

*Bring home*  
**ONTARIO**

*Bring on*  
**VALUE**



## **PERIOD 7 MARKETING & PRODUCT GUIDE**

SEPTEMBER 15 - OCTOBER 12, 2024

My Store #

Trade Copy Only

# Period 7 Marketing & Product Guide

Participating DONE			Participating DONE		
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# VQA & IDB PARTICIPATING STORES

This will be a flighted campaign with each flight featuring a unique set of products; either Ontario VQA wines or International-Domestic Blends.

## VQA Participating Stores

3, 4, 5, 7, 8, 10, 12, 15, 17, 18, 19, 21, 25, 26, 30, 31, 35, 36, 38, 40, 41, 51, 57, 60, 67, 72, 80, 83, 84, 85, 87, 90, 96, 98, 101, 102, 105, 106, 107, 111, 114, 115, 117, 119, 120, 124, 125, 129, 130, 131, 137, 140, 141, 143, 146, 148, 149, 150, 154, 156, 160, 161, 162, 164, 168, 173, 174, 177, 179, 180, 182, 187, 188, 189, 191, 197, 202, 203, 207, 208, 210, 211, 212, 213, 214, 217, 218, 219, 220, 221, 226, 232, 234, 237, 238, 241, 243, 245, 248, 251, 252, 253, 254, 255, 256, 258, 260, 264, 265, 267, 271, 272, 273, 274, 275, 276, 277, 278, 280, 282, 283, 284, 286, 288, 289, 290, 292, 293, 294, 295, 296, 299, 300, 307, 308, 310, 311, 314, 316, 318, 319, 321, 323, 326, 332, 333, 335, 339, 341, 344, 346, 347, 352