

**JUST
ADD 
SUMMER**

LCBO

PERIOD 6 MARKETING & PRODUCT GUIDE
AUGUST 18 - SEPTEMBER 14, 2024

My Store #



Kudos to Store #614



Kudos to Store #164

Period 6 Marketing & Product Guide

Participating DONE			Participating DONE	
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 6	2	<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Promotions	3	<input type="checkbox"/> <input type="checkbox"/>	End Aisles
<input type="checkbox"/> <input type="checkbox"/>	Signage Gallery	6	<input type="checkbox"/> <input type="checkbox"/>	Summer Gifting Discretionary End Aisle
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	11	<input type="checkbox"/> <input type="checkbox"/>	Discovery End Aisle
<input type="checkbox"/> <input type="checkbox"/>	P6 Anti-Theft Promotional Product Substitutions	12	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture A	13	<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	15	<input checked="" type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle
<input type="checkbox"/> <input type="checkbox"/>	Entrance Table (EA-S1)	17	<input checked="" type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported Shelf Talkers
<input type="checkbox"/> <input type="checkbox"/>	Cocktail of the Month	19	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Gifting Display A	20	<input type="checkbox"/> <input type="checkbox"/>	Our Wine Country Boutiques
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Gifting Display B	21	<input type="checkbox"/> <input type="checkbox"/>	Vintages
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Gifting Display C	22	<input type="checkbox"/> <input type="checkbox"/>	2024 Vintages Summer Store Program
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table (BS - BSF)	23	<input type="checkbox"/> <input type="checkbox"/>	Summer Gifting
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBA) Block Pile A	26	<input type="checkbox"/> <input type="checkbox"/>	Year-Round Gifting
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBB) Block Pile B	27	<input type="checkbox"/> <input type="checkbox"/>	Flex Space
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBC) Block Pile C	28	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser
<input type="checkbox"/> <input type="checkbox"/>	Block Pile D	29	<input type="checkbox"/> <input type="checkbox"/>	Special Promotions Fixture (CE2)
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Block Pile Display	30	<input type="checkbox"/> <input type="checkbox"/>	Top Picks Impulse Display
<input type="checkbox"/> <input type="checkbox"/>	Pop-Up Activation	33	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CR)
<input type="checkbox"/> <input type="checkbox"/>	Flagship Spotlight	34	<input type="checkbox"/> <input type="checkbox"/>	On Shelf
			<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets
				90

WHAT'S NEW FOR PERIOD 6



Promotional Programs

Period 6 Aeroplan Offers

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Cocktail of the Month: Black & Blue Paloma

Mini Thematic A: Gin Gifts for Summer Occasions

Mini Thematic B: Wine Gifts for Summer Occasions

Mini Thematic C: Local Craft Beer

Front Nesting Table

Middle Nesting Table

Block Pile A: Heineken

Block Pile B: Flavours for Everyone

Block Pile C: Aeroplan

Block Pile D: Woodford

Enhanced Display: Large Format IDB Wines

Enhanced Block Pile Display: Cutwater

Pop-Up Activation: Cutwater & SVNS

Flagship Spotlight: Heineken

EA 1-4 & 10 End Aisle Backer Cards and Blade Signs

Front End Merchandiser

Beer, Cider & RTD Top Picks Impulse Display

The Cold Room Spirits Display

New Product Bin Tag Underlays

On Shelf

Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

Our Wine Country Boutiques

Flex Space

Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

Aeroplan Promotions

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. The participating products and Aeroplan offers will change every period promotional Period.

Key Dates: August 18 - September 14, 2024

Participating Stores: All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

P6 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.
- ENG (Re-order# 25P6-EB3) / BIL (Re-order# 25P6-EB4)



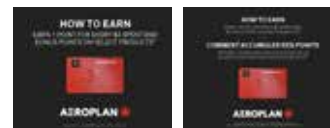
P6 Aeroplan Shelf Talkers

- Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required
- Pre-Printed Aeroplan Shelf Talkers BIL (Re-order# AIM-25P6-ANS)
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 749359)



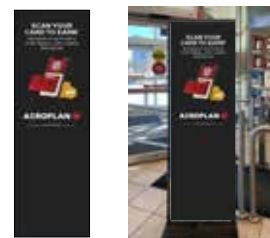
P6 Aeroplan End Aisle Backer Card

- Install the Aeroplan generic backer card on end aisles with Aeroplan offers.
- ENG/BIL (Re-order# 25P6-BC-GEN6)



P6 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P6-SB1) / BIL (Re-order# 25P6-SB2)



Operational Aeroplan Bin Tag Pop-Out

- The Bin Tag Pop-outs were shipped to stores in Period 2.
- Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.
- ENG/BIL (Re-order # 23OP-AP20)
- **NOTE:** These Bin Tag Pop-Outs are to be reused for every period. They are NOT to be disposed of.



P6 Aeroplan Combo Offers (LF)

NOTE: Stores must either reorder signage or use blank side for any price or offer discrepancies.

Key Dates (August 19 - September 15, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	10122	Codigo 1530 Tequila Rosa	750	100	\$5.00
	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	400	\$5.00
	20710	Duca Di Saragnano Chianti Governo	750	50	\$1.00
	20799	La Marca Prosecco Rose Doc	750	50	\$1.00
	22297	Ck Mondavi Chardonnay	750	50	\$1.00
	25839	Barramundi Cabernet Sauvignon	750	30	\$1.00
	27658	Peller Family Vineyards Sparkling Pinot Grigio	750	50	\$1.00
	28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	50	\$1.00
	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100	\$1.00
	30711	Collective Arts Lavender & Juniper Gin	750	90	\$2.00
	30720	Beefeater Peach & Raspberry	750	40	\$1.00
	31006	Rosie Sparkling Rose	750	40	\$2.00
	31487	With Love Pecorino	750	50	\$1.00
	32833	Naturalis Organic Sauvignon Blanc	750	20	\$2.00
	33340	Collavini Pinot Grigio	750	50	\$2.00
	34595	Patron Silver Tequila	750	100	\$4.00
LF	34603	Patron Anejo Tequila	750	100	\$6.00
	36454	Polar Ice Orange Blizzard Flavoured Vodka	750	40	\$1.00
	58677	XOXO Pinot Grigio/Chardonnay	750	50	\$1.00
	108100	Martell Vs Fine Cognac (In Box)	750	40	\$5.00
	113456	Collective Arts Rhubarb & Hibiscus	750	90	\$2.00
	195966	Farina Valpolicella Rip Superiore Doc	750	25	\$2.00
	200741	Gibson's Finest Rare 12 Years Old	1750	100	\$3.00
	215483	Harveys Bristol Cream Sherry	750	50	\$2.00
	228569	Cave Spring Gamay VQA	750	30	\$2.00
	243055	Beronia Tempranillo Rioja	750	25	\$2.00
	277004	Plymouth English Gin	750	250	\$3.00
	292110	>La Mascota Cabernet Sauvignon	750	40	\$1.50
	326025	Basil Hayden Straight Bourbon	750	100	\$7.00
	356220	>(V) Amarone Classico Docg (Tommasi)	750	50	\$5.00
	392654	Apothic Dark Red	750	40	\$1.00
	408658	>Santa Carolina Cab Sauv Reserva De Familia	750	25	\$1.50
	426718	Cesari Amarone Classico Doc	750	50	\$5.00
	524314	Yellow Tail Sauvignon Blanc	750	40	\$2.00

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	539312	Josh Cellars Rosé	750	50	\$2.00
	589432	Louis Bernard Cotes Du Rhone White Aoc	750	50	\$1.50
	591701	Argento Estate Bottled Chardonnay	750	25	\$1.00
	601765	Malibu Coconut Rum	375	40	\$1.00
LF	605931	Grant's Triple Wood Blended Scotch Whisky	1140	120	\$3.00
	634410	Yellow Tail Pinot Grigio	1500	80	\$2.00
	661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	40	\$2.00
	665471	Jacob's Creek Reserve Shiraz	750	40	\$3.00
	974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	25	\$2.00

P6 Bud Light and Blue Jays Bundled Offer

Buy two 908665 Bud Light 6 × 355 mL and earn 50 bonus points all Period long.

On August 19-25, September 3, 4, 9-11,13,14, 2024, Blue Jays™ Home-Game Days, buy two 908655 Bud Light 6 × 355 mL and earn 200 bonus points.

Signage Components

Components

Image (example only)

Perpendicular Shelf Talker

ENG (Re-order # 25P6-AP2)

BIL (Re-order # 25P6-AP3)



Box Sign (AAA-B Stores)

ENG/BIL (Re-order # 25P6-AP1)

- Merchandise the box sign in section where there is room with the Bud Light product.



Period 6: Just Add Summer

SIGNAGE GALLERY

In Ontario, summer is a short season and we're all looking for ways to get the most out of it while still being able to relax and soak it in.

This year, we're making the LCBO synonymous with summer, by showing customers all they need to do is "just add" our fuss-free products, no-fail gifts, and time-saving solutions into their basket, so they can focus on making every summer moment great. We've done the heavy lifting, so customers can "Just Add Summer".



Signage Ship Date

The Period 6 signage components will be shipped to stores beginning **August 9, 2024**. The Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

Music CD Reorder# AIM-25P6-MUSIC-CD | Music USB Reorder# AIM-25P6-MUSIC-USB

We would like to hear your comments about this Period's music. Please provide your feedback to Customer Care Retail Field Store Support.

Signage is to remain in place for the duration of P3-6

Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

- 1 Just Add Summer
- 2 Aeroplan Rewards
- 3 Same-Day Pickup
(Stores with Same-Day Pickup service)

* Repeat 'Just Add Summer' Thematic Banner in the fourth banner spot



1 Just Add Summer



Re-order#
25P3-EB1
(English)

Re-order#
25P3-EB2
(Bilingual)

2 Aeroplan Rewards



Re-order#
25P3-EB3
(English)

Re-order#
25P3-EB4
(Bilingual)

3 Same-Day Pickup



Re-order#
25P3-EB5
(English)

Re-order#
25P3-EB6
(Bilingual)

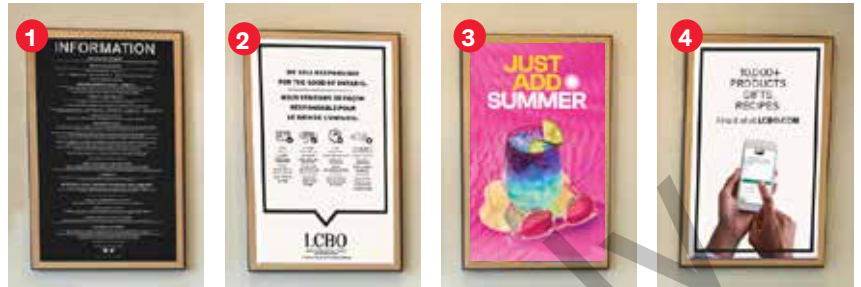
Signage is to remain in place for the duration of P3-6

Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.

PRIORITY OF WINDOW SHOW CARDS (based on the number of frames available)



- 1 Information Board (Operational) Install in the show card frame closest to the office.
- 2 Responsible Service (Operational) Install in the vestibule if there are 2 show card frames in that location.
- 3 Seasonal Thematic - Install in the vestibule.
- 4 Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

Note: Any additional frames should display Seasonal Thematic show cards.

1 Information Board



Re-order# 22OP-INFOB
(English + Bilingual)

2 Responsible Service



Re-order# 22OP-RSP1
(Bilingual)

3 Seasonal Thematic



Re-order# 25P3-WS1
(Bilingual)

4 Same Day

Generic Ecomm



Re-order# 22OP-SD16
(English + Bilingual)

Re-order# 22OP-SC2
(English + Bilingual)

P3-6 Backlit Tasting Bar Insert

Dimensions: 21 15/16" w x 32 9/16" h

Install: In the frame on the portable Tasting Bar.

ENG Re-order# 25P3-TB1

BIL Re-order# 25P3-TB2



NEW! P6 Blade Signs

Install: Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Remove the P5 blade signs and replace with the new Period 6 versions below.



EA1AB Black & Blue Paloma
ENG (25P6-BS1)
BIL (25P6-BS5)



EA2AB Whiskey Mojito
ENG (25P6-BS2)
BIL (25P6-BS6)



EA4A Pack of Greyhounds
ENG (25P6-BS4A)
BIL (25P6-BS8A)



EA4B Ginger Spice Cooler
ENG (25P6-BS4B)
BIL (25P6-BS8B)

NEW! P6 End Aisles Backer Cards

Remove the P5 EA 1-4 and 10 backer cards and replace with the new Period 6 versions below.

25P6-BC1



EA 1AB

25P6-BC2



EA 2AB

25P6-BC3A



EA 3A

25P6-BC3B



EA 3B

25P6-BC4A



EA 4A

25P6-BC4B



EA 4B

25P6-BC10



EA 10

P3-6 Generic Backer Cards

Continue to display the Generic Backer Card versions from Period 3 below. These are to remain in place until the end of P6. Remove the P5 Aeroplan and Gifting Backer Card and replace with the Period 6 version below.

25P3-BC-GEN1



NOTE: Use this backer card with any product.

NEW! 25P6-BC-GEN2



NOTE: The Aeroplan Backer Cards are only to be used when merchandising Cooler products with Aeroplan Bonus Offers.

NEW! 25P6-BC-GEN6



Select stores will implement a summer gifting discretionary end to display this backer card. More information can be found on page 46.

25P3-BC-GEN3



NOTE: Use this backer card with any product.

25P3-BC-GEN4



NOTE: Use this backer card with any product.

25P3-BC-GEN5



NOTE: Use this backer card with Beer products.

STORE LAYOUT

Overview

There are three table display points and the Feature Fixture display; most stores will have one or two display points, and some larger stores may have all displays.

ACTION: These displays will be referred to by their respective fixture names and acronyms on the Promo Tree:

Entrance Table/Cocktail of the Month:
EA-S1/S2

Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture: DD

- A** Block Pile A (SBA): Heineken
- B** Block Pile B (SBB): Flavours for Everyone
- C** Block Pile C (SBC): Aeroplan
- D** Block Pile D (XBP): Woodford

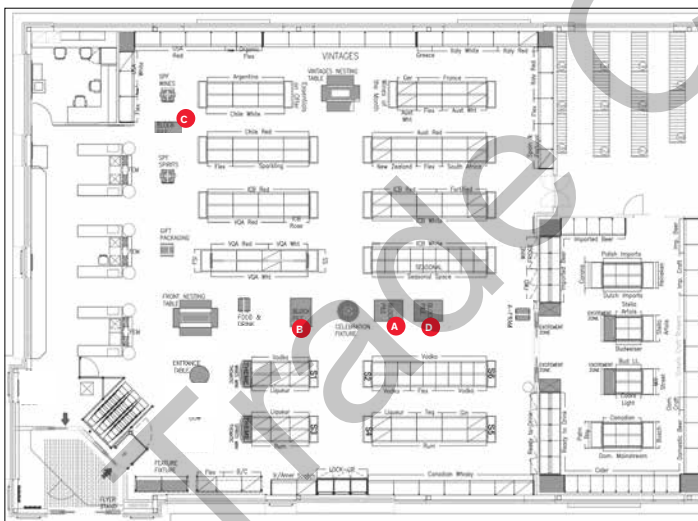
Large Format IDB Wines (FSG-A)

Cutwater (FSH-A)

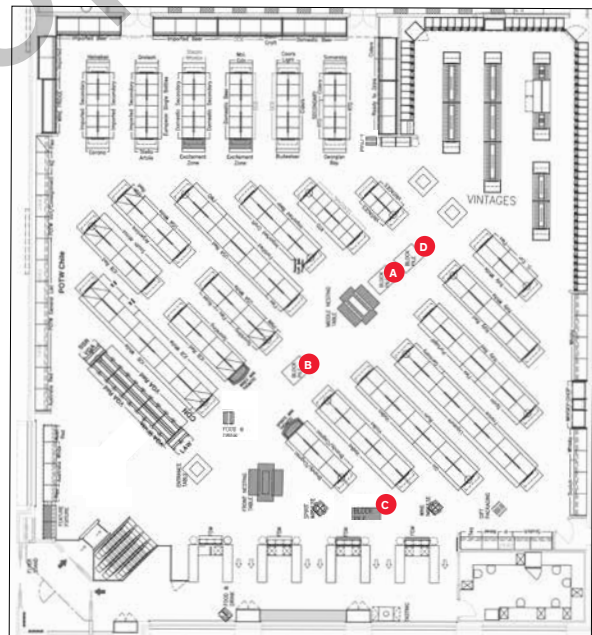
(P4-P8) Fireball (FSJ-A)

Pop-up Activation (FSM-A): Cutwater & SVNS

Flagship Spotlight (FSN-A): Heineken



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings

Therefore, it is imperative you review your Min. settings on these programs to ensure a "Ready-for-Business" level of inventory. Please review the new Default Management screen and its' Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.

P6 ANTI-THEFT PROMOTIONAL PRODUCT SUBSTITUTIONS

ACTION: Participating Store Managers, please refer to the list below and substitute High-Theft products with the substitutions noted on Promotional Displays. Please also manually update your Promo Tree with the substitutions noted.

Key Dates (August 18 - September 14, 2024)

Participating Stores

5, 19, 41, 115, 163, 195, 200, 212, 214, 228, 243, 269, 279, 329, 346, 394, 398, 443, 444, 499, 505, 542, 547, 575, 627, 632, 698, 703

Promotional Display	LCBO#	ORIGINAL SKU		REPLACE WITH		
		Description	Size (mL)	LCBO#	Description	Size (mL)
BSE	227678	1800 Silver Tequila	750	174466	Jose Cuervo Especial Silver	750
BSE	398479	1800 Reposado	750	267187	Jose Cuervo Especial Gold	750
BSF	7880	Johnnie Walker Black 12 Yr	750	1099	Johnnie Walker Red	750
BSF	417295	Ciroc Original Unflavoured	750	Diageo brand's takeover - no replacement SKUs required		
BSF	446823	Ciroc Pineapple	750			
EA 13	7880	Johnnie Walker Black 12 Yr	750	1099	Johnnie Walker Red	750
EA 13	217802	Johnnie Walker Black Label	1140	217794	Johnnie Walker Red Label Scotch Whisky	1140
FEM1	669002	Casamigos Reposado Tequila	375	No substitutions. Please merchandise best-selling products at the Manager's discretion to fill the display.		
R2: Vodka B 147	446823	Ciroc Pineapple	750	456095	Ketel One Vodka	750
R25: Tequila A 92	425686	Casamigos Tequila Anejo	750	Empty Product Boxes will be provided for the display.		
R5: Vodka E 330	95935	Grey Goose Vodka	750	316844	Bombay Sapphire London Dry Gin	750
SBC	417295	Ciroc Original Unflavoured	750	2691	Tanqueray London Dry Gin	750

Key Display (FFA-A)

FEATURE FIXTURE A

Summer Spritzers

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
1834	>Susana Balbo Crios Torrontes	750	LTO
8094	Deinhard Green Label Riesling Mosel	750	LTO
13295	Matua Sauvignon Blanc Hawke's Bay	1500	LTO
22297	Ck Mondavi Chardonnay	750	LTO, BAP
25067	19 Crimes Martha's Chard	750	
27757	High Road Cellars Pinot Grigio	750	BAP
30959	Cavit Collection Pinot Grigio Doc Venezie	1500	LTO
31003	Gloria Grillo Sicilia Doc Organic	750	LTO
31487	With Love Pecorino	750	LTO, BAP
37963	Peller Family Reserve Sauvignon Blanc VQA	750	LTO
38404	Pine Ridge Chenin Blanc Viognier	750	
38407	Paddleboard Pinot Grigio	750	
38411	Bread & Butter Pinot Grigio	750	
38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	BAP
65367	Eastdell Pinot Grigio VQA	750	LTO
73148	Barone Montalto Pinot Grigio Igt Sicily	750	BAP
122390	The Beachhouse Sauvignon Blanc	750	LTO
141432	Sogrape Gazela Vinho Verde	750	LTO
146761	Fielding Riesling VQA	750	LTO
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
326413	Pelee Island Pinot Grigio VQA	750	LTO
326975	Kacaba Unoaked Chardonnay VQA	750	BAP
580183	Blu Giovello Pinot Grigio	750	BAP
948158	> (V)San Vincenzo Vento Igt (Roberto Anselmi)	750	LTO
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	LTO, BAP

The Feature Fixture will showcase approx. 25 refreshing white and sparkling wines from around the world. White wines are on trend right now and these wines are perfect for sipping during these hot summer months or pairing with light foods (think pinot grigio, sauvignon blanc, chenin blanc) these will also include sparkling wines such as prosecco. Product story will hold over for both periods but some of the featured product assortment will change out. All categories will be represented.

Signage Components

- Category Sign ENG/BIL (Re-order # 25P6-FF1)
- Solid Colour Category Sign (Re-order # 25P6-FF2)
- Bin Strip (Re-order # 25P6-FF3)
- Box Sign (Re-order # 25P6-FF4)
- Shelf Talkers ENG (Re-order # 25P6-FF11)
BIL (Re-order # 25P6-FF12)

Merchandising Instructions

- Merchandise shelf talkers in front of the correct product on the feature fixture display and in-section.
- Merchandiser box signs in correct section as per below planograms.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs, at Manager's discretion.

8ft. Feature Fixture



12ft. Feature Fixture



Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé SKUS.

Refer to the New & Seasonal section of this guide for a list of Rosé products.

NEW & SEASONAL FIXTURE

Seasonal Rosés

This is a sold program. Participation is mandatory.

IMPORTANT: The Rosé SKUs will be force allocated to all participating stores. Please adjust your SOQ's as appropriate throughout the season, or until warehouse inventory is depleted.

This fixture will feature a variety of Seasonal Rosé wines.

Key Dates (P1-P6)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)
13907	Jackson-Triggs Proprietors Selection Light Rosé	750
14867	Sandbanks Summer Rosé	750
15568	Listel Gris Rosé	750
17893	Porta 6 Rosé	750
17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750
19062	Sandbanks Sparkling Rosé	750
23757	S de la Sablette Coteaux Varois Rosé	750
23760	Doppio Passo Primitivo Rosato Puglia IGT	750
24080	Jacob's Creek Moscato Rosé Lower Sugar	750
24084	Kim Crawford Illuminate Rosé	750
24972	Family Tree Speck Brothers	750
27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750
31710	The Beach by Whispering Angel	750

LCBO#	Description	Size (mL)
32025	Keep Calm & Love	750
32178	Saintly Sparkling Rosé VQA	200
34068	Fresh Rosé	750
35041	Tiny Bubbles Sparkling Rosé VQA	750
37190	Vignes de Nicole Paul Mas Rosé	750
37193	Cellier Des Daughins Prestige Rosé CdR	750
37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750
37211	Jacob's Creek Lively Bunch Rosé	750
37221	Minimalista Rosé	750
37352	Honest Lot Rosé	750
37356	Brunch Rosé VQA Pouch	1500
164343	The Beachhouse Rosé	750
273771	20 Bees Rosé	750
603795	Bodegas Muga, Rioja Rosé	750
647149	Calvet Pouch IGP Terres de Midi Rosé	1500

Signage Components

- Category Sign ENG/BIL (Re-order # 25P3-NS1)
- Blank Category Sign - Solid Colour (Re-order # 25P3-NS2)
- Bin Strips - Solid Colour (Re-order # 25P3-NS3)
- Shelf Talkers ENG (Re-order # 25P6-NS4)
BIL (Re-order # 25P6-NS5)
- **NOTE:** From P2-6 there will be one set of Rosé Shelf Talkers sent for the FFB and Flex Space A combined. The Shelf Talkers can be used for either fixture.

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Stores can merchandise their seasonal assortments on the fixture.
- Install the category sign, bin strip and shelf talkers to promote Rosé SKUs.



This planogram is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



Key Display (EA-S1)

ENTRANCE TABLE

Just Add Summer - Jim Beam Whisky

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
21378	Jim Beam White Label Bourbon	750	BAP, VA
38699	Jim Beam White Label Bourbon	1750	BAP
217786	Jim Beam White Label Bourbon	1140	BAP
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	LTO

Value-Add (VA) - Rep Applied: Jim Beam Black 50 mL

Pair these BBQ Marinated Skirt Steak Skewers from the Food & Drink Summer issue with your favourite Jim Beam Whisky on the rocks.

