

Overview

The Wine Fridge Sold Space program was initiated in 2012 to support the business plan for Wines and grow wine sales.

We are pleased to report that the program is delivering amazing results.

- Period start and end dates for each Turn have been revised:
Turn 1: PT3 to PT6 (May 26, 2024 - September 14, 2024)
Turn 2: PT7 to PT11 (September 15, 2024 - February 1, 2025)
Turn 3: PT12 to PT2 (February 2, 2025 - May 25, 2025)
- C stores have been added to the program
- The number of paid spots in the fridge has increased.
- A fourth flight of stores has been added to the program. This Flight D along with Flight C is a smaller distribution making it affordable to new and smaller brands

Program Highlights & Implementation:

Stores participating in this program have been divided into (4) groups based on sales and available wine fridge fixtures. The selection will change 3 times in the year. Participating products that have paid for the program must be showcased in the fridge with premium shelf positioning. Please refer to your appropriate planogram for product placement.

Participating products that are on the SAVE (formerly LTO) or Aeroplan programs must also have signage in the fridge and 'Available Chilled' signage on shelf in front of the featured brands.

Participating SKUs not currently listed in a store's assortment will be PROMO FORCED for the duration of the Turn. These SKUs will be automatically removed at the end of the turn. The One-in/One-out rule does not apply for these products.

If a store elects to place these SKUs into listed status before, during, or after a promotion, then the One-in/One-out rule will apply in order to maintain sku target.

Wine Fridge – Sold Space Implementation Guide (P7 - P11)

Group A: There are 34 paid spots for this group of stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 182, 195, 207, 212, 214, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 360, 362, 371, 384, 388, 390, 391, 393, 394, 397, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 619, 623, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 776

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	462432	Piper-Heidsieck Brut Champagne	750	\$70.10	Champagne
Paid #2	224766	>(V)Brut Methode Traditionelle (Chateau Des C	750	\$25.95	Sparkling White
Paid #3	429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	\$23.45	Sparkling White
Paid #4	21621	Bread & Butter Prosecco Doc	750	\$22.00	Sparkling White
Paid #5	27001	Masi Modello Prosecco Doc Brut	750	\$19.00	Sparkling White
Paid #6	216887	Freixenet Carta Nevada Brut Cava	750	\$17.00	Sparkling White
Paid #7	17690	Trius Brut Rose Sparkling (Andrew Peller)	750	\$29.95	Sparkling Rosé
Paid #8	30836	Yellow Tail Bubbles Rose	750	\$17.00	Sparkling Rosé
Paid #9	277202	Bottega Rose Vino Dei Poeti Sparkling	750	\$15.95	Sparkling Rosé
Paid #10	493254	Roscato Rosso Igt Provincia Di Pavia	750	\$15.00	Sparkling Rosé
Paid #11	32182	Lola Light Rose VQA	750	\$14.95	Rosé
Paid #12	539312	Josh Cellars Rosé	750	\$19.95	Rosé
Paid #13	234583	Cave Spring Riesling VQA	750	\$16.95	Riesling
Paid #14	265983	>Mcmans Chardonnay	750	\$21.95	Chardonnay
Paid #15	326728	>Oyster Bay Chardonnay Marlborough	750	\$20.95	Chardonnay
Paid #16	37961	Ramblers Chiller Unoaked Chardonnay VQA	750	\$14.95	Chardonnay
Paid #17	19261	Bread & Butter Chardonnay	750	\$20.05	Chardonnay
Paid #18	563130	Le Fat Bastard Chardonnay Pays D'Oc	750	\$15.45	Chardonnay
Paid #19	38415	Pacific Gate Chardonnay	750	\$17.95	Chardonnay
Paid #20	250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$21.95	Gavi
Paid #21	20259	Grow Wild Enchanting White VQA	750	\$14.95	Blend
Paid #22	517185	Burnt Ship Bay Sauvignon Blanc VQA	750	\$15.95	Sauvignon Blanc
Paid #23	34064	Fresh Sauvignon Blanc VQA	750	\$14.95	Sauvignon Blanc
Paid #24	293043	Stoneleigh Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #25	35623	Squealing Pig Sauvignon Blanc	750	\$17.95	Sauvignon Blanc
Paid #26	36815	Leyda Reserva Sauvignon Blanc	750	\$16.00	Sauvignon Blanc
Paid #27	16777	Bask Sauvignon Blanc	750	\$13.95	Sauvignon Blanc
Paid #28	37949	Paul Mas Sauvignon Blanc	750	\$13.95	Sauvignon Blanc
Paid #29	30960	Sistina Pecorino Terre Di Chieti Igt	750	\$17.25	Pecorino
Paid #30	15754	Josh Cellars Pinot Grigio	750	\$19.95	Pinot Grigio
Paid #31	589101	Ruffino Lumina Pinot Grigio Igt	750	\$15.80	Pinot Grigio
Paid #32	621110	Jackson-Triggs Pinot Grigio	750	\$12.95	Pinot Grigio
Paid #33	64287	Cono Sur Bicicleta Viognier	750	\$12.00	Viognier
Paid #34	265157	Jacob's Creek Moscato	750	\$15.00	Moscato

