PERIOD	RATE PER PERIOD
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 12, 13	\$250 PER STORE (artwork and merchandiser MUST BE provided by supplier)
PT 10	
PT 11	



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Spirits
2	April 25 - May 22	Spirits
3	May 23 - June 19	Spirits
4	June 20 - July 17	Spirits
5	July 18 - August 14	Spirits
6	August 15 - September 11	Spirits
7	September 12 - October 9	Spirits
8	October 10 - November 6	Halloween Activations
9	November 7 - November 27	Spirits
10	November 28 - January 1, 2022	Spirits
11	January 2 - 29	Spirits
12	January 30 - February 26	Spirits
13	February 27 - March 26	Spirits

Enhanced Display Activation

SUPPLIER-PRODUCED MERCHANDISER GUIDELINES

CREATIVE APPROVAL BY LCBO VISUAL MERCHANDISING TEAM IS REQUIRED

These guidelines apply to any supplier-produced merchandiser for the Enhanced Activation Display in the Power Aisle.

The purpose of this display is to enhance our customer experience in-store. It tells a strong brand story that may be associated with a tactical occasion occurring within the period; the display/merchandiser must be relevant to the period. (e.g. Halloween merchandiser during P8, Mother's Day merchandiser during P2). **The merchandiser creative must be submitted for approval at the time of the initial application.**

Maximum Merchandiser Dimensions:

- The floor footprint cannot exceed 42" w x 72" l.
- Height is restricted to 72" including the relevant signage

Language Requirements:

- Two versions of the display are to be produced: English and Bilingual (for FLS-designated LCBO stores)
- Copy on the bilingual version must be visible and the same size/prominence in both English and French

Value-Add Messaging:

- Preferred message to communicate a value-add is "FREE WITH PURCHASE"
- Value-Add messaging should always be accompanied with the "While Supplies Last" statement
- "GIFT WITH PURCHASE" is also permitted
- Value-Add should be attached to the product, or a merchandiser should be supplied within the allotted space to hold the Value-Add

Imagery:

- A strong and impactful presentation will get a brand noticed within our stores. Tasteful, compelling and unique displays will be chosen.
- All imagery must be in accordance with LCBO Social Responsibility mandates. (e.g. Models must appear a minimum of 25 years of age; no images depicting physical activity, irresponsible consumption or consumption in public places)

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.

NOTE: These are Non-Applied Programs in MPTS. 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

21A, 21C & 21D

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 (21A) MPTS Code: EZA <u>Supplier-produced</u> Value-Add Merchandiser (optional)	132 Stores total	2-3 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Beer Excitement Zone Plinth Display (21C) MPTS Code: EZH <u>Supplier-produced</u> Value-Add Merchandiser (optional)	214 Stores total	2-3 SKUs	LCBO Marketing Signage Kit includes: • End Aisle Backer Card • Pricer Card for each product
Beer Excitement Zone End Aisle Display (21D) MPTS Code: EZD	214 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	21A	21C	21D
1	March 28 - April 24	BCTRD	BCTRD	BCTRD
2	April 25 - May 22	BCTRD	BCTRD	BCTRD
3	May 23 - June 19	BCRTD	BCRTD	BCRTD
4	June 20 - July 17	BCRTD	BCRTD	BCRTD
5	July 18 - August 14	BCRTD	BCRTD	BCRTD
6	August 15 - September 11	BCRTD	BCRTD	BCRTD
7	September 12 - October 9	BCTRD	BCTRD	BCTRD
8	October 10 - November 6	BCTRD	BCTRD	BCTRD
9	November 7 - December 4	BCRTD	BCRTD	BCRTD
10	December 5 - January 1, 2022	BCRTD	BCRTD	BCRTD
11	January 2 - 29	BCTRD	BCTRD	BCTRD
12	January 30 - February 26	BCTRD	BCTRD	BCTRD
13	February 27 - March 26	BCTRD	BCTRD	BCTRD

*Priority will be given to Beer products.

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"

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)

Impulse Display Opportunities

These displays are positioned as value and/or trial opportunities for customers as they shop the store.

Impulse displays are located in prominent spots to allow for a cross-category shopping opportunity or at the end of their in-store customer journey, near the cash area.

SPIRITS COLD ROOM DISPLAY



BLOCK PILE C



SPIRITED PICK



**FRONT END MERCHANDISERS
& BEER IMPULSE**



SPF FIXTURES



Impulse Display Opportunity

SPIRITS COLD ROOM DISPLAY

The Spirits Cold Room Display program provides spirits display space in high-traffic areas near the beer cold room to encourage cross-category shopping. There is an affinity between beer customers and spirits customers, and this program is aimed at encouraging beer customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons.