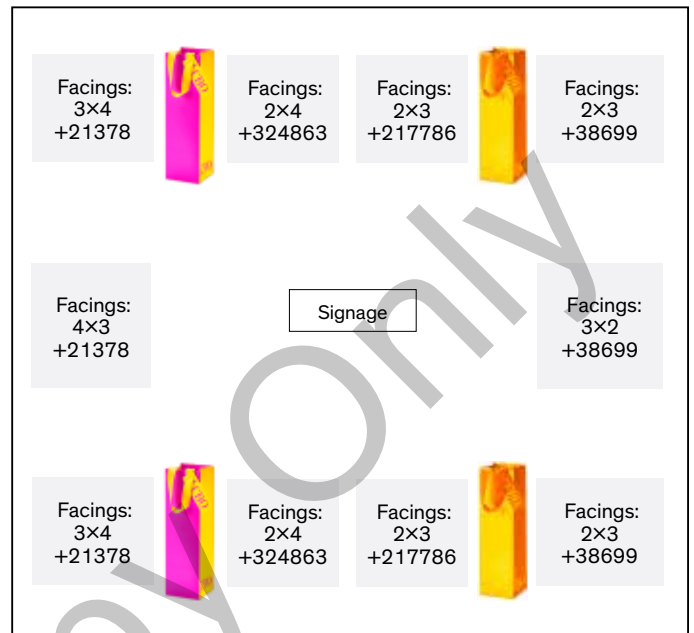
Merchandising Instructions

- Refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

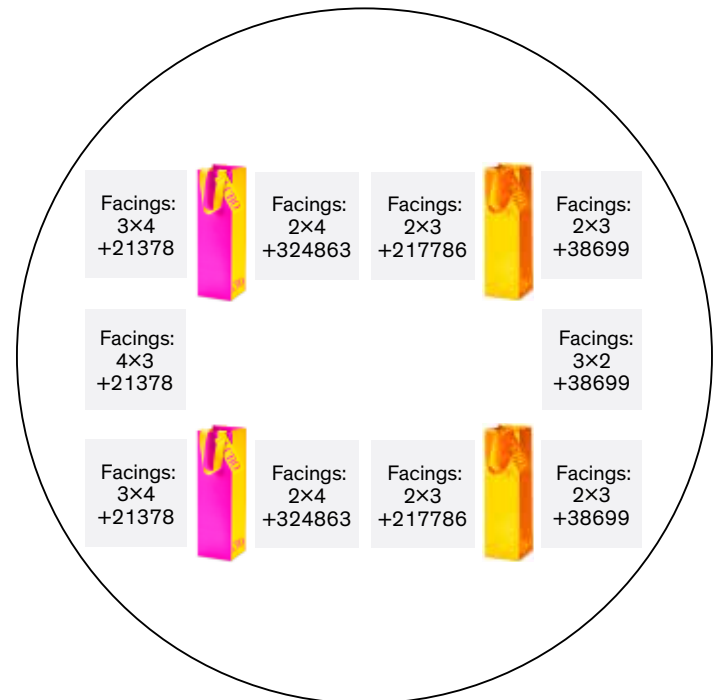
Signage Components

- Entrance Table Sign with Extension ENG (Re-order # 25P6-ET1) / BIL (Re-order # 25P6-ET2)
- Shelf Talkers ENG (Re-order # 25P6-ET5) / BIL (Re-order # 25P6-ET6)

Planogram - Square Table



Planogram - Round Table



End Aisle #1 (BS-BSE) COCKTAIL OF THE MONTH

Black & Blue Paloma



This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

The Cocktail of the Month program is merchandised on End Aisle #1, and the Promo Code is **BS-BSE**. **There will NOT be any products listed under EA1 in your store promo tree.**

Inspired by The Keg's popular Black & Blue Margarita, we've given the same broody look to Mexico's beloved Paloma.

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
19749	Teremana Blanco Tequila	750	LTO, VA
19750	Teremana Reposado Tequila	750	BAP, VA
227678	1800 Silver Tequila	750	LTO
398479	1800 Reposado	750	BAP

Value-Add (VA) - Merchandiser: Black Salt Rimmer

Merchandising Instructions

- Please review your floor plan and ensure the participating SKUs are merchandised on End Aisle #1.
- Merchandise the participating products according to the planogram.
- Install the end aisle backer card and blade sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P6-BC1)
- Blade Sign ENG (Re-order# 25P6-BS1) / BIL (Re-order# 25P6-BS5)
- End Aisle Shelf Talker Bundle
ENG (Re-order# 25P6-ST1) BIL (Re-order# 25P6-ST2)



Spirits (MI-A)

GIFTING DISPLAY A

Gin Gifts for Summer Occasions

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx

Participating Products

LCBO#	Description	Size (mL)	Offers
30720	Beefeater Peach & Raspberry	750	LTO
36440	Empress Elderflower Rosé Gin	750	LTO
36443	Hendrick's Grand Cabaret	750	LTO
129940	Aviation Gin	750	LTO
358184	Tanqueray Rangpur Gin	750	LTO
358192	Bruichladdich The Botanist Islay Dry Gin	750	BAP
397539	Boodles Gin	750	LTO
413104	Dillon's Dry Gin	750	LTO
557470	Empress 1908 Gin	750	LTO
635508	Drumshanbo Gunpowder Irish Gin	750	LTO
636068	Malfy Gin Rosa	750	LTO
637504	Hendrick's Gin	750	BAP

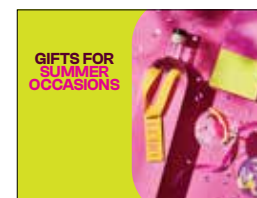
Signage Components

- Category sign ENG/BIL (Re-order # 25P6-MTA1)
- Backer card ENG/BIL (Re-order # 25P6-MTA2)
- Shelf talkers ENG (Re-order # 25P6-MTA3) / BIL (Re-order # 25P6-MTA4)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage.
NOTE: Stores with regular end aisle will need to install the backer card in the backer card frame.

This display will offer customers a variety of Gin products, perfect for Summer celebrations.



ACTION: Stores with regular end aisle will need to install the backer card in the backer card frame.

Wines (MI-B)

GIFTING DISPLAY B

Wine Gifts for Summer Occasions

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO
286278	>(V) Flat Rock Cellars Chardonnay	750	LTO
292110	>La Mascota Cabernet Sauvignon	750	LTO, BAP
395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	LTO
544791	>Vidal Icewine (Reif Estate Winery)	200	LTO
552562	>(V) Three Of Hearts Rosé	750	LTO
659607	>Mitolo Jester Shiraz	750	LTO

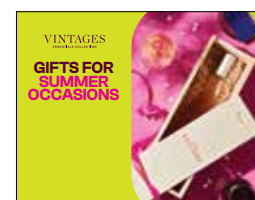
Signage Components

- Category sign ENG/BIL (Re-order # 25P6-MTB7)
- Backer card ENG/BIL (Re-order # 25P6-MTB8)
- Shelf talkers ENG (Re-order # 25P6-MTB9) / BIL (Re-order # 25P6-MTB10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage.
NOTE: Stores with regular end aisle will need to install the backer card in the backer card frame.

This fixture will showcase an assortment of giftable wines from our Vintages Essentials Collection. Curated wines are perfect for gifting to that special someone (Weddings, Thank you, Congratulations). Assortment will include 3 EW/3 NW/3 ON. Featured products will have AP or LTO support, EW will have one sparkling rosé, and 2 reds.



ACTION: Stores with regular end aisle will need to install the backer card in the backer card frame.

Beer (MI-C)

LOCAL BEER & CIDER DISPLAY

Local Craft Beer

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
13641	Bench Brewing Short Hills East Coast IPA	473	LTO	798 - Bench Brewing Company
16051	Bellwoods Jutsu Pale Ale	473		2990 - Bellwoods Brewery
20870	Van Full Of Weirdos IPA	473	LTO	5732 - Refined Fool Brewing Company
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473		458 - Cowbell Brewing Co.
25664	Flying Monkeys Blueberry Sour	473		6309 - Flying Monkeys Craft Brewery
38773	Bobcaygeon Brewing Summer IPA Mix Pack (462)	6 x 473		462 - Bobcaygeon Brewing Company Limited
450239	Whitewater Brewing Farmer's Daughter	473	LTO	8454 - Whitewater Brewing Company
458273	Great Lakes Octopus Wants To Fight IPA	473	LTO	1929 - Great Lakes Brewing Co. Inc.
508580	Wellington Upside IPA	473	LTO	4826 - Wellington County Brewery Inc

This display will offer customers a selection of trendy local craft beers to enjoy the end of summer.

Signage Components

- Backer card ENG/BIL (Re-order# 25P6-BC10)
- Shelf Talkers ENG (Re-order # 25P6-ST1) / BIL (Re-order # 25P6-ST2)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



Key Display (BS - BSF)

FRONT NESTING TABLE

Premium: Food-friendly Cocktails | Standard: Pitcher Cocktails

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Premium Flight

1, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 156, 164, 187, 217, 226, 243, 253, 288, 298, 310, 326, 346, 360, 367, 371, 390, 391, 393, 394, 398, 401, 404, 407, 412, 417, 437, 438, 443, 445, 453, 485, 486, 495, 497, 499, 500, 511, 522, 523, 554, 556, 573, 579, 580, 585, 590, 609, 619, 623, 624, 630, 631, 632, 633, 641, 643, 649, 658, 667, 670, 699, 702, 741, 776

Standard Flight

22, 23, 44, 55, 74, 82, 90, 106, 145, 150, 171, 195, 198, 227, 233, 250, 263, 269, 279, 287, 325, 329, 334, 351, 359, 373, 378, 385, 392, 411, 416, 436, 459, 489, 490, 501, 542, 575, 587, 602, 618, 627, 640, 652, 653, 655, 661, 698, 703, 748

Signage Components

Premium

- Table Sign ENG (Re-order # 25P6-FNT9) / BIL (Re-order # 25P6-FNT10)
- Shelf Talkers ENG (Re-order # 25P6-FNT13) / BIL (Re-order # 25P6-FNT14)

Standard

- Table Sign ENG (Re-order # 25P6-FNT17) / BIL (Re-order # 25P6-FNT18)
- Shelf Talkers ENG (Re-order # 25P6-FNT21) / BIL (Re-order # 25P6-FNT22)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Nesting Table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.

Premium Flight:

Multi-branded spirits with food pairings. Offering a restaurant gift card with purchase of any product.

Standard Flight:

Inspire customers with easy to execute cocktail ideas for their summer hosting needs. Bonus 6oz Jigger with purchase of any product. Perfect for creating big-batch pitcher cocktails.

Premium Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	VA
54866	Bulleit Bourbon Frontier Whiskey	750	LTO, VA
129940	Aviation Gin	750	LTO, VA
173542	Don Julio Blanco	750	VA
173559	Don Julio Reposado	750	LTO, VA
312959	Ketel One	1750	VA
321208	Crown Royal Special Reserve In Gift Box	750	VA
409490	Singleton Of Dufftown 12 Year Old	750	BAP, VA
417295	Ciroc Original Unflavoured	750	BAP, VA
446823	Ciroc Pineapple	750 </td <td>LTO, VA</td>	LTO, VA
456095	Ketel One Vodka	750	BAP, VA
600163	Tanqueray No. Ten Gin	750	BAP, VA

Value-Add (VA) - Rep Applied: \$5 Recipe Group Promo Card

7Ft Nesting Table Planogram (For stores that do not have end tables)

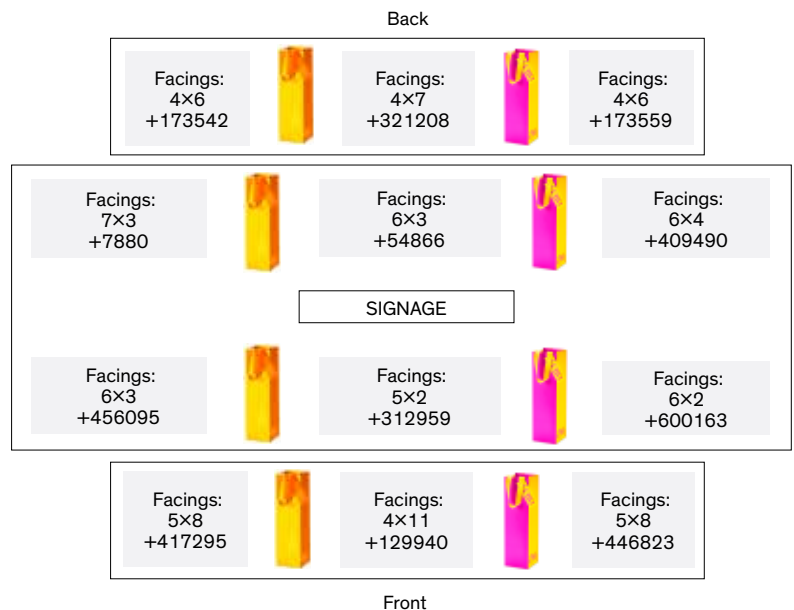
*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



Standard Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
1784	Grand Marnier Cordon Rouge	750	LTO, VA
15806	Skyvodka	750	VA
176834	Aperol	750	VA
177808	Appleton Estate V/X Signature Blend	750	LTO, VA
324855	Espolon Tequila Reposado	750	LTO, VA
479949	Wild Turkey 101	750	LTO, VA
550715	Forty Creek Barrel Select	750	VA

Value-Add (VA) - Merchandiser: 6oz Jigger

7Ft Nesting Table Planogram (For stores that do not have end tables)

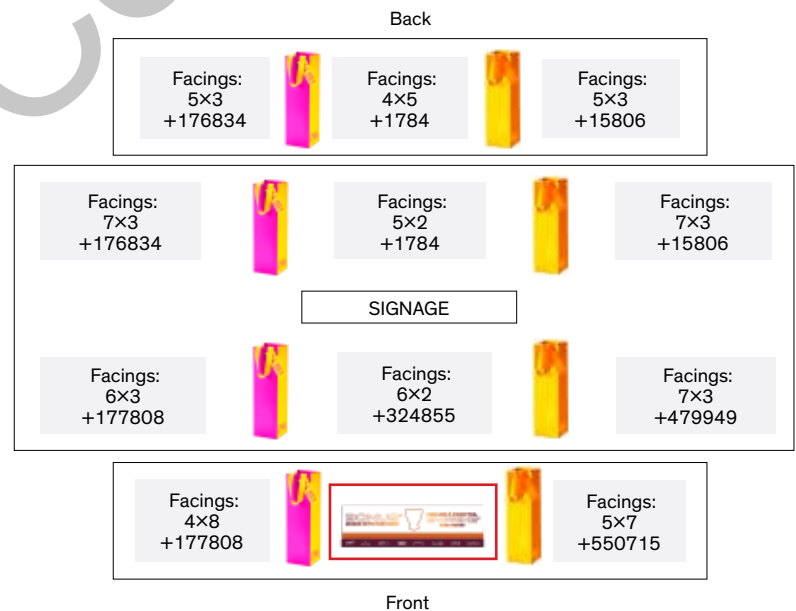
*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



Display Program (BP-SBA)

BLOCK PILE A

Heineken

This is a sold program. Participation is mandatory.

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
18	Heineken Lager (LCBO Warehouse)	6 × 330	LTO
37301	Madri Excepcional (275/TBS)	6 × 473	BAP, VA
56796	Heineken 5L Draught Keg (LCBO Warehouse)	5000	
302810	Heineken (LCBO Warehouse)	6 × 500	VA

Value-Add (VA) - Merchandiser:

LCBO# 37301: Chalice

Value-Add (VA) - Merchandiser:

LCBO# 302810: F1 Insulated Water Bottle with Chance to win tickets to the F1 Austin, Texas Race Event

This display will feature International favourites, perfect for summer enjoyment.



Front View

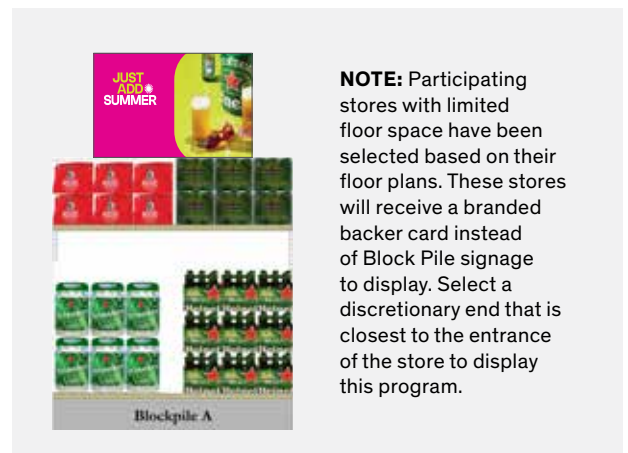
Back View

Signage Components

- Pole Topper Sign ENG (Re-order# 25P6-BPA1)
BIL (Re-order# 25P6-BPA2)
- Riser Wrap - solid colour (Re-order# 25P6-BPA3)
- Pricer Cards ENG (Re-order# 25P6-BPA4)
BIL (Re-order# 25P6-BPA5)
- Shelf Talkers ENG (Re-order# 25P6-BPA6)
BIL (Re-order# 25P6-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P6-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P6-BPA9)
BIL (Re-order# 25P6-BPA10)

Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.
- **NOTE:** Stores should remove the supplier merchandiser and revert to a traditional block pile format using the Pole Topper and Riser Wrap when products sell down.



NOTE: Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

Display Program (BP-SBB)

BLOCK PILE B

Flavours for Everyone

This is a sold program. Participation is mandatory.

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
24353	Cottage Springs Vodka Lemonade Mixed 8 Pack	8 × 355	
28636	Vizzy Signature Variety Pack	12 × 355	LTO
36592	Nutrl 7 Mixed Pack	12 × 355	LTO
36603	White Claw Tequila Smash 8 Pack	8 × 355	
36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	LTO
36621	Black Fly Vodka Lemonade Mixer Pack	12 × 355	
36628	Truly Berry Mixed Pack	12 × 355	LTO
36654	Smirnoff Vodka & Soda Party Pack	12 × 355	

Signage Components

- Pole Topper Sign ENG (Re-order # 25P6-BPB1)
BIL (Re-order # 25P6-BPB2)
- Riser Wrap - solid colour (Re-order # 25P6-BPB3)
- Pricer Cards ENG (Re-order # 25P6-BPB4)
BIL (Re-order # 25P6-BPB5)
- Shelf Talkers ENG (Re-order # 25P6-BPB6)
BIL (Re-order # 25P6-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P6-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P6-BPB9)
BIL (Re-order # 25P6-BPB10)

Merchandising Instructions

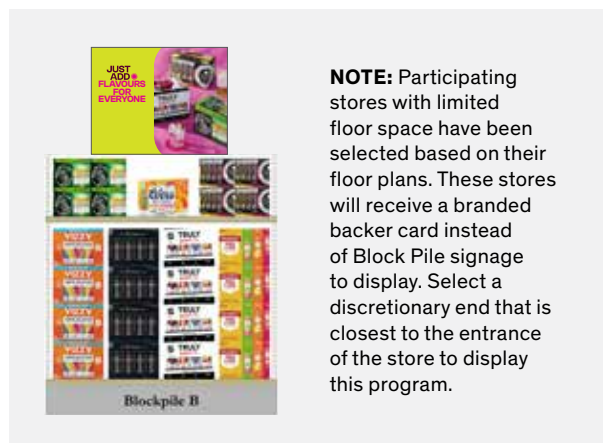
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

This display will offer customers a selection of cocktails and coolers to enjoy this summer.



Front View

Back View



NOTE: Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

C

Display Program (BP-SBC) BLOCK PILE C

Aeroplan

EARN
BONUS POINTS
ON THESE PRODUCTS*

Until September 14

AEROPLAN 

This is a sold program. Participation is mandatory. All stores are to execute BOTH displays. All products from both wines and spirits lists are to be merchandised for the duration of the period.

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Spirits and Wines with great Aeroplan offers.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Block Pile Wines: Participating Products

LCBO#	Description	Size (mL)	Offer
34064	Fresh Sauvignon Blanc VQA	750	BAP
37966	Magnotta Equus Series Double Cab VQA	750	BAP
158683	>La Crema Monterey Chardonnay	750	BAP
293043	Stoneleigh Sauvignon Blanc	750	BAP
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	BAP
524363	Santa Carolina Cabernet Sauvignon	1500	BAP



Front View

Back View

Block Pile Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
935	Captain Morgan White Rum	750	BAP
10357	Crown Royal Peach	750	BAP
34595	Patron Silver Tequila	750	BAP, LTO
215038	Gibson's Finest Sterling Edition	1750	BAP
417295	Ciroc Original Unflavoured	750	BAP
446567	Iceberg Vodka (P.E.T)	750	BAP



Front View

Back View

Signage Components

- Pole Topper Sign ENG (Re-order # 25P6-BPC1)
BIL (Re-order # 25P6-BPC2)
- Riser Wrap (Re-order # 25P6-BPC3)
- Pricer Cards ENG (Re-order # 25P6-BPC4)
BIL (Re-order # 25P6-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P6-BPC6)
BIL (Re-order # 25P6-BPC7)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- NOTE: Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Display Program (XBP)

BLOCK PILE D

Woodford

Participation is mandatory

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (August 18 - September 14, 2024)

Participating Store

21, 31, 115, 148, 187, 195, 346, 371, 385, 393, 404, 445, 499, 522, 573, 619, 630, 631, 632, 641, 741

Participating Products

LCBO#	Description	Size (mL)	Offers
15537	Woodford Reserve Distiller's Select Bourbon	375	LTO
410852	Woodford Reserve Double Oaked	750	BAP
480129	Woodford Reserve Straight Rye Whiskey	750	BAP
480624	Woodford Reserve Distiller's Select Bourbon	750	LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P6-BPD3)
BIL (Re-order # 25P6-BPD4)

Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a display with the participating products.
- Install the pricer cards in front of the participating products.



Supplied by Agent

Enhanced Display (FSG-A)

LARGE FORMAT IDB WINES

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (August 18 - September 14, 2024)

Participating Stores

1, 22, 130, 154, 156, 171, 198, 226, 243, 253, 263, 288, 329, 334, 394, 398, 412, 416, 437, 438, 443, 500, 505, 523, 545, 590, 624, 698, 703, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	LTO
306019	Colio Extra Dry White Bag In Box	4000	LTO
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
432732	Bodacious Smooth Red Bag In Box	4000	LTO
561381	Pelee Island Pinot Grigio Bag In Box	3000	LTO
589028	Peller Family Vineyards Rosé Bag In Box	4000	LTO

Signage Components

- Pole Topper Sign ENG (Re-order# 25P6-BPF1)
BIL (Re-order# 25P6-BPF2)
- Riser Wrap - solid colour (Re-order# 25P6-BPF3)
- Pricer Cards ENG (Re-order# 25P6-BPF4)
BIL (Re-order# 25P6-BPF5)

Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.

SAVE!
Big Value,
Big Taste



Front View

SAVE!
Big Value, Big Taste
ÉPARGNEZ!
Avantageux et délicieux



Back View

Display Program (FSH-A)

ENHANCED BLOCK PILE DISPLAY

Cutwater

Participation is mandatory

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (P4-P8)

Participating Stores

1, 17, 19, 22, 23, 25, 27, 31, 34, 36, 41, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 132, 145, 148, 150, 156, 168, 171, 187, 191, 198, 209, 211, 212, 221, 226, 227, 233, 243, 250, 252, 253, 263, 287, 298, 300, 310, 325, 326, 329, 334, 346, 351, 359, 361, 373, 381, 383, 385, 386, 387, 390, 391, 394, 401, 404, 407, 412, 416, 417, 427, 428, 431, 437, 438, 443, 445, 457, 459, 481, 485, 490, 491, 497, 499, 501, 523, 534, 536, 544, 545, 551, 554, 555, 556, 566, 569, 573, 575, 590, 602, 609, 616, 617, 619, 624, 627, 630, 631, 632, 633, 634, 640, 641, 648, 655, 670, 694, 699, 700, 703, 706, 741, 748

Participating Products

LCBO#	Description	Size (mL)
36596	Cutwater Caesar	355
36598	Cutwater Rum Mai Tai	355
38543	Cutwater Tequila Margarita	355
38544	Cutwater Tequila Paloma	355
38545	Cutwater Rum Mint Mojito	355

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P6-BPD1)
BIL (Re-order # 25P6-BPD2)

Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Merchandiser to be placed in the beer fridge (where space is permitted) or outside the cold room/alcove space.
- Use the supplier produced merchandiser to build a display with the participating products.
- Print the Pricer Card in stores and install in front of the participating products.



Supplied by Agent

D

Display Program (FSJ-A)

ENHANCED BLOCK PILE DISPLAY

Fireball (P4-P8)

Participation is mandatory

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (P4-P8)

Participating Stores

4, 23, 25, 33, 35, 41, 51, 55, 57, 65, 74, 82, 83, 84, 93, 130, 139, 144, 150, 156, 179, 187, 195, 198, 208, 209, 211, 221, 227, 228, 229, 233, 237, 244, 250, 263, 278, 279, 287, 288, 298, 300, 310, 329, 334, 351, 359, 360, 387, 391, 394, 401, 404, 407, 425, 427, 436, 443, 453, 459, 470, 481, 485, 490, 491, 495, 497, 500, 501, 522, 536, 554, 556, 564, 580, 587, 602, 605, 609, 627, 633, 640, 641, 643, 649, 652, 653, 654, 655, 658, 661, 667, 670, 672, 694, 695, 702, 741, 748, 771

Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 6 Pack Carrier	6 × 50	LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Print Pricer Card at store level

Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Merchandiser to be placed in the beer fridge (where space is permitted) or outside the cold room/alcove space.
- Use the supplier produced merchandiser to build a display with the participating products.
- Print the Pricer Card in stores and install in front of the participating products.



Supplied by Agent

POP-UP ACTIVATION (FSM-A)

Cutwater & SVNS

Overview

A pop-up shop featuring Cutwater products will be taking place at stores 164, 217, and 511 during P6.

Key Dates (August 18 - September 14, 2024)

Participating Store: 164, 217, 511

Participating Products

LCBO#	Description	Size (mL)
36596	Cutwater Caesar	355
36598	Cutwater Rum Mai Tai	355
36635	Svns Hard 7up Original	355
37117	Svns Hard 7up Lemonade	355
38543	Cutwater Tequila Margarita	355
38544	Cutwater Tequila Paloma	355
38545	Cutwater Rum Mint Mojito	355

Signage and Merchandising Instructions

- Signage will be supplied, installed, and dismantled by the supplier.
- Print the on-shelf signage in store.
- Digital content for screens at Stores 164 & 217.