Group B: There are 34 paid spots for this group of stores

8, 14, 23, 26, 27, 33, 34, 45, 51, 52, 55, 59, 60, 61, 62, 63, 64, 68, 70, 74, 77, 79, 80, 81, 86, 90, 95, 97, 101, 115, 125, 130, 132, 139, 144, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 201, 202, 208, 209, 210, 211, 216, 218, 221, 229, 244, 248, 249, 252, 255, 263, 268, 270, 278, 287, 297, 300, 310, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 400, 401, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 521, 526, 532, 533, 537, 539, 544, 553, 554, 559, 564, 579, 580, 584, 586, 593, 601, 602, 605, 614, 617, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 759

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	621458	>Bottega Gold Sparkling (Bottega Spa)	750	\$30.95	Sparkling White
Paid #2	687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$22.95	Sparkling White
Paid #3	12023	Freixenet Prosecco Doc	750	\$23.00	Sparkling White
Paid #4	483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$19.95	Sparkling White
Paid #5	593855	Astoria Prosecco La Robinia	750	\$17.95	Sparkling White
Paid #6	25515	Saintly Sparkling Brut VQA	750	\$18.95	Sparkling White
Paid #7	341347	Fresh Sparkling Rose VQA	750	\$18.95	Sparkling Rose
Paid #8	217760	Chateau De Montgueret Cremant De Loire Brut	750	\$22.95	Sparkling White
Paid #9	216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$17.95	Sparkling White
Paid #10	36977	Castell Blanc Brut Cava	750	\$13.95	Sparkling White
Paid #11	30835	Yellow Tail Bubbles	750	\$17.00	Sparkling White
Paid #12	158683	>La Crema Monterey Chardonnay	750	\$29.95	Chardonnay
Paid #13	200535	Konzelmann Chardonnay Unoaked VQA	750	\$16.95	Chardonnay
Paid #14	33466	Keep Calm & Laugh Chardonnay	750	\$11.95	Chardonnay
Paid #15	99408	Woodbridge By Robert Mondavi Chardonnay	750	\$13.95	Chardonnay
Paid #16	426601	Villa Maria Private Bin Sauvignon Blanc	750	\$20.00	Sauvignon Blanc
Paid #17	53678	Peninsula Ridge Sauvignon Blanc VQA	750	\$16.95	Sauvignon Blanc
Paid #18	38416	The Dreaming Tree Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #19	487496	Leftfield Sauvignon Blanc	750	\$17.00	Sauvignon Blanc
Paid #20	578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	\$13.95	Sauvignon Blanc
Paid #21	340380	Two Oceans Sauvignon Blanc	750	\$12.30	Sauvignon Blanc
Paid #22	32186	Saturday Sun Brilliant White Harvest VQA	750	\$15.95	Blend
Paid #23	219022	White House Wine Co. Riesling P. Grigio VQA	750	\$13.95	Blend
Paid #24	37967	Magnotta Equus Series Home Stretch White Blend VQA	750	\$12.95	Blend
Paid #25	339168	Bodacious Smooth White	750	\$11.95	Blend
Paid #26	38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	\$19.95	Blend
Paid #27	348979	Inniskillin Pinot Grigio VQA	750	\$15.95	Pinot Grigio
Paid #28	614826	Pelee Island Pinot Grigio	1500	\$20.95	Pinot Grigio
Paid #29	38411	Bread & Butter Pinot Grigio	750	\$19.95	Pinot Grigio
Paid #30	73148	Barone Montalto Pinot Grigio Igt Sicily	750	\$11.50	Pinot Grigio
Paid #31	35577	Smoky Bay Pinot Grigio	750	\$10.45	Pinot Grigio
Paid #32	10233	Oggi Botter Pinot Grigio Doc	1500	\$19.50	Pinot Grigio
Paid #33	30962	Il Piatto Mare Pecorino Terre Di Chieti	750	\$12.95	Pecorino
Paid #34	277210	Cavit Collection Moscato Pavia Igt	750	\$15.95	Moscato