This program is executed on an A-Frame fixture, adjacent to the Beer Cold Room or Beer Zone. This display has the potential to hold for 8 weeks and rotate on a seasonal basis. This display could be a single supplier or a multi-supplier opportunity.

NOTE: This is a Non-Applied Program. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
A-Frame	127 Stores	3-6 SKUs	Refer to Trade Resources Online for Participating Stores.
MPTS Code: SCR			Qty purchased relates to LCBO sales forecast.
This Package, inclusive of all opportunities and non-negotiable, is available at the following rate:			

PERIOD	RATE PER PERIOD
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13	\$20,000 (divided between the number of SKUs participating)

PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Spirits
2	April 25 - May 22	Spirits
3	May 23 - June 19	Spirits
4	June 20 - July 17	Spirits
5	July 18 - August 14	Spirits
6	August 15 - September 11	Spirits
7	September 12 - October 9	Spirits
8	October 10 - November 6	Spirits
9	November 7 - November 27	Spirits
10	November 28 - January 1, 2022	Spirits
11	January 2 - 29	Spirits
12	January 30 - February 26	Spirits
13	February 27 - March 26	Spirits

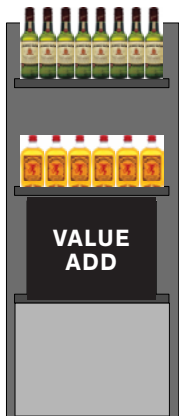


Supplier-Produced Merchandiser Guidelines: A-FRAME

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: MERCHANDISER 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)

Impulse Display Opportunity

BLOCK PILE C

Block Pile C will be a display space to feature our strongest Value offers. This block pile will rotate every period, and suppliers are encouraged to apply with their best value proposition.

for the Fall, the Spirits Team is soliciting for products on Blockpile C for: Build-a-Bar OR Build-a-Cocktail + vessel/ deal (i.e. Buy all 3, Save \$X); individual LTO's are required on each product.

NOTE: This is a Non-Applied Program. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Block Pile	258 Stores	Up to 8 SKUs	Refer to Trade Resources Online for Participating Stores.
MPTS Code: BPC			Qty purchased relates to LCBO sales forecast.
This Block Pile Package, inclusive of all opportunities and non-negotiable, is available for a rate of \$18 per SKU per store per week			



PRODUCT FOCUS		
Period	Period Dates	Focus
1	March 28 - April 24	Build your Bar on LTO
2	April 25 - May 22	Build your Bar on LTO
3	May 23 - June 19	PET formats on LTO
4	June 20 - July 17	PET formats on LTO
5	July 18 - August 14	Large formats on LTO
6	August 15 - September 11	Large formats on LTO
7	September 12 - October 9	Build-a-Bar OR Cocktail + vessel/deal*
8	October 10 - November 6	Build-a-Bar OR Cocktail + vessel/deal*
9	November 7 - November 27	LCBO Gifting VA Partnerships
10	November 28 - January 1, 2022	LCBO Gifting VA Partnerships
11	January 2 - 29	Spirits Value
12	January 30 - February 26	Spirits Value
13	February 27 - March 26	Spirits Value

*P7/P8 Build-a-Bar OR Build-a-Cocktail + vessel/deal (i.e. Buy all 3, Save \$X); individual LTO's are required on each product

Impulse Display Opportunity

SPIRITED PICKS

The Spirited Pick program highlights small format spirits with a solution-oriented focus at the highest area of impulse in our stores. Simple mix/cocktail solutions are featured for participating products, alongside supporting incentive programs to drive trial and discovery of spirits products.

Preference will be given to **small format spirits** that hold the promotional placement over two periods.

NOTE: This is a Non-Applied Program. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Top Shelf of FEM at Cash #1 AS OF P2 MPTS Code: CE1	184 Stores (P1) 233 Stores (As of P2)	Up to 2 SKUs	Refer to Trade Resources Online for Participating Stores. **All stores with minimum two full sized FEM to receive the spirited picks program on the fixture closest to the entrance. Qty purchased relates to LCBO sales forecast.
*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast			

PERIOD	RATE
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13	\$20/per store/per sku/period



Impulse Display Opportunity

SPECIAL PROMOTIONS FIXTURES (SPF)

Spirits and Wines Impulse Fixtures feature top selling, seasonally relevant 375 mL products.

COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	DETAILS
Impulse Fixtures A (Spirits) & B (Wines) Spirits MPTS Code: CE2 Wines MPTS Code: CE3	170 Stores	4-16 SKUs	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
*Participating stores and components subject to minor changes. Qty purchased relates to LCBO sales forecast			

PERIOD	RATE
PT 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13	\$20/per store/per sku/period



Impulse Display Opportunity

FRONT END MERCHANDISERS

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

NOTE: This sold space program is currently on hold due to social distancing restrictions.

COMPONENT	ENGAGEMENT	DETAILS
Front End Merchandisers	201 Stores	Refer to Trade Resources Online for Participating Stores. Qty purchased relates to LCBO sales forecast.
Beer Impulse (Risers, Crates or Cut Case Displays at Cash)	238 Stores (minimum of 1 display of each product in each participating location).	
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



PROGRAM CURRENTLY ON HOLD

Enhanced Activation Opportunities

These activations go beyond displays in store and activate for maximum impressions that drive the customer into the store, and engage the customer. These opportunities are also available at very select stores - allowing for hyper-localized activation opportunities.

PREMIUM WINDOW DISPLAYS (STORES 483, 528)



STORE 511 OPPORTUNITIES



INDIVIDUAL WINDOW DISPLAYS (STORES 18, 333, 512, 614, 568)



Enhanced Activation Opportunity PREMIUM WINDOW DISPLAYS

The LCBO window displays at Manulife Centre and Royal Bank Plaza (stores #483 and 528) in Toronto showcase a strong brand or series of brands and products that have a strong tie to the seasonal promotion, and carry a strong brand story. This is an opportunity for many impressions out of the store than can drive the customer in to shop. The story showcased is relevant to the promotional story and season. These two window displays are sold together as a single program.

NOTE: This is a Non-Applied Program. Please apply by completing the Excel Application Form before the deadline.



COMPONENT	ENGAGEMENT	ASSORTMENT REQUIREMENT	PARTICIPATING STORES
Premium Window Displays	2 Stores	7-10 SKUs	483, 528
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, 11, 12, 13		\$35,000	
PT 10		\$40,000	

Enhanced Activation Opportunity

STORE 511

Store 511 in Toronto is a flagship store that provides suppliers the promotional opportunities to showcase a strong brand or series of brands and products that have a strong tie to the seasonal promotion.

NOTE: This is a Non-Applied Program. Please apply by completing the Excel Application Form before the deadline.

COMPONENT	ENGAGEMENT/ LOCATION WITHIN 511	P1-P9 RATE (PER PERIOD)	P10 RATE (PER PERIOD)	P11-13 RATE (PER PERIOD)
Display Window	A1, A2, A3	\$10,000	\$12,500	\$8,000
Display Window	Vestibule B	\$5,000	\$6,250	\$4,000
Display Window	Vestibule C	\$5,000	\$6,250	\$4,000
Display Window	Vintages Window	\$5,000	\$6,250	\$4,000
Interior Space	Activation Area 1 (Feature Fixture Area)	\$4,000	\$5,000	\$3,200
Interior Space	Activation Area 2 (Cash Area)	\$2,500	\$3,000	\$2,000
Interior Space	Activation Area 3 (Spirits Hall)	\$4,000	\$5,000	\$3,200
Interior Space	Activation Area 4 (Beer Zone)	\$2,500	\$3,000	\$2,000
Interior Space	Activation Area 5 (Vintages Area)	\$2,500	\$3,000	\$2,000
See the following page for Store 511 map with all interior activation spaces indicated.				

Enhanced Activation Opportunity

STORE 511 MAP



DISPLAY WINDOWS
A1, A2, A3



DISPLAY WINDOW
VESTIBULE B



DISPLAY WINDOWS
VESTIBULE C



ACTIVATION AREA 1
(FEATURE FIXTURE AREA)



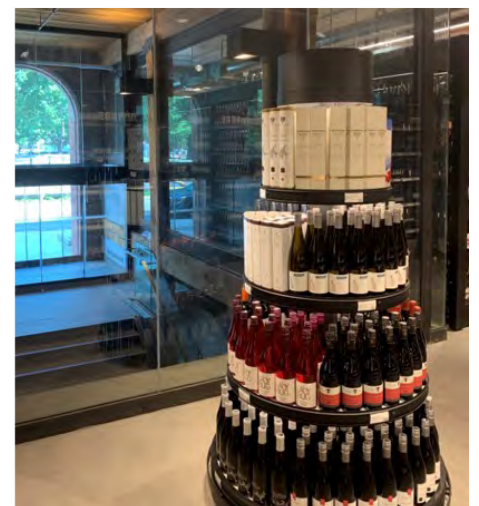
ACTIVATION AREA 2
(CASH AREA)