Store 164 & 217



Store 511



FLAGSHIP SPOTLIGHT (FSN-A)

Heineken

Overview

The Flagship Spotlight fixture will showcase an assortment of Heineken products. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P6.

Key Dates (August 18 - September 14, 2024)

Participating Store: 164, 217, 511

Flagship Spotlight Table (Nesting Table) Stores: 10, 38, 149, 355, 452, 486

Participating Products

LCBO#	Description	Size (mL)	Offers
18	Heineken Lager	6 × 330	LTO
56796	Heineken 5L Draught Keg	5000	
71126	Heineken Lager	6 × 330	
302810	Heineken	6 × 500	VA
337949	Heineken Lager	500	
589416	Heineken 0.0	6 × 330	

Value-Add (VA) - Rep Applied: F1 Insulated Water Bottle with Chance to win tickets to the F1 Austin, Texas Race Event

Signage and Merchandising Instructions

- Stretch fabric graphics for Stores 164 & 217 and Large signs for Store 511 will be installed by Visual Merchandising.
- Nesting Table Sign ENG (Re-order # 25P6-FSS1) / BIL (Re-order # 25P6-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P6-FSS5) / BIL (Re-order # 25P6-FSS6)

Store 164 & 217

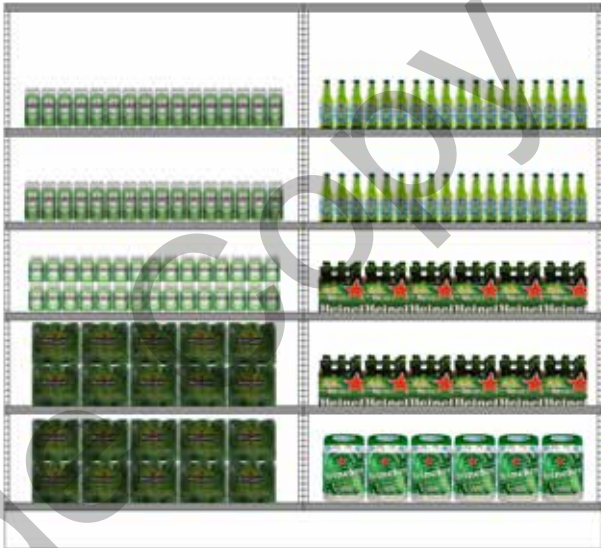


Right View



Left View

Store 511



Flagship Spotlight Table (Nesting Table)



Front



Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Wines of Portugal and Spain

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

The Iberian Peninsula is home to wines from Spain and Portugal. This wine region is rich in history and has a diverse offering of native grape varieties. These wines are food-friendly, delicious and offer great value. Products will have LTO/BAP.

Participating Products

LCBO#	Description	Size (mL)	Offers
5322	Aveleda Vinho Verde	750	LTO
10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	
16191	Toro Bravo Sparkling Secco White	750	LTO
19452	Waterdog Red	750	LTO
36042	Antano Crianza Rioja Doc	750	LTO
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
82024	>(V) Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	BAP
89995	Quinta Da Aveleda Vinho Verde	750	BAP
137810	Campo Viejo Rioja Reserva	750	LTO
243055	Beronia Tempranillo Rioja	750	LTO, BAP
427377	Porta 6, Vr Lisboa	750	
635755	Toro Bravo Tempranillo Merlot, Do Valencia	750	

Signage Components

- Table Sign ENG (Re-order # 25P6-MNT1) / BIL (Re-order # 25P6-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P6-MNT5) / BIL (Re-order # 25P6-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P6-MNT7)
- Shelf Talkers ENG (Re-order # 25P6-MNT8) / BIL (Re-order # 25P6-MNT9)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers and perpendicular shelf-talkers in-section and on the table.

Middle Nesting Table Planograms



Front View



Back View



NOTE: Please merchandise the Summer Glassware Set of 4 (# 38287) on the table as shown in the planogram. When you sell through the Summer Glassware, merchandise the Summer Enhanced Bag (# 38027).

Facings: 7x9 +427377		Facings: 7x9 +19452
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Facings: 13x3 +5322	SIGNAGE		Facings: 14x3 +89995
Facings: 14x3 +137810			Facings: 14x3 +243055

Facings: 4x8 +10711	Facings: 3x7 +16191
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Facings: 4x9 +36483	Facings: 4x9 +635755
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Facings: 7x9 +36042		Facings: 6x8 +82024
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Top View

Celebration Fixture Planograms



Front View



Back View

Period 6 END AISLES

The Cocktail of the Month program is now merchandised on End Aisle 1. You will find the participating SKUs under Promo Code BS-BSE. There will NOT be any products listed under EA 1 in your store promo tree. Please refer to the Cocktail of the Month section of this guide for more information.

End Aisle #1 Cocktail of the Month (BS-BSE)

LCBO#	Description	Size (mL)	Offers
19749	Teremana Blanco Tequila	750	LTO, VA
19750	Teremana Reposado Tequila	750	BAP, VA
227678	1800 Silver Tequila	750	LTO
398479	1800 Reposado	750	BAP

Value-Add (VA) - Merchandiser: Black Salt Rimmer

Black & Blue Paloma Cocktail Blade Sign
ENG (Re-order# 25P6-BS1) / BIL (Re-order# 25P6-BS5)

- Install Cocktail Blade Sign on End Aisle 1.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Black & Blue Paloma Backer Card (Premium & Standard)
ENG / BIL (Re-order# 25P6-BC1)



End Aisle #2

LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	VA, LTO
207613	Jameson Irish Whiskey	1140	VA
275933	Jameson Irish Whiskey	1750	VA, LTO

Value-Add (VA) - Merchandiser: Branded Picnic Blanket

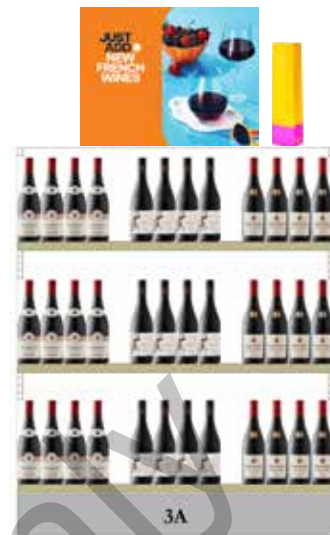
Whiskey Mojito Cocktail Blade Sign
ENG (Re-order# 25P6-BS2) / BIL (Re-order# 25P6-BS6)

- Install Cocktail Blade Sign on End Aisle 2.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Lime & Mint Backer Card
ENG / BIL (Re-order# 25P6-BC2)



	LCBO#	Description	Size (mL)	Offers
End Aisle #3A Premium	36054	Louis Bernard Costieres De Nimes Red	750	LTO
	36056	Chemin Des Papes Cotes Du Rhone	750	LTO
	37208	Moillard Beaujolais	750	LTO
New French Wines Backer Card ENG / BIL (Re-order# 25P6-BC3A)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #3B Standard	36909	Toro Bravo Verdejo Sauvignon Blanc	1500	BAP
	36915	Sangre De Toro Rioja	750	LTO
	37252	Campo Viejo Ecologico	750	LTO
New Spanish Wines Backer Card ENG / BIL (Re-order# 25P6-BC3B)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #4A Premium	545160	Tito's Handmade Vodka	1750	LTO
	597559	Tito's Handmade Vodka	750	VA
	628990	Tito's Handmade Vodka	1140	BAP



Value-Add (VA) - Rep Applied: Dog Leash

Pack of Greyhounds Cocktail Blade Sign
ENG (Re-order# 25P6-BS4A) / BIL (Re-order# 25P6-BS8A)

- Install Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Grapefruit Backer Card
ENG / BIL (Re-order# 25P6-BC4A)



End Aisle #4B
Standard

LCBO#	Description	Size (mL)	Offers
217653	Captain Morgan Original Spiced Rum	1140	VA
500512	Captain Morgan Original Spiced Rum	750	VA
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO

Value-Add (VA) - Rep Applied: Captain Morgan RTD

Ginger Spice Cooler Cocktail Blade Sign
ENG (Re-order# 25P6-BS4B) / BIL (Re-order# 25P6-BS8B)

- Install Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Tropical Spice Backer Card
ENG / BIL (Re-order# 25P6-BC4B)



End Aisle #5

LCBO#	Description	Size (mL)	Offers
32563	Moillard Chablis	750	LTO
63826	Wayne Gretzky Chardonnay VQA	750	LTO
958975	>Mer Soleil Reserve Chardonnay	750	LTO



End Aisle #6A

LCBO#	Description	Size (mL)	Offers
177808	Appleton Estate V/X Signature Blend	750	LTO
223529	Appleton Estate V/X Signature Blend	1140	LTO
390260	Appleton Estate V/X Signature Blend	1750	LTO





	LCBO#	Description	Size (mL)	Offers
End Aisle #6B	10899	Jose Cuervo Tradicional Plata	750	BAP
	401315	Jose Cuervo Especial Silver	1140	VA
	450932	Jose Cuervo Tradicional Reposado	750	LTO
Value-Add (VA) - Rep Applied: Tajin				



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	LTO
	398693	Naughty Neighbour American Pale Ale (6699)	473	
	573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	24346	Jack Daniels Tennessee Honey Lemonade	473	LTO
	31246	Jack Daniel's & Ginger	473	LTO
	37109	Jack Daniel's And Coca Cola	473	LTO
	37110	Jack Daniel's And Coca Cola Zero Sugar	473	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #9	58339	>Kaiken Estate Malbec	750	LTO
	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO
	620492	Argento Estate Bottled Pinot Grigio	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	16051	Bellwoods Jutsu Pale Ale (2990)	473	
	20870	Van Full Of Weirdos IPA (5732)	473	LTO
	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	
	25664	Flying Monkeys Blueberry Sour (6309)	473	
	38773	Bobcaygeon Brewing Summer IPA Mix Pack (462)	6 x 473	
	450239	Whitewater Brewing Farmer's Daughter (8454)	473	LTO
	458273	Great Lakes Octopus Wants To Fight IPA (1929)	473	LTO
	508580	Wellington Upside IPA (4826)	473	LTO
Just Add Local Backer Card ENG / BIL (Re-order # 25P6-BC10)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	19388	Bombay Bramble	750	LTO
	30729	Bombay Citron Presse	750	BAP
	37216	Bombay Sunset	750	BAP



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	19144	Mike's Hard Peach Fuzz	473	LTO
	24329	Mikes Hard Sour Watermelon	473	LTO
	31361	Mikes Core Mixer Pack	12 × 355	
	36697	Mikes Harder Lemonade	473	
	319442	Mike's Hard Lemonade	6 × 355	



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	1099	Johnnie Walker Red Label	750	LTO
	7880	Johnnie Walker Black 12 Yr	750	VA
	217802	Johnnie Walker Black Label	1140	LTO
Value-Add (VA) - Rep Applied: \$5 Recipe Group Promo Card				



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	31793	Collavini Villa Canlungo Cabernet Sauvignon	750	LTO
	33340	Collavini Pinot Grigio	750	LTO, BAP
	620617	Collavini Pinot Grigio	1500	BAP

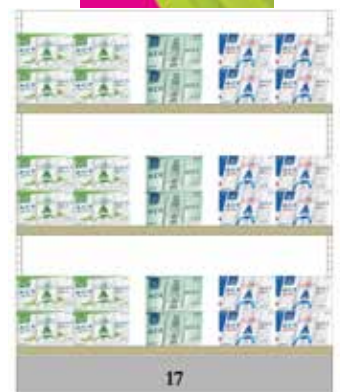




	LCBO#	Description	Size (mL)	Offers
End Aisle #15	16608	Aviation Gin	375	BAP
	21996	Aviation Gin	1750	VA
	129940	Aviation Gin	750	LTO
Value-Add (VA) - Rep Applied: Negroni Glass				



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	24333	Palm Bay Paradise Twist	473	LTO
	24400	Palm Bay Island Mixer	12 x 355	
	36594	Palm Bay Rum Punch Mango Guava	4 x 355	LTO



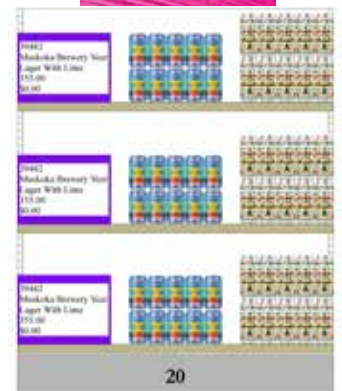
	LCBO#	Description	Size (mL)	Offers
End Aisle #17	31451	Ace Hill Ultra (LCBO Warehouse)	6 x 355	
	31452	Ace Hill Mexican Style Lager (LCBO Warehouse)	6 x 355	
	31453	Ace Hill Ultra Lime (LCBO Warehouse)	6 x 355	



	LCBO#	Description	Size (mL)	Offers
End Aisle #18	271643	Tequila Tromba Blanco	750	LTO
	360198	Tromba Anejo Tequila	750	BAP
	360206	Tromba Reposado Tequila	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	17406	Side Launch Any Day Light IPA (3827)	473	
	23047	Figo Italian Pilsner (798)	473	
	25043	Lost Craft Coastal Wave IPA (179)	473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	31064	Collective Arts Non Alcoholic Pale Ale (LCBO Warehouse)	355	
	39451	Bellwoods Jelly King Non-Alc Sour (2990)	473	
	39482	Muskoka Brewery Veer Lager With Lime (LCBO Warehouse)	355	

Summer Gifting End Aisle

Provide customers with an easy solution to their summer entertainment needs with a one-stop shopping experience! Merchandise the summer glassware, puffer cooler bags, and any products of your choosing, at managers discretion, on a Discretionary End Aisle. Install the backer card and shelf talkers on the display.

Key Dates (P3-P6)

This Discretionary End Aisle should run for the entire summer or until the Puffer Cooler Bag and Glassware have been depleted.

Participating Stores

1, 4, 5, 6, 10, 13, 14, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 153, 154, 156, 164, 165, 167, 168, 171, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 208, 209, 210, 211, 212, 214, 217, 218, 226, 227, 228, 233, 234, 242, 243, 244, 249, 252, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 311, 312, 321, 324, 325, 329, 334, 340, 343, 344, 345, 346, 353, 355, 358, 359, 360, 361, 367, 368, 371, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 417, 425, 428, 431, 434, 436, 437, 443, 444, 445, 452, 456, 457, 459, 465, 469, 470, 485, 486, 490, 491, 494, 495, 497, 500, 501, 505, 521, 522, 526, 532, 533, 534, 537, 539, 540, 544, 545, 547, 549, 551, 553, 554, 555, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 632, 634, 635, 639, 641, 642, 644, 645, 646, 648, 649, 652, 653, 654, 655, 657, 658, 660, 661, 671, 676, 677, 680, 684, 686, 693, 694, 698, 699, 700, 702, 703, 741, 747, 748, 749, 751, 755, 758, 771, 776

Participation is mandatory.

NOTE: Any other store wishing to implement this display may do so at the Manager's discretion.

Participating Products

Beverage Alcohol products to be chosen at managers discretion (preferably BCRTD products).

LCBO#	Description	Retail Price
38633	Puffer Cooler Bag	\$9.95 PRICE DROP
38287	Glassware Set of 4	\$19.95 PRICE DROP
36502	Summer 1 Bottle Paper Bag	\$1.50

*** Please note that select stores received these items during P3.**

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P6-BC-GEN6)
- Bin Strip (Re-order# 25P3-GFT20)

Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card, shelf talkers and bin strips.



Discovery End Aisle - Discover Rosé Wines from Provence (EA-W5)

Merchandise the participating products on a Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Participation is mandatory.**

Key Dates (August 18 - September 14, 2024)

Participating Stores

1, 19, 21, 25, 35, 38, 187, 288, 326, 329, 346, 355, 367, 385, 391, 407, 412, 438, 443, 497, 522, 523, 569, 579, 590, 602, 623, 630, 632, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
234575	Terres De Saint Louis Rosé Varois En Prv Aoc	750	
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	LTO

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P6-DBC2)
- Shelf Talkers - print at store level

Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.



Discovery End Aisle - Fresh and Versatile Australian Wines (EA-W6)

Merchandise the participating products on a Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Participation is mandatory.**

Key Dates (August 18 - September 14, 2024)

Participating Stores

10, 31, 83, 132, 149, 154, 156, 164, 243, 288, 367, 371, 385, 393, 394, 417, 445, 481, 486, 499, 556, 579, 602, 619, 624, 630, 641, 702, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
25839	Barramundi Cabernet Sauvignon	750	LTO
31006	Rosie Sparkling Rosé	750	LTO
32833	Naturalis Organic Sauvignon Blanc	750	LTO
35573	Shot In The Dark Shiraz Petite Sirah	750	BAP
661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	LTO

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P6-DBC1)
- Shelf Talkers - print at store level

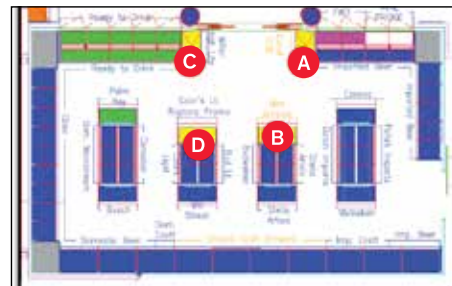
Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.



BEER EXCITEMENT ZONE

(A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (A, C and D)**, and the remaining (B) is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
A Plinth (EA - EZA)	300681	Coors Light	6 × 473	275 - The Beer Store	VA
	300699	Molson Canadian 6 Pk-Tc	6 × 473	275 - The Beer Store	LTO
	906628	Coors Light	6 × 355	275 - The Beer Store	LTO
	Value-Add/Merchandiser: Buy two 300681 Coors Light 6 × 473 mL and receive a Bluetooth speaker.				
B Plinth (EA - EZB)	33581	Nickel Brook Chilly Tins New Zealand IPA	473	6699 - Nickel Brook Brewing Company	
	37780	Beau's Double Juiced Af	568	LCBO Warehouse	
	38610	Wellington Brewery Lazy Tiger Little IPA	473	4826 - Wellington County Brewery Inc.	
C Plinth (EA - EZH)	31225	Simply Spiked Lemonade Variety Pack	12 × 355		LTO, VA
	36618	Simply Spiked Peach Variety Pack	12 × 355		LTO, VA
	Value-Add/Merchandiser: Simply Lemonade cup with lid and metal straw.				
D End Aisle (EA - EZD)	14988	Muskoka Detour	6 × 473	LCBO Warehouse	VA
	19994	Muskoka Tread Lightly	6 × 473	LCBO Warehouse	VA
	37625	Muskoka Brewery Survival Pack 2024	6 × 473	LCBO Warehouse	VA
	Value-Add/Merchandiser: Branded Campfire Mug				

Beer Excitement Zone A: Enjoy a crisp lager and receive a free bluetooth speaker with the purchase of two 6-packs of Coors Light (300681 | 6 × 473 mL).

Beer Excitement Zone B: An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

Beer Excitement Zone C: Discover flavours of Lemonade and peach with the convenience of mixed packs and get a Simply Spiked Lemonade cup with lid and metal straw with the purchase of either 12-pack of Simply Spiked Peach or Lemonade Variety packs (36618 or 31225 | 12 × 355 mL).

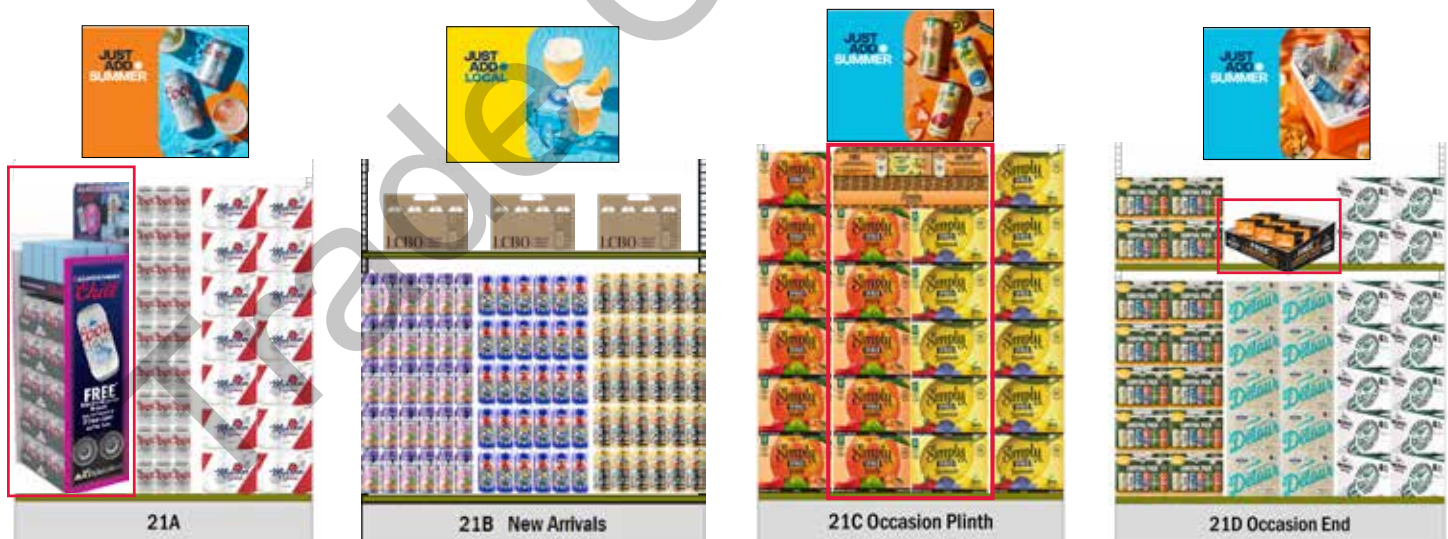
Beer Excitement Zone D: Inspired by the summer cottage destination, you can enjoy with a value add of a campfire mug with the purchase of any of the Muskoka six-packs on the display. (14988, 19994, 37625 | 6 × 473 mL)

Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P6-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 24P3-BEZ2)
(NOTE: Keep the BEZ B Backer Card in place until the end of P6)
- C. Backer Card ENG/BIL (Re-order # 25P6-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P6-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P6-BEZ5) / BIL (Re-order # 25P6-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P6-BEZ7) / BIL (Re-order # 25P6-BEZ8)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card from P3 until the end of P6 on September 15th, 2024.



BEER BRANDED ENDS (P3-P6)

The Beer Branded End Aisles are permanently dedicated to the brands Corona, Stella Artois and Heineken. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic.

These are sold spaces and participation is mandatory.

Key Dates (P3-P6)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 25P3-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 25P3-BBE2)
- Heineken Card ENG/BIL (Re-order # 25P3-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

Ontario Craft Beer (CB) END AISLE

Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries. Stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products. **Participation is mandatory.**

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
20026	All Or Nothing Take-A-Break Tropical Double IPA	473	6653 - All Or Nothing Brewhouse
20029	Silversmith Brewing 20 Hazy Years	473	1181 - Silversmith Brewing Co
37570	Cameron's Pastime Pilsner	473	413 - Cameron's Brewing Co.
38997	Bench Brewing Old School Light Lager	473	798 - Bench Brewing Company
569913	Lake Of The Woods Kolsch	473	4277 - Lake Of The Woods Brewing Comp
645416	Left Field Brewery Greenwood IPA	355	4846 - Left Field Brewery Inc.

Merchandising Instructions

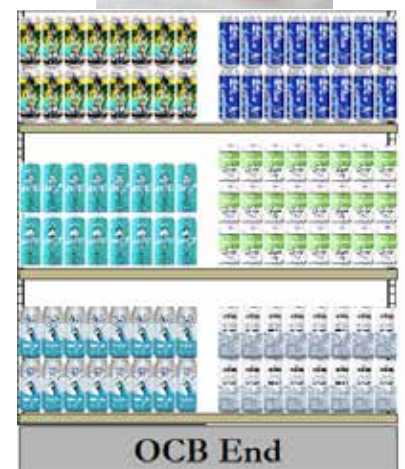
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

8-Pack Carrier stores:

- Remove a shelf from the back End Aisle and move to the top of the front end with the 8-Pack merchandiser displayed beside it (use case cuts/stack outs on the back end)
- Display a fully-assembled 8-pack carrier, filled with local bestselling Ontario Craft Beer on the top shelf.
- Choose products that are the most local to your market, highlighting near-by/ community breweries. Up to 10 skus may be featured on this end (2 on top shelf in assembled 8-Pack carriers, 4 on each of the bottom 2 shelves).