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Group C: There are 8 paid spots for this group of stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 50, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 110, 112, 119, 122, 124, 137, 146, 152, 153, 157, 160, 161, 167, 175, 181, 186, 197, 199, 205, 217, 219, 222, 223, 224, 225, 227, 230, 233, 236, 238, 239, 251, 253, 254, 261, 264, 266, 273, 275, 277, 281, 284, 289, 299, 302, 305, 306, 314, 316, 318, 320, 324, 333, 335, 345, 366, 370, 372, 374, 386, 395, 399, 402, 403, 404, 406, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 502, 504, 507, 511, 517, 546, 550, 552, 562, 581, 582, 596, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 696, 701, 703, 706, 746, 749, 752, 754, 755, 756, 757, 758, 760, 761, 771, 779, 784, 789

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	25517	Peller Family Reserve Rose Bubbles VQA	750	\$14.95	Sparkling Rosé
Paid #2	487694	La Marca Prosecco Doc	750	\$22.95	Sparkling White
Paid #3	392597	Chloe Chardonnay	750	\$19.95	Chardonnay
Paid #4	4705	20 Bees Chardonnay Unoaked VQA	750	\$13.95	Chardonnay
Paid #5	367698	>Boschental 1685 Chardonnay	750	\$17.95	Chardonnay
Paid #6	110031	Sandbanks Estate Dunes White VQA	750	\$14.95	Blend
Paid #7	483289	Smoking Loon Pinot Grigio	750	\$16.95	Pinot Grigio
Paid #8	20054	Mare Di Sirena Pinot Grigio	750	\$9.95	Pinot Grigio

Group D: There are 8 paid spots for this group of stores

1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 72, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 200, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 455, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 522, 523, 527, 529, 530, 540, 549, 555, 561, 571, 575, 585, 587, 589, 590, 594, 598, 612, 616, 629, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762, 772, 778

Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	122689	Henkell Trocken	750	\$16.95	Sparkling White
Paid #2	32194	Peller Family Reserve Secco Bubbles VQA	750	\$14.95	Sparkling White
Paid #3	157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	\$16.00	Chardonnay
Paid #4	58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$14.95	Sauvignon Blanc
Paid #5	23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	\$12.95	Sauvignon Blanc
Paid #6	275909	Caliterra Sauvignon Blanc Reserva	750	\$11.95	Sauvignon Blanc
Paid #7	10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	\$9.95	Blend
Paid #8	22303	Barefoot Fruitscato Strawberry	750	\$11.95	Fruit Wine

Wine Fridge Planoguide – Implementation

The assortment of paid products will change 3 times a year. The Wine Fridge planoguides (included in this communication) indicate the premium shelf positions that must be used for paid products only.

We recommend that products are positioned as they are listed; by varietal/wine category to make it easier for your customers to shop. Each paid product should accommodate a minimum of 1 case with 3 facings. Please ensure all products have good shelf clearance. Use next best shelf if required.

If your store is not participating in the program refer to the applicable 4 ft or 8 ft. wall fridge planoguide.

Discretionary Space

The balance of the wine fridge space can be used at the store's discretion. We recommend you merchandise wines from the following product categories in the discretionary space and group these products together based on product category.

- Champagne
- Sparkling Wines
- Ontario Wines
- Ontario Wines Superstars (White or Rosé)
- Vintages Superstar (White or Rosé)
- Vintages Release Ontario VQA Rosés Wines
- Rosé Wines
- Premium White Wines

D stores are not part of the paid program. However, it is recommended that they merchandise the paid products in the wine fridge as well, as space permits.

Stores that support the Ontario Wines and Vintages Wines Superstar programs are suggested to merchandise their white or rosé Superstar selections in their fridge space.

Vintages stores are suggested to dedicate one discretionary spot to showcase a Vintages release VQA rosé.

Wine Fridge – Sold Space Implementation Guide

Signage

- A new bin tag underlay has been created in the new black Operational Signage creative design to replace the "Available Chilled" hot buttons. Merchandise the "Available Chilled" bin tag underlay throughout the store in front of products available in the fridge.
- Full Service FLS and FLS Signage Stores must display the bilingual side of the sign
- Install the promotional offer shelf talkers (LTO, Aeroplan, New Product) in front of the participating products in the fridge as well as their home position if applicable by the start of each promotional turn.
- Your participation is mandatory.

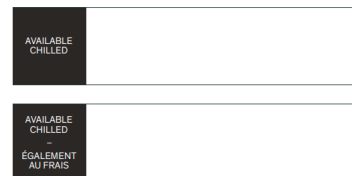
Re-order the signs:

For additional signage, please call Retail Support Team @ 416-365-5932 to place an order.