ACTIVATION AREA 3
(SPIRITS HALL)



ACTIVATION AREA 5
(VINTAGES AREA)



Enhanced Activation Opportunity INDIVIDUAL WINDOW DISPLAYS

The LCBO offers other premium Window Display opportunities that showcase a strong brand or series of brands and products that have a strong tie to the seasonal promotion, and carry a strong brand story. This is an opportunity for many impressions outside of the store than can drive the customer in to shop. The story showcased is relevant to the promotional story and season. **The stores listed below are each sold as separate opportunities.**

As of P7, this program now bundles two packages of 10 Non-GTA stores each, as a sold opportunity available to the Trade, and 2 GTA focused Window Glazing bundles that include either tables or space for activation in specific stores.

NOTE: This is a Non-Applied Program. Please apply by completing the Excel Application Form before the deadline.

COMPONENTS	ENGAGEMENT/ PARTICIPATING STORE	P1-P9 RATE (PER PERIOD)	P10 RATE (PER PERIOD)	P11-13 RATE (PER PERIOD)
Window Displays	18 - Liberty Village	\$2,500	\$3,000	\$2,000
Window Displays	333 - First Canadian Place	\$5,000	\$6,000	\$4,000
Window Displays	512 - Hudson Bay	\$3,000	\$3,600	\$2,400
Window Displays	614 - Maple Leaf Gardens	\$3,500	\$4,200	\$2,800
Window Displays	568 - The Atrium On Bay	\$3,500	\$4,200	\$2,800

Note: Each opportunity above is sold separately.

COMPONENT AS OF P7	ENGAGEMENT/ PARTICIPATING STORES
Window Glazings (A)	20 Non-GTA Stores
Window Glazings (B)	20 Non-GTA Stores
Window Glazings + Activations (Spirits/ RTD)	Stores 18, 614, 217, 10 north window
Window Glazings + Activations (Wines)	Store 10 south window, 486, 38, 452, 164 and 149 windows

Note: Each opportunity above is sold separately.



Gifting at LCBO

New Partnership Opportunity

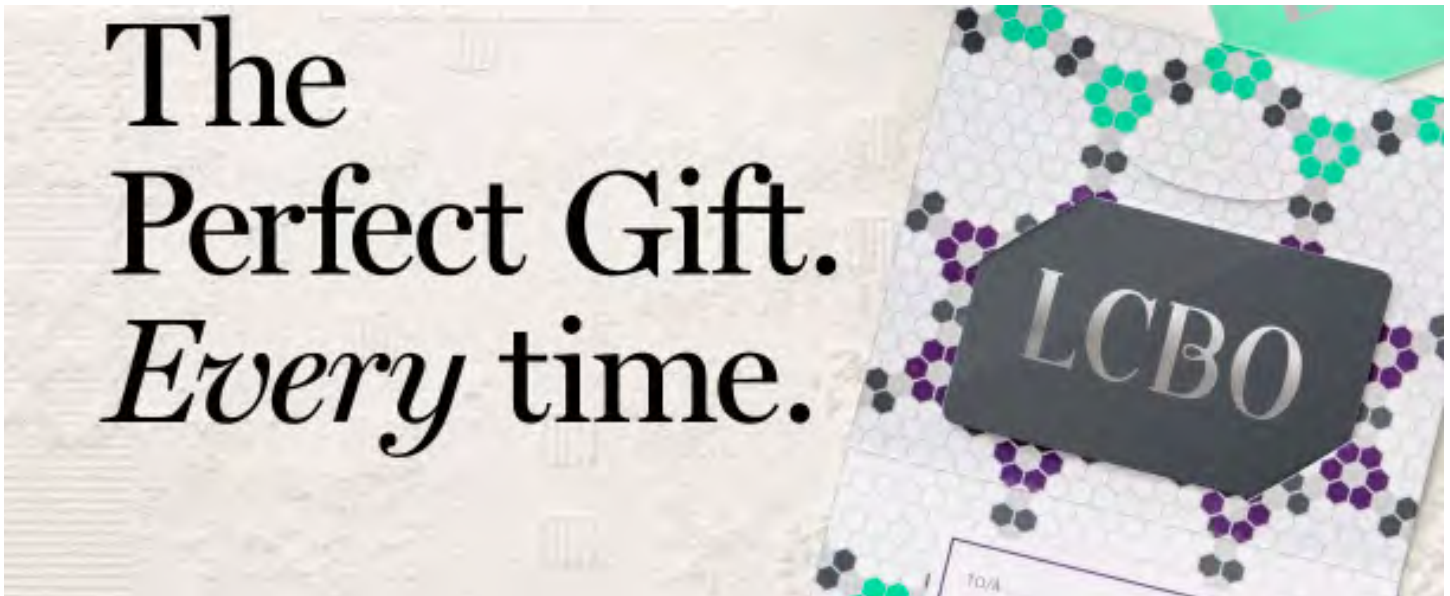
Our customers know that LCBO is a place to find great gifts year-round.