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers ENG (Re-order #AIM-25P6-OCB1)
BIL (Re-order #AIM-25P6-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (P3-P6)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)
37422	St. Bernardus Wit	330
37427	Schneider Hopfenweisse	500
37485	Lervig Tasty Juice Double Dry-Hopped Citra IPA	500
37700	Rodenbach Brewery Fruitage	250
37816	Lambiek Fabriek - Black-Belle	375
37817	DESTIHL Brewery Tourbus Double Dry Hopped Hazy IPA	473
322529	Hofbrau Hefe Weizen	500
551697	Saison Dupont	330

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-25P6-ICB1) / BIL (Re-order #AIM-25P6-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

ONTARIO WINES

ON1: Go Local (VQA) - (EA-GL) (formerly known as Our Wine Country)

This is a sold program. Participation is mandatory. This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU). Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

Key Dates (August 18 - September 14, 2024)

Participating Products

LCBO#	Description	Size (mL)	Offers
109959	Jackson-Triggs Reserve Merlot VQA	750	LTO
183061	Megalomaniac Homegrown Riesling VQA	750	LTO
341743	Trius Rosé VQA	750	LTO
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	LTO

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P6-ON1)

Merchandising Instructions

- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Signs x 2
(Re-order# OWSIGN-001)



Cube Sign
(Re-order# OWSIGN-002)



NEW! PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

Signage Components

- Our Wine Country Backer Card (Re-order# AIM-25P6-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P6-ON1)

Merchandising Instruction

- Stores with a VQA Gondola Fixture are to install the Backer Card on a single End Aisle display.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card
(Re-order# AIM-25P6-ON2)

ON2: Our Buyer's Pick (VQA) - (OWC) **(formerly known as Ontario Superstars)**

This program will feature **TWO (2) Ontario VQA** products every period promotional Period. Stores must order products required (minimum of three (3) cases per SKU) **This is a sold program. Participation is mandatory.**

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	100 BAP
526251	Jackson-Triggs Reserve Chardonnay VQA	750	50 BAP

Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P6-OWP1)
- Ontario Buyer's Pick Gondola Backer Card
ENG (Re-order # 25P6-OWP2) / BIL (Re-order # 25P6-OWP3)

Merchandising Instructions

End Aisle Display Stores:

- Stores with a VQA Gondola Fixture are to install the Backer Card on a single End Aisle display.
- Merchandise each participating product on the top shelf of the VQA gondola fixture display.

Shelf Talker Only Stores:

- Install the shelf talkers in-section in front of the participating products.



Our Wine Country Boutiques TURN 2 (P6 - P12)

Standout Selections & Style Spotlight (VQA)

This is a sold program. Participation is mandatory.

Dedicated merchandising guides for Our Wine Country Boutiques were previously produced for each product turn. Select programs have been discontinued, and only Style Spotlight and Standout Selections will remain and will now only turn twice per year.

OWC Boutique Stores will find new product information with merchandising instructions printed in the Marketing & Product Guide with each new turn.

Key Dates (P6 - P12)

Participating Stores

40, 84, 115, 187, 252, 253, 300, 392, 401, 407, 417, 445, 490, 497, 522, 523, 624, 641, 658

Participating Products

LCBO#	Description	Size (mL)
Standout Selections		
39277	'The Stars' Sparkling Riesling	750
39274	Magnotta Pzazz Limited Edition VQA	750
39276	Frost Bite Select Late Harvest Gewurztraminer	375
Style Spotlight: Rieslings		
28532	Rosewood Estate Neptune Riesling	750
39279	Marynissen Heritage Riesling Hanck Vineyard	750
67587	Megalomaniac Narcissist Riesling	750



Standout Selections



Style Spotlight: Riesling

Signage Components

- Standout Selections Backer Card VQA Gondola Size
ENG (Re-order #25P6-OWC1) / BIL (Re-order #25P6-OWC8)
- Style Spotlight Backer Card VQA Gondola Size
ENG (Re-order #25P6-OWC2) / BIL (Re-order #25P6-OWC9)

Merchandising Instructions

- Stores are to install each Backer Card on a single VQA Gondola Fixture End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.
- Merchandise the shelf talkers in front of participating products.

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program spans one promotional period and features two products on offer on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
324228	>Stoneleigh Latitude Sauvignon Blanc	750	\$3.00 LTO
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00 LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P6-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P6-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P6-VINT3)

Merchandising Instructions

- Merchandise products together on a front-facing/primary end aisle.
- Install the backer card and offer shelf talkers.
- Pre-printed shelf talkers should be installed over top of the bin tag using the shelf talker clip.



V2 VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks. **Participation is mandatory.**

Key Dates (August 24 & September 7, 2024 Release)

Mandatory Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Important Note

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

Participating Products

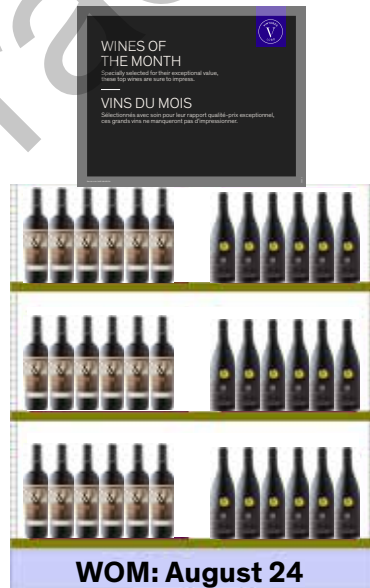
LCBO#	Description	Size (mL)
August 24, 2024 Release		
17157	Four Vines Old Vine Zinfandel 2021	750
18999	Bodegas Lavia Plus+ 2015	750
September 7, 2024 Release		
26431	Blason de Bourgogne Bourgogne Chardonnay 2022	750
39741	Flat Rock Twisted Special Anniversary Edition 2023	750

Signage Components

- Year-round backer card kit ENG/BIL:
Vintages fixtures (Re-order# 24OP-VIN-VBC39)
LCBO fixtures (Re-order#24OP-VIN-LBC39)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French:1 VBTC010

Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



VINTAGES LTO/Aeroplan Program | Key Dates (August 18 - September 14, 2024)

The signage will arrive in the mailbag the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call Customer Care Retail Field Store Support to request one.

Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- Shelf Talkers (Re-order# AIM-25P6-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
229781	A to Z Wineworks Pinot Noir	750	\$3.00
948158	Anselmi San Vincenzo	750	\$2.00
958868	Barón De Ley Reserva	750	\$4.00
320499	Bastide Miraflores Syrah/Vieilles Vignes Grenache	750	\$2.00
652883	Belle Glos Clark & Telephone Pinot Noir	750	\$5.00
36751	Bonterra Estate Collection Chardonnay	750	\$5.00
342428	Bonterra Organic Cabernet Sauvignon	750	\$2.00
325076	Caves d'Esclans Whispering Angel Rosé	750	\$2.00
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$3.00
494039	Domaine Lafage Cayrol Vieilles Vignes Carignan	750	\$2.00
261891	Fabre Montmayou Reserva Cabernet Sauvignon	750	\$2.00
286278	Flat Rock Cellars Chardonnay VQA	750	\$2.00
1578	Flat Rock Twisted White	750	\$3.00
427195	Flor De Maio Mayflower	750	\$1.00
413237	Gérard Bertrand Languedoc	750	\$2.00
240127	Hakutsuru Sho-Une Junmai Daiginjo Sake	300	\$1.00
58339	Kaiken Estate Malbec	750	\$1.00
991950	Kim Crawford Chardonnay	750	\$2.00
35386	Kim Crawford Sauvignon Blanc	750	\$3.00
171371	La Ferme du Mont Le Ponnant Côtes du Rhône-Villages	750	\$2.00
35726	Lafazanis Geometria Agiorgitiko	750	\$1.00
395384	Luc Belaire Rare Rosé Sparkling	750	\$3.00
559088	Malivoire Ladybug Rosé	750	\$2.00
958975	Mer Soleil Reserve Chardonnay	750	\$3.00
405175	Michael David Freakshow Cabernet Sauvignon	750	\$2.00
659607	Mitolo Jester Shiraz	750	\$3.00
326090	Oyster Bay Pinot Grigio	750	\$3.00
544791	Reif Estate Vidal Icewine	200	\$2.00
111641	Rocca delle Macie Riserva Chianti	750	\$2.00
449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$3.00
175232	Saint-Roch Côtes du Roussillon Corbarol	750	\$2.00
942151	Seghesio Zinfandel	750	\$3.00
37627	Selbach Incline Dry Riesling	750	\$3.00
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00

LTO Offers:

LCBO#	Description	Size (mL)	LTO
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$5.00
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00
1834	Susana Balbo Crios Torrontés	750	\$2.00
89037	Tawse Sketches of Niagara Chardonnay	750	\$2.00
552562	Three of Hearts Rosé	750	\$2.00
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$2.00
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00
516625	Unorthodox Sauvignon Blanc KPM	750	\$1.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
578005	Austin Hope Cabernet Sauvignon	750	200
951319	Bollini Pinot Grigio	750	75
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	100
158683	La Crema Monterey Chardonnay	750	150
82024	Monasterio de las Viñas Gran Reserva	750	100

LTO/Aeroplan Combo Offers:

LCBO#	Description	Size (mL)	LTO	BAP
661892	Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00	40
974717	Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00	25
292110	La Mascota Cabernet Sauvignon	750	\$1.50	40
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$1.50	25
356220	Tommasi Amarone della Valpolicella Classico	750	\$5.00	50

VINTAGES Ontario Our Buyer's Picks Program

The VINTAGES Our Buyer's Picks program showcases the best of local producers, all recommended by LCBO Buyers. Each period there will be three Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Product

LCBO#	Description	Size (mL)	Offers
89037	>Tawse Chardonnay Sketches Of Niagara	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-25P6-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by the end of the promotion.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the Vintages section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by the end of the promotion.

Basket Sign Insert ENG/BIL (Our Wine Country stores only)

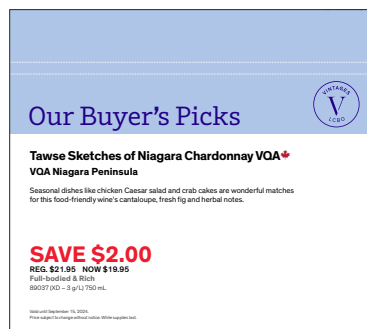
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 220P-BTU3)

- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

2024 Vintages Summer Store Program (P2 - P7)

Overview

One hundred and twenty participating stores generated \$13.5 million in Vintages net sales between May 5 and October 7, 2023.

This year, 102 stores will offer fine wines from the Vintages Essentials Collection and will run from May 3 to October 12, 2024 (Week 6-28).

Participating stores were selected in collaboration with District Managers.

For questions and comments, please contact:

Dana Pencz, Product Manager

New World Wines & Ontario Wines

T: (416) 864-4078 E: dana.pencz@lcbo.com

Key Dates (May 3 - October 12, 2024)

Signage Ship Date: April 26, 2024

Participating Stores

24, 28, 29, 49, 54, 56, 63, 66, 71, 77, 78, 79, 85, 87, 89, 91, 98, 101, 108, 111, 112, 113, 114, 119, 127, 136, 137, 146, 170, 196, 205, 208, 210, 219, 222, 224, 225, 229, 230, 231, 232, 235, 236, 238, 240, 241, 251, 259, 261, 266, 267, 268, 270, 276, 277, 283, 284, 285, 293, 302, 305, 306, 312, 313, 315, 323, 330, 331, 335, 343, 352, 363, 369, 376, 399, 419, 446, 447, 448, 449, 451, 454, 460, 467, 469, 474, 482, 492, 496, 507, 513, 516, 550, 552, 557, 561, 581, 582, 596, 644, 674, 744

Ordering Information

Stores are responsible for ordering their own Vintages Essentials to support this program.

For stores that carry Essentials year round, there is an opportunity to capitalize on increased customer traffic by expanding your assortment for the summer season. For stores that only list Essentials as part of the summer program, we ask that you choose and order products from your servicing warehouse in a timely manner.

When ordering Essentials, please ensure that the item is in listed status and that the distributor code reflects your supplying warehouse; this will allow SOQs to be automatically generated. Please place a min./max. against the item (system default is 4). For your initial order, please be sure to co-ordinate with your delivery schedule to ensure that the products are on the shelf no later than **May 1, 2024**.

Distributor codes are:

- Durham: W002
- London: L003
- Ottawa: O004
- Thunder Bay: T005

Top 10 Essentials Collection Products

LCBO#	Description	Size (mL)	Retail	Set
656561	>J.Loehr Seven Oaks Cabernet Sauvignon	750	\$23.95	California Red
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$21.95	New Zealand White
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$22.95	Italy White
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$20.95	New Zealand White
212126	>Mcmanis Cabernet Sauvignon	750	\$21.95	California Red
130138	>Meiomi Pinot Noir	750	\$23.95	California Red
373985	>(V)Cote Des Roses Rose Languedoc (Gerard Bertrand	750	\$19.95	Rosé Wines European
222877	>Caymus Napa Valley Cabernet Sauvignon	750	\$109.95	California Red
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$25.95	California Red
186171	>Decoy Cabernet Sauvignon	750	\$39.95	California Red

New to the Essentials Collection

LCBO#	Description	Size (mL)	Retail	Launch
367896	La Crema Monterey Pinot Noir	750	\$34.95	P12 2023-24
158683	La Crema Monterey Chardonnay	750	\$29.95	P12 2023-24
265983	McManis Chardonnay	750	\$21.95	P13 2023-24
269357	Chateau Ste Michelle Cabernet Sauvignon	750	\$22.95	P13 2023-24
20899	Closson Chase The Brock Chardonnay	750	\$24.95	P2 2024-25
390351	Pondview Vidal Icewine	200	\$19.95	P2 2024-25
382879	Cave Buxy, Montagny Villages Buissonnier	750	\$24.95	P4 2024-25

Rosé Essentials

LCBO#	Description	Size (mL)	Retail
373985	>(V)Cote Des Roses Rose Languedoc (Gerard Bertrand	750	\$19.95
325076	>(V) Whispering Angel Rose (Caves D'Esclans)	750	\$29.95
650325	>Kim Crawford Hawke's Bay Rose	750	\$21.95
14673	>(V) Gerard Bertrand Gris Blanc Rose	750	\$16.95
284943	>Francis Coppola Sofia Rose	750	\$24.95
342584	>(V)Cotes De Provence Rose Miraval (Perrin)	750	\$26.95
559088	>(V) Rose Ladybug (Malivoire Wine Co.)	750	\$17.95
367375	>(V) Lafage Miraflor Rose Cotes Catalanes Igp	750	\$19.95
552562	>(V) Three Of Hearts Rose	750	\$19.95

Low-Alc Essentials (Below 9% ABV)

LCBO#	Description	Size (mL)	Retail	Alcohol Content	Sugar GM
256289	>Nova 7 By Benjamin Bridge Sparkling	750	\$25.95	6.5%	48
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$21.95	7%	6
38117	>V Riesling Elevation St Urban (Vineland)	750	\$22.95	8.4%	37

Essentials On Offer (VL1)

LCBO#	Description	Size (mL)	Retail	Period
58339	>Kaiken Malbec	750	\$2.00	P2
479014	>(V) Gran Feudo Reserva	750	\$2.00	P2
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00	P3
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$3.00	P3
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	P4
269357	>Chateau Ste Michelle Cabernet Sauvignon	750	\$2.00	P4
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$4.00	P5
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	P5
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	P6
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	P6

Essentials on LTOs, BAPs and Combo Offers



- Please refer to the Worksheets on LCBO Central for the complete list of all Essential Collection products with LTOs, BAPs and Combo offers each period.
- **TIP!** Type “Worksheets” in the search bar for easy access.

Merchandising Instructions

Planoguides are for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

4ft Wall Option:

- Install the Vintages gondola sign in the holder.
- Install Vintages coloured bin strip in the channel behind the shelf talkers.
- Merchandise shelf talkers with appropriate product in designated display.
- Install 1 or 2 of the Essential Collection Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.

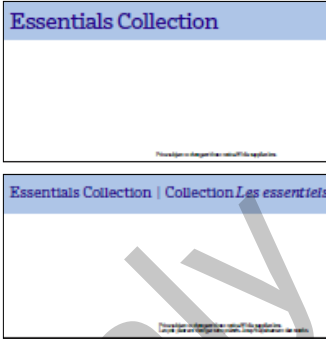



Discretionary End Aisle Option:

- Install the End Aisle Backer Card in the frame on your discretionary End Aisle.
- Merchandise shelf talkers with appropriate product in designated display.
- Install 1 or 2 of the Essential Collection Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.



Signage Components

These signage components will be sent to all stores participating in the Vintages Summer Store Program.

Components	Image (example only)
<p>Vintages Essentials Collection Blank Shelf Talkers Shells 3”w x 2”h</p> <p>English / Bilingual Re-order code: 2321</p> <p>Merchandise with appropriate product in designated display.</p> <p>If using with 2" wood ticket moulding, attach with 2" plastic clips.</p>	
<p>Vintages Blank Pricer Cards 8" w. x 7" h.</p> <p>English / Bilingual Re-order code: 2326</p> <p>Install on block pile display of participating product.</p>	
<p>Vintages Perpendicular Shelf Talkers 4" w. x 5" h.</p> <p>Re-order code: 25P2-VOV5</p> <p>Install at your discretion to highlight that our full collection is available to order online. It is not intended that every product have a Perpendicular Shelf Talker.</p> <p>Attach using Perpendicular Shelf Talker Clips. If using with 2" wood ticket moulding, attach with 2" plastic clips.</p>	
<p>Vintages Coloured Bin Strip 52" w. x 1.75" h.</p> <p>Re-order code: 25P2-VOV6</p> <p>Install on-shelf, behind Vintages Essentials Collection shelf talkers.</p>	

These components are **NOT** being shipped with the Summer Stores signage, but can be ordered as needed.

Components

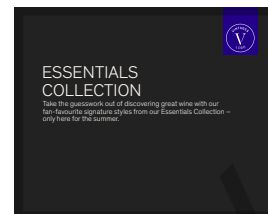
Image (example only)

Vintages Essentials Collection End Aisle Backer Card
30" w. x 24" h.

Vintages-sized Re-order code: **24OP-VIN-VBC36**

LCBO-sized Re-order code: **24OP-VIN-LBC36**

Install the End Aisle Backer Card in the frame on your discretionary End Aisle.



Vintages Perimeter & Gondola Sign and filler strips
28" w. x 6.375" h.

Perimeter & Gondola sign Re-order code: **VIN315**

Filler strips Re-order code: **VIN325**

Install in perimeter sign channel or gondola sign holder. Use the filler strips to fill in blank space in the channel so no wood shows around edges of sign.



LCBO-sized Gondola Sign
47.5" w. x 6.375" h.

Re-order code: **CATSIGN-066**

Install in gondola sign holder.



Perpendicular Shelf Talker Clip

Re-order code: **PSTC201404**

Use to attach Hot Buttons and Perpendicular Shelf Talker to bin ticket channels.



Clip for 2" Wood Ticket Moulding

Re-order code: **LC1506**

Use this clip to display Hot Buttons and Perpendicular Shelf Talker in stores with 2" Wood Ticket Moulding.



Miracle Stick

Re-order code: **692012**

Use to install Bin Tags on fixtures with no ticket moulding.



SUMMER GIFTING

Summer Gifting shipped to participating stores during Period 3.

Please refer to the P3 online worksheets posted on the portal for information on Summer Gifting stores & allocation.

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the hot button sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Merchandising Options:

Gifted Items	Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Gifting Displays	Metal Gift Fixture	Wooden Gift Fixture	Small Acrylic Gift Card Merchandiser
36502 Summer Everyday 1 Bottle Paper Bag (5 versions)	✓	✓					✓	
38027 Summer Enhanced 1 Bottle Bag (2 versions)	✓	✓			✓		✓	
38049 Reusable 2 Bottle Bag (2 versions)			✓			✓		
38050 Reusable 6 Bottle Bag (2 versions)			✓			✓		
38068 Pride Cotton Tote EN / 38069 Pride Cotton Tote FR			✓			✓		
38274 Summer Market Tote			✓			✓		
38633 Puffer Cooler Bag			✓					
38287 Glassware Set of 4		✓*		✓				
38482 Summer Gift Card Orange							✓	✓
38483 Summer Gift Card Blue							✓	✓
38484 Summer Gift Card Lime							✓	✓
38485 Summer Gift Card Carrier Orange							✓	✓
38486 Summer Gift Card Carrier Blue							✓	✓
38487 Summer Gift Card Carrier Lime							✓	✓

* Select Stores Only

HOW TO MERCHANDISE

Summer Everyday 1 Bottle Paper Bag

Summer Everyday 1 Bottle Paper Bag will be merchandised in four (4) areas:

- Cash Ends
- End Aisles
- Wooden Gift Packaging Fixture
- Summer Gifting Discretionary End Aisle

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Summer Everyday
1 Bottle Paper Bag
\$0.75 • LCBO# 36502
PRICE DROP

Description	Reorder #	
NEW \$0.75 Bag Hot Button Signs	25P6-GFT1	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Wooden Gift Packaging Sign Insert *Remove the Summer Wooden Gift Packaging Sign Insert and replace with the Year Round Wooden Gift Packaging Sign version	ENG: 24P11-GFT7 BIL: 24P11-GFT8	
NEW SALE Hot Button	25P6-GFT4	
NEW SALE Pricer Card	25P6-GFT5	

Merchandising Options:

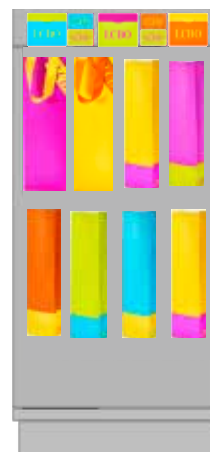
Cash Ends



Front Facing End Aisles



Wooden Gift Packaging Fixture



Summer Gifting Discretionary End Aisle



HOW TO MERCHANDISE

Summer Enhanced 1 Bottle Bag

Summer Enhanced 1 Bottle Bag will be merchandised in four (4) areas:

- Gifting Displays A&B
- Cash Ends
- End Aisles
- Wooden Gift Packaging Fixture

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas **MUST** display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

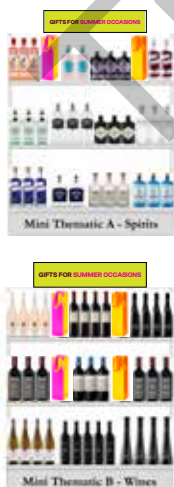


Summer Enhanced Bag
\$1.50 • LCBO# 38027
PRICE DROP

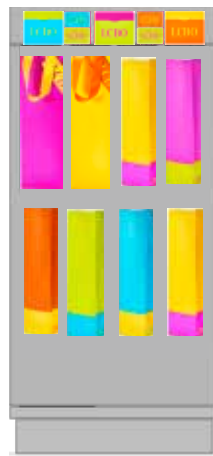
Description	Reorder #	
NEW \$1.50 Bag Hot Button Signs	25P6-GFT2	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Wooden Gift Packaging Sign Insert <i>*Remove the Summer Wooden Gift Packaging Sign Insert and replace with the Year Round Wooden Gift Packaging Sign version</i>	ENG: 24P11-GFT7 BIL: 24P11-GFT8	
NEW SALE Hot Button	25P6-GFT4	
NEW SALE Pricer Card	25P6-GFT5	

Merchandising Options:

Gifting Display A&B



Wooden Gift Packaging Fixture



Cash Ends



Front Facing End Aisles



HOW TO MERCHANDISE

Summer Puffer Cooler Bag

Summer Puffer Cooler Bag will be merchandised in two (2) areas:

- Reusable Hanging Bag Stand
- Summer Gifting Discretionary End Aisle

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Puffer Cooler Bag
\$9.95 • LCBO# 38633
PRICE DROP

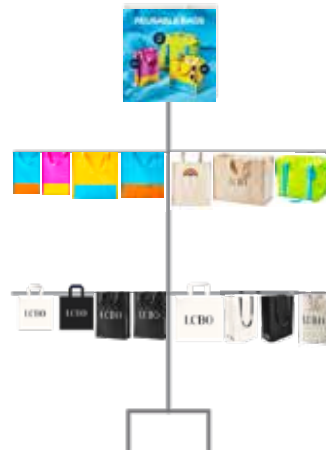
Description	Reorder #	
NEW \$9.95 Cooler Bag Hot Button Sign	25P6-GFT3	
Hot Button Sign Clip (bundles of 10)	NIHK102	
NEW Reuseable Bag Sign	ENG: 25P6-GFT6 BIL: 25P6-GFT7	
NEW SALE Hot Button	25P6-GFT4	
NEW SALE Pricer Card	25P6-GFT5	

Merchandising Options:

Summer Gifting Discretionary End Aisle



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Reusable 2 Bottle Bag

Summer Reusable 2 Bottle Bag will be merchandised in two (2) areas:

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas **MUST** display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Reusable 2 Bottle Bag
\$1.25 • LCBO# 38049

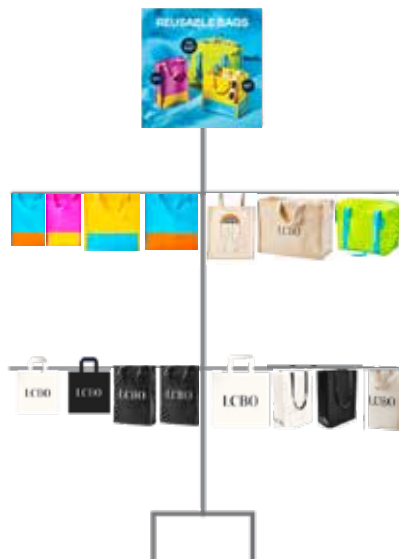
Description	Reorder #	
\$1.25 Reuseable Bag Hot Button Signs	25P3-GFT2	
Hot Button Sign Clip (bundles of 10)	NIHK102	
NEW Reuseable Bag Sign	ENG: 25P6-GFT6 BIL: 25P6-GFT7	

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Reusable 6 Bottle Bag

Summer Reusable 6 Bottle Bag will be merchandised in two (2) areas:

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

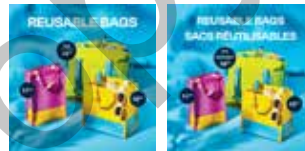
Stores in FLS designated areas **MUST** display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Reusable 6 Bottle Bag
\$2.95 • LCBO# 38050

Description	Reorder #
\$2.95 Reuseable Bag Hot Button Signs	25P3-GFT16
Hot Button Sign Clip (bundles of 10)	NIHK102
NEW Reuseable Bag Sign	ENG: 25P6-GFT6 BIL: 25P6-GFT7

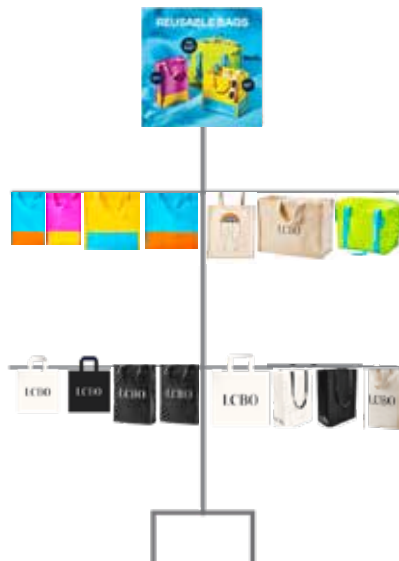


Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Market Tote Bag & Pride Cotton Tote Bag

Summer Market Tote and Pride Cotton Tote Bags will be merchandised in two (2) areas:

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.

