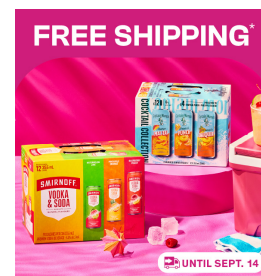


LCBO.com Promotional Opportunity

FREE SHIPPING

How it Works

Trade partners have the option to offer a Free Shipping promotion on LCBO.com applied to a curated list of products. Running a Free Shipping promotion is a strategic way to help brands gain visibility online, create a sense of urgency, and drive sales.



This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Offer Structure

The promotion can be structured as a minimum bottle purchase. For example:

"Buy any 12 bottles and get free home delivery"

Offer may also be structured as a minimum spend of participating products. For example:

"Spend \$60 or more on participating bottles and get free home delivery"

Promotion Duration

The promotion may run for a minimum of one week or span a full promotional period.

What We're Looking For

We invite Trade Associations and Trade Partners to submit product offers—either across multiple categories or within a single category—that align with:

- Seasonal campaigns
- Key Consumer occasions
- Broader promotional themes

What's Included

Feature placement on LCBO.com (subject to LCBO discretion and availability):

- Home Page Banner or Image Box
- Mega Menu Image Box
- Category Landing Page Image Box
- Collection Page for Multi-Product Offer with Banner
- Contextual Banner on Product Detail Page and Checkout Page
- Mobile App Image Box
- Social and/or CRM supports

Guidelines

- General List Products—including spirits, beer, cider, ready-to-drink, wines, and Vintages Essentials—are eligible to participate.
- Qualifying order needs to be a minimum purchase of \$50.

Requirements

- List of product(s) included in the offer
- Number of bottles required for a qualifying purchase
- Promotion duration

Pricing Information

- The agent/supplier will be invoiced \$11.95 + tax for each qualifying order shipped as part of the Free Shipping promotion.