We want to provide gifting options for all seasons that will showcase product online and in stores through partnered value-add opportunities of either:

- LCBO gift packaging or
- LCBO Gift Card

Value-add of packaging or gift card must not exceed 20% of the value of the product; supplier to absorb cost of value-add. At this time, there is no additional charge to participate.

For more information about this exciting opportunity, please contact kevin.ethier@lcbo.com before the promotion application deadline.



How To Apply For Promotional Opportunities

There are two types of promotional opportunities: **Non-Applied and Applied**. This refers to whether Trade partners are able to apply directly in MPTS or not.

For **NON-APPLIED PROGRAMS** found in this document:

- Complete the application form, “F22 Promotional Opportunities Application Form,” that was attached by email with this document and submit by the deadline indicated in the following page.
- We expect to receive one file per supplier. If applying for promotional opportunities in multiple periods please indicate on the application form.
- Please note that promotional forecasts are now mandatory at the time of your application for both Non-Applied and Applied opportunities. Applications without forecasts included will not be considered.
- **Mock-ups for all supplier produced merchandisers and enhanced activations are also required at the time of application.**
- Send the application file to your respective category partner(s) at LCBO.
- ONLY successful applicants will be notified, due to the volume of applications.
- THE NON-APPLIED DEADLINE APPLIES TO ALL NEW ECOMMERCE AND OMNICOMMERCE PROGRAMMING AS OF P5.

For **APPLIED PROGRAMS** found in this document, Trade partners can apply directly in MPTS.

- Please note that promotional forecasts are now mandatory at the time of your application for both Non-Applied and Applied opportunities. Applications without forecasts included will not be considered.
- Successful applicants will be notified per the deadlines on the following page.

LCBO will consider several factors when reviewing applications:

- Size of the brand and growth trend
- LCBO benefit: Sales, up-sell potential, relevancy
- Alignment with LCBO seasonal themes, evergreen themes, and key consumer occasions.
- Consumer benefit: Education, solution, engagement, value
- Spirit of Sustainability information provided

Fiscal 2021/22 Deadlines

Please note that this year there are two separate application deadlines for MPTS Non-Applied and MPTS Applied Programming. To express interest in any non-applied programming, please complete the promotional application form in Excel provided on doingbusinesswithlcbo.com

WINES & SPIRITS DEADLINES						
Period	Promotion Dates	Agent deadline for Non-Applied Key Promotional Opportunities applications	Category deadline for Non-Applied Key Promotional Opportunities Approvals/Declines	WINES AND SPIRITS Agent deadline for Applied applications & sales forecasts	WINES AND SPIRITS Category deadline for Applied approvals/declines	Agent Deadline for Revised Forecasts (based on approvals)
1	Apr 01-24, 2021	1-Oct-20	15-Oct-20	23-Oct-20	12-Nov-20	20-Nov-20
2	Apr 25 - May 22, 2021					
3	May 23 - Jun 19, 2021	23-Oct-20	6-Nov-20	20-Nov-20	18-Dec-20	31-Dec-20
4	Jun 20 - Jul 17, 2021					
5	Jul 18 - Aug 14, 2021	11-Dec-20	4-Jan-21	8-Jan-21	12-Feb-21	19-Feb-21
6	Aug 15 - Sept 11, 2021					
7	Sept 12 - Oct 09, 2021	29-Jan-21	26-Feb-21	5-Mar-21	9-Apr-21	16-Apr-21
8	Oct 10 - Nov 06, 2021					
9	Nov 07 - Nov 27, 2021	26-Mar-21	23-Apr-21	30-Apr-21	4-Jun-21	11-Jun-21
10	Nov 28 - Jan 01, 2022					
11	Jan 02 - Jan 29, 2022	21-May-21	18-Jun-21	25-Jun-21	30-Jul-21	6-Aug-21
12	Jan 30 - Feb 26, 2022					
13	Feb 27 - Mar 31, 2022					
BEER, CIDER & READY-TO-DRINK DEADLINES						
Period	Promotion Dates	Agent deadline for Non-Applied Key Promotional Opportunities applications	Category deadline for Non-Applied Key Promotional Opportunities Approvals/Declines	BCRTD Agent deadline for Applied applications and Sales Forecasts	BCRTD Category deadline for Applied approvals/declines	Agent Deadline for Revised Forecasts (based on approvals)
1	Apr 01-24, 2021	1-Oct-20	15-Oct-20	13-Nov-20	4-Dec-20	11-Dec-20
2	Apr 25 - May 22, 2021					
3	May 23 - Jun 19, 2021	23-Oct-20	6-Nov-20	8-Jan-21	29-Jan-21	5-Feb-21
4	Jun 20 - Jul 17, 2021					
5	Jul 18 - Aug 14, 2021	11-Dec-20	4-Jan-21	19-Feb-21	12-Mar-21	19-Mar-21
6	Aug 15 - Sept 11, 2021					
7	Sept 12 - Oct 09, 2021	29-Jan-21	26-Feb-21	16-Apr-21	7-May-21	14-May-21
8	Oct 10 - Nov 06, 2021					
9	Nov 07 - Nov 27, 2021	26-Mar-21	23-Apr-21	11-Jun-21	2-Jul-21	9-Jul-21
10	Nov 28 - Jan 01, 2022					
11	Jan 02 - Jan 29, 2022	21-May-21	18-Jun-21	6-Aug-21	27-Aug-21	3-Sep-21
12	Jan 30 - Feb 26, 2022					
13	Feb 27 - Mar 31, 2022					

