

## Overview

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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 (P3 - P6)

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

5, 10, 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, 511, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 601, 619, 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	687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$22.95	Sparkling White
Paid #2	483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$19.95	Sparkling White
Paid #3	32639	Castell D'Or Cava Brut, Catalonia	750	\$19.30	Sparkling White
Paid #4	588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	\$15.95	Sparkling White
Paid #5	16767	Saintly Sparkling Rose VQA	750	\$19.95	Sparkling Rosé
Paid #6	34259	Bask Lightly Sparkling Rosé	750	\$14.95	Sparkling Rosé
Paid #7	341743	Trius Rose VQA	750	\$19.95	Rosé
Paid #8	539312	Josh Cellars Rosé	750	\$19.95	Rosé
Paid #9	367276	Jacob's Creek Moscato Rosé	750	\$14.95	Rosé
Paid #10	277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$20.95	Moscato
Paid #11	951319	>(V) Pinot Grigio Bollini (Empson)	750	\$19.95	Pinot Grigio
Paid #12	541979	Three Thieves Pinot Grigio	750	\$16.95	Pinot Grigio
Paid #13	229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$14.95	Pinot Grigio
Paid #14	33578	Honest Lot Pinot Grigio	750	\$13.95	Pinot Grigio
Paid #15	33340	Collavini Pinot Grigio	750	\$12.95	Pinot Grigio
Paid #16	295022	Two Oceans Pinot Grigio	750	\$12.45	Pinot Grigio
Paid #17	634410	Yellow Tail Pinot Grigio	1500	\$25.95	Pinot Grigio
Paid #18	225557	>Erardus Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #19	472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	\$14.95	Sauvignon Blanc
Paid #20	79129	Gato Negro Sauvignon Blanc	1500	<b>\$16.95</b>	<b>Sauvignon Blanc</b>
Paid #21	5322	Aveleda Vinho Verde	750	\$15.00	Vinho Verde
Paid #22	55533	Latour Chardonnay Bourgogne	750	\$26.45	Chardonnay
Paid #23	369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	\$24.95	Chardonnay
Paid #24	228551	Cave Spring Chardonnay VQA	750	\$17.95	Chardonnay
Paid #25	522730	Strewn Chardonnay Barrel-Aged VQA	750	\$15.95	Chardonnay
Paid #26	669374	Vineland Estates Unoaked Chardonnay VQA	750	\$15.95	Chardonnay
Paid #27	458810	Tom Gore Chardonnay	750	\$19.95	Chardonnay
Paid #28	175430	Wente Morning Fog Chardonnay	750	\$20.95	Chardonnay
Paid #29	20264	Popcorn Chardonnay VQA	750	\$14.95	Chardonnay
Paid #30	20321	Yellow Tail Chardonnay	1500	\$25.95	Chardonnay
Paid #31	322727	Santa Carolina Chardonnay	1500	\$16.70	Chardonnay
Paid #32	27751	Magnotta Pinot Grigio Chardonnay Venture Series Vq	750	\$14.95	White Blend
Paid #33	427310	Long Weekend Chardonnay Pinot Grigio VQA	750	\$13.95	White Blend
Paid #34	532341	Julia Florista White	750	\$10.55	White Blend