Description	Reorder #
\$14.95 Tote Bag Hot Button Signs	25P3-GFT18
\$12.95 Tote Bag Hot Button Signs	25P3-GFT15
Hot Button Sign Clip (bundles of 10)	NIHK102
NEW Reuseable Bag Sign	ENG: 25P6-GFT6 BIL: 25P6-GFT7



Summer Market Tote
\$14.95 • LCBO# 38274



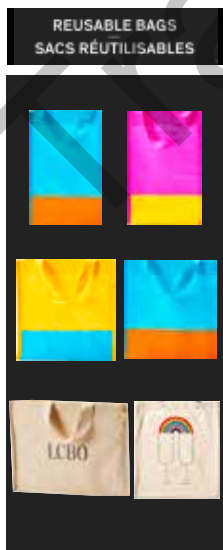
Pride Cotton Tote EN
\$12.95 • LCBO# 38068



Pride Cotton Tote FR
\$12.95 • LCBO# 38069

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Glassware Set of 4

Summer Glassware Set of 4 will be merchandised in two (2) areas:

- Nesting Tables
- Summer Gifting Discretionary End Aisle

All stores will receive the Summer Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com.



Glassware Set of 4
\$19.95 • LCBO# 38287
PRICE DROP

Merchandising Options:

Summer Gifting Discretionary End Aisle



Nesting Tables

Middle Nesting Table Planograms



Front View



Back View

YEAR-ROUND GIFTING

LCBO#	Component	Case Pack	Retail
Gift Packaging			
NEW 37539	Year Round Gift Bag White V1 2024 – SM bottles	100	\$1.50
NEW 37540	Year Round Gift Bag Black V1 2024 – SM Bottles	100	\$1.50
NEW 37541	Year Round Gift Bag White V2 2024 – LG Bottles	100	\$1.50
NEW 37542	Year Round Gift Bag Black V2 2024 – LG bottles	100	\$1.50
NEW 37524	Enhanced 2 Bottle Paper Gift Bag White	24	\$3.95
NEW 37525	Enhanced 2 Bottle Paper Gift Bag Black	24	\$3.95
35049	Year Round 1 Bottle Gift Box Black 2023	24	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	24	\$5.95
27353*	LCBO “Our Favourite” Bag	100	\$1.50
27354*	Enhanced 2 Bottle Paper Gift Bag	24	\$3.95
27355*	Year-Round 1 Bottle Rigid Box	24	\$5.95
35421	2 Bottle Reusable Bag	50	\$1.25
27396	Reusable Bag 6 Bottle	50	\$2.95
27397	Large Reusable Bag	50	\$2.95
16877	Organic Cotton Canvas 4 Pocket Bag	50	\$14.95
16679*	Vintages 1 Bottle Box	24	\$5.95
34381	Vintages Enhanced Gift Bag	50	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	24	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	3	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95







*** NOTE: Inventory is limited, please order as needed while inventory is available in the warehouse and merchandise on Nesting Tables and the Wooden Gift Fixture.**






MERCHANDISING OPTIONS

		Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Mini-Thematics	Metal Gift Fixture	Wooden Gift Fixture	Vintages Nesting Tables	Vintages End Aisles	Vintages Feature Fixture	Small Acrylic Gift Card Merchandiser
Gifting Items												
37539	Year Round Gift Bag White V1 2024 SM Bottles	✓	✓					✓				
37540	Year Round Gift Bag Black V1 2024 SM Bottles	✓	✓					✓				
37541	Year Round Gift Bag White V2 2024 LG Bottles	✓	✓					✓				
37542	Year Round Gift Bag Black V2 2024 LG Bottles	✓	✓					✓				
37524	Enhanced 2 Bottle Paper Gift Bag White	✓		✓								
37525	Enhanced 2 Bottle Paper Gift Bag Black	✓		✓								
35049	Year Round 1 Bottle Gift Box Black 2023				✓	✓		✓				
35050	Year Round 1 Bottle Gift Box Warm White 2023				✓	✓		✓				
27355	Year-Round 1 Bottle Rigid Box				✓			✓				
35421	2 Bottle Reusable Bag	✓		✓			✓					
27396	Reusable Bag 6 Bottle			✓			✓					
27397	Large Reusable Bag			✓			✓					
16877	Organic Cotton Canvas 4 Pocket Bag	✓					✓					
16679	Vintages 1 Bottle Box							✓	✓		✓	
34381	Vintages Enhanced Gift Bag							✓	✓	✓	✓	
35051	Vintages 1 Bottle Folding Gift Box							✓	✓	✓	✓	
17373	Vintages Wooden Box - 1 Bottle Box							✓	✓		✓	
17377	Vintages Wooden Box - 2 Bottle Box							✓	✓		✓	
17374	Vintages Wooden Box - 3 Bottle Box							✓	✓		✓	
17378	Vintages Wooden Box - 6 Bottle Box							✓	✓		✓	
Gift Cards & Carriers												
27053	Soft Black Gift Card							✓				✓
27054	Warm White Gift Card							✓				✓
27055	Gift Card Carrier							✓				✓
33823	Vintages Gift Card							✓				✓
33824	Vintages Carrier							✓				✓

HOW TO MERCHANDISE LCBO Gift Cards

Gift Cards & Carriers

LCBO#	Description	Image
27053	Soft Black	
27054	Warm White	
33823	Vintages Gift Card	
38482	Summer Gift Card Orange	
38483	Summer Gift Card Blue	
38484	Summer Gift Card Lime	

LCBO#	Description	Image
27055	LCBO Year-Round Carrier	
33824	Vintages Carrier	
38485	Summer Gift Card Carrier Orange	
38486	Summer Gift Card Carrier Blue	
38487	Summer Gift Card Carrier Lime	

NOTE: Stores with residual inventory of the 2023 Summer Gift Card may merchandise them on the Wooden Gift Packaging Fixture and/or the Acrylic Gift Card merchandiser at the cash desk along side the new assortment.

Receiving Instructions

- Receive gift cards and presenters into inventory as you would any other Vendor Direct Receipts using Givex distributor 6230. Vendor Direct Receipts procedures are available on the Intranet Portal (search "Vendor Direct Receipts")

Merchandising Instructions

- Install the LCBO Year-Round insert sign in the acrylic merchandiser.
- Both Vintages and LCBO gift cards and carriers will be merchandised in the small acrylic merchandiser.
- Merchandise a selection of residual Gift Cards and Carriers behind the new assortment (i.e. the new LCBO Gift Card/Carrier designs should be displayed at the front of the merchandiser).
- Stores may order additional Gift Cards and carriers by emailing ordergiftcards@lcbo.com

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card
Merchandiser (2 pieces)

Inserts Reorder # 25P3-GFT3

FLEX SPACE

Overview

Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. There are 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory).**

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Merchandising Instructions

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.
- Install the box signs and bin strips.
- Merchandise the shelf talkers in front of participating products.

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 25P3-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 25P6-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P6-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P6-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P6-FS5)
- **NOTE: From P2-6 there will be one set of Rosé Shelf Talkers sent for the FFB and Flex Space A combined. The Shelf Talkers can be used for either fixture.**
- Shelf Talkers ENG (Re-order # 25P6-FS6) / BIL (Re-order # 25P6-FS7)
- Bin Strip ENG/BIL (Re-order # 25P6-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space "SEASONAL ROSÉ"				
*Start to load Seasonal Rosés in FSA (Sparkling/Rosé) as they arrive. Print FSA Shelf Talkers at store level.				
IMPORTANT: The Rosé SKUs will be force allocated to all participating stores. Please adjust your SOQ's as appropriate throughout the season, or until warehouse inventory is depleted.				
	13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
	14867	Sandbanks Summer Rosé	750	BAP
	15568	Listel Gris Rosé	750	
	17893	Porta 6 Rosé	750	
	17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750	
	19062	Sandbanks Sparkling Rosé	750	
	23757	S de la Sablette Coteaux Varois Rosé	750	
	23760	Doppio Passo Primitivo Rosato Puglia IGT	750	
	24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
	24084	Kim Crawford Illuminate Rosé	750	
	24972	Family Tree Speck Brothers	750	
	27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750	
	31710	The Beach by Whispering Angel	750	
	32025	Keep Calm & Love	750	
	32178	Saintly Sparkling Rosé VQA	200	
	34068	Fresh Rosé	750	
	35041	Tiny Bubbles Sparkling Rosé VQA	750	
	37190	Vignes de Nicole Paul Mas Rosé	750	
	37193	Cellier Des Daughins Prestige Rosé CdR	750	
	37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750	
	37211	Jacob's Creek Lively Bunch Rosé	750	
	37221	Minimalista Rosé	750	
	37352	Honest Lot Rosé	750	
	37356	Brunch Rosé VQA Pouch	1500	
	164343	The Beachhouse Rosé	750	
	273771	20 Bees Rosé	750	
	603795	Bodegas Muga, Rioja Rosé	750	
	647149	Calvet Pouch IGP Terres de Midi Rosé	1500	



Box signs	LCBO#	Description	Size (mL)	Offers
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(FSB) USA - California Flex Space "New Bread & Butter Rosé"

***Mandatory Participation: This is a SOLD promotion.**



13686	Bread & Butter Pinot Noir	750	
18486	Bread & Butter Rosé	750	
19261	Bread & Butter Chardonnay	750	
21621	Bread & Butter Prosecco Doc	750	
22612	Bread & Butter Sauvignon Blanc	750	LTO
28558	Bread & Butter Merlot	750	LTO
31472	Bread & Butter Rosé Can	250	LTO
647644	Bread & Butter Cabernet Sauvignon	750	LTO

(FSC) Europe - Italy/SE Flex Space "Red, White & Fizzy By Oggi"

***Mandatory Participation: This is a SOLD promotion.**



27682	Oggi Botter Pinot Grigio Doc	3000	
31796	Oggi Sangiovese Igt Puglia	750	
86199	Oggi Botter Pinot Grigio Doc	750	BAP
86421	Oggi Botter Primitivo Puglia Igt	750	LTO
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	LTO

(FSD) Australia/New Zealand Flex Space "New From Australia and New Zealand"

***Mandatory Participation: This is a SOLD promotion.**



32829	One Pound Per Acre Shiraz	750	
35573	Shot In The Dark Shiraz Petite Sirah	750	BAP
35577	Smoky Bay Pinot Grigio	750	LTO
35578	Babich Pinot Gris	750	BAP
35623	Squealing Pig Sauvignon Blanc	750	LTO
35624	Babich Pinot Noir	750	BAP
36223	King Maui Sauvignon Blanc	750	BAP
173294	The Stump Jump Grenache Shiraz Mourvedre	750	LTO

(FSE) Chile/Argentina Flex Space "Entertain With Two Oceans"

***Mandatory Participation: This is a SOLD promotion.**



32542	Two Oceans Pinot Grigio	1500	BAP
295022	Two Oceans Pinot Grigio	750	LTO
340380	Two Oceans Sauvignon Blanc	750	LTO
340398	Two Oceans Cabernet Sauvignon Merlot	750	BAP
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	BAP
413070	Two Oceans Sauvignon Blanc	1500	BAP



This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

Sparkling/Rosé Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



FRONT END MERCHANDISER

Spirited Picks Program

Promo Code: CE1

Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store. **This is a sold program. Participation is mandatory.**

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

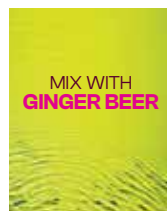
LCBO#	Description	Size (mL)	Offers
366534	The Kraken Black Spiced Rum	375	BAP
446575	Stoli Premium Vodka	375	BAP

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P6-SP2) / BIL (Re-order #AIM-25P6-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P6-SP4) / BIL (Re-order #AIM-25P6-SP6)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser closest to the entrance of the store.
- Install the shelf talkers in front of the participating products.
- Ensure the shelf talker is installed in the bin strip channel on the fixture.



Shelf Talker



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx

Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	1503	Alberta Pure Vodka (P.E.T)	375	BAP
	669002	Casamigos Reposado Tequila	375	LTO
Wines/Wine in Cans (FEM2)	24485	Gold Prosecco (Bottega)	200	
Brown Spirits/Liqueurs (FEM3)	10946	Fireball 6 Pack Carrier	6 × 50	LTO

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P6-FEM1) / BIL (Re-order #AIM-25P6-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P6-FEM3) / BIL (Re-order #AIM-25P6-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P6-FEM5) / BIL (Re-order #AIM-25P6-FEM6)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

The Special Promotions Fixtures are located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products.

*** NOTE: Products are not Promo-Forced. Please order the participating SKUs accordingly at the Store Manager's discretion.**

Key Dates (ongoing)

Participating Stores

Please refer to the Participation Lookup page for information
(http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx)

Merchandising Instructions

- Continue to merchandise the year-round category sign and poster sign.
- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Important Note: During the promotional period, if your store sells through a participating product(s), ONLY select an alternate product from the list to replace on the fixture for the duration of the period.

Signage Components

- Category Sign Wine (Bilingual)
Re-order #22OP-SPF1
- Category Sign Spirits (Bilingual)
Re-order #22OP-SPF2
- Wine Poster Sign (Bilingual)
Re-order #22OP-SPF3
- Spirits Poster Sign (Bilingual)
Re-order #22OP-SPF4



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

	LCBO#	Description	Size (mL)
Brown Spirits	463	Canadian Club Premium	375
	3517	Wiser's Special Blend (P.E.T)	375
	3871	Alberta Premium Whisky (P.E.T)	375
	119743	Jack Daniel's Tennessee Whiskey	375
	230987	Jameson Irish Whiskey	375
White Spirits	240	Smirnoff Vodka (P.E.T.)	375
	596	Bacardi Superior White Rum (P.E.T.)	375
	10036	Chum Churum - Strawberry	360
	10322	Cointreau	375
	19523	Tag No.5 Vodka (P.E.T.)	375
	32425	Tanqueray Dry Gin	375
	267161	Jose Cuervo Especial Gold	375
	398776	Fireball Whisky Shooter	375
	500504	Captain Morgan Original Spiced Rum (P.E.T.)	375
	601765	Malibu Coconut Rum	375



Examples Only

Wine Impulse - Half Bottles/Cans:

It is recommended that stores do not double merchandise any 375 mL wines on the special promotions fixture and the Front End Merchandiser, in order to reduce excess inventory at store level.

Participating Products

LCBO#	Description	Size (mL)
17835	Mionetto Prestige Prosecco Brut Doc Treviso	200
19296	Pelee Island Lola Sparkling Blush VQA	250
29507	Folonari Pinot Grigio Delle Venezie Doc	375
30271	Peller Family Vineyards Pinot Grigio	200
30570	Peller Family Vineyards Cabernet-Merlot	200
31472	Bread & Butter Rosé Can	250
32539	Brilla! Prosecco Rosato Doc Spumante	600
34433	Josh Cellars Pinot Noir	375
36423	Cave Spring Riesling Dry VQA 375ml	375
38810	Chateau Des Charmes Cabernet Merlot	375
160085	Kim Crawford Marlborough Sauvignon Blanc	375
167791	Freixenet Cordon Negro Brut Cava	200
250480	Zonin Prosecco Brut 1821 Doc	3 × 200
313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375
389056	Veuve Clicquot Brut Champagne	375
389858	Santa Carolina Chardonnay	375



Examples Only

Important Note:

If your store sells through a participating product(s), **ONLY** select an alternate product from the product list to replace on the fixture for the duration of the period.

Top Picks (Beer, Cider, RTD)

IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

The cash desk, being the last touch-point in the customer journey, is a key display for influencing customers with impulse and other recommended products.

In order to display both Staff Picks and Top Picks (i.e. Beer/RTD Impulse) products at Cash, a dual branded riser wrap has been developed to easily switch between the two messages.

This is a sold program. Participation is mandatory.

Key Dates (August 18 - September 14, 2024)

Participating Stores

The participating store lists for CE3, CE4, CE5 and CE6 have been updated. Please refer to the lists below carefully to see which products your store should merchandise.

Merchandising Instructions

- Stores with 4 (or fewer) Cash Desks:
Merchandise the Beer/RTD Impulse Program (customer facing name is now "Top Picks") products in cut case displays at the desk.
- Stores with 5 (or more) Cash Desks:
Alternate the Top Picks products with Staff Picks products at each Cash Desk.

Signage Components

- Pricer Card ENG (Re-order #AIM-25P6-RTD7) / BIL (Re-order #AIM-25P6-RTD8)
All participating stores will receive the same set of pricer cards. Only use what you need and recycle the ones that do not apply to your store.

CE3



LCBO# 36597
Seagram 13 Long Island
Iced Tea
355 mL | 10 BAP

CE4



LCBO# 448779
Crazy Uncle Hard Root Beer
For Grown Ups
473 mL | 10 BAP

CE5



LCBO# 19472
Sandbagger Hard Seltzer
355 mL | 10 BAP

CE6



LCBO# 19098
Founder's Original Gin
Bramble
355 mL | 7 BAP

THE COLD ROOM SPIRITS DISPLAY (CM)

The Cold Room Spirits Display program will provide Spirits display space in high-traffic areas near the beer cold room. The program is aimed at encouraging customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons. This sold program display will encourage cross-category shopping.

This is a sold program. Participation is mandatory.

Key Dates (P5 - P6)

Participating Stores

Please refer to the Participation Lookup page for information (http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

Participating Products

LCBO#	Description	Size (mL)	Offers
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	VA
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	VA
36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	VA

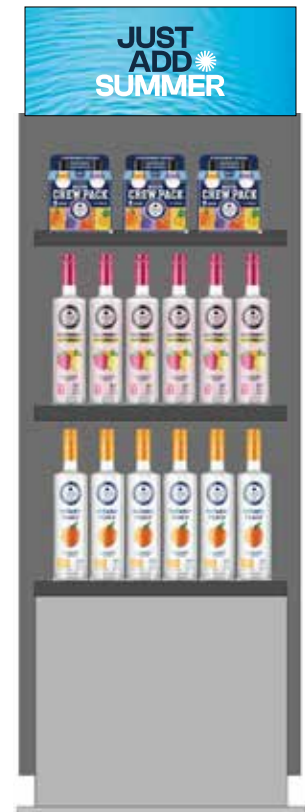
Value-Add/Rep Applied: Cottage Springs Flag (for select stores) + Airplane Minis (for others)

Signage Components














- A-Frame Sign ENG (Re-order# 25P6-AF1) / BIL (Re-order# 25P6-AF2)
- Shelf Talkers English Bundle (Re-order# 25P6-AF3)
- Shelf Talkers Bilingual Bundle (Re-order# 25P6-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Continue merchandise the A-frame sign.
- Merchandise the participating products according to the planogram.
- Install the pre-printed shelf talkers on the fixture.
- Install the perpendicular shelf talkers on the fixture.



ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P6-ST1 BIL: 25P6-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P6-ST12 BIL: 25P6-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P6-ST14 BIL: 25P6-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P6-ST3 BIL: 25P6-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P6-ST5 BIL: 25P6-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P6-ST7 BIL: 25P6-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P6-ST9 BIL: 25P6-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk) (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Extender Strips 12" w x 2½" h	692186	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	2300	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-25P6-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P6-AS1 BIL: AIM-25P6-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P6-LTO	

Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the Customer Experience Portal Site.

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <https://lcbo.sharepoint.com/:f:/r/sites/marketing/Marketing%20%20Digital/Marketing%20%26%20Product%20Guidelines?csf=1&web=1&e=CnnvCP> page on the Portal.



Weekly Newsletter

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Merchandising-Com.aspx>



Customer Experience Portal Site

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Customer-Exp.aspx?csf=1&web=1&e=32QInI&cid=44f986a6-2252-48a2-95f6-74352cc901b2>



Marketing & Product Guidelines

<https://lcbo.sharepoint.com/u:/r/sites/marketing/SitePages/Marketing%20Product-Guides.aspx?csf=1&web=1&e=DtHQCG>

