

# LCBO

## **FY27 PROMOTIONAL OPPORTUNITIES (PERIODS 7-8)**

Overview & Application Process

---

**NEW**

# Key Program Changes & Updates

## CONDENSED FY27 (P7-P8) DOCUMENT

Moving forward, this document will provide Seasonal Summaries along with product allocations and overviews of the displays available only. This should simplify the information for Promotional Opportunities.

Please continue to refer to [doingbusinesswithlcbo.com](https://doingbusinesswithlcbo.com) for complete information on each Program, including [Participating Stores](#).

## FY27 PROGRAM UPDATES

Please find a recap of updates made to programs in FY27.

PROGRAM	UPDATE FOR FY27
<a href="#">Cocktail Feature End</a>	<ul style="list-style-type: none"><li>Program name updated. This program remains a premium package with a supplier suggested recipe and includes employee tastings, branded collection page and paid product placement on LCBO.com.</li></ul>
<a href="#">LCBO Pop-Up Shop (FSM)</a>	<ul style="list-style-type: none"><li>Stores 417, 437, 486 have been added to this program.</li></ul>
<a href="#">Flagship Spotlight (FSN)</a>	<ul style="list-style-type: none"><li>Stores moved to Nesting Tables (10, 38, 149, 164, 217, 355, 452). 511 remains on a dedicated Gifting fixture.</li></ul>
<a href="#">Digital Screen &amp; End Aisle Display (FSK)</a>	<ul style="list-style-type: none"><li>Stores 417, 432, 437, 457, 486 have been added to this program.</li></ul>
<a href="#">Branded Collection Page</a>	<ul style="list-style-type: none"><li>Formerly called e-Commerce "Feature Page"</li></ul>

# Fiscal 2026/27 Deadlines

To express interest in any Excel Applied programming, please complete the promotional application form in Excel available on [doingbusinesswithlcbo.com](http://doingbusinesswithlcbo.com)

**The deadline for Agents to submit revised promotional forecasts for approved programs is immediately after approvals/declines are published for select periods.**

APPLICATION DEADLINES (ALL CATEGORIES)				
Period	Promotional Turn Dates	Agent deadline for Excel & MPTS Promotional Applications	Category deadline for Excel & MPTS Approvals/ Declines	Agent Deadline for Revised Forecasts (based on approvals)
1	March 29 - April 25	05-Sep-25	10-Oct-25	17-Oct-25
2	April 26 - May 23	(October 3, 2025 for RTD)	(October 17, 2025 for RTD)	14-Nov-25
3	May 24 - June 20	17-Oct-25	28-Nov-25	5-Dec-25
4	June 21 - July 18	19-Dec-25	30-Jan-26	6-Feb-26
5	July 19 - August 15	03-Jul-26	14-Aug-26	18-Sep-26
6	August 16 - September 12	10-Apr-26	22-May-26	19-Jun-26
7	September 13 - October 10	13-Feb-26	27-Mar-26	1-May-26
8	October 11 - November 7	10-Apr-26	22-May-26	19-Jun-26
9	November 8 - November 28	10-Apr-26	22-May-26	19-Jun-26
10	November 29 - January 2, 2027	10-Apr-26	22-May-26	19-Jun-26
11	January 3 - January 30*	10-Apr-26	22-May-26	19-Jun-26
12	January 31 - February 27	03-Jul-26	14-Aug-26	21-Aug-26
13	February 28 - March 27	03-Jul-26	14-Aug-26	21-Aug-26

\*P11 applications will be due with P9/P10.

# Fall Summary

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
Feature Fixture A	Spirits	Holiday Gifts (Not Sold)
Feature Fixture B (New & Seasonal)	Spirits	Holiday Gifts (Not Sold)
Cocktail Feature End (EA 1)	VQA Wine + Spirits	Spirits
Entrance Table	VQA Wines	Spirits
Spirits Gifting Display	Spirits	Spirits
Wines Gifting Display	VQA Wines	Premium Wines
Front Nesting Table	VQA Wines	Spirits
Middle Nesting Table	Ontario Wines Flighted A: VQA / B: IDB	Spirits
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	Ontario Wines	RTD
Local Beer & Cider Display (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone D	Beer	RTD
Beer Excitement Zone C	RTD	Beer
Spirits Cold Room	Spirits	
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	Spirits Impulse	Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Spirits Impulse	Spirits Impulse
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP
Pop Up Shops	All categories eligible - Local focus	All categories eligible

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
Flagship Spotlight	All categories eligible - Local focus	All categories eligible
Digital Display EA Package	All categories eligible	All categories eligible
Aeroplan Promotion(s)*	TBC	TBC

\*Please visit [doingbusinesswithlcbo.com](https://doingbusinesswithlcbo.com) for additional Aeroplan activity.