## 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, 598, 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	279455	Moet & Chandon Ice Imperial Champagne	750	\$98.05	Champagne
Paid #2	991562	>Cremant De Bourgogne Brut Rsv (Baillly Lapie)	750	\$24.95	Sparkling White
Paid #3	32190	Mindful Sparkling VQA	750	\$17.95	Sparkling White
Paid #4	216945	Freixenet Cordon Negro Brut Cava	750	\$16.95	Sparkling White
Paid #5	250480	Zonin Prosecco Brut 1821 Doc (3x200ml)	600	\$17.95	Sparkling White
Paid #6	325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	\$29.95	Rosé
Paid #7	19748	Grow Wild Ravishing Rosé VQA	750	\$15.95	Rosé
Paid #8	613471	Henry Of Pelham Rosé VQA	750	\$14.95	Rosé
Paid #9	279661	L'Orangerie Rose Pays D'Oc	750	\$14.65	Rosé
Paid #10	459917	Peller Family Vineyards Rosé	1500	\$18.95	Rosé
Paid #11	24998	Bask Rose Spritz	355	\$3.95	Rosé
Paid #12	231779	Bartenura Moscato- Kpm Igt	750	\$21.05	Moscato
Paid #13	15754	Josh Cellars Pinot Grigio	750	\$19.95	Pinot Grigio
Paid #14	326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$17.95	Pinot Grigio
Paid #15	260372	Pondview Dragonfly Pinot Grigio VQA	750	\$16.95	Pinot Grigio
Paid #16	372219	Sandbanks Pinot Grigio VQA	750	\$16.95	Pinot Grigio
Paid #17	99218	Cavit Collection Pinot Grigio Doc Valdadige	750	\$14.95	Pinot Grigio
Paid #18	523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$14.95	Pinot Grigio
Paid #19	302380	Mezzacorona Pinot Grigio Trentino	750	\$13.75	Pinot Grigio
Paid #20	621110	Jackson-Triggs Pinot Grigio	750	\$12.95	Pinot Grigio
Paid #21	33579	Xoxo Light Pinot Grigio	1500	\$19.95	Pinot Grigio
Paid #22	293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #23	426601	Villa Maria Private Bin Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #24	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$15.95	Sauvignon Blanc
Paid #25	340380	Two Oceans Sauvignon Blanc	750	\$12.45	Sauvignon Blanc
Paid #26	530261	Casal Garcia Vinho Verde, Do	750	\$13.00	Vinho Verde
Paid #27	594200	Peninsula Ridge Inox Chardonnay VQA	750	\$16.95	Chardonnay
Paid #28	633560	Three Thieves Chardonnay	750	\$16.95	Chardonnay
Paid #29	627802	Yellow Tail Chardonnay	750	\$14.95	Chardonnay
Paid #30	34432	Bread & Butter Chardonnay	1500	\$34.90	Chardonnay
Paid #31	33445	Fresh Moscato Vidal VQA	750	\$14.95	White Blend
Paid #32	30554	Mucho Mas White	750	\$13.60	White Blend
Paid #33	298505	La Vieille Ferme Luberon Blanc Aoc	750	\$11.70	White Blend
Paid #34	64287	Cono Sur Bicicleta Viognier	750	\$12.95	Viognier

# Wine Fridge – Sold Space Implementation Guide (P3 - P6)

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

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, 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, 789

### Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	277731	Yealands Sauvignon Blanc Marlborough	750	\$19.95	Sauvignon Blanc
Paid #2	273490	Thalia White Assyrτικο Sauvignon Blanc	750	\$13.00	Sauvignon Blanc
Paid #3	404939	Burnt Ship Bay Pinot Grigio VQA	750	\$15.95	Pinot Grigio
Paid #4	219279	Konzelmann Pinot Blanc VQA	750	\$16.95	Pinot Blanc
Paid #5	406884	Barefoot Pinot Grigio	1500	\$22.95	Pinot Grigio
Paid #6	518753	D'Ont Poke The Bear White VQA	750	\$15.95	White Blend
Paid #7	621888	Relax Riesling, Mosel	750	\$14.45	Riesling
Paid #8	32501	Dancing With The Stars Chardonnay	750	\$15.95	Chardonnay

## 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, 612, 616, 623, 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	36223	King Maui Sauvignon Blanc	750	\$17.95	Sauvignon Blanc
Paid #2	620724	Creekside Sauvignon Blanc VQA	750	\$15.95	Sauvignon Blanc
Paid #3	524314	Yellow Tail Sauvignon Blanc	750	\$14.95	Sauvignon Blanc
Paid #4	73148	Barone Montalto Pinot Grigio Igt Sicily	750	\$12.00	Pinot Grigio
Paid #5	27757	High Road Cellars Pinot Grigio	750	\$11.95	Pinot Grigio
Paid #6	404566	Jp Azeitao Syrah Rose Bacalhoa	750	\$10.95	Rosé
Paid #7	75663	Alianca Vinho Verde	750	\$10.95	Vinho Verde
Paid #8	14678	Barefoot Moscato	1500	\$22.95	Moscato

## Wine Fridge Planoguide – Implementation

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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

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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.