Appendix:

FAQs

eCommerce & OmniCommerce Opportunities FAQs

CAN WE SUBMIT MULTIPLE OPPORTUNITIES PER PERIOD FOR LCBO TO CONSIDER?

Yes, a supplier may be granted multiple promotion opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same promotion if the opportunity makes sense, e.g., around a theme or solution.

CAN SPONSORSHIPS BE LEVERAGED THROUGH OMNICOMMERCE PROGRAMS?

Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting your promotion application.

HOW HAS COSTING BEEN DETERMINED?

The costs to participate are all introductory rates and subject to change. All prices are relative to current in-store display fees, and takes into account the promotional components supporting the offers and the number of anticipated customers that will engage with the online offering.

CAN A TRADE ASSOCIATION APPLY FOR A PROMOTION TO PROMOTE A COUNTRY OR REGION?

Yes. The application should include details of the promotional message, the support activity planned and the estimated number of participating products. The product list can be finalized in partnership with the category team if the application is accepted.

CAN A SUPPLIER SUGGEST A MULTI-BRAND PROMOTION, WHERE OTHER SUPPLIERS WOULD ALSO APPLY?

Yes. We encourage new and innovative ideas to be pitched.

CAN SPONSORSHIPS BE LEVERAGED THROUGH ECOMMERCE OPPORTUNITIES?

Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting the promotional opportunity application.

What can a Supplier expect from a reporting perspective? Will results be shared?

Metrics that we will be able to share with vendors include:

For online only promotions: campaign visits, page views on landing page, product views (at the campaign level), orders, banner clicks, sales (product level), units (product level, and device.

For omni commerce promotions: campaign visits, page views on landing page, product views (at the campaign level), banner clicks, sales (product level), units (product level, and device.

WILL FEEDBACK BE SUPPLIED IF OUR APPLICATION IS DECLINED?

Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding the new eCommerce Programs may be directed to the appropriate Category/Product Manager.

Entrance, Power Aisle & Flex Space FAQs

CAN WE SUBMIT MULTIPLE OPPORTUNITIES PER PERIOD FOR LCBO TO CONSIDER?

Yes, a supplier may be granted multiple promotional opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same display if the opportunity makes sense.

WILL WE BE ABLE TO WEIGH IN AND/OR APPROVE CREATIVE ELEMENTS ASSOCIATED WITH OUR APPROVED PROMOTIONAL PROGRAMS?

LCBO's Marketing team will collaborate with our suppliers on creative and is open to leveraging brand assets, where appropriate. That said, LCBO will own the creative and shall not require formal approval from the supplier. LCBO will also be fully responsible for production and installation of displays.

CAN WE CUSTOMIZE SIGNAGE COMPONENTS FOR OUR PROMOTIONS?

Ideas for enhanced signage will be considered for use at select stores, but not guaranteed. All creative decisions will be made the discretion of the LCBO marketing team. Trade partners are welcome to share their assets with LCBO and discuss what components LCBO may or may not choose to leverage for marketing and display purposes.

CAN A TRADE ASSOCIATION APPLY FOR A PROMOTION TO PROMOTE A COUNTRY OR REGION?