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 7	Period 8
End Aisle 2	Ontario Wines	Spirits
End Aisle 3	Ontario Wines	Spirits
End Aisle 4	Ontario Wines	Spirits
End Aisle 5	Ontario Wines	Spirits
End Aisle 6	Ontario Wines	Spirits
End Aisle 7	Ontario Wines	Spirits
End Aisle 8	Ontario Wines	Spirits
End Aisle 9	Ontario Wines	Spirits
End Aisle 11	Spirits	Spirits
End Aisle 12	Spirits	Spirits
End Aisle 13	Spirits	Spirits
End Aisle 14	Spirits	Spirits
End Aisle 15	Spirits	Wines
End Aisle 16	Spirits	Spirits
End Aisle 17	Spirits	Spirits
End Aisle 18	Beer	Wines
End Aisle 19	Beer	Spirits
End Aisle 20	Beer	Spirits
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Theme: TBD	Theme: TBD

## LCBO Discovery Series Events **FOR THE LOVE OF LOCAL & HELLO WHISKY**

**NEW**



### **FOR THE LOVE OF LOCAL**

**SAVE THE DATE: Friday September 19, 2026 @ Evergreen Brick Works**

Last year, FOR THE LOVE OF LOCAL brought together 900+ customers to celebrate the craft, creativity, and flavour of Ontario.

We're excited to announce that the event will return this year, and we'll soon be opening sponsorship/participation opportunities.

We can't wait to build on the energy and success of last year's experience.

Last year's event featured more than 150 Ontario-crafted products across beer, cider, ready-to-drink beverages, wine, and spirits, giving customers a chance to explore the depth and diversity of our local producers. With over 40 bar placements and multiple sponsorship opportunities, partners were able to engage directly with attendees and showcase what makes their brands uniquely Ontario. This year's event will continue to spotlight the best of our province's beverage alcohol category, offering an immersive, high-impact platform for partners to connect with customers in a meaningful way.

### **HELLO WHISKY**

**A fan favourite is returning this Fall**

After selling out in just a few days last year, our annual whisky event is back for its third edition.

Designed to welcome customers into the world of whisky, this experience focuses on discovery, approachability, and breaking down the intimidation often associated with the category.

From classic pours to modern, easy-to-enjoy cocktails, the event offers an inviting way for customers to explore whisky at their own pace.

We'll soon be sharing details on sponsorship and participation opportunities for brands looking to connect with customers who are curious, open, and ready to learn.



# FOOD&DRINK Opportunities For FY2026-27

A reminder that *Food & Drink* is now working with a new advertising sales agency, **Finally Content**. To request a 2026 Media Kit and connect with our new sales team, please contact Laura Maurice, [laura.maurice@finallycontent.com](mailto:laura.maurice@finallycontent.com)

## Your Print & Digital Media Partner

We have flexible advertising options to build awareness and purchase intent for your product or brand, including:

### Run of Press Advertising

Showcase your product or brand to an engaged audience in our print and digital editions

### Advertorial, Custom & Integrated Content

We can help you create engaging, custom quality content to strategically present your products in a unique context.

### Digital Packages!

Extend the reach and impact of in-magazine advertising with one of our digital packages across web, e-newsletter and social media.

## Publishing Schedule for 2026

### Spring 2026 (Period 2): *Ad closing Feb. 27, Material due Mar. 13*

In-store & Online Apr. 29

Themes: New Product Innovation • Trending Flavours • Seasonal Occasions & Ingredients

Heading into the warmer months, we turn our attention to the hottest food and drink trends worthy of our readers' attention; plus cocktails and recipes perfectly suited to the season.