- "Available Chilled" Bin Tag Underlay
Re-order# 220P-BTU3
- Promotional Offer Shelf Talkers: Please refer to the current Marketing & Product Guide for re-order numbers.



Promotional Offer Shelf Talkers
(SAVE and Aeroplan Offers)



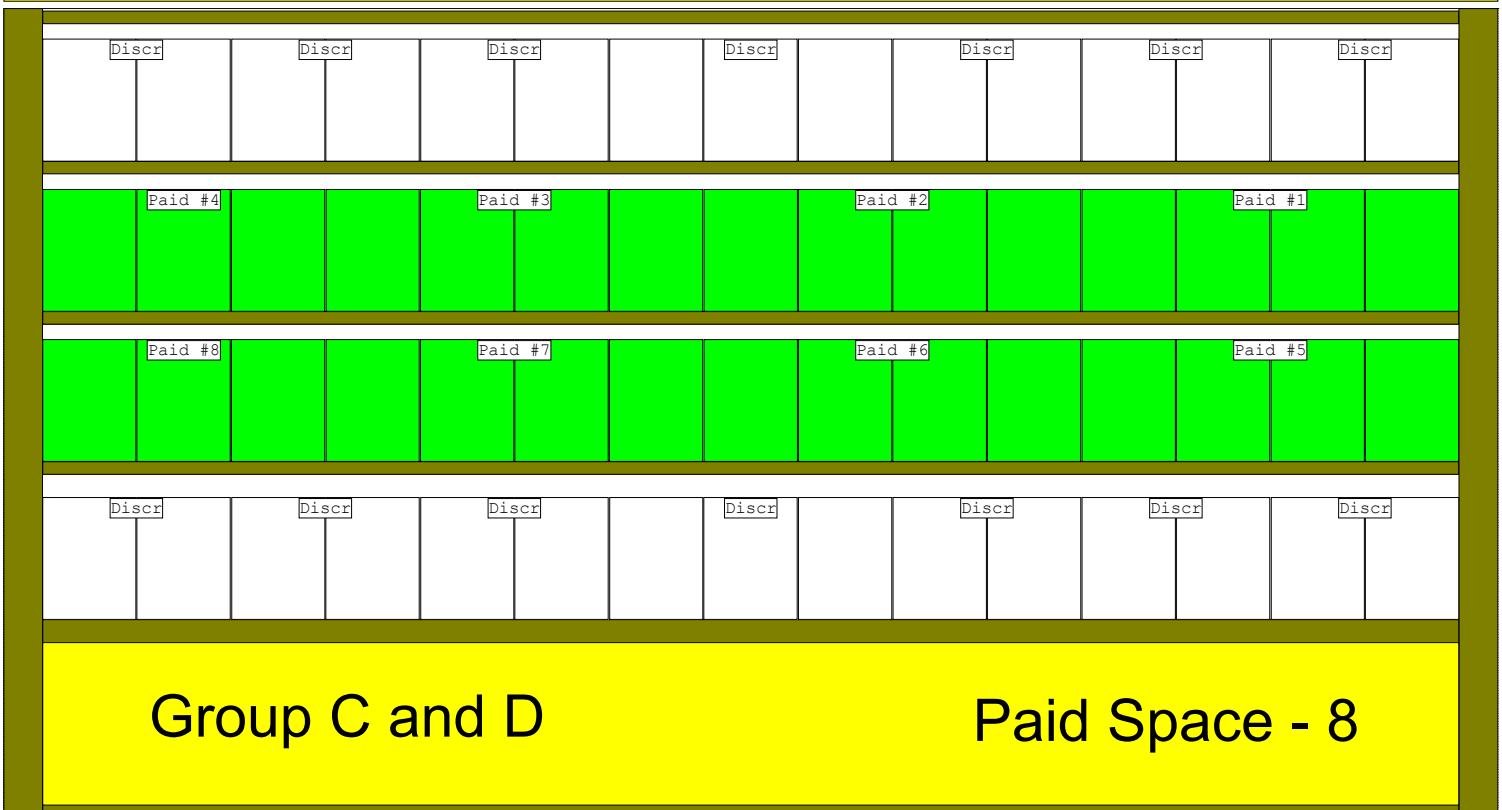
"Available Chilled" Bin Tag Underlay
Re-order# 220P-BTU3

Planoguides

Wine Fridge – Sold Space Implementation Guide (P7 - P11)

4 ft Wall

WHEN IMPLEMENTING YOUR 4FT WINE FRIDGE, YOU WILL NEED TO USE A COMBINATION OF 3 AND SOME 2 FACINGS. FOR ALL 3L AND 4L CASKS, USE 1 FACING.