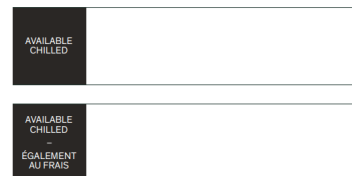
### Re-order the signs:

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)



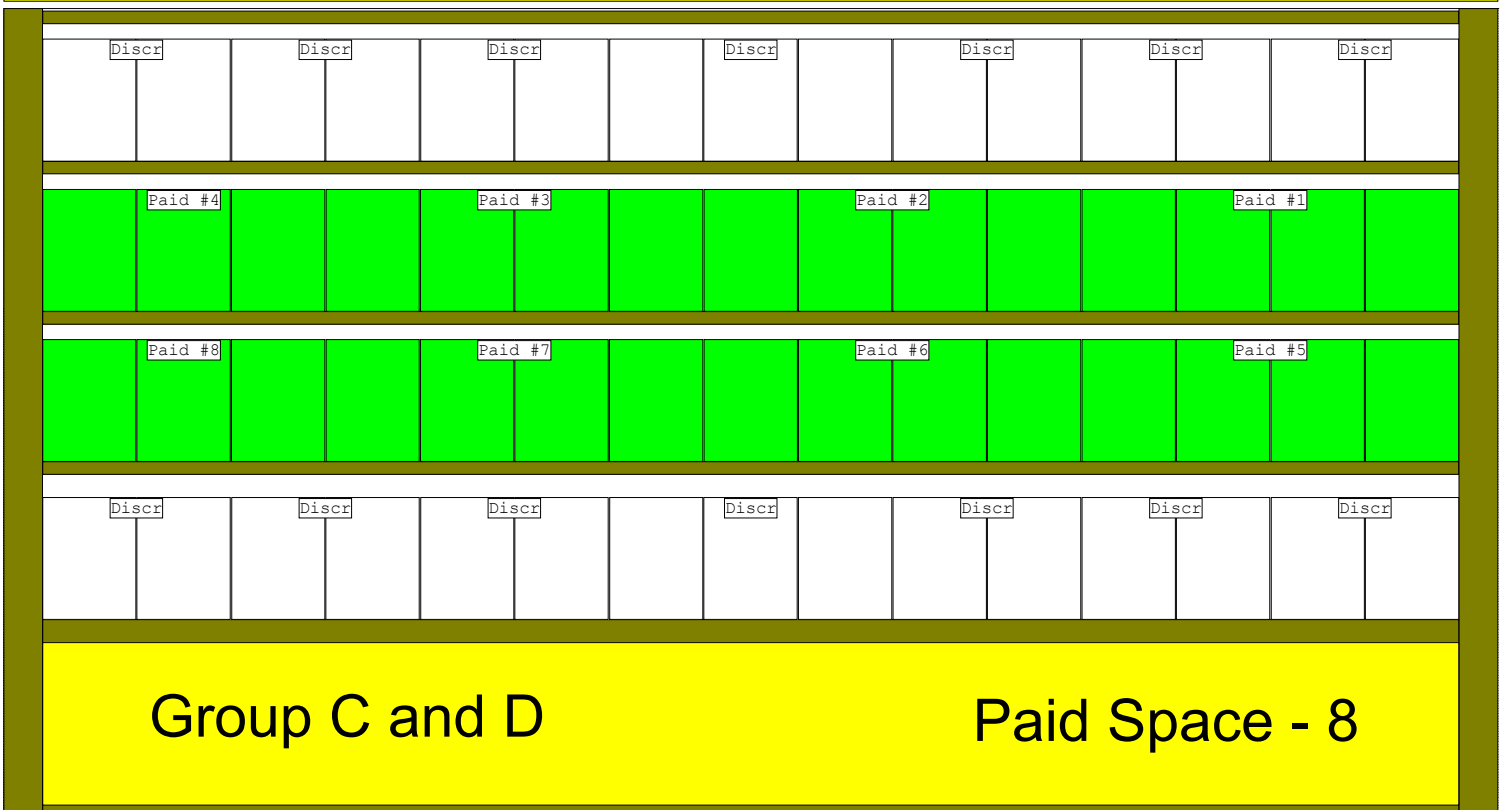
"Available Chilled" Bin Tag Underlay  
Re-order# 220P-BTU3