### Summer 2026 (Period 4): *Ad closing Apr. 24, Material due May 8*

In-store & Online June 24

Themes: Outdoor Living • Eating in Season • Effortless Entertaining and Product Solutions

Packed with ideas that celebrate the dog days of summer. Think: Grilling and chilling, laid back entertaining, easy recipes, summer staples and twists on seasonal classics.

### Autumn 2026 (Period 7): *Ad closing July 10, Material due July 24*

In-store & Online Sept. 9

Themes: Focus on Local • Fall Harvest • Cozy Gatherings

An ode to all things local. Highly seasonal ingredients, classic flavours, local products and recipes that celebrate the harvest. It's everything we crave when that first chill is in the air.

### Holiday 2026 (Period 9): *Ad closing Sept. 4, Material due Sept. 18*

In-store & Online Nov. 4

Our largest, most popular issue of the year goes all-out celebrating a diverse range of traditional and informal occasions, with an emphasis on gifting, pairings and seasonal recipes.

For more information, please contact our ad sales team at Finally Content to discuss the right advertising solution for you.

Laura Maurice

[laura.maurice@finallycontent.com](mailto:laura.maurice@finallycontent.com)

# Display Opportunities Overview

## Key Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Feature Fixture A</a>	Excel Applied	Spirits	Holiday Gifts (Not Sold)	162	15-30	\$3,500 / SKU	
<a href="#">Feature Fixture B (New &amp; Seasonal)</a>	Excel Applied	Spirits	Holiday Gifts (Not Sold)	139	10-20	\$3,000 / SKU	
<a href="#">Cocktail Feature End (EA 1)</a>	Excel Applied	VQA Wine + Spirits	Spirits	388	2-4 (including VAs)	\$110,000 (Premium: \$46,750 / Standard: \$63,250)	Paid Product Placement + Branded Collection Page — 30 Employee Led @ 10 locations
<a href="#">Entrance Table</a>	Excel Applied	VQA Wines	Spirits	184	1-4	\$250 / end	LCBO.com Paid Product Placement
<a href="#">Spirits Gifting Display</a>	MPTS Code: MT	Spirits	Spirits	283	9-12	\$10,250 / SKU	Placement in Gifting focused Digital Campaign
<a href="#">Wines Gifting Display</a>	MPTS Code: MT	VQA Wines	Premium Wines	283	9-12	\$10,250 / SKU	Placement in Gifting focused Digital Campaign
<a href="#">Front Nesting Table</a>	Excel Applied	VQA Wines	Spirits	129	8-12 (including VAs)	\$130,000 (Premium: \$80,000 / Standard: \$50,000)	Branded Collection Page — 60 Employee Led @ 20 locations
<a href="#">Middle Nesting Table</a>	Excel Applied	Ontario Wines Flighted A: VQA / B: IDB	Spirits	142	12	\$8,800 (Premium: \$5,300 / Standard: \$3,500)	Branded Collection Page — (Food & Drink Ad in Period 9).

## Beer, Cider & RTD Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Beer Block Pile (A)</a>	Excel Applied	Beer	Beer	170	2-8	\$500 / store (divided by the # products)	Digital Flyer inclusion
<a href="#">RTD Block Pile (B)</a>	Excel Applied	RTD	RTD	186	2-8	\$500 / store (divided by the # products)	Digital Flyer inclusion
<a href="#">Local Beer &amp; Cider Display (EA 10)</a>	MPTS Code: MT	Beer	Beer	49	3-9	\$6,570 / SKU	LCBO.com Paid Product Placement
<a href="#">Excitement Zone A</a>	MPTS Code: EZA	Beer	Beer	139	2-3	\$250 / store	Digital Flyer inclusion

<a href="#">Excitement Zone C</a>	MPTS Code: EZH	Beer	RTD	215	2-3	\$250 / store	Digital Flyer inclusion
<a href="#">Excitement Zone D</a>	MPTS Code: EZD	RTD	Beer	215	2-3	\$250 / store	Digital Flyer inclusion