5 ft Dairy Door

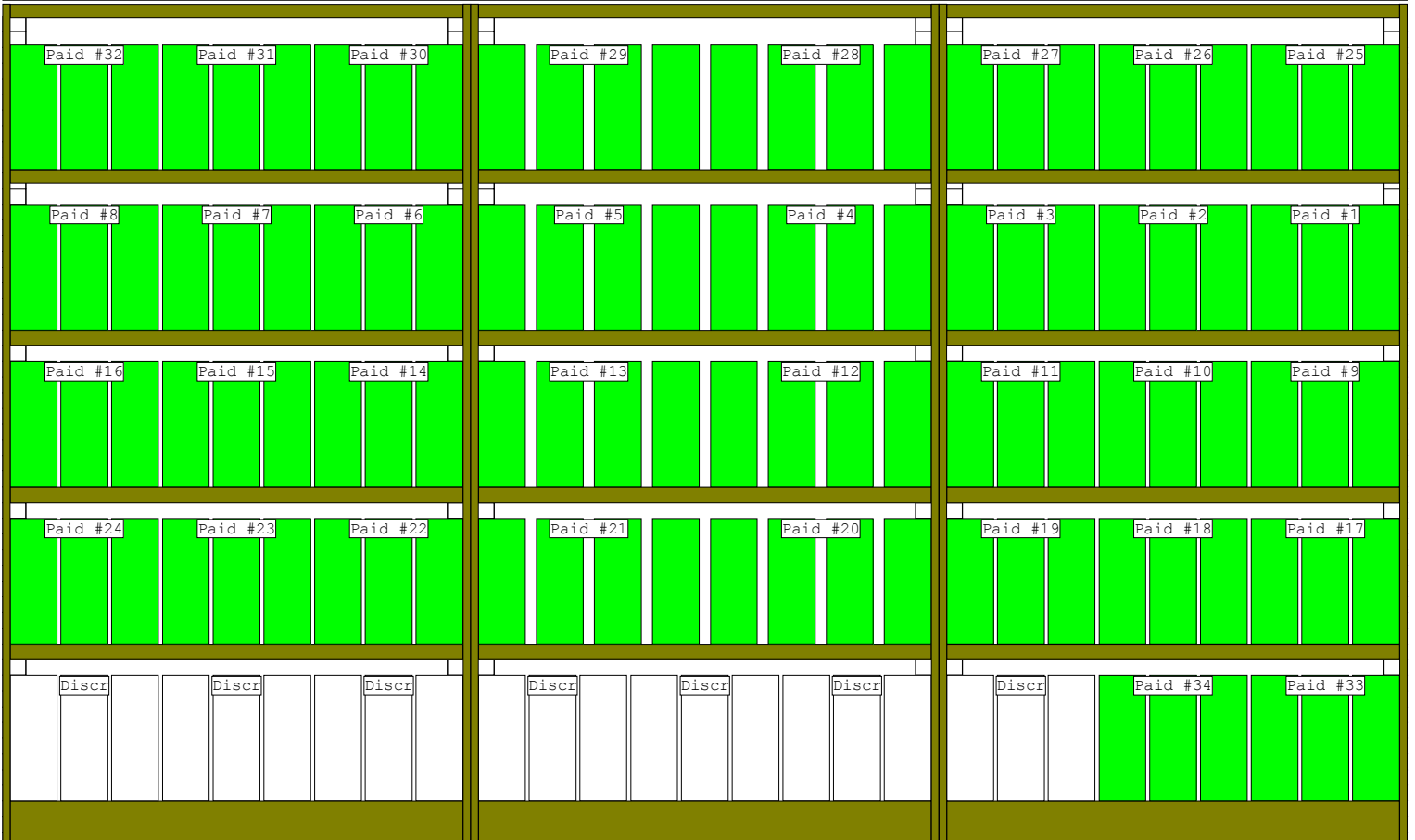