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		1 A (Promo code is BSE not EA 1)	19749	Teremana Blanco Tequila	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		19750	Teremana Reposado Tequila	750	BAP, VA
			227678	1800 Silver Tequila	750	LTO
			398479	1800 Reposado	750	BAP
		2 A/B	10157	Jameson Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		207613	Jameson Irish Whiskey	1140	VA
			275933	Jameson Irish Whiskey	1750	LTO
		3 A	36054	Louis Bernard Costieres De Nimes Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		36056	Chemin Des Papes Cotes Du Rhone	750	LTO
			37208	Moillard Beaujolais	750	LTO
		3 B	36909	Toro Bravo Verdejo Sauvignon Blanc	1500	BAP
<input type="checkbox"/>	<input type="checkbox"/>		36915	Sangre De Toro Rioja	750	LTO
			37252	Campo Viejo Ecologico	750	LTO
		4 A	545160	Tito's Handmade Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		597559	Tito's Handmade Vodka	750	VA
			628990	Tito's Handmade Vodka	1140	BAP
		4 B	217653	Captain Morgan Original Spiced Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		500512	Captain Morgan Original Spiced Rum	750	VA
			500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO
		5 A/B	32563	Moillard Chablis	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		63826	Wayne Gretzky Chardonnay VQA	750	LTO
			958975	>Mer Soleil Reserve Chardonnay	750	LTO
		6 A	177808	Appleton Estate V/X Signature Blend	750	Front Nesting Table, LTO
<input type="checkbox"/>	<input type="checkbox"/>		223529	Appleton Estate V/X Signature Blend	1140	LTO
			390260	Appleton Estate V/X Signature Blend	1750	LTO
		6 B	10899	Jose Cuervo Tradicional Plata	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		401315	Jose Cuervo Especial Silver	1140	VA
			450932	Jose Cuervo Tradicional Reposado	750	LTO
		7 A/B	275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		398693	Naughty Neighbour American Pale Ale (6699)	473	
			573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		8 A/B	24346	Jack Daniels Tennessee Honey Lemonade	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31246	Jack Daniel's & Ginger	473	LTO
			37109	Jack Daniel's And Coca Cola	473	LTO
			37110	Jack Daniel's And Coca Cola Zero Sugar	473	LTO
		9 A/B	58339	>Kaiken Estate Malbec	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO, Wine Fridge
			620492	Argento Estate Bottled Pinot Grigio	750	LTO
		10	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
			16051	Bellwoods Jutsu Pale Ale (2990)	473	
			20870	Van Full Of Weirdos IPA (5732)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	
			25664	Flying Monkeys Blueberry Sour (6309)	473	
			38773	Bobcaygeon Brewing Summer IPA Mix Pack (462)	6 × 473	
			450239	Whitewater Brewing Farmer's Daughter (8454)	473	LTO
			458273	Great Lakes Octopus Wants To Fight IPA (1929)	473	LTO
			508580	Wellington Upside IPA (4826)	473	LTO
			11	19388	Bombay Bramble	750
<input type="checkbox"/>	<input type="checkbox"/>	30729		Bombay Citron Presse	750	BAP
		37216		Bombay Sunset	750	BAP
		12	19144	Mike's Hard Peach Fuzz	473	LTO
			24329	Mikes Hard Sour Watermelon	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31361	Mikes Core Mixer Pack	12 × 355	
			36697	Mikes Harder Lemonade	473	
		13	319442	Mike's Hard Lemonade	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		1099	Johnnie Walker Red Label	750	LTO
			7880	Johnnie Walker Black 12 Yr	750	Front Nesting Table, VA
		14	217802	Johnnie Walker Black Label	1140	LTO
			31793	Collavini Villa Canlungo Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		33340	Collavini Pinot Grigio	750	LTO, Wine Fridge
		15	620617	Collavini Pinot Grigio	1500	BAP
			16608	Aviation Gin	375	BAP
<input type="checkbox"/>	<input type="checkbox"/>		21996	Aviation Gin	1750	VA
		129940	Aviation Gin	750	Front Nesting Table, LTO, Mini Thematic	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			24333	Palm Bay Paradise Twist	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	24400	Palm Bay Island Mixer	12 × 355	
			36594	Palm Bay Rum Punch Mango Guava	4 × 355	LTO
			31451	Ace Hill Ultra (LCBO Warehouse)	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	17	31452	Ace Hill Mexican Style Lager (LCBO Warehouse)	6 × 355	
			31453	Ace Hill Ultra Lime (LCBO Warehouse)	6 × 355	
			271643	Tequila Tromba Blanco	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	360198	Tromba Anejo Tequila	750	BAP
			360206	Tromba Reposado Tequila	750	LTO
			17406	Side Launch Any Day Light IPA (3827)	473	
<input type="checkbox"/>	<input type="checkbox"/>	19	23047	Figo Italian Pilsner (798)	473	
			25043	Lost Craft Coastal Wave IPA (179)	473	
			31064	Collective Arts Non Alcoholic Pale Ale (LCBO Warehouse)	355	
<input type="checkbox"/>	<input type="checkbox"/>	20	39451	Bellwoods Jelly King Non-Alc Sour (2990)	473	
			39482	Muskoka Brewery Veer Lager With Lime (LCBO Warehouse)	355	
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End (W5)	234575	Terres De Saint Louis Rosé Varois En Prv Aoc	750	W5
			325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	W5, LTO, Wine Fridge
			25839	Barramundi Cabernet Sauvignon	750	W6, LTO
			31006	Rosie Sparkling Rosé	750	W6, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End (W6)	32833	Naturalis Organic Sauvignon Blanc	750	W6, LTO
			35573	Shot In The Dark Shiraz Petite Sirah	750	Flex Space, W6, BAP
			661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	W6, LTO
			21378	Jim Beam White Label Bourbon	750	S1, BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	38699	Jim Beam White Label Bourbon	1750	S1, BAP
			217786	Jim Beam White Label Bourbon	1140	S1, BAP
			324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	S1, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			30720	Beefeater Peach & Raspberry	750	LTO	
			36440	Empress Elderflower Rosé Gin	750	LTO	
			36443	Hendrick's Grand Cabaret	750	LTO	
			129940	Aviation Gin	750	Front Nesting Table, End Aisle, LTO	
			358184	Tanqueray Rangpur Gin	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Gifting Display A (Mini Thematic A)	358192	Bruichladdich The Botanist Islay Dry Gin	750	BAP	
			397539	Boodles Gin	750	LTO	
			413104	Dillon's Dry Gin	750	LTO	
			557470	Empress 1908 Gin	750	LTO	
			635508	Drumshanbo Gunpowder Irish Gin	750	LTO	
			636068	Malfy Gin Rosa	750	LTO	
			637504	Hendrick's Gin	750	BAP	
				111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
				225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO
				286278	>(V) Flat Rock Cellars Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Gifting Display B (Mini Thematic B)	292110	>La Mascota Cabernet Sauvignon	750	LTO, BAP	
			395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	LTO	
			544791	>Vidal Icewine (Reif Estate Winery)	200	LTO	
			552562	>(V) Three Of Hearts Rosé	750	LTO	
			659607	>Mitolo Jester Shiraz	750	LTO	
				13641	Bench Brewing Short Hills East Coast IPA	473	LTO
			16051	Bellwoods Jutsu Pale Ale	473		
			20870	Van Full Of Weirdos IPA	473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Local Beer & Cider Display (Mini Thematic C)	25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473		
			25664	Flying Monkeys Blueberry Sour	473		
			38773	Bobcaygeon Brewing Summer IPA Mix Pack (462)	6 × 473		
			450239	Whitewater Brewing Farmer's Daughter	473	LTO	
			458273	Great Lakes Octopus Wants To Fight IPA	473	LTO	
			508580	Wellington Upside IPA	473	LTO	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			7880	Johnnie Walker Black 12 Yr	750	End Aisle, Value Add
			54866	Bulleit Bourbon Frontier Whiskey	750	LTO
			129940	Aviation Gin	750	End Aisle, LTO, Mini Thematic
			173542	Don Julio Blanco	750	Value Add
			173559	Don Julio Reposado	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Flight A	312959	Ketel One	1750	Value Add
			321208	Crown Royal Special Reserve In Gift Box	750	Value Add
			409490	Singleton Of Dufftown 12 Year Old	750	BAP
			417295	Ciroc Original Unflavoured	750	Seasonal Block Pile C, BAP
			446823	Ciroc Pineapple	750	Shelf Extender, LTO
			456095	Ketel One Vodka	750	BAP
			600163	Tanqueray No. Ten Gin	750	BAP
			1784	Grand Marnier Cordon Rouge	750	LTO
			15806	Sky Vodka	750	Value Add
			176834	Aperol	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Flight B	177808	Appleton Estate V/X Signature Blend	750	End Aisle, LTO
			324855	Espolon Tequila Reposado	750	LTO
			479949	Wild Turkey 101	750	LTO
			550715	Forty Creek Barrel Select	750	

Trade

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		1834	>Susana Balbo Crios Torrontes	750	LTO
		8094	Deinhard Green Label Riesling Mosel	750	LTO
		13295	Matua Sauvignon Blanc Hawke's Bay	1500	LTO
		22297	Ck Mondavi Chardonnay	750	LTO
		25067	19 Crimes Martha's Chard	750	
		27757	High Road Cellars Pinot Grigio	750	Wine Fridge, BAP
		30959	Cavit Collection Pinot Grigio Doc Venezia	1500	LTO
		31003	Gloria Grillo Sicilia Doc Organic	750	LTO
		31487	With Love Pecorino	750	LTO
		37963	Peller Family Reserve Sauvignon Blanc VQA	750	LTO
		38404	Pine Ridge Chenin Blanc Viognier	750	
		38407	Paddleboard Pinot Grigio	750	
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture A (FFA)	38411	Bread & Butter Pinot Grigio	750	
		38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	BAP
		65367	Eastdell Pinot Grigio VQA	750	LTO
		73148	Barone Montalto Pinot Grigio Igt Sicily	750	Wine Fridge, BAP
		122390	The Beachhouse Sauvignon Blanc	750	LTO
		141432	Sogrape Gazela Vinho Verde	750	LTO
		146761	Fielding Riesling VQA	750	LTO
		326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO, Wine Fridge
		326413	Pelee Island Pinot Grigio VQA	750	LTO
		326975	Kacaba Unoaked Chardonnay VQA	750	BAP
		580183	Blu Giovello Pinot Grigio	750	BAP
		948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	LTO
		974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
		14867	Sandbanks Summer Rosé	750	BAP
		15568	Listel Gris Rosé	750	
		17893	Porta 6 Rosé	750	
		17901	Botter OGGI Pinot Grigio Rosato DOC Delle Venezie	750	
		19062	Sandbanks Sparkling Rosé	750	
		23757	S de la Sablette Coteaux Varois Rosé	750	
		23760	Doppio Passo Primitivo Rosato Puglia IGT	750	
		24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
		24084	Kim Crawford Illuminate Rosé	750	
		24972	Family Tree Speck Brothers	750	
		27148	Thalia Cabernet Sauvignon Agiorgitiko Rosé	750	
<input type="checkbox"/>	<input type="checkbox"/> Feature Fixture B (FFB)	31710	The Beach by Whispering Angel	750	
		32025	Keep Calm & Love	750	
		32178	Saintly Sparkling Rosé VQA	200	
		34068	Fresh Rosé	750	
		35041	Tiny Bubbles Sparkling Rosé VQA	750	
		37190	Vignes de Nicole Paul Mas Rosé	750	
		37193	Cellier Des Daughins Prestige Rosé CdR	750	
		37201	Desir de Rosé IGP Cotes Thau Cap d'Agde	750	
		37211	Jacob's Creek Lively Bunch Rosé	750	
		37221	Minimalista Rosé	750	
		37352	Honest Lot Rosé	750	
		37356	Brunch Rosé VQA Pouch	1500	
		164343	The Beachhouse Rosé	750	
		273771	20 Bees Rosé	750	
		603795	Bodegas Muga, Rioja Rosé	750	
		647149	Calvet Pouch IGP Terres de Midi Rosé	1500	
<input type="checkbox"/>	<input type="checkbox"/> Block Pile A	18	Heineken Lager (LCBO Warehouse)	6 × 330	FSN, LTO, Contest
		37301	Madri Excepcional (275/TBS)	6 × 473	BAP, Value Add
		56796	Heineken 5L Draught Keg (LCBO Warehouse)	5000	FSN
		302810	Heineken (LCBO Warehouse)	6 × 500	FSN, Value Add, Contest

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		24353	Cottage Springs Vodka Lemonade Mixed 8 Pack	8 × 355	
		28636	Vizzy Signature Variety Pack	12 × 355	LTO
		36592	Nutri 7 Mixed Pack	12 × 355	LTO
<input type="checkbox"/> <input type="checkbox"/>	Block Pile B	36603	White Claw Tequila Smash 8 Pack	8 × 355	
		36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	LTO
		36621	Black Fly Vodka Lemonade Mixer Pack	12 × 355	
		36628	Truly Berry Mixed Pack	12 × 355	LTO
		36654	Smirnoff Vodka & Soda Party Pack	12 × 355	
		935	Captain Morgan White Rum	750	BAP
		10357	Crown Royal Peach	750	BAP
		34064	Fresh Sauvignon Blanc VQA	750	BAP
		34595	Patron Silver Tequila	750	LTO
		37966	Magnotta Equus Series Double Cab VQA	750	BAP
<input type="checkbox"/> <input type="checkbox"/>	Block Pile C	158683	>La Crema Monterey Chardonnay	750	BAP
		215038	Gibson's Finest Sterling Edition	1750	BAP
		293043	Stoneleigh Sauvignon Blanc	750	Wine Fridge, BAP
		369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	Wine Fridge, BAP
		417295	Ciroc Original Unflavoured	750	Front Nesting Table, BAP
		446567	Iceberg Vodka (P.E.T)	750	BAP
		524363	Santa Carolina Cabernet Sauvignon	1500	BAP
		15537	Woodford Reserve Distiller's Select Bourbon	375	LTO
<input type="checkbox"/> <input type="checkbox"/>	Block Pile D (XBP)	410852	Woodford Reserve Double Oaked	750	BAP
		480129	Woodford Reserve Straight Rye Whiskey	750	BAP
		480624	Woodford Reserve Distiller's Select Bourbon	750	
		270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	LTO
		306019	Colio Extra Dry White Bag In Box	4000	LTO
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Block Pile Display (FSG-A)	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
		432732	Bodacious Smooth Red Bag In Box	4000	LTO
		561381	Pelee Island Pinot Grigio Bag In Box	3000	LTO
		589028	Peller Family Vineyards Rosé Bag In Box	4000	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Enhanced Block Pile Display (FSH-A) Cutwater	36596	Cutwater Caesar	355	FSH, FSM
<input type="checkbox"/>	<input type="checkbox"/>		36598	Cutwater Rum Mai Tai	355	FSH, FSM
			38543	Cutwater Tequila Margarita	355	FSH, FSM
			38544	Cutwater Tequila Paloma	355	FSH, FSM
			38545	Cutwater Rum Mint Mojito	355	FSH, FSM
<input type="checkbox"/>	<input type="checkbox"/>	Enhanced Block Pile Display (FSJ-A) Fireball	10946	Fireball 6 Pack Carrier	6 × 50	FEM3, FSJ, LTO
		Flagship Spotlight (Enhanced Occasions) (FSN-A)	18	Heineken Lager	6 × 330	Seasonal Block Pile A, FSN, LTO, Contest
<input type="checkbox"/>	<input type="checkbox"/>		56796	Heineken 5L Draught Keg	5000	Seasonal Block Pile A, FSN
			71126	Heineken Lager	6 × 330	FSN
			302810	Heineken	6 × 500	Seasonal Block Pile A, FSN, Value Add, Contest
			337949	Heineken Lager	500	FSN
			589416	Heineken 0.0	6 × 330	FSN
<input type="checkbox"/>	<input type="checkbox"/>	Pop-up Activation (FSM-A)	36596	Cutwater Caesar	355	FSH, FSM
			36598	Cutwater Rum Mai Tai	355	FSH, FSM
			36635	Svns Hard 7up Original	355	FSM
			37117	Svns Hard 7up Lemonade	355	FSM
			38543	Cutwater Tequila Margarita	355	FSH, FSM
			38544	Cutwater Tequila Paloma	355	FSH, FSM
		38545	Cutwater Rum Mint Mojito	355	FSH, FSM	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			5322	Aveleda Vinho Verde	750	LTO, Wine Fridge
			10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	
			16191	Toro Bravo Sparkling Secco White	750	LTO
			19452	Waterdog Red	750	LTO
			36042	Antano Crianza Rioja Doc	750	LTO
		Middle Nesting Table/Celebration Fixture	36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	BAP
			89995	Quinta Da Aveleda Vinho Verde	750	BAP
			137810	Campo Viejo Rioja Reserva	750	LTO
			243055	Beronia Tempranillo Rioja	750	LTO, BAP
			427377	Porta 6, Vr Lisboa	750	
			635755	Toro Bravo Tempranillo Merlot, Do Valencia	750	
		Beer Excitement Zone A	300681	Coors Light (275/TBS)	6 × 473	EZA, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		300699	Molson Canadian (275/TBS)	6 × 473	EZA, LTO
			906628	Coors Light (275/TBS)	6 × 355	EZA, LTO
		Beer Excitement Zone B	33581	Nickel Brook Chilly Tins New Zealand IPA (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/>		37780	Beau's Double Juiced Af (LCBO Warehouse)	568	
		Beer Excitement Zone C	38610	Wellington Brewery Lazy Tiger Little IPA (4826)	473	
<input type="checkbox"/>	<input type="checkbox"/>		31225	Simply Spiked Lemonade Variety Pack	12 × 355	EZH, LTO, Value Add
			36618	Simply Spiked Peach Variety Pack	12 × 355	EZH, LTO, Value Add
		Beer Excitement Zone D	14988	Muskoka Detour (LCBO Warehouse)	6 × 473	EZD, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	EZD
			37625	Muskoka Brewery Survival Pack 2024 (LCBO Warehouse)	6 × 473	EZD
		Ontario Craft Beer End Aisle	20026	All Or Nothing Take-A-Break Tropical Double IPA (6653)	473	OCB
<input type="checkbox"/>	<input type="checkbox"/>		20029	Silversmith Brewing 20 Hazy Years (1181)	473	OCB
			37570	Cameron's Pastime Pilsner (413)	473	OCB
			38997	Bench Brewing Old School Light Lager (798)	473	OCB
			569913	Lake Of The Woods Kolsch (4277)	473	OCB
			645416	Left Field Brewery Greenwood IPA (4846)	355	OCB
		Ontario Go-Local	109959	Jackson-Triggs Reserve Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		183061	Megalomaniac Homegrown Riesling VQA	750	LTO
			341743	Trius Rosé VQA	750	LTO, Wine Fridge
			419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	LTO

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	459966	Henry Of Pelham Baco Noir Old Vines VQA	750	OWS, BAP
			526251	Jackson-Triggs Reserve Chardonnay VQA	750	OWS, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	324228	>Stoneleigh Latitude Sauvignon Blanc	750	VL1, LTO
			910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	VL1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: August 24	17157	Four Vines Old Vine Zinfandel 2021	750	
			18999	Bodegas Lavia Plus+ 2015	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: September 7	26431	Blason de Bourgogne Bourgogne Chardonnay 2022	750	
			39741	Flat Rock Twisted Special Anniversary Edition 2023	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	89037	>Tawse Chardonnay Sketches Of Niagara	750	OWS, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	366534	The Kraken Black Spiced Rum	375	CE1, BAP
			446575	Stoli Premium Vodka	375	CE1, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	36597	Seagram 13 Long Island Iced Tea	355	CE3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	448779	Crazy Uncle Hard Root Beer For Grown Ups	473	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	19472	Sandbagger Hard Seltzer	355	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	19098	Founder's Original Gin Bramble	355	CE6, BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	31826	Cottage Springs Ontario Peach Flavoured Vodka	750	Value Add
			36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	Value Add
			36455	Cottage Springs Crew Pack Flavoured Vodka	4 x 200	Value Add
			463	Canadian Club Premium	375	
			3517	Wiser's Special Blend (P.E.T)	375	
			3871	Alberta Premium Whisky (P.E.T)	375	
			119743	Jack Daniel's Tennessee Whiskey	375	
			230987	Jameson Irish Whiskey	375	
			240	Smirnoff Vodka (P.E.T.)	375	
			596	Bacardi Superior White Rum (P.E.T.)	375	
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2) Spirit Impulse Skus	10036	Chum Churum - Strawberry	360	
			10322	Cointreau	375	
			19523	Tag No.5 Vodka (P.E.T.)	375	
			32425	Tanqueray Dry Gin	375	
			267161	Jose Cuervo Especial Gold	375	
			398776	Fireball Whisky Shooter	375	
			500504	Captain Morgan Original Spiced Rum (P.E.T.)	375	
			601765	Malibu Coconut Rum	375	

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			17835	Mionetto Prestige Prosecco Brut Doc Treviso	200	
			19296	Pelee Island Lola Sparkling Blush VQA	250	
			29507	Folonari Pinot Grigio Delle Venezie Doc	375	
			30271	Peller Family Vineyards Pinot Grigio	200	
			30570	Peller Family Vineyards Cabernet-Merlot	200	
			31472	Bread & Butter Rosé Can	250	
			32539	Brillat Prosecco Rosato Doc Spumante	600	
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2) Wine Impulse Half Bottles/Can Skus	34433	Josh Cellars Pinot Noir	375	
			36423	Cave Spring Riesling Dry VQA	375	
			38810	Chateau Des Charmes Cabernet Merlot	375	
			160085	Kim Crawford Marlborough Sauvignon Blanc	375	
			167791	Freixenet Cordon Negro Brut Cava	200	
			250480	Zonin Prosecco Brut 1821 Doc	3 × 200	
			313817	(V) J. Lohr Seven Oaks Cabernet Sauvignon	375	
			389056	Veuve Clicquot Brut Champagne	375	
			389858	Santa Carolina Chardonnay	375	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	1503	Alberta Pure Vodka (P.E.T)	375	FEM1, BAP
			669002	Casamigos Reposado Tequila	375	FEM1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	24485	Gold Prosecco (Bottega)	200	FEM2
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	10946	Fireball 6 Pack Carrier	6 × 50	FEM3, FSJ, LTO

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R1	Vodka A	638130 Dillon's Vodka	750	LTO											Y	Y
R2	Vodka B	446823 Ciroc Pineapple	750	Front Nesting Table, LTO									Y	Y	Y	Y
R3	Vodka C	382002 Smirnoff Raspberry Flavoured Vodka	750	BAP					Y	Y	Y	Y	Y	Y		
R4	Vodka D	363770 Ketel One Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R5	Vodka E	95935 Grey Goose Vodka	750	BAP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R6	Rum A	64659 Captain Morgan Private Stock Rum	750	LTO												Y
R7	Rum B	398552 Bacardi Limon	750	LTO								Y	Y	Y	Y	Y
R8	Rum C	225615 Brugal Anejo	750	LTO						Y	Y	Y	Y	Y	Y	Y
R9	Rum D	570366 Bacardi Spiced Rum	1140	LTO						Y	Y	Y	Y	Y	Y	Y
R10	Rum E	318683 The Kraken Black Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Whisky A	10831 Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO											Y	Y
R12	Canadian Whisky B	10937 Forty Creek Double Barrel Reserve Whisky	750	LTO								Y	Y	Y	Y	Y
R13	Canadian Whisky C	438960 Canadian Club 100% Rye	1140	LTO						Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	217687 Canadian Club Premium	1140	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	216689 J.P. Wiser's Deluxe	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	52050 The Famous Grouse	750	BAP						Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	20782 Dewar's White Label	1750		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	217281 Bombay Sapphire London Dry	1140	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	292177 Phillips Butter Ripple Schnapps	750	BAP									Y	Y	Y	Y
R20	Liqueurs B	630913 Tia Maria	750	LTO							Y	Y	Y	Y	Y	Y
R21	Liqueurs C	600981 Hpnotiq Liqueur	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	605956 Baileys Irish Cream Liqueur	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	108100 Martell VS Fine Cognac (In Box)	750	LTO, BAP												Y
R24	Brandy B	410803 D'Usse VSOP	750	LTO						Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	425686 Casamigos Tequila Anejo	750	BAP									Y	Y	Y	Y
R26	Ontario Blend A	35473 Honest Lot Sauvignon Blanc	4000	LTO						Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	32194 Peller Family Reserve Secco Bubbles VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	34261 Sync Sauvignon Blanc	750	LTO, Necktag	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	36976 Bask Pinot Grigio	3000	LTO									Y	Y	Y	Y
R30	Ontario Non-VQA B	16778 Bask Crisp Rosé	750	LTO									Y	Y	Y	Y
R31	Ontario Non-VQA C	669473 Peller Family Vineyards Pinot Grigio	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	450981 Pelee Island Lola Blush Sparkling VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	144857 Konzelmann Shiraz Barrel Aged VQA	750	LTO											Y	Y
R34	Ontario VQA B	37962 Ramblers Schmoosier Cabernet Merlot VQA	750	BAP										Y	Y	Y
R35	Australia/New Zealand A	302349 Rosemount Diamond Shiraz	750	LTO											Y	Y
R36	Australia/New Zealand B	625350 Yellow Tail Merlot	750	LTO											Y	Y
R37	Australia/New Zealand C	265157 Jacob's Creek Moscato	750	LTO						Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	251876 Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	30532 J-Harden Cabernet Sauvignon	750	LTO						Y	Y	Y	Y	Y	Y	Y
R40	USA B	383885 The Show Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	218644 Santa Rita 120 Reserva Especial Cab Sauv	750	LTO											Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R42 Chile B	524322	Trapiche Reserve Malbec	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	360552	Chateau De Courteillac Bordeaux Aoc	750	LTO										Y	
R44 France Blend B	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	LTO, BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	413237	>(V)Terroir Languedoc (Gerard Bertrand)	750	LTO									Y	Y	
R46 France South B	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	245324	Les Jamelles Merlot Vin De Pays D'Oc	750	LTO									Y	Y	
R48 Italy Central A	170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO									Y	Y	
R49 Italy Central B	30961	Lavis Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO						Y	Y	Y	Y	Y	
R51 Italy North B	31795	Feudo Arancio Cabernet Sauvignon Sicilia Doc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	36461	Nozeco Rosé- De-Alcoholized	750	LTO										Y	
R53 Southern Europe B	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO									Y	Y	
R54 Germany A	30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	203125	Henkell Rosé	750	LTO									Y	Y	
R56 Sparkling B	633578	Jacob's Creek Pinot Grigio	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	609248	Moosehead Radler (275/TBS)	473	BAP										Y	
R58 Ontario Beer B	32927	Grolsch Premium Pilsner (275/TBS)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	481572	Four Fathers The Starter (794)	473											Y	
R60 Beer 2	531400	Estrella Damm (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	91850	Rekorderlig Wild Berries (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	405118	8.6 Original (LCBO Warehouse)	500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	31295	Bacardi Rum Punch	355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	4606	Vodka Mudshake Creamy Vanilla	4 × 270	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	50088	Patron Reposado Tequila	750	BAP	GLAZER'S OF CANADA
C2: Canadian Whisky	457572	Gibson's Finest Bold 8YO	750	LTO	VON TERRA ENTERPRISES LTD.
C3: Ontario Non VQA Blend	303792	Trius Riesling VQA	750	LTO	MARK ANTHONY WINE & SPIRITS
C4: French Blend	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO	BARRIQUE WINE IMPORTS LTD.
C5: Fixed Store Location	633305	Woodbridge By Robert Mondavi Chardonnay	1500	LTO	MARK ANTHONY WINE & SPIRITS
C6: Vodka	217257	Sailor Jerry Spiced Rum	1140	LTO	DIAGEO CANADA INC.
C7: Scotch	601765	Malibu Coconut Rum	375	LTO, BAP	BEAM SUNTORY
C8: Liqueurs	285254	Forty Creek Copper Bold Whisky	750	LTO	GLAZER'S OF CANADA
C9: Ontario Blends	421420	Fielding Estate Fireside Red VQA	750	LTO	CAVE SPRING CELLARS LTD.,
C10: France Red	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	LTO	CHARTON HOBBS INC

