

LCBO.com Promotional Opportunity

VALUE-ADD(S) WITH PURCHASE

How it Works

Building on the success of LCBO's Wine Wednesday Program, we are seeking compelling value-add offers exclusively for our eCommerce channel, across all product categories.

While the product itself does not need to be exclusive to LCBO.com, the offer—which includes the product bundled with the value-add—must be an online exclusive. Offers may consist of a single product or a curated bundle, paired with a creative value-add that tells a cohesive and engaging story.



Examples of successful value-adds include:

- Towels, beach bags, pool floats
- Serve ware
- Gift-cards for province-wide retailers and restaurants

We welcome all innovative and creative ideas that not only drive strong sell-through but also excite and engage customers shopping on LCBO.com.

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

What We're Looking For

We are seeking unique, solution-driven and premium value-adds that will inspire customers to purchase your product online. As this is an online exclusive offer, there are no retail shelf constraints, so feel free to get creative!

Offers should ideally align with:

- Seasonal campaigns
- Key consumer occasions (e.g., holidays, entertaining, gifting)
- 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.
- The value-add must not exceed 20% of the product's retail value, in accordance with AGCO regulations.

Requirements

- List of product(s) included in the offer
- Detailed specifications of the value-add(s)
- Quantity of value-add(s)
- Sample of the value-add(s) for photography
- Shipment of value-add(s) to Trillium LCBO Warehouse

Pricing Information

- In addition to the value-add itself, participating suppliers are responsible for shipping costs to send value-adds to Trillium LCBO Warehouse at 205 Speirs Giffen Ave., Caledon, ON.