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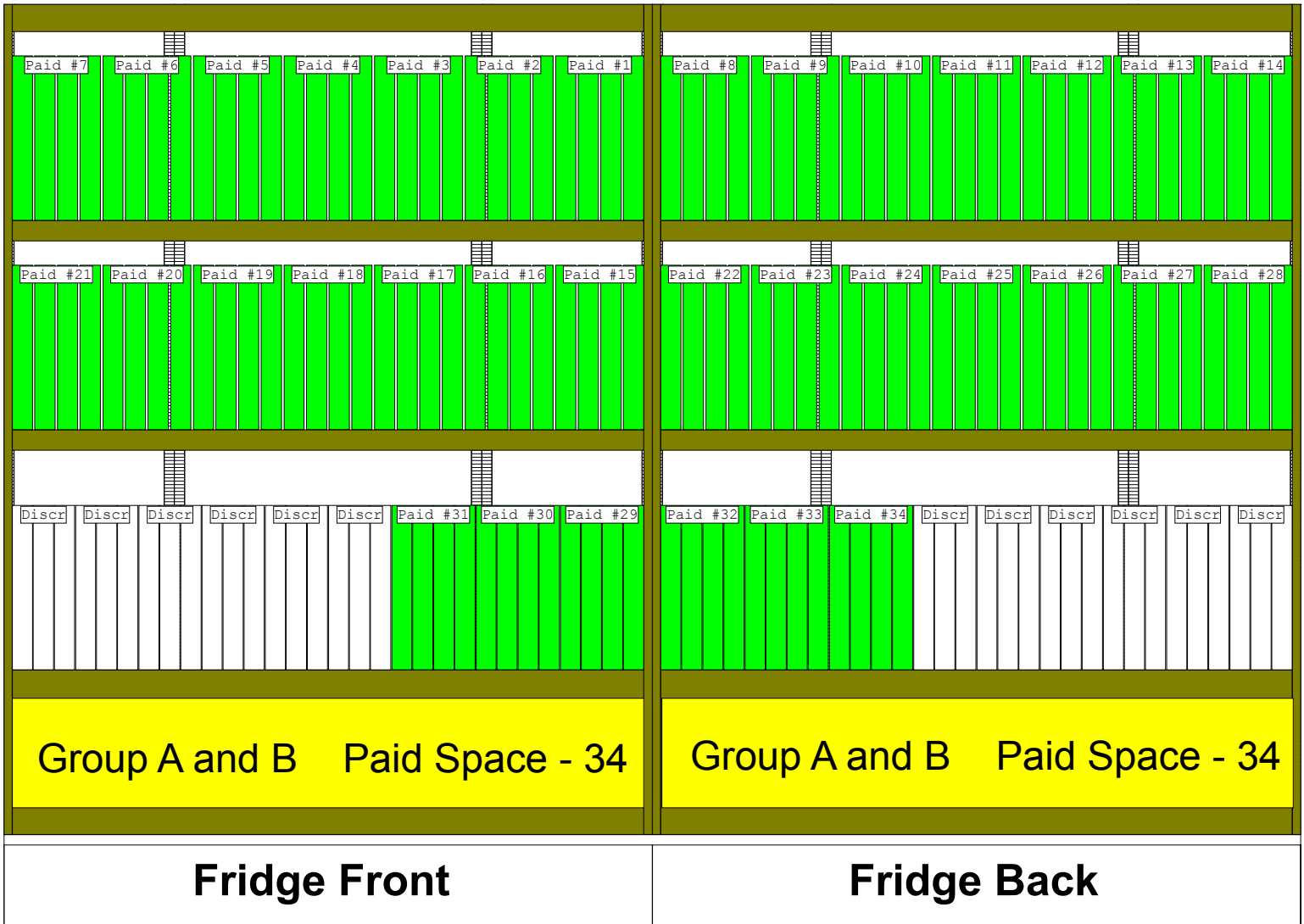
8 ft Dairy Door