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	61101	Peninsula Ridge Merlot VQA	750	LTO	M.ANDREW FINE WINES,BEERS&SPIRITS
D2: Discovery Wines 2	20799	La Marca Prosecco Rosé Doc	750	LTO, BAP	JOSEPH CIPELLI WINES & SPIRITS
D3: Discovery Wines 3	36819	Anakena Nuna Reserva Cabernet Sauvignon	750	LTO	THE BACCHUS GROUP INC.
D4: Discovery BSM 1	34048	Thornbury Blue Mountain Light Lager (8609)	473	LTO	STEAM WHISTLE BREWING
D5: Discovery BSM 2	36682	Malibu Pineapple Bay Breeze	1000	LTO	PREMIER BRAND, LTD.
D6: Discovery BSM 3	448613	Black Fly Vodka Sour Raspberry	473	LTO	GLAZER'S OF CANADA
D7: Discovery Spirits 1	21978	Howler Head Banana Infused Kentucky Straight Bourb	750	LTO	PHILIPPE DANDURAND WINES LTD.
D8: Discovery Spirits 2	18828	Ardbeg Beastie 5 Year Old	750		PMA CANADA LTD.
D9: Discovery Spirits 3	545194	Top Shelf Vodka	750	LTO	IMPRESSE INC.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	250217	Henry Of Pelham Pinot Grigio VQA	750	LTO	PHILIPPE DANDURAND WINES LTD.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	Seasonal Block Pile A, FSN, Contest
1099	Johnnie Walker Red Label	750	\$1.00	End Aisle
1578	>(V)Twisted (Flat Rock Cellars)	750	\$3.00	
1784	Grand Marnier Cordon Rouge	750	\$5.00	Front Nesting Table
1834	>Susana Balbo Crios Torrontes	750	\$2.00	Feature Fixture A
4606	Vodka Mudshake Creamy Vanilla	4 × 270	\$1.00	Shelf Extender
5322	Aveleda Vinho Verde	750	\$1.00	Middle Nesting Table, Wine Fridge
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Feature Fixture A
9043	Crown Royal	375	\$1.00	
10122	Codigo 1530 Tequila Rosa	750	\$5.00	
10157	Jameson Irish Whiskey	750	\$2.50	End Aisle
10213	Kahlua Coffee Liquor	750	\$2.00	
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	\$5.00	
10937	Forty Creek Double Barrel Reserve Whisky	750	\$3.00	Shelf Extender
10946	Fireball 6 Pack Carrier	6 × 50	\$1.50	FEM3, FSJ
13295	Matua Sauvignon Blanc Hawke's Bay	1500	\$2.00	Feature Fixture A
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.40	Mini Thematic
14130	Apothic Cabernet Sauvignon	750	\$2.00	
14754	Whitley Neil Handcrafted Blood Orange Gin	750	\$5.00	
14882	Saintly Rosé VQA	750	\$2.00	
15504	Coors Original	30 × 355	\$3.00	
15537	Woodford Reserve Distiller's Select Bourbon	375	\$1.00	Seasonal Block Pile D
15564	Somersby Blackberry Cider	473	\$0.40	
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.20	
15861	Sons Of Kent Juice Box IPA	473	\$0.50	
15895	Miller High Life	6 × 473	\$1.00	
16191	Toro Bravo Sparkling Secco White	750	\$1.00	Middle Nesting Table
16546	On The Rocks Hornitos Margarita	375	\$4.00	
16778	Bask Crisp Rosé	750	\$1.00	Shelf Extender
17523	Megalomaniac Much Obligated Red VQA	750	\$1.00	
17804	Callaway Cellar Selection Cabernet Sauvignon	750	\$2.00	
17818	Corona Extra	6 × 330	\$1.00	
17820	Stella Artois	473	\$0.20	
19061	Good Fortune Spk Wine Spritz C. Orange Flower	355	\$0.20	
19144	Mike's Hard Peach Fuzz	473	\$0.20	End Aisle
19388	Bombay Bramble	750	\$1.50	End Aisle
19441	Dejado Tequila Blanco 100% Agave	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19452	Waterdog Red	750	\$2.00	Middle Nesting Table
19543	Twisted Tea Original	12 × 355	\$1.00	
19655	Waterloo Tart Cherry Radler	473	\$0.25	
19749	Teremana Blanco Tequila	750	\$3.00	BSE End Aisle 1, Value Add
20220	Miyagikyo Single Malt Whisky	700	\$5.00	
20362	Finlandia Vodka	750	\$1.75	
20710	Duca Di Saragnano Chianti Governo	750	\$1.00	
20799	La Marca Prosecco Rosé Doc	750	\$1.00	Discovery Extender
20870	Van Full Of Weirdos IPA	473	\$0.50	Mini Thematic
21978	Howler Head Banana Infused Kentucky Straight Bourb	750	\$5.00	Discovery Extender
22192	Grant's Triplewood 12YO	750	\$5.00	
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	
22297	Ck Mondavi Chardonnay	750	\$1.00	Feature Fixture A
22612	Bread & Butter Sauvignon Blanc	750	\$2.00	Flex Space
22931	Jagermeister	750	\$2.00	
24325	Canadian Club & Ginger Ale	473	\$0.25	
24329	Mikes Hard Sour Watermelon	473	\$0.20	End Aisle
24333	Palm Bay Paradise Twist	473	\$0.20	End Aisle
24344	Arizona Hard Lemon Iced Tea	473	\$0.15	
24346	Jack Daniels Tennessee Honey Lemonade	473	\$0.25	End Aisle
24390	Smirnoff Ice Peach Lemonade	473	\$0.25	
24392	Smirnoff Ice Pink Lemonade	473	\$0.25	
24408	Smirnoff Seltzer Lemonades Variety Pack	12 × 355	\$1.00	
25009	Casillero Del Diablo Reserva Chardonnay	750	\$2.00	
25078	Mill Street Blue Wave	473	\$0.25	
25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	\$3.00	
25649	Family Tree The Soldier's Wife Sauvignon Blanc VQA	750	\$2.00	
25839	Barramundi Cabernet Sauvignon	750	\$1.00	W6
26164	Lagunitas IPA	500	\$0.30	
27522	Elijah Craig Small Batch Bourbon	375	\$2.00	
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	
28460	Gray Jay Deluxe Canadian Whisky	750	\$3.00	Shelf Extender
28506	Le Fat Bastard Cabernet Sauvignon Pays D'Oc	750	\$1.00	
28558	Bread & Butter Merlot	750	\$2.00	Flex Space
28636	Vizzy Signature Variety Pack	12 × 355	\$1.00	Seasonal Block Pile B
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	\$1.00	Shelf Extender
30532	J-Harden Cabernet Sauvignon	750	\$3.00	Shelf Extender
30711	Collective Arts Lavender & Juniper Gin	750	\$2.00	
30720	Beefeater Peach & Raspberry	750	\$1.00	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
30946	Rocca Delle Macie Moonlite Toscana Igt	750	\$2.00	Shelf Extender
30959	Cavit Collection Pinot Grigio Doc Venezia	1500	\$3.00	Feature Fixture A
30961	Lavis Pinot Grigio	750	\$2.00	Shelf Extender
31003	Gloria Grillo Sicilia Doc Organic	750	\$1.50	Feature Fixture A
31006	Rosie Sparkling Rosé	750	\$2.00	W6
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$2.00	
31223	Truly Punch Mixed Pack	12 × 355	\$1.00	
31225	Simply Spiked Lemonade Variety Pack	12 × 355	\$1.00	EZH, Value Add
31246	Jack Daniel's & Ginger	473	\$0.25	End Aisle
31295	Bacardi Rum Punch	355	\$0.25	Shelf Extender
31472	Bread & Butter Rosé Can	250	\$1.00	Flex Space
31487	With Love Pecorino	750	\$1.00	Feature Fixture A
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	\$2.00	End Aisle
31795	Feudo Arancio Cabernet Sauvignon Sicilia Doc	750	\$2.00	Shelf Extender
31851	Pink Gin Fizz	355	\$0.20	
32070	Olmecca Altos Margarita	750	\$2.00	
32124	Illegal Mezcal Reposado	750	\$5.00	
32183	Saintly The Good Sauvignon Blanc VQA	750	\$2.00	
32194	Peller Family Reserve Secco Bubbles VQA	750	\$2.00	Shelf Extender
32467	Barefoot Fruitscato Strawberry	1500	\$1.00	
32500	Dancing With The Stars Malbec	750	\$3.00	
32563	Moillard Chablis	750	\$3.00	End Aisle
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	\$1.00	
32833	Naturalis Organic Sauvignon Blanc	750	\$2.00	W6
32927	Grolsch Premium Pilsner	473	\$0.25	Shelf Extender
33340	Collavini Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
33445	Fresh Moscato Vidal VQA	750	\$2.00	Wine Fridge
33526	Innis & Gunn Caribbean Rum Cask	473	\$0.25	
33568	Vineland Estate Cabernet Merlot VQA	750	\$2.00	
34048	Thornbury Blue Mountain Light Lager	473	\$0.50	Discovery Extender
34261	Sync Sauvignon Blanc	750	\$2.00	Shelf Extender, Necktag
34595	Patron Silver Tequila	750	\$4.00	Seasonal Block Pile C
34603	Patron Anejo Tequila	750	\$6.00	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00	
35473	Honest Lot Sauvignon Blanc	4000	\$3.00	Shelf Extender
35577	Smoky Bay Pinot Grigio	750	\$1.00	Flex Space
35623	Squealing Pig Sauvignon Blanc	750	\$2.00	Flex Space
35726	22 Geometria Agiorgitiko Nemea	750	\$1.00	
36042	Antano Crianza Rioja Doc	750	\$2.00	Middle Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
36054	Louis Bernard Costieres De Nimes Red	750	\$1.00	End Aisle
36056	Chemin Des Papes Cotes Du Rhone	750	\$1.00	End Aisle
36440	Empress Elderflower Rosé Gin	750	\$1.00	Mini Thematic
36443	Hendrick's Grand Cabaret	750	\$3.00	Mini Thematic
36454	Polar Ice Orange Blizzard Flavoured Vodka	750	\$1.00	
36461	Nozeco Rosé- De-Alcoholized	750	\$2.00	Shelf Extender
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	Middle Nesting Table
36592	Nutrl 7 Mixed Pack	12 × 355	\$2.00	Seasonal Block Pile B
36594	Palm Bay Rum Punch Mango Guava	4 × 355	\$1.00	End Aisle
36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	\$2.00	Seasonal Block Pile B
36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	\$1.00	
36618	Simply Spiked Peach Variety Pack	12 × 355	\$1.00	EZH, Value Add
36628	Truly Berry Mixed Pack	12 × 355	\$1.00	Seasonal Block Pile B
36630	Social Lite Field Strawberry Vodka Soda	355	\$0.25	
36633	Social Lite Triple Berry Vodka Soda	355	\$0.25	
36655	Arizona Hard Peach Iced Tea	473	\$0.15	
36682	Malibu Pineapple Bay Breeze	1000	\$1.00	Discovery Extender
36751	22 Chard Bonterra Estate Collection (Fetzer)	750	\$5.00	
36819	Anakena Nuna Reserva Cabernet Sauvignon	750	\$2.00	Discovery Extender
36915	Sangre De Toro Rioja	750	\$2.00	End Aisle
36976	Bask Pinot Grigio	3000	\$3.00	Shelf Extender
37109	Jack Daniel's And Coca Cola	473	\$0.25	End Aisle
37110	Jack Daniel's And Coca Cola Zero Sugar	473	\$0.25	End Aisle
37208	Moillard Beaujolais	750	\$1.00	End Aisle
37252	Campo Viejo Ecologico	750	\$2.00	End Aisle
37505	On The Rocks Strawberry Daiquiri	375	\$4.00	
37627	21 Incline Dry Riesling	750	\$3.00	
37646	Peroni Nastro Azzurro Stile Capri	6 × 330	\$1.00	
37963	Peller Family Reserve Sauvignon Blanc VQA	750	\$2.00	Feature Fixture A
38981	Remy Martin 1738 No Canister	750	\$12.00	
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	Comm. Extender
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.00	Front Nesting Table
58339	>Kaiken Estate Malbec	750	\$1.00	End Aisle
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	
61101	Peninsula Ridge Merlot VQA	750	\$2.00	Discovery Extender
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00	End Aisle
64659	Captain Morgan Private Stock Rum	750	\$1.00	Shelf Extender
65367	Eastdell Pinot Grigio VQA	750	\$2.00	Feature Fixture A
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
85456	Colio Dry White	1500	\$1.00	
86421	Oggi Botter Primitivo Puglia Igt	750	\$1.00	Flex Space
89037	>Tawse Chardonnay Sketches Of Niagara	750	\$2.00	OWS
91850	Rekorderlig Wild Berries	500	\$0.25	Shelf Extender
96263	Tanqueray London Dry Gin	1750	\$2.00	
107342	Reinhart's Red Apple Strong Cider	473	\$0.25	
108100	Martell VS Fine Cognac (In Box)	750	\$5.00	Shelf Extender
109959	Jackson-Triggs Reserve Merlot VQA	750	\$2.00	goLOCAL
110056	Absolut Vodka	750	\$1.80	
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	Mini Thematic
112979	Bacardi Superior White Rum (P.E.T.)	750	\$1.00	
113456	Collective Arts Rhubarb & Hibiscus	750	\$2.00	
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	Feature Fixture A
129940	Aviation Gin	750	\$2.00	Front Nesting Table, End Aisle, Mini Thematic
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	
137810	Campo Viejo Rioja Reserva	750	\$3.00	Middle Nesting Table
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Feature Fixture A
144857	Konzelmann Shiraz Barrel Aged VQA	750	\$2.00	Shelf Extender
146761	Fielding Riesling VQA	750	\$1.00	Feature Fixture A
148007	Czechvar Premium Lager	500	\$0.35	
149567	Tag No. 5 Vodka	750	\$1.00	
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	Shelf Extender
171371	22 Le Ponnant Cdr Villages (Le Ferme Du Mont)	750	\$2.00	
172148	Boutari Agiorgitiko Nemea Red	750	\$2.00	
173294	The Stump Jump Grenache Shiraz Mourvedre	750	\$2.00	Flex Space
173559	Don Julio Reposado	750	\$5.00	Front Nesting Table
175232	22 Corbarol Blanceau St Roch)	750	\$2.00	
177808	Appleton Estate V/X Signature Blend	750	\$2.20	Front Nesting Table, End Aisle
180695	St-Germain Elderflower Liqueur	750	\$3.00	
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00	goLOCAL
195966	Farina Valpolicella Rip Superiore Doc	750	\$2.00	
200741	Gibson's Finest Rare 12 Years Old	1750	\$3.00	
203125	Henkell Rosé	750	\$2.00	Shelf Extender
204560	Highland Park 12 Yr Old Single Malt	750	\$5.00	
215483	Harveys Bristol Cream Sherry	750	\$2.00	
216655	Absolut Vodka	1750	\$1.00	
216689	J.P. Wiser's Deluxe	1140	\$1.25	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
217257	Sailor Jerry Spiced Rum	1140	\$2.00	Comm. Extender
217281	Bombay Sapphire London Dry	1140	\$2.00	Shelf Extender
217448	Malibu Coconut Rum	1140	\$2.00	
217687	Canadian Club Premium	1140	\$1.00	Shelf Extender
217802	Johnnie Walker Black Label	1140	\$3.00	End Aisle
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	\$2.00	Shelf Extender
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	
223529	Appleton Estate V/X Signature Blend	1140	\$2.00	End Aisle
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	Mini Thematic
225243	Stoli Vodka	750	\$2.00	
225615	Brugal Anejo	750	\$1.20	Shelf Extender
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	
227678	1800 Silver Tequila	750	\$2.50	BSE End Aisle 1
228569	Cave Spring Gamay VQA	750	\$2.00	
229781	>A To Z Pinot Noir Ava Oregon	750	\$3.00	
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	\$2.00	Flex Space
240127	>Sho-Une Junmai Daiginjo (Hakutsuru)	300	\$1.00	
243055	Beronia Tempranillo Rioja	750	\$2.00	Middle Nesting Table
245324	Les Janelles Merlot Vin De Pays D'Oc	750	\$2.00	Shelf Extender
250217	Henry Of Pelham Pinot Grigio VQA	750	\$2.00	Green Extender
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
255380	Pilsner Urquell	500	\$0.20	
260307	Hollandia Lager Beer	500	\$0.25	
261891	21 Cab Sauv Rsv Fabre Montmayou (Bodegas Fabr	750	\$2.00	
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender
265199	Absolut Vodka	375	\$1.00	
267187	Jose Cuervo Especial Gold	750	\$2.50	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	FSG
271643	Tequila Tromba Blanco	750	\$3.00	End Aisle
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$1.50	End Aisle, Wine Fridge
275172	Nickel Brook Head Stock West Coast-Style IPA	473	\$0.25	End Aisle
275933	Jameson Irish Whiskey	1750	\$2.00	End Aisle
277004	Plymouth English Gin	750	\$3.00	
285254	Forty Creek Copper Bold Whisky	750	\$1.50	Comm. Extender
286278	>(V) Flat Rock Cellars Chardonnay	750	\$2.00	Mini Thematic
289835	Peller Family Vineyards Dry White	1500	\$2.00	
292110	>La Mascota Cabernet Sauvignon	750	\$1.50	Mini Thematic
295022	Two Oceans Pinot Grigio	750	\$1.00	Flex Space, Wine Fridge
296244	Guinness Draught	4 x 440	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
300699	Molson Canadian	6 × 473	\$2.00	EZA
302349	Rosemount Diamond Shiraz	750	\$2.00	Shelf Extender
303792	Trius Riesling VQA	750	\$2.00	Comm. Extender
306019	Colio Extra Dry White Bag In Box	4000	\$2.00	FSG
311787	Budweiser	6 × 473	\$1.00	
311944	Canadian Club Classic 12 Year Old	1750	\$4.00	
314575	>Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
320499	21 Cotes Catalanes Bastide Miraflores (Dom Lefage)	750	\$2.00	
324228	>Stoneleigh Latitude Sauvignon Blanc	750	\$3.00	VL1
324855	Espolon Tequila Reposado	750	\$3.00	Front Nesting Table
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	S1
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	\$2.00	W5, Wine Fridge
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$3.00	Feature Fixture A, Wine Fridge
326413	Pelee Island Pinot Grigio VQA	750	\$1.00	Feature Fixture A
337238	>Marques De Casa Concha Cabernet Sauvignon	750	\$3.00	
340380	Two Oceans Sauvignon Blanc	750	\$1.00	Flex Space, Wine Fridge
341743	Trius Rosé VQA	750	\$3.00	goLOCAL, Wine Fridge
342428	>Bonterra Cabernet Sauvignon Organic	750	\$2.00	
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00	
358184	Tanqueray Rangpur Gin	750	\$2.50	Mini Thematic
360206	Tromba Reposado Tequila	750	\$5.00	End Aisle
360552	Chateau De Courteillac Bordeaux Aoc	750	\$2.00	Shelf Extender
363507	Prince Igor Extreme Vodka (P.E.T)	1750	\$1.00	
363770	Ketel One Vodka	1140	\$3.00	Shelf Extender
371872	Girls' Night Out Sangria	750	\$1.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
383885	The Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
386177	Remy Martin 1738 Accord Royal Cognac	750	\$12.00	
390260	Appleton Estate V/X Signature Blend	1750	\$2.00	End Aisle
392654	Apothic Dark Red	750	\$1.00	
395384	>(V)Belaire Sparkling Rosé (Sovereign Brands)	750	\$3.00	Mini Thematic
397539	Boodles Gin	750	\$2.00	Mini Thematic
398552	Bacardi Limon	750	\$1.00	Shelf Extender
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
401307	Maestro Dobel Tequila	750	\$6.00	
405118	8.6 Original	500	\$0.35	Shelf Extender
405175	>Michael David Freakshow Cabernet Sauvignon	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
407478	Jaw Drop Squirting Oranges	473	\$0.25	
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	\$1.50	
410803	D'Usse VSOP	750	\$5.00	Shelf Extender
413104	Dillon's Dry Gin	750	\$2.00	Mini Thematic
413237	>(V)Terroir Languedoc (Gerard Bertrand)	750	\$2.00	Shelf Extender
413294	Grey Goose Le Citron	750	\$5.00	
414748	Sandbanks Summer White VQA	750	\$2.00	
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00	goLOCAL
421420	Fielding Estate Fireside Red VQA	750	\$1.50	Comm. Extender
422345	Moosehead Lager	6 × 473	\$1.00	
426718	Cesari Amarone Classico Doc	750	\$5.00	
427195	21Flor De Maio Mayflower Alentejano	750	\$1.00	
429787	Bodacious Smooth White	1500	\$1.50	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	FSG
431106	Creekside Cabernet Merlot VQA	750	\$2.00	
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	FSG
438960	Canadian Club 100% Rye	1140	\$2.00	Shelf Extender
442582	Alexander Keiths IPA	6 × 473	\$1.00	
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.00	
446823	Ciroc Pineapple	750	\$3.00	Front Nesting Table, Shelf Extender
448613	Black Fly Vodka Sour Raspberry	473	\$0.25	Discovery Extender
449157	Smirnoff Ice Tall Can	473	\$0.25	
449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	\$3.00	
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	Shelf Extender
450239	Whitewater Brewing Farmer's Daughter	473	\$0.25	Mini Thematic
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	End Aisle
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	Shelf Extender
452169	Vieni Bruce Trail Red VQA	750	\$2.00	
456731	Growers Pear Cider	473	\$0.30	
457572	Gibson's Finest Bold 8YO	750	\$3.00	Comm. Extender
458273	Great Lakes Octopus Wants To Fight IPA	473	\$0.30	Mini Thematic
465385	Landshark Lager	6 × 473	\$2.00	
479949	Wild Turkey 101	750	\$2.50	Front Nesting Table
485169	Colio Blush Rosé	1500	\$1.00	
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.00	
492959	Rosehall Run Pixie Sparkling Rosé VQA	750	\$2.00	
494039	21 Cotes Catalanes Carignan V.V. Cayrol (Lafage)	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
496968	Michelob Ultra	6 × 473	\$1.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.00	End Aisle
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$4.00	Comm. Extender
508580	Wellington Upside IPA	473	\$0.25	Mini Thematic
516625	>(V) Sauv Blanc Unorthodox Kpm (Backsberg)	750	\$1.00	
524314	Yellow Tail Sauvignon Blanc	750	\$2.00	Wine Fridge
524322	Trapiche Reserve Malbec	1500	\$2.00	Shelf Extender
531400	Estrella Damm	500	\$0.50	Shelf Extender
534693	Kittling Ridge White Zinfandel/Vidal	750	\$0.80	
539312	Josh Cellars Rosé	750	\$2.00	Wine Fridge
541672	Basil Hayden's Bourbon	375	\$4.00	
541979	Three Thieves Pinot Grigio	750	\$2.00	Wine Fridge
544791	>Vidal Icewine (Reif Estate Winery)	200	\$2.00	Mini Thematic
545160	Tito's Handmade Vodka	1750	\$3.00	End Aisle
545194	Top Shelf Vodka	750	\$1.50	Discovery Extender
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Shelf Extender
552562	>(V) Three Of Hearts Rosé	750	\$2.00	Mini Thematic
553578	Black Fly Vodka Crushed Orange	473	\$0.25	
556712	Girls' Night Out White Sangria	750	\$1.00	
557470	Empress 1908 Gin	750	\$1.00	Mini Thematic
558940	Miller Lite	6 × 473	\$1.45	
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00	
560532	Strongbow Cider	500	\$0.25	
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	FSG
565713	Reif Estate Cabernet/Merlot VQA	750	\$2.00	
570366	Bacardi Spiced Rum	1140	\$1.00	Shelf Extender
573576	Amsterdam Space Invader	473	\$0.30	
581256	Absolut Rainbow Limited Edition Bottle	750	\$1.80	
589028	Peller Family Vineyards Rosé Bag In Box	4000	\$2.00	FSG
589432	Louis Bernard Cotes Du Rhone White Aoc	750	\$1.50	
591701	Argento Estate Bottled Chardonnay	750	\$1.00	
600981	Hpnotiq Liqueur	750	\$2.00	Shelf Extender
601765	Malibu Coconut Rum	375	\$1.00	Comm. Extender
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$3.00	
605956	Baileys Irish Cream Liqueur	1140	\$3.00	Shelf Extender
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	
609719	Muskoka Lakes Cranberry/Blueberry Wine	750	\$1.00	
609875	Eastdell Black Cab VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
620492	Argento Estate Bottled Pinot Grigio	750	\$1.50	End Aisle
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	Wine Fridge
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Shelf Extender
625350	Yellow Tail Merlot	750	\$2.00	Shelf Extender
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$2.00	
630913	Tia Maria	750	\$3.00	Shelf Extender
631853	Maverick Barnburner Whisky	750	\$2.00	
633305	Woodbridge By Robert Mondavi Chardonnay	1500	\$3.00	Comm. Extender
633578	Jacob's Creek Pinot Grigio	750	\$2.00	Shelf Extender
634410	Yellow Tail Pinot Grigio	1500	\$2.00	Wine Fridge
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	Mini Thematic
636068	Malfy Gin Rosa	750	\$3.00	Mini Thematic
638130	Dillon's Vodka	750	\$2.00	Shelf Extender
638221	Josh Cellars Merlot	750	\$2.00	
644526	Girls' Night Out Raspberry Rosé Lemonade	750	\$1.00	
645309	Kew Vineyards Organic Riesling Sparkling VQA	750	\$2.00	
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	Flex Space
652883	>Belle Glos Clark & Telephone Pinot Noir	750	\$5.00	
659607	>Mitolo Jester Shiraz	750	\$3.00	Mini Thematic
661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00	W6
665471	Jacob's Creek Reserve Shiraz	750	\$3.00	
666032	Nutrl Vodka Soda Grapefruit	473	\$0.20	
666917	Creemore Premium Lager	473	\$0.25	
668947	Lindemans Bin 85 Pinot Grigio	750	\$2.00	
669002	Casamigos Reposado Tequila	375	\$2.00	FEM1
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	Wine Fridge
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	Shelf Extender
906628	Coors Light	6 × 355	\$1.00	EZA
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	VL1
921478	Pabst Blue Ribbon	6 × 355	\$1.00	
942151	>Seghesio Zinfandel Sonoma County	750	\$3.00	
948158	> (V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	Feature Fixture A
958868	19 Rioja Reserva (Baron De Ley)	750	\$4.00	
958975	>Mer Soleil Reserve Chardonnay	750	\$3.00	End Aisle
974717	>Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00	Feature Fixture A
991950	>Kim Crawford Marlborough Chardonnay	750	\$2.00	
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	\$5.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
570	Beefeater Dry	750	80
620	Silk Tassel Canadian Whisky	750	150
935	Captain Morgan White Rum	750	50
1503	Alberta Pure Vodka (P.E.T)	375	100
5041	Ballantine's	375	80
7369	Beefeater Dry	375	40
7617	Chivas Regal 12 Year Old	750	200
9522	J.P. Wiser's Deluxe	375	40
10232	1800 Silver Tequila	375	100
10357	Crown Royal Peach	750	60
10428	Jackson-Triggs Proprietors' Selection Rosé	1500	100
10899	Jose Cuervo Tradicional Plata	750	180
10912	Gran Centenario Anejo	750	180
12171	Nude Vodka Soda 12 Can Mixer Pack	12 x 355	75
12197	Five Farms Single Batch Irish Cream Liqueur	750	250
12858	Waterloo Grapefruit Radler	473	10
14484	Arizona Hard Green Tea	473	25
14678	Barefoot Moscato	1500	40
14953	Amsterdam Fria Cerveza	473	10
15563	Somersby Apple Cider	473	20
15808	County Apple Cider	473	5
16551	Olmecca Altos Tequila Reposado	750	120
16580	Maker's Mark Kentucky Bourbon	1140	275
16608	Aviation Gin	375	50
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	100
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	50
16903	Storyteller Lager	473	10
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	50
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	50
17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	100
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	99
19098	Founder's Original Gin Bramble	355	7
19303	Crown Royal Whisky & Cola	473	10
19472	Sandbagger Hard Seltzer	355	10
19750	Teremana Reposado Tequila	750	120
20264	Popcorn Chardonnay VQA	750	30
21097	The Glenlivet 12 Yr Malt	750	200
21378	Jim Beam White Label Bourbon	750	60
21437	Wayne Gretzky Red Cask Whisky	1140	99