# Planoguides

# Wine Fridge – Sold Space Implementation Guide (P3 - P6)

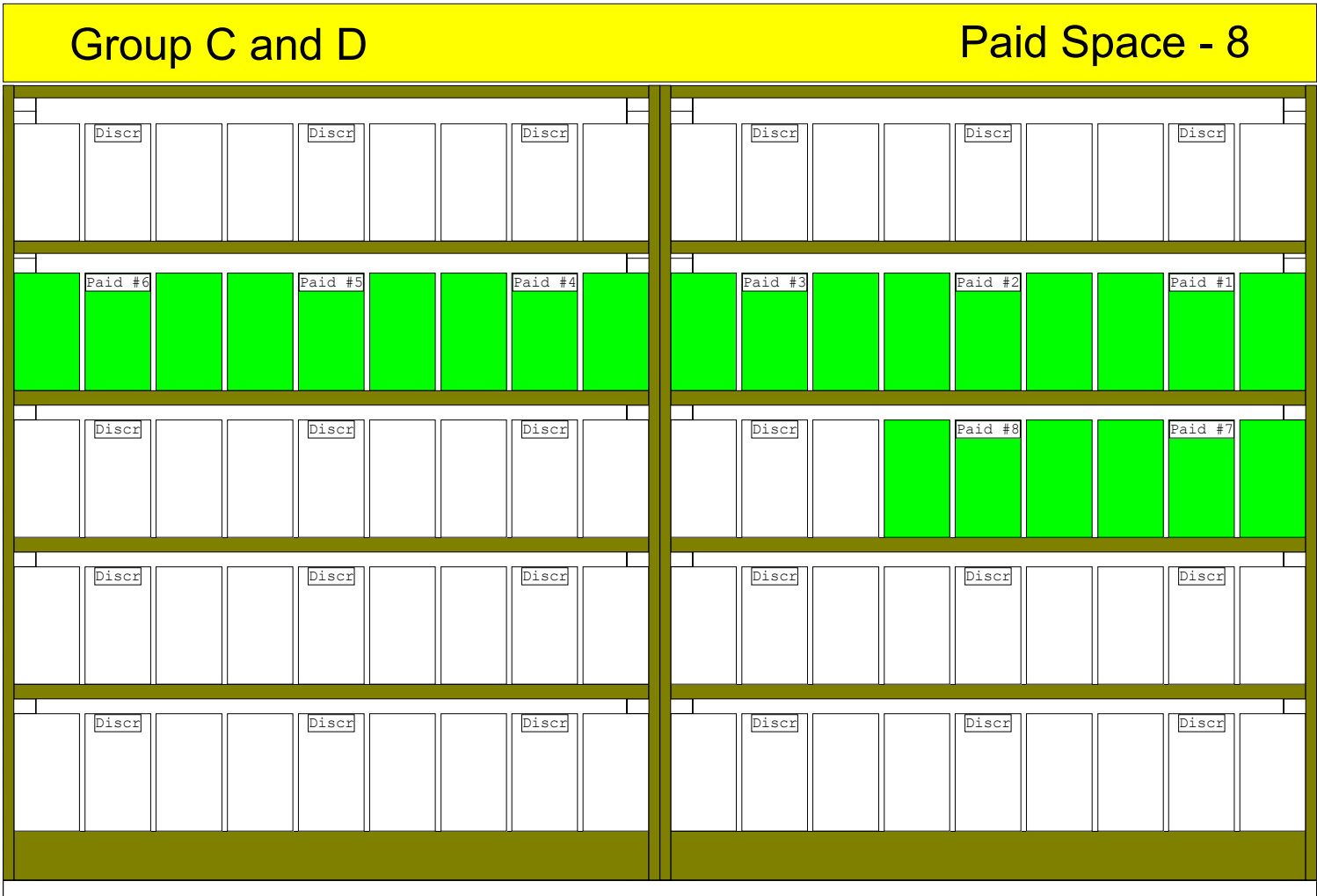
4 ft Wall

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.