Group A and B

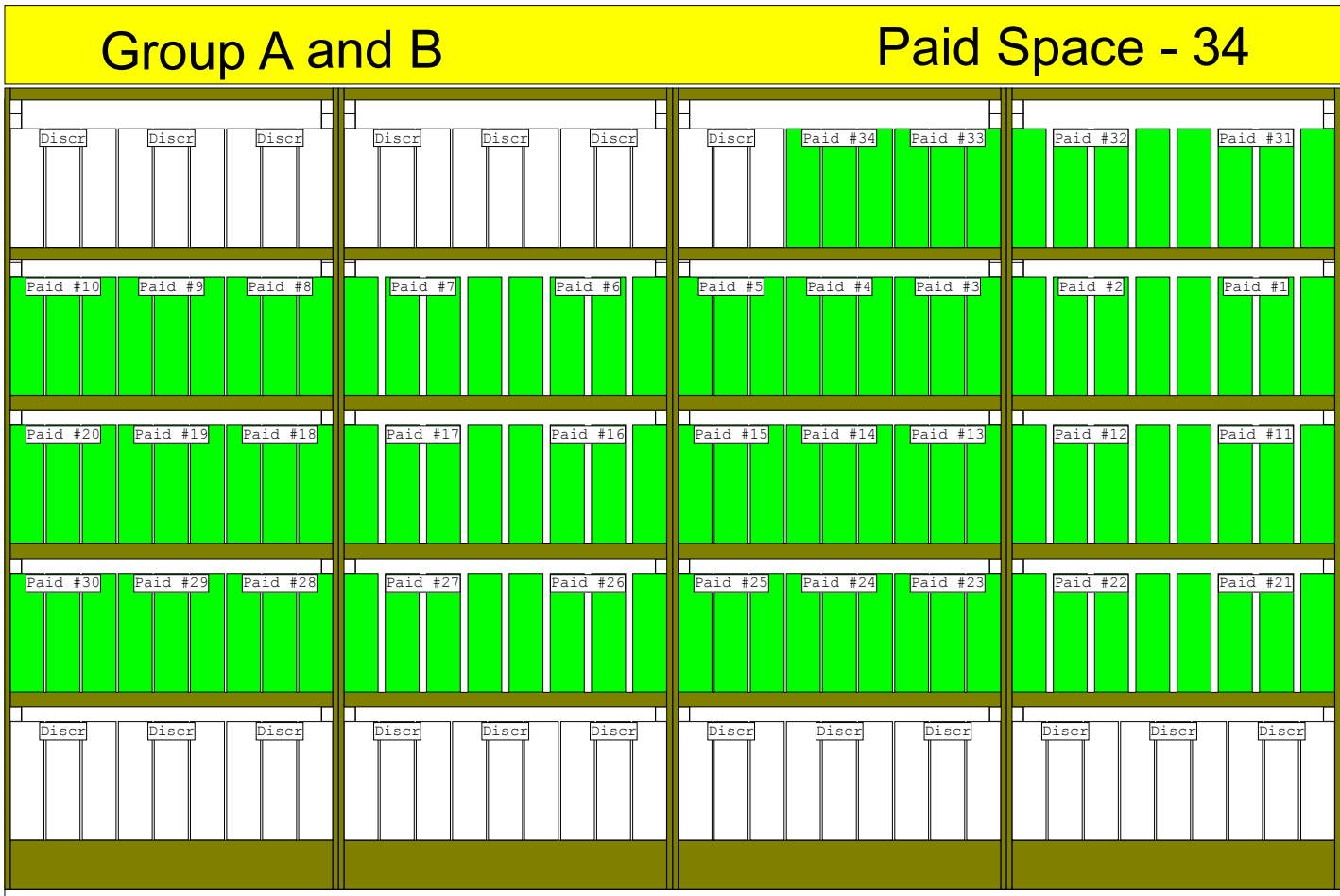
Paid Space - 34



8 ft with 2 Gondola



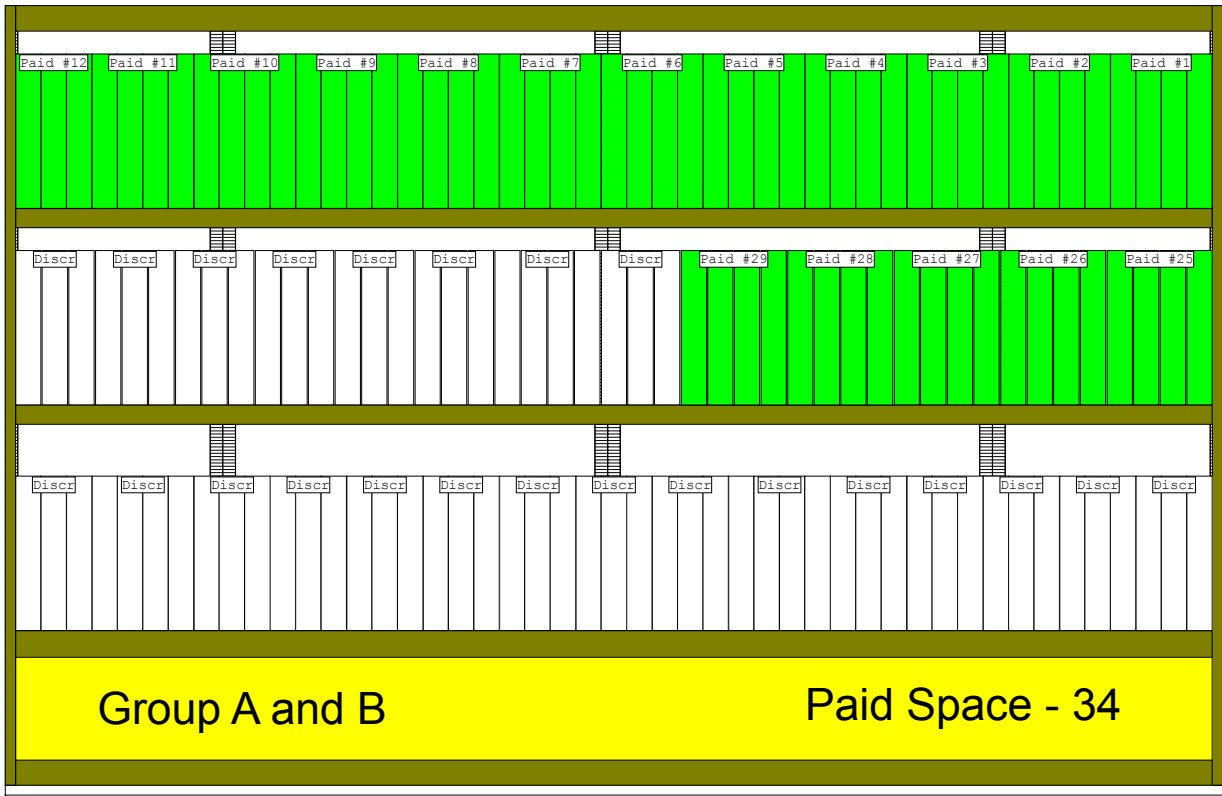
10 ft Dairy Door