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
21442	Honest Lot Cabernet Sauvignon	750	50
22492	Warheads Blue Raspberry	375	50
24437	Sailor Jerry Spiced Rum	1750	150
25104	Luksusowa Vodka	1750	300
25120	Lamb's Spiced Rum	750	120
25554	Dirty Devil Vodka	750	200
26346	Smirnoff Ice Original 12 Pack	12 × 355	80
27498	#Plantation 5 Year Old Barbados Rum(C Ferrand)	750	150
27665	Wayne Gretzky Butter Pecan Cream	750	99
27732	High Road Cellars Cabernet Merlot	750	50
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	80
27757	High Road Cellars Pinot Grigio	750	50
27817	Ballantine's Finest Blended Malt Scotch Whisky	1750	200
30083	Don Julio 70th	750	200
30333	Angostura White Oak Rum	750	60
30729	Bombay Citron Presse	750	60
31224	Coors Seltzer Slushie Flavour Pack	12 × 355	80
31265	John Sleeman & Sons - Ginger & Lime Mule	473	5
31300	Smirnoff Ice Orange Blast	473	10
31703	Herradura Ultra Anejo	750	500
31727	Malibu Pineapple Rum	750	120
31930	Seagrams V.O.	1750	300
31979	Calirosa Rosa Blanco	750	200
32165	Molson Cold Shots 6.0	473	20
32274	The Kraken Gold Spiced Rum	750	160
32542	Two Oceans Pinot Grigio	1500	50
33545	Skrewball Peanut Butter Whiskey	750	160
33954	Founder's Original Tequila Cocktail Box	8 × 355	52
34064	Fresh Sauvignon Blanc VQA	750	100
34304	County Cider Blackberry Peach	473	5
34637	Canadian Club Premium	1750	250
35041	Peninsula Ridge Tiny Bubbles Sparkling Wine VQA	750	80
35573	Shot In The Dark Shiraz Petite Sirah	750	100
35578	Babich Pinot Gris	750	50
35624	Babich Pinot Noir	750	50
36223	King Maui Sauvignon Blanc	750	100
36479	Ren Ultra Premium Vodka	750	200
36572	Good Day Pineapple Soju	360	50
36597	Seagram 13 Long Island Iced Tea	355	10

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
36600	Seagram 13 Cosmopolitan	355	10
36659	Twisted Tea Island Pack	12 × 355	50
36812	Cono Sur Green Society Cabernet Sauvignon Reserva	750	100
36909	Toro Bravo Verdejo Sauvignon Blanc	1500	30
37216	Bombay Sunset	750	50
37284	Miller Lite	6 × 355	40
37301	Madri Excepcional	6 × 473	40
37303	Kronenbourg 1664 Rosé	4 × 355	50
37503	On The Rocks Hornitos Margarita	750	300
37547	Social Lite Wine Spritz Mixer Pack	6 × 355	5
37806	High Park Eat The Worm Margarita Sour	473	10
37822	Motts Clamato The Works Caesar	458	15
37953	Bella Terra Pinot Grigio VQA	750	60
37962	Ramblers Schmoozer Cabernet Merlot VQA	750	50
37966	Magnotta Equus Series Double Cab VQA	750	60
38418	Popcorn Cabernet Sauvignon	750	100
38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	100
38699	Jim Beam White Label Bourbon	1750	100
40196	Luxardo Sambuca Dei Cesari	750	100
50088	Patron Reposado Tequila	750	180
52050	The Famous Grouse	750	260
60707	20 Bees Pinot Grigio VQA	750	60
71746	Tullamore Dew Irish Whiskey	750	150
73148	Barone Montalto Pinot Grigio Igt Sicily	750	95
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	100
82636	Pasqua Soave Doc	1500	120
86199	Oggi Botter Pinot Grigio Doc	750	30
89995	Quinta Da Avelada Vinho Verde	750	30
95935	Grey Goose Vodka	750	100
106377	Jacob's Creek Shiraz/Cabernet	750	80
111021	Gordons Gin (P.E.T)	1750	120
114934	Golden Wedding (P.E.T)	1750	120
141952	Pasqua Passimento Rosso Igt	750	100
144493	Montecillo Crianza Rioja	750	75
157917	Domaine De Canton Ginger Liqueur	750	100
158683	>La Crema Monterey Chardonnay	750	150
162610	Pascual Toso Malbec Limited Edition	750	100
175042	Girls' Night Out Pineapple Mango Tango	750	50
175430	Wente Morning Fog Chardonnay	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
215038	Gibson's Finest Sterling Edition	1750	300
216978	Seagrams V.O.	1140	200
217786	Jim Beam White Label Bourbon	1140	80
219279	Konzelmann Pinot Blanc VQA	750	95
226860	Wolf Blass Yellow Label Chardonnay	750	30
231779	Bartenura Moscato- Kpm Igt	750	40
239046	Quatro Ventos Douro	750	40
240135	Lamb's Navy Rum (P.E.T)	1140	120
247056	Grant's Triple Wood Blended Scotch Whisky	1750	150
254631	Stoli Elit Vodka	750	500
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	60
267161	Jose Cuervo Especial Gold	375	80
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	50
270439	Smithwick's Ale	500	10
270447	Guinness Draught Beer	500	10
271619	Harp Lager	500	10
281378	Forty Creek Cream Liquor	750	75
292177	Phillips Butter Ripple Schnapps	750	150
293043	Stoneleigh Sauvignon Blanc	750	120
307025	Ruffino Aziano Chianti Classico Docg	750	50
325787	McGuigan Black Label Shiraz	750	80
326009	Knob Creek Bourbon	750	400
326975	Kacaba Unoaked Chardonnay VQA	750	30
329342	Prince Igor Vodka (P.E.T)	375	40
340398	Two Oceans Cabernet Sauvignon Merlot	750	25
342386	Sailor Jerry Spiced Rum	375	50
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
360198	Tromba Anejo Tequila	750	120
366534	The Kraken Black Spiced Rum	375	80
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	100
369793	Mount Gay Eclipse Rum	750	125
374231	Ungava Gin	750	120
382002	Smirnoff Raspberry Flavoured Vodka	750	75
382747	Tequila Rose Strawberry Cream Liqueur	750	150
384651	Martini Prosecco Sparkling	750	50
387316	The Balvenie 12 Yr. Doublewood	750	500
390583	Canadian Club 100% Rye	750	200
396671	360 Double Chocolate Vodka	375	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
398024	Dr. McGillicuddy Intense Peach	1140	120
398479	1800 Reposado	750	200
405845	Evan Williams Black Label Bourbon Whiskey	750	100
407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	80
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	80
409490	Singleton Of Dufftown 12 Year Old	750	160
410852	Woodford Reserve Double Oaked	750	200
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	50
413070	Two Oceans Sauvignon Blanc	1500	50
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	200
417295	Ciroc Original Unflavoured	750	120
425686	Casamigos Tequila Anejo	750	200
428409	Powers Gold Irish Whiskey	750	150
441576	McGuigan Black Label Pinot Grigio	750	80
442731	Kilkenny Irish Ale	4 × 500	40
446567	Iceberg Vodka (P.E.T)	750	100
446575	Stoli Premium Vodka	375	50
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	10
456095	Ketel One Vodka	750	75
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	100
459982	Sandbanks Riesling-Gewurztraminer VQA	750	50
462432	Piper-Heidsieck Brut Champagne	750	150
477885	Polar Ice Vodka (P.E.T)	1750	200
477893	Polar Ice Vodka (P.E.T)	375	80
478909	Blue Moon	473	20
480129	Woodford Reserve Straight Rye Whiskey	750	150
482612	Pike Creek Double Barreled Canadian Whisky	750	120
491829	Southern Comfort	1140	175
508150	Sortilege Blueberry	750	100
520718	Sour Puss Raspberry Liquor	375	50
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	100
524355	McGuigan Black Label Cabernet Sauvignon	750	80
524363	Santa Carolina Cabernet Sauvignon	1500	100
526251	Jackson-Triggs Reserve Chardonnay VQA	750	50
527705	Bols Triple Sec	750	100
532358	Julia Florista Red	750	30
541607	The Sexton Single Malt Irish Whiskey	750	160
544833	Miller Genuine Draught	6 × 355	40

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
557827	Stoli Gold Vodka	750	200
558098	Twisted Shotz Sex On The Beach	4 × 30	25
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	100
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	75
573931	Hendrick's Orbium Gin	750	110
578005	>Austin Hope Cabernet Sauvignon	750	200
580183	Blu Giovello Pinot Grigio	750	100
589101	Ruffino Lumina Pinot Grigio Igt	750	50
600163	Tanqueray No. Ten Gin	750	200
601666	Malibu Mango Rum Liqueur	750	120
604934	Grey Goose Vodka	375	100
605816	St Remy Brandy	1140	100
609248	Moosehead Radler	473	10
613471	Henry Of Pelham Rosé VQA	750	60
620617	Collavini Pinot Grigio	1500	150
620724	Creekside Sauvignon Blanc VQA	750	60
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	80
628990	Tito's Handmade Vodka	1140	125
633271	Gosling's Bermuda Black Seal Rum	750	100
635482	Glendalough Wild Botanical Gin	750	90
637504	Hendrick's Gin	750	110
697797	Salvador's Original Margarita (P.E.T)	1750	100
897702	Bottega Vino Dei Poeti Prosecco Doc	750	75
951319	>(V) Pinot Grigio Bollini (Empson)	750	75

UPDATED Value-Added Program

Plant Applied/Mother Carton – These Value-adds arrive packaged with the product.

Sales Applied – These Value-Adds are supplied by Trade Reps and are applied in store. They may be applied directly to the product(s) or merchandised in an LCBO approved Supplier Produced Merchandiser, or placed near the applicable product(s) on a display with LCBO approved signage to communicate the offer to customers.

Near Packs – These Value-Adds are merchandised in close proximity to the applicable product. They may sit on the shelf with corresponding signage or in an LCBO approved Supplier Produced Merchandiser.

As per the Value-Added Products Policy RO-0102-09, a Value-add that is physically attached to a product is not to be removed from the selling floor and should continue to be sold until depleted, even after the promotion is over unless otherwise instructed. Any near pack item is to be handed out to any customer who makes any purchase the day after the promotion has finished until the product is exhausted, with the exception of alcohol near pack value-adds which should be given to customers making a purchase of the original product offered, or a product that is part of the same brand family (any size).

REMINDER: The Employee Purchase Policy RO-0310-01 must be followed for all purchases (with or without value-adds).

Near Packs

These Value-Adds are merchandised in close proximity to the applicable product. They may sit on the shelf with corresponding signage or in an LCBO approved Supplier Produced Merchandiser.

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
6oz Jigger	Front Nesting Table	1784	Grand Marnier Cordon Rouge	750
		15806	Skyy Vodka	750
		176834	Aperol	750
		177808	Appleton Estate V/X Signature Blend	750
		324855	Espolon Tequila Reposado	750
		479949	Wild Turkey 101	750
		550715	Forty Creek Barrel Select	750
F1 Insulated Water Bottle with Chance to win tickets to the F1 Austin, Texas Race Event	Seasonal Block Pile A, FSN	302810	Heineken	6 × 500
Chalice	Seasonal Block Pile A	37301	Madri Excepcional	6 × 473
Black Salt Rimmer	BSE End Aisle 1	19749	Teremana Blanco Tequila	750
		19750	Teremana Reposado Tequila	750
Branded Picnic Blanket	End Aisle	10157	Jameson Irish Whiskey	750
		207613	Jameson Irish Whiskey	1140
		275933	Jameson Irish Whiskey	1750
Buy 2 Coors Light packs and receive this fantastic speaker in a gift box	EZA	300681	Coors Light	6 × 473
Shoppers will receive a branded 16oz glass with reuseable lid and straw with purchase	EZH	31225	Simply Spiked Lemonade Variety Pack	12 × 355
		36618	Simply Spiked Peach Variety Pack	12 × 355
Camping Mug with purchase of 2 × 6 × 473 mL	EZD	14988	Muskoka Detour	6 × 473
		19994	Muskoka Tread Lightly	6 × 473
		37625	Muskoka Brewery Survival Pack 2024	6 × 473

Value-Added Program - Plant Applied/Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
12695	Flor De Cana 4YO White Rum	750	FdC 12YO 50 mL	
24796	Dixons Wicked Raspberry Gin	750	Dixons SCV Vodka 50 mL	
36450	Alberta Pure Vodka	750	Alberta Pure 50 mL	
61408	Jagermeister	375	Shot Glass	
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	FdC 50 mL	

Value-Added Program - Sales (Rep) Applied

These Value-Adds are supplied by Trade Reps and are applied in store. They may be applied directly to the product(s) or merchandised in an LCBO approved Supplier Produced Merchandiser, or placed near the applicable product(s) on a display with LCBO approved signage to communicate the offer to customers.

LCBO#	Description	Size (mL)	VA Approved	Display Program
984	Alberta Premium Whisky	750	Reifel Rye 50 mL	
7880	Johnnie Walker Black 12 Yr	750	\$5 Recipe Group Promo Card	Front Nesting Table, End Aisle
11945	Proper No. Twelve	750	Proper Twelve Socks	
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	
12695	Flor De Cana 4YO White Rum	750	FdC 12YO 50 mL	
15009	New Amsterdam Pink Whitney Vodka	750	Pink Whitney Golf Tees	
19670	Valley Of Mother Of God Smoked Gin Ddp	750	VOMG Glass	
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL	S1, BAP
21465	Angel's Envy	750	St Germain 50 mL	
21996	Aviation Gin	1750	Negroni Glass	End Aisle
24796	Dixons Wicked Raspberry Gin	750	Dixons SCV Vodka 50 mL	
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	Cottage Springs Flag (for select stores) + Airplane Minis (for others)	Cold Room Spirits
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	Cottage Springs Flag (for select stores) + Airplane Minis (for others)	Cold Room Spirits
36450	Alberta Pure Vodka	750	Alberta Pure 50 mL	
36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	Cottage Springs Flag (for select stores) + Airplane Minis (for others)	Cold Room Spirits
45898	Bacardi Superior White Rum (P.E.T)	1750	Bacardi Spiced 2 × 50 mL	
53082	Alberta Pure Vodka (P.E.T)	1750	On The Rocks Margarita 100 mL	
54866	Bulleit Bourbon Frontier Whiskey	750	\$5 Recipe Group Promo Card	Front Nesting Table
61408	Jagermeister	375	Shot Glass	
95935	Grey Goose Vodka	750	Chambord 50 mL	Shelf Extender, BAP
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	Aerators	
129940	Aviation Gin	750	\$5 Recipe Group Promo Card	Front Nesting Table
173542	Don Julio Blanco	750	\$5 Recipe Group Promo Card	Front Nesting Table
173559	Don Julio Reposado	750	\$5 Recipe Group Promo Card	Front Nesting Table

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
217653	Captain Morgan Original Spiced Rum	1140	CM RTD	End Aisle
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	BASK Sangria Wine Spritz Can 355 mL	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	BASK Sangria Wine Spritz Can 355 mL	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	Saltshaker	
312959	Ketel One	1750	\$5 Recipe Group Promo Card	Front Nesting Table
321208	Crown Royal Special Reserve In Gift Box	750	\$5 Recipe Group Promo Card	Front Nesting Table
331371	Peller Family Vineyards Cabernet Sauv	4000	Swedish Dish Cloth	
333070	Islay Mist Scotch 8 Year Old	750	Rocks Glass	
342436	>Bonterra Chardonnay Organic	750	Cheese Spreader	
394577	Fiol Prosecco Doc	750	Limoncello 50 mL	
401315	Jose Cuervo Especial Silver	1140	Tajin	End Aisle
409490	Singleton Of Dufftown 12 Year Old	750	\$5 Recipe Group Promo Card	Front Nesting Table
417196	Grey Goose Vodka	1140	Chambord 50 mL	
417295	Ciroc Original Unflavoured	750	\$5 Recipe Group Promo Card	Front Nesting Table
446823	Ciroc Pineapple	750	\$5 Recipe Group Promo Card	Front Nesting Table
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 x 50 mL	
456095	Ketel One Vodka	750	\$5 Recipe Group Promo Card	Front Nesting Table
479923	Stalk & Barrel Blue Blend	750	Iceberg 50 mL	
500512	Captain Morgan Original Spiced Rum	750	CM RTD	End Aisle
520312	Bacardi Gold (P.E.T)	1750	Bacardi Spiced 2 x 50 mL	
541094	Wayne Gretzky Ice Cask Whisky	750	Gretzky Ice Storm Vodka 50 mL	
597559	Tito's Handmade Vodka	750	Dog Leash	End Aisle
600163	Tanqueray No. Ten Gin	750	\$5 Recipe Group Promo Card	Front Nesting Table
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	FdC 50 mL	
605816	St Remy Brandy	1140	St Remy XO 50 mL	
738823	>Liberty School Cabernet Sauvignon	750	Tumbler	

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
34261	Sync Sauvignon Blanc	750	BBQ (Heartbeat hot sauce) Recipe	Shelf Extender, LTO, Necktag

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	300681	Coors Light (275/TBS)	6 × 473	MOLSON COORS CANADA	Store Order
	300699	Molson Canadian (275/TBS)	6 × 473	MOLSON COORS CANADA	Store Order
	906628	Coors Light (275/TBS)	6 × 355	MOLSON COORS CANADA	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	33581	Nickel Brook Chilly Tins New Zealand IPA (6699)	473	NICKEL BROOK BREWING	Store Order
	37780	Beau's Double Juiced Af (LCBO Warehouse)	568	STEAM WHISTLE BREWING	Store Order
	38610	Wellington Brewery Lazy Tiger Little IPA (4826)	473	WELLINGTON COUNTY BREWERY	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	31225	Simply Spiked Lemonade Variety Pack	12 × 355	MOLSON COORS CANADA	
	36618	Simply Spiked Peach Variety Pack	12 × 355	MOLSON COORS CANADA	
Beer Excitement Zone - 21D (End EZD)	14988	Muskoka Detour (LCBO Warehouse)	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	37625	Muskoka Brewery Survival Pack 2024 (LCBO Warehouse)	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
Ontario Craft Beer End Aisle	20026	All Or Nothing Take-A-Break Tropical Double IPA (6653)	473	ALL OR NOTHING BREWHOUSE	Store Order
	20029	Silversmith Brewing 20 Hazy Years (1181)	473	SILVERSMITH BREWING COMPANY	Store Order
	37570	Cameron's Pastime Pilsner (413)	473	CAMERON'S BREWING COMPANY	Store Order
	38997	Bench Brewing Old School Light Lager (798)	473	BENCH BREWING CO.	Store Order
	569913	Lake Of The Woods Kolsch (4277)	473	LAKE OF THE WOODS	Store Order
	645416	Left Field Brewery Greenwood IPA (4846)	355	LEFT FIELD BREWERY	Store Order
	13641	Bench Brewing Short Hills East Coast IPA	473	BENCH BREWING CO.	Store Order
End Aisle #10/Mini Thematic C	16051	Bellwoods Jutsu Pale Ale	473	BELLWOODS BREWERY	Store Order
	20870	Van Full Of Weirdos IPA	473	REFINED FOOL	Store Order
	25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	BLYTH BREWING/COWBELL	Store Order
	25664	Flying Monkeys Blueberry Sour	473	FLYING MONKEYS CRAFT BREWERY	Store Order
	38773	Bobcaygeon Brewing Summer IPA Mix Pack (462)	6 × 473	BOBCAYGEON BREWING COMPANY LIMITED	Store Order
	450239	Whitewater Brewing Farmer's Daughter	473	WHITEWATER BREWING	Store Order
	458273	Great Lakes Octopus Wants To Fight IPA	473	GREAT LAKES BREWING CO	Store Order
508580	Wellington Upside IPA	473	WELLINGTON COUNTY BREWERY	Store Order	

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	18	Heineken Lager (LCBO Warehouse)	6 × 330	MOLSON COORS CANADA	Force Allocated
	37301	Madri Excepcional (275/TBS)	6 × 473	MOLSON COORS CANADA	Force Allocated
	56796	Heineken 5L Draught Keg (LCBO Warehouse)	5000	MOLSON COORS CANADA	Force Allocated
	302810	Heineken (LCBO Warehouse)	6 × 500	MOLSON COORS CANADA	Force Allocated
R57: Ontario Beer A	609248	Moosehead Radler (275/TBS)	473	MOOSEHEAD BREWERIES LIMITED	Force Allocated
R58: Ontario Beer B	32927	Grolsch Premium Pilsner (275/TBS)	473	ASAHI CANADA	Force Allocated
R59: Beer 1	481572	Four Fathers The Starter (794)	473	FOUR FATHERS BREWING COMPANY LTD.	Force Allocated
R60: Beer 2	531400	Estrella Damm (LCBO Warehouse)	500	BRUCE ASHLEY GROUP	Force Allocated
R61: Beer 3	91850	Rekorderlig Wild Berries (LCBO Warehouse)	500	PREMIER BRAND, LTD.	Force Allocated
R62: Beer 4	405118	8.6 Original (LCBO Warehouse)	500	PREMIER BRAND, LTD.	Force Allocated
D4: Discovery BSM 1	34048	Thornbury Blue Mountain Light Lager (8609)	473	COLIO ESTATE WINES	Force Allocated
EA 7A/B	275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	NICKEL BROOK BREWING	Force Allocated
	398693	Naughty Neighbour American Pale Ale (6699)	473	NICKEL BROOK BREWING	Force Allocated
	573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	NICKEL BROOK BREWING	Force Allocated
EA 17	31451	Ace Hill Ultra (LCBO Warehouse)	6 × 355	ACE BEVERAGE GROUP	Force Allocated
	31452	Ace Hill Mexican Style Lager (LCBO Warehouse)	6 × 355	ACE BEVERAGE GROUP	Force Allocated
	31453	Ace Hill Ultra Lime (LCBO Warehouse)	6 × 355	ACE BEVERAGE GROUP	Force Allocated
EA 19	17406	Side Launch Any Day Light IPA (3827)	473	VON TERRA ENTERPRISES LTD.	Force Allocated
	23047	Figo Italian Pilsner (798)	473	BENCH BREWING CO.	Force Allocated
	25043	Lost Craft Coastal Wave IPA (179)	473	VON TERRA ENTERPRISES LTD.	Force Allocated
EA 20	31064	Collective Arts Non Alcoholic Pale Ale (LCBO Warehouse)	355	COLLECTIVE ARTS BREWING LIMITED	Force Allocated
	39451	Bellwoods Jelly King Non-Alc Sour (2990)	473	BELLWOODS BREWERY	Force Allocated
	39482	Muskoka Brewery Veer Lager With Lime (LCBO Warehouse)	355	LAKES OF MUSKOKA COTTAGE BREWERY	Force Allocated

Questions?

Customer Care Retail Field Store Support: 416-864-6787 or email retailfield@lcbo.com

Trade Copy Only

PERIOD 6

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AUGUST 18 Start of Period 6	19	20	21	22	23	24 Online & Flagship Exclusive Vintages Release
25	26	27	28	29	30	31
SEPTEMBER 1	2 Labor Day Offices and Stores are closed.	3	4	5	6	7 In-store & Online Vintages Release
8	9	10	11	12	13	14 End of Period 6
15 Start of Period 7	16	17	18	19	20	21

LCBO