## Block Pile & Supplier Merchandiser Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Wines BCRTD Loyalty Block Pile (C)</a>	Excel Applied	Ontario Wines	RTD	166	1-6	\$500 / store (divided by the # products)	Digital Flyer inclusion
<a href="#">Supplier Merchandiser Display (Block Pile D)</a>	Excel Applied	Spirits	Spirits	212	2-8	\$600/store	
<a href="#">Super Sale</a> (See page 13 for Super Sale Dates)	MPTS Code: SSL	Open to all Categories	Open to all Categories	In-Section: All Block Pile: 128	Up to 12	In-Section & Block Pile : \$5,000 / SKU In-Section Only: \$2,000 / SKU	Digital Flyer inclusion & through LCBO.com & LCBO owned communication channels

## Wines & Vintages Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Wines Flex Space A</a>	Excel Applied	Seasonal Rosé	Seasonal Rosé	86	9	\$8,500 (divided between the # of SKUs)	
<a href="#">Wines Flex Space B-F</a>	Excel Applied	Wines	Wines	70	9	\$8,500 (divided between the # of SKUs)	
<a href="#">Wine Fridge</a>	MPTS Code: WFP	Wines	Wines	Up to 520		Refer to DBWL	
VQA Our Buyer's Pick	MPTS Code: OWS	VQA Wines	VQA Wines	314	2		
<a href="#">Vintages Essentials on Offer EA</a>	MTPS: EA-VL1	Essential with LTO/BAP Offer	Essential with LTO/BAP Offer	181	2	\$62 / SKU per Store (plus an LTO or Aeroplan Bonus Offer)	LCBO.com Paid Product Placement & Digital Flyer inclusion

## Spirits Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Spirits Cold Room</a>	Excel Applied	Spirits	Spirits	117	3-6	\$52,000 / Season (divided between the # of SKUs)	
<a href="#">Spirited Picks</a>	MPTS Code: CE1	Spirits	Spirits	235	2	\$65 / store	Digital Screens display



## Flagship Store Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Flagship Spotlight</a> ++	Excel Applied	All categories eligible - Local focus	Open to all Categories	8	10-16	\$52,400	Branded Collection Page
<a href="#">Pop-Up Shop</a>	Excel Applied	All categories eligible - Local focus	Open to all Categories	9	1 Brand/ Portfolio: 4-16 SKUs	\$70,000	Digital Screen display
<a href="#">Flagship Digital Screens EA</a>	Excel Applied	Open to all Categories	Open to all Categories	13	1-3	\$55,000	Digital Screen display

## Shelf Extenders

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Regular Shelf Extenders</a>	MTPS Code: SE	All Categories	All Categories	Up to 336	1	\$90 / store	
<a href="#">Discovery Shelf Extenders - Spirits</a>	MTPS Code: SE	Spirits	Spirits	23	1	\$90 / store	
<a href="#">Discovery Shelf Extenders - Wines</a>	MTPS Code: SE	Wines	Wines	43	1	\$90 / store	
<a href="#">Discovery Shelf Extenders - Beer</a>	MTPS Code: SE	Beer	Beer	31	1	\$90 / store	
<a href="#">Green Shelf Extenders</a>	MTPS Code: SE	All Categories	All Categories	36	1	\$90 / store	
<a href="#">Community Shelf Extenders</a>	MTPS Code: SE	All Categories	All Categories	Up to 256	1	\$60 / store	

## Impulse Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Spirits Front End Merchandiser 1, &amp; 3</a>	MTPS Codes: FEM1 / FEM3	Spirits Small Format Impulse	Spirits Small Format Impulse	127 / 62	Up to 2 ea	\$30 /store /SKU	
<a href="#">Wines Front End Merchandiser 2</a>	MTPS Code: FEM2	Wines Small Format Impulse	Wines Small Format Impulse	98	Up to 2	\$30 /store /SKU	

<a href="#">Top Picks (RTD Impulse)</a>	MPTS CODES: CE3, CE4, CE5 & CE6	RTD	RTD	Up to 179	1 ea	\$65 /store /SKU (plus Aeroplane Bonus Offer)
-----------------------------------------	---------------------------------------	-----	-----	-----------	------	-----------------------------------------------------