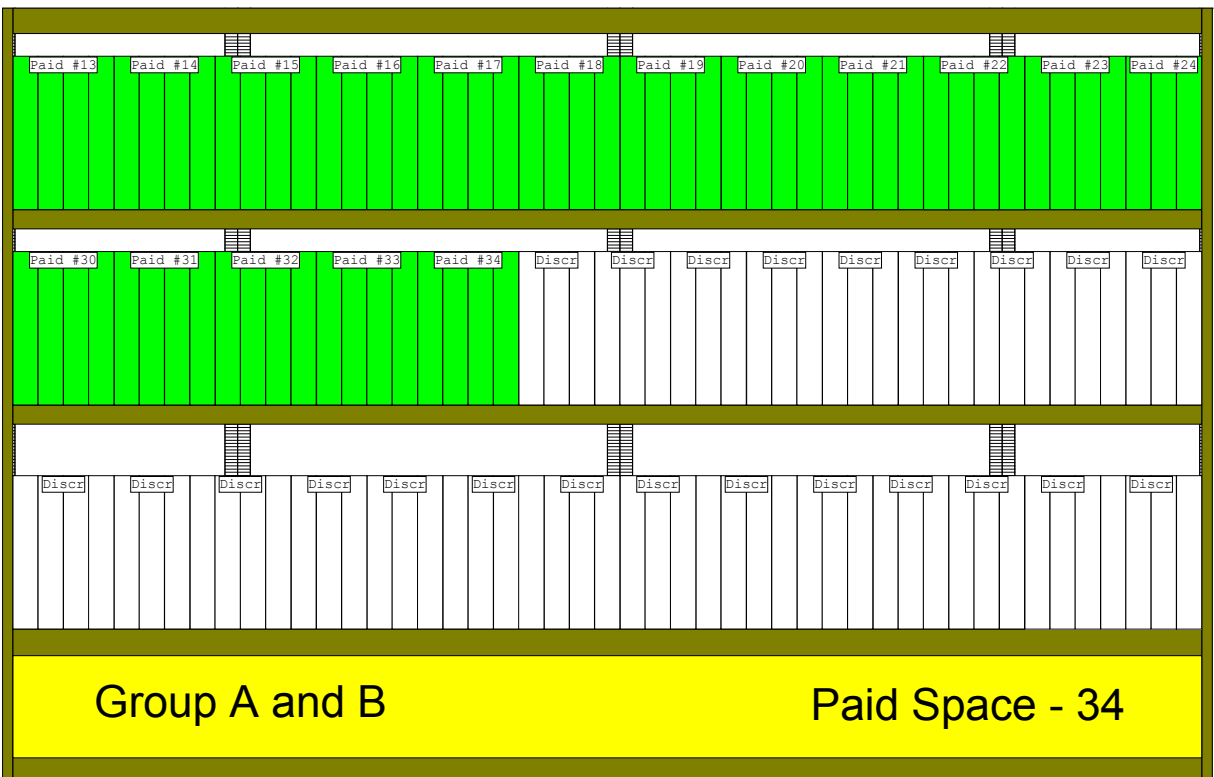
Wine Fridge – Sold Space Implementation Guide (P7 - P11)

12 ft Gondola

Fridge Front



Fridge Back



12 ft Wall