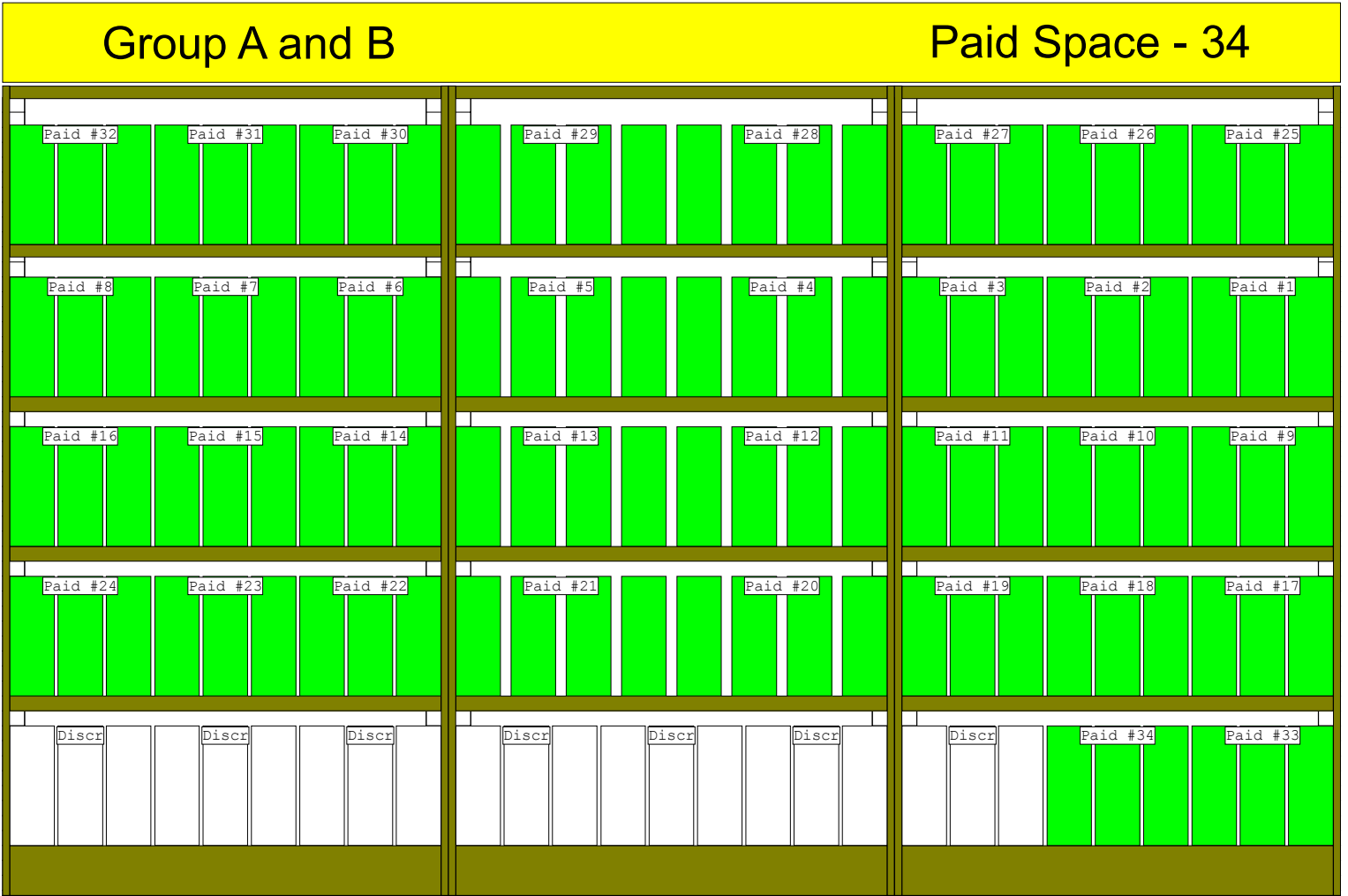


5 ft Dairy Door

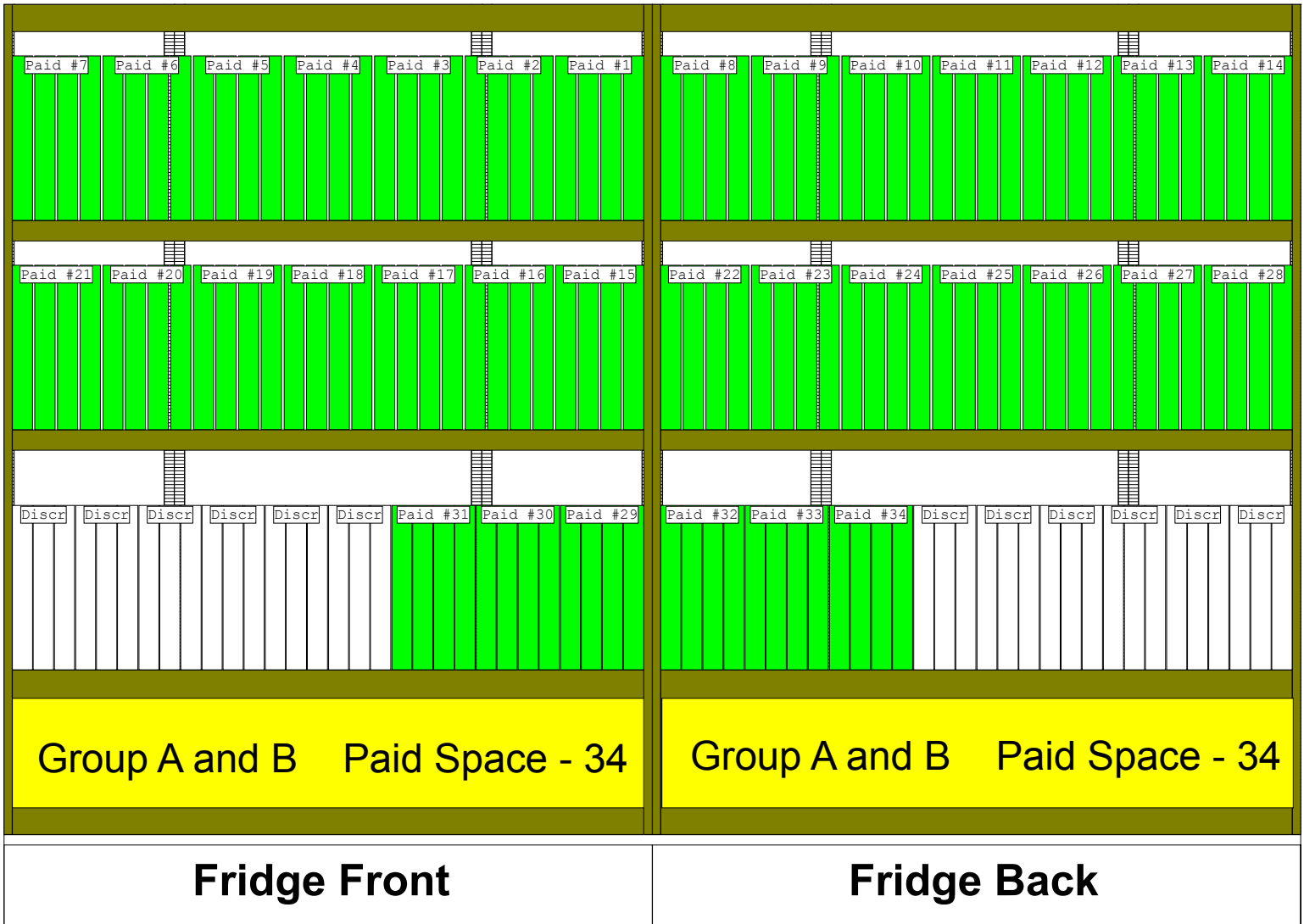


# Wine Fridge – Sold Space Implementation Guide (P3 - P6)

8 ft Dairy Door



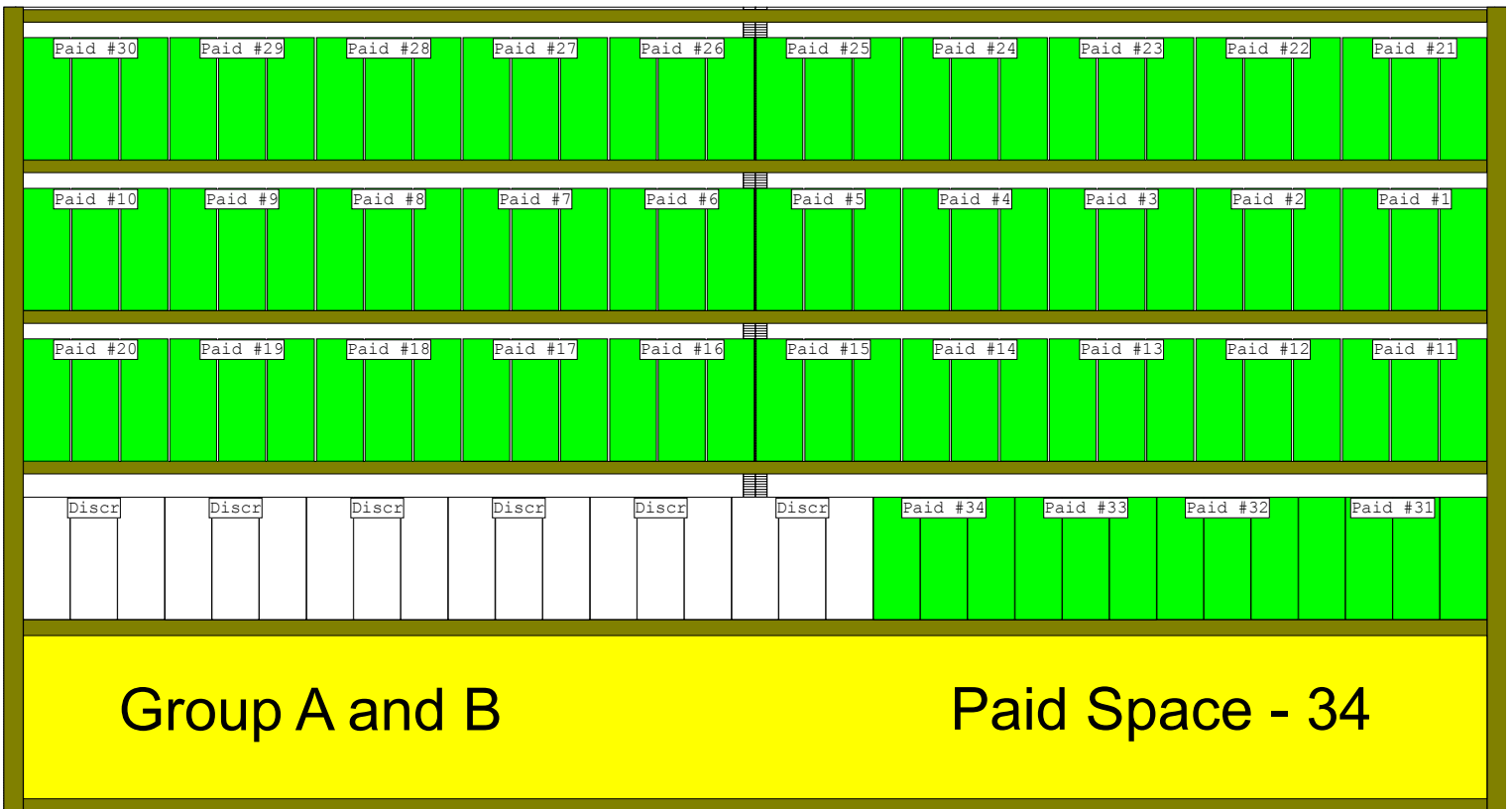
8 ft with 2 Gondola



# Wine Fridge – Sold Space Implementation Guide (P3 - P6)

8 ft Wall

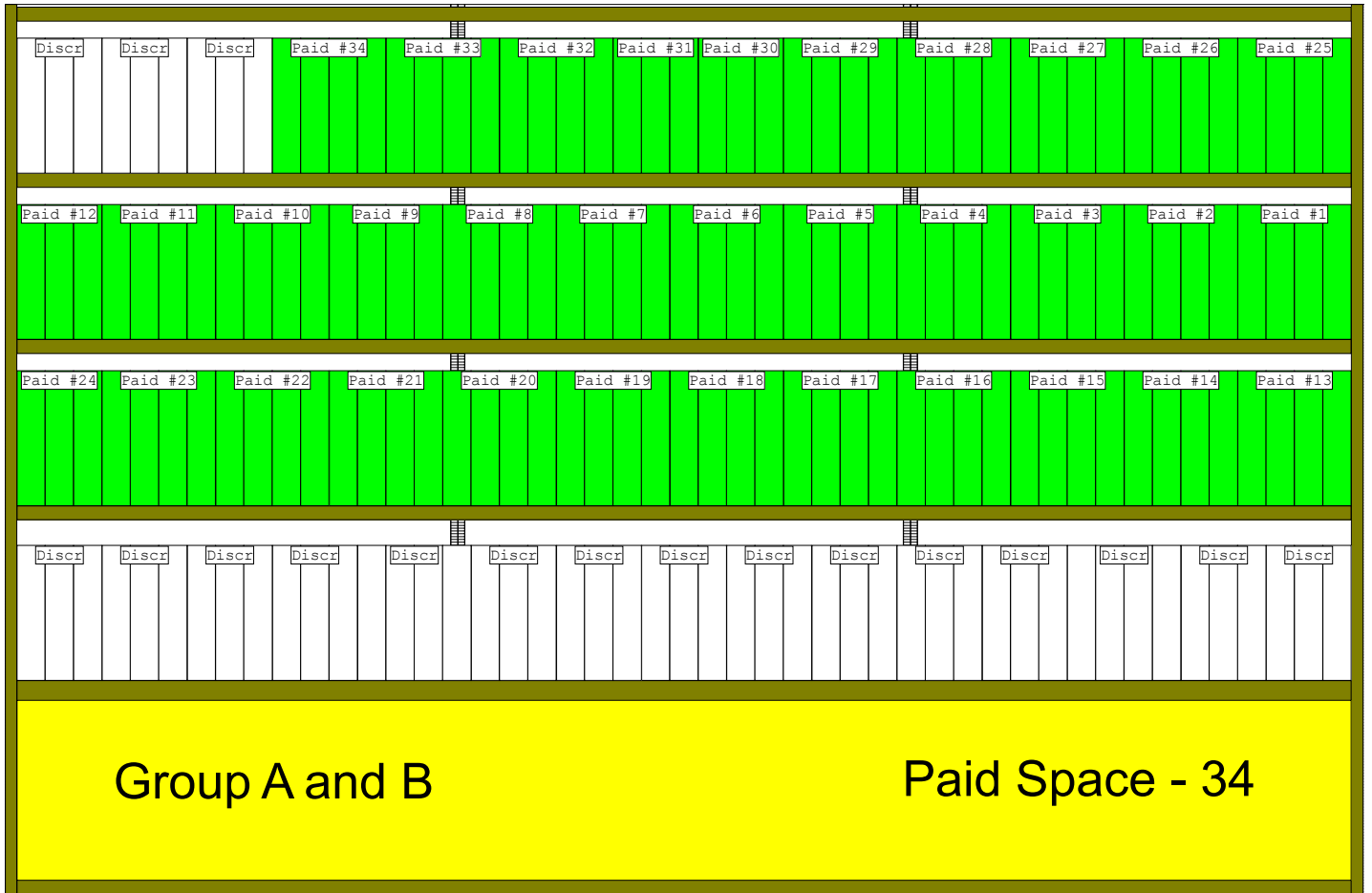
WHEN IMPLEMENTING YOUR 8FT WINE FRIDGE, YOU WILL NEED TO USE A COMBINATION OF 3 AND SOME 2 FACINGS. FOR ALL 3L AND 4L CASKS, USE 1 FACING.





# Wine Fridge – Sold Space Implementation Guide (P3 - P6)

12 ft Wall



16 ft Wall