Yes. The application should include details of the promotional message, the support activity planned and the estimated number of participating products. The product list can be finalized in partnership with the category team if the application is accepted.

CAN A SUPPLIER SUGGEST A MULTI-BRAND PROMOTION, WHERE OTHER SUPPLIERS WOULD ALSO APPLY?

Yes. We encourage new and innovative ideas to be pitched. Complementary products from other suppliers will be considered to fill the display.

CAN SPONSORSHIPS BE LEVERAGED THROUGH KEY PROMOTIONAL OPPORTUNITIES?

Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting the promotional opportunity proposal.

HOW HAS COSTING BEEN DETERMINED?

The cost is relative to current in-store display fees and accounts for potential costs associated with promotion in LCBO channels and advertising.

WILL INVENTORY BE FORCED TO PARTICIPATING STORES?

A minimum display quantity is forced from the promo tree to participating stores for most but not all promotions. It is the responsibility of the Store Manager to build 'ready-for-business' promotional displays.

WILL FEEDBACK BE SUPPLIED IF OUR APPLICATION IS DECLINED?

Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding Promotional Opportunities or the application process may be directed to the appropriate Product Manager.

Block Piles & Beer Excitement Zone FAQs

CAN WE SUBMIT MULTIPLE OPPORTUNITIES PER PERIOD FOR LCBO TO CONSIDER?

Yes, a supplier may be granted multiple promotion opportunities for different brands within the same period. Likewise, multiple brands may be considered for the same display if the opportunity makes sense, e.g., around a theme or style.

CAN WE GEO-TARGET A PROGRAM IN SELECT STORES?

We are unable to adjust store lists for the Beer Excitement Zone program. Block piles may be geo-targeted and program fee will be prorated accordingly.

WILL WE BE ABLE TO WEIGH IN AND/OR APPROVE CREATIVE ELEMENTS ASSOCIATED WITH OUR APPROVED BEER EXCITEMENT ZONE?

LCBO's Marketing team will collaborate with suppliers on creative which will align visually with our seasonal thematic. They are open to leveraging brand assets at their discretion. LCBO will own the creative and shall not require formal approval from the supplier.

CAN WE CUSTOMIZE SIGNAGE COMPONENTS FOR OUR DISPLAY?

LCBO signage components are standard, as outlined in the program details. Supplier-produced merchandiser may be customized, provided they meet our size restrictions and creative approval.

CAN SPONSORSHIPS BE LEVERAGED THROUGH PROMOTIONAL PROGRAMS AND DISPLAYS?

Yes, provided the supplier has done their due diligence to secure the necessary approvals for LCBO to use and promote the partnership. Approvals will need to be documented in a formal letter of agreement or contract. This is a mandatory requirement and should be confirmed prior to submitting your promotion application.

HOW HAS COSTING BEEN DETERMINED?

The cost is relative to current in-store display fees .

WILL INVENTORY BE FORCED TO PARTICIPATING STORES?

Excitement Zone displays are populated on the promo tree but currently not forced. For block piles a minimum display quantity is forced from the promo tree to participating stores. It is the responsibility of the Store Manager to build 'ready-for-business' promotional displays.

CAN BEER & RTD SUPPLIERS APPLY TO THE REGULAR PROMOTIONAL PROGRAMS?

Yes, Beer & RTD suppliers may also apply to the regular promotional programs. These are more competitive programs shared with Wines and Spirits.

WILL FEEDBACK BE SUPPLIED IF OUR APPLICATION IS DECLINED?

Yes, your respective Product Manager will be happy to supply feedback.

Questions regarding the Beer Excitement Zone or Block Pile Programs may be directed to the appropriate Product Manager.

Asset Handover

Deadlines & Instructions

We're streamlining the creative process and requesting to receive all supplier provided assets prior to developing the promotional materials in support of the various omni-commerce and ecommerce programs. Suppliers should contact their respective Marketing team after programs and associated offers are formally approved by Merchandising. The use of supplier assets on LCBO.com will be at LCBO's discretion and must be supplied by Marketing deadlines indicated in order to be considered for use. All imagery must be in accordance with LCBO Social Responsibility mandates. (e.g., Models must appear a minimum of 25 years of age; No images depicting physical activity, irresponsible consumption, or consumption in public places).

AODA compliance: Please refer to the following [link](#) for more information regarding The Accessibility for Ontarians with Disabilities Act.