## Ecommerce Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P7 - P8 PRODUCT FOCUS	COST**	ADS / DIGITAL / LCBO.COM
<a href="#">Branded Collection Page</a>	Excel	Open to all Categories	Included in the cost for the following displays: Cocktail Of The Month (EA1), Front Nesting Table, Middle Nesting Table, Flagship Spotlight.  <i>Please contact your category partner directly for stand-alone opportunities.</i>	A branded collection page on LCBO.com
<a href="#">Value-Adds with Purchase</a>	Excel	Open to all Categories	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.	Feature placement on LCBO.com
<a href="#">Paid Product Placement</a>	Included with primary display application	Open to all Categories	This opportunity is built into the following display programs every period and is included in their price: Vintages Essentials on Offer End Aisle, Entrance Table, Cocktail of the Month (EA 1), Local Beer & Cider Display (EA 10) and Top Picks (RTD Impulse Display).	Sponsored product placement on relevant pages on LCBO.com.
<a href="#">Free Shipping</a>	Excel	Open to all Categories	The agent/supplier will be invoiced \$11.95 + tax for each qualifying order shipped as part of the Free Shipping promotion.	Feature placement on LCBO.com
<a href="#">Digital Gift Card Value-Add</a>	Excel	Open to all Categories	The agent/supplier will be invoiced for the total dollar value of all LCBO Digital Gift Cards activated for qualifying orders	Feature placement on LCBO.com

## Gifting Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P7 - P8 PRODUCT FOCUS	COST**
<a href="#">Promotional Coupons</a>	Excel	Open to all categories	The agent/supplier will be charged back for the total retail value of all Promotional Coupons redeemed. Promotional Coupons are subject to a five percent administration fee charged on the retail value of every Promotional Coupon redeemed. H.S.T. is also applied to the total administration fee. The manufacturer covers all costs associated with redemption of Promotional Coupons at their full retail value.
<a href="#">LCBO Gift Packaging, Cards, Mixers &amp; Accessories As Value-Adds</a>	Excel	Open to all categories	Cost of Gift Packaging, Gift Card Mixers and/or Accessories.

## In-Store Events & Tasting Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P7 - P8 PRODUCT FOCUS	COST**
<a href="#">LCBO Employee Led Tastings</a>	<a href="https://www.lcbonet.com">https://www.lcbonet.com</a>	Open to all categories	\$325/tasting plus product used invoiced at landed cost Includes Donation to the Spirit of Sustainability Program.
<a href="#">Enhanced Tasting Events</a>	<a href="https://www.lcbonet.com">https://www.lcbonet.com</a> + <a href="#">Application Form Site</a>	Open to all categories	\$100/Enhanced Tasting and will be invoiced at the end of the period along with the cost of the product used at landed cost.
<a href="#">Store 10 Growler Station Enhanced Tasting</a>	<a href="https://www.lcbonet.com">https://www.lcbonet.com</a> + <a href="#">Application Form Site</a>	Open to all categories	\$100/Enhanced Tasting and will be invoiced at the end of the period along with the cost of the product used at landed cost.

### NOTES:

\*Number of stores subject to change. Please refer to [doingbusinesswithlcbo.com](https://doingbusinesswithlcbo.com) for Participating Store list by Period.

\*\*Costs listed are valid for FY27 Periods 5-6 only.

### +FY27 Super Sale Dates:

- P1 (Easter) - April 1 - April 7, 2026
- P2 (Victoria Day) - May 13 - May 19, 2026
- P3 - n/a
- P4 (Canada Day) - June 24 - June 30, 2026
- P5 (Civic Holiday) - July 29 - August 4, 2026
- P6 (Labour Day) - September 2 - 8, 2026
- P7 /P8 (Thanksgiving) - October 7 - 13, 2026

### ++Flagship Spotlight

Possibility to leverage Supplier creative (printed by LCBO). Please contact your category partner for details.

## End Aisles

- End Aisles 2-4 are Excel Applied and may accommodate Near-Pack Value-Add Merchandisers (with LCBO approval)
- End Aisles 5-9 and 11-20 are MTPS Applied (use MTPS Code: EA)
- End Aisles 2-9 and 11-20 include placement in the [Digital Flyer](#) with LTOs or Aeroplan Bonus Points
- All End Aisles will accommodate 2-6 SKUs
- All End Aisles are \$250/store

DISPLAY	MTPS CODE / EXCEL APPLIED	P7 PRODUCT FOCUS	P8 PRODUCT FOCUS	# OF STORES
<a href="#">End Aisle 2</a>	Excel Applied	Ontario Wines	Spirits	388
<a href="#">End Aisle 3</a>	Excel Applied	Ontario Wines	Spirits	388
<a href="#">End Aisle 4</a>	Excel Applied	Ontario Wines	Spirits	314
<a href="#">End Aisle 5</a>	MTPS Code: EA	Ontario Wines	Spirits	314
<a href="#">End Aisle 6</a>	MTPS Code: EA	Ontario Wines	Spirits	251
<a href="#">End Aisle 7</a>	MTPS Code: EA	Ontario Wines	Spirits	251
<a href="#">End Aisle 8</a>	MTPS Code: EA	Ontario Wines	Spirits	251
<a href="#">End Aisle 9</a>	MTPS Code: EA	Ontario Wines	Spirits	218
<a href="#">End Aisle 11</a>	MTPS Code: EA	Spirits	Spirits	100
<a href="#">End Aisle 12</a>	MTPS Code: EA	Spirits	Spirits	100
<a href="#">End Aisle 13</a>	MTPS Code: EA	Spirits	Spirits	100
<a href="#">End Aisle 14</a>	MTPS Code: EA	Spirits	Spirits	100
<a href="#">End Aisle 15</a>	MTPS Code: EA	Spirits	Wines	100
<a href="#">End Aisle 16</a>	MTPS Code: EA	Spirits	Spirits	21
<a href="#">End Aisle 17</a>	MTPS Code: EA	Spirits	Spirits	21
<a href="#">End Aisle 18</a>	MTPS Code: EA	Beer	Wines	21
<a href="#">End Aisle 19</a>	MTPS Code: EA	Beer	Spirits	21
<a href="#">End Aisle 20</a>	MTPS Code: EA	Beer	Spirits	21
<a href="#">Discovery End Aisles</a>	MTPS Code: EA-W5	Theme: TBD	Theme: TBD	Custom

# Additional Resources Available on [www.doingbusinesswithlcbo.com](http://www.doingbusinesswithlcbo.com)

## **Aeroplan Customer Loyalty**

- [Aeroplan Promotional Calendar](#)
- [Bonus Offer Opportunities for Trade Partners](#)
- [Year Round Opportunities](#)
- [Aeroplan Program In Store Signage Components](#)
- [Aeroplan Program Online Program Components](#)

## **Other Resources:**

- [LCBO Brand Guidelines](#)
- [Support Programs](#)
- [Supplier Asset Requirements](#)
- [Video Content Accessibility Checklist](#)
- [Supplier Merchandiser Guidelines](#)
- [Promotional Program FAQs](#)
- [Participating Store Lists & Period Workbooks](#)

# How To Apply For Promotional Opportunities

There are two types of promotional opportunities - *Excel Applied* and *MPTS Applied Promotions*, and refer specifically to the type of application that we require submitted by Trade Partners in each case:

## For **EXCEL APPLIED PROMOTIONS** noted in this document:

- Complete the application form, "F27 Promotional Opportunities Excel Application Form," that is found on [doingbusinesswithlcbo.com](http://doingbusinesswithlcbo.com).
- We expect to receive one file per supplier/agent.
- **Mock-ups for all supplier produced merchandisers and enhanced activations are also required at the time of application and should be included in the Excel Application form's Supporting Assets and Creative tab.**
- **Change the title of the document to include the applicant name (e.g. Agent or Vendor), and send the application file to [promoapplications@lcbo.com](mailto:promoapplications@lcbo.com). Do NOT use any special characters in the title of the file (e.g. "#", "+", "&")**

## For **MPTS APPLIED PROMOTIONS** noted in this document, Trade partners can apply directly in MPTS

- Successful applicants will be notified per the deadlines on [page 3](#).

## LCBO will consider several factors when reviewing applications, including but not limited to:

- 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.

**NOTE that promotional forecasts are mandatory at the time of your application for both Excel Applied and MPTS Applied opportunities. Applications without forecasts included will not be considered.**