1. IMAGES

- Close crop bottle shots: Shot on white background, straight on
- Lifestyle images: Landscape images pertaining to winery/brewery/distillery, regions and winemakers/brew masters/distillers, etc.
- In-situation: Wine glasses/pours or a table setting
- Logos (if applicable): Vector files or .eps include bilingual or French logos if available
- Brand guidelines and style guides
- Size: for print and web 300 DPI at approx. 8" x 10"
- Format: .jpeg or .tiff

2. VIDEOS

- 30 seconds brand videos with educational component, .mp4 files
- English and French SRT files
- AODA compliant (see page 89)

WHO RECEIVES THE MATERIAL IN THE HANDOVER?

All requested assets to be delivered to the corresponding Marketing contacts noted on the next page.

Marketing Contacts

WINES IN-STORE AND OMNI-COMMERCE PROGRAMS

LCBO Wines (except Ontario and Destination Collection) and Vintages

- Marketing Manager, Taleen Yazejian taleen.yazejian@lcbo.com
- Assistant Marketing Manager, Harpreet Bhogal harpreet.bhogal@lcbo.com
- Marketing Coordinator, Sue Antoniou sue.antoniou@lcbo.com
- Marketing Coordinator, JR Sapienza john_robert.sapienza@lcbo.com

Ontario Wines, Destination Collection and Gifting

- Marketing Manager, Renée Frisina renee.frisina@lcbo.com
- Marketing Coordinator, Margot Boudreau margot.boudreau@lcbo.com

SPIRITS IN-STORE AND OMNI-COMMERCE PROGRAMS

- Marketing Manager, Sarah Duggan-Smith sarah.duggansmith@lcbo.com
- Senior Planner, Matt Wade matt.wade@lcbo.com
- Marketing Coordinator, Tricia Lahde tricia.lahde@lcbo.com

BEER, CIDER AND READY-TO-DRINK IN-STORE AND OMNI-COMMERCE PROGRAMS

- Marketing Manager, Stephanie Alexiou stephanie.alexiou@lcbo.com
- Marketing Coordinator, Yulia Retunskaya yulia.retunskaya@lcbo.com

ECOMMERCE MARKETING OPPORTUNITIES

- Marketing Manager, Stephanie Alexiou stephanie.alexiou@lcbo.com
- Marketing Coordinator, Yulia Retunskaya yulia.retunskaya@lcbo.com
- Marketing Coordinator, Jessie Smith jessie.smith@lcbo.com

Captioning Tips & Best Practices

CAPTIONS CONVEY BOTH SPEECH AND NON-SPEECH AUDIO

- Speech is the spoken dialogue – what is being said
- Non-speech is sound effects, music, laughter, speaker identification, speaker location, etc.

CAPTIONS ARE WRITTEN IN A SIMPLE TEXT FILE (VTT OR SRT FORMAT). AVOID BURNED IN TEXT

- Much easier to correct, update, edit
- Better SEO. Content can be indexed for search
- Supports automatic translation
- Provides alternative for Deafblind if there is no transcript
- Allows video player to support user preferences (fonts, colours, etc.)

NO TRANSCRIPT? Use YouTube's automatic captions as a starter. Edit for accuracy!

SYNCHRONIZE CAPTIONS AS MUCH AS POSSIBLE. WORDS APPEAR AS THEY START TO BE SPOKEN

- Start time = Moment the caption needs to appear
- Stop time = Moment the caption needs to disappear (for the next caption)
- YouTube can also provide estimated Start / Stop times. Review & edit for accuracy!

CAPTION PLACEMENTS - if you have control of placement:

- Avoid covering / obstructing important video content e.g., faces, screen text, etc.
- Place captions according to who is speaking to help identify speaker
 - Left, right and center justification can be used for this
- Remember that the reader's eyes need to find and traverse the text

KEEP CAPTIONS EASY TO QUICKLY READ

- Use the same general area of the screen, if you can.
- Use single sentences or two short sentences.
- Break them up at natural points (e.g., punctuation, clauses).
- Watch for spelling errors and homonym errors.

CAPTIONING SOUND EFFECTS

- Assume your audience cannot hear your audio!
- Use onomatopoeia or well understood descriptive text that does not rely on hearing experience
- Only caption Informative sounds. Important sounds to understanding the content.
- Consider for description:
 - Sound effects, music, actor's emotions and tone of voice (e.g., [whispering])
 - Where sound is from? Why is it present? One-off or Sustained sound? Meaningful silence?
 - The presence of music (🎵). Express its purpose. Describe emotion, performer, title, etc.
- Only the most important information is described. There's not enough time for everything.

USE YOUTUBE INFORMATION BLOCK TO OPTIONALLY PROVIDE

- Transcript of video content including speech and sounds effects (or a link to it)
- Link to video on your website with accessible video player, captions, transcript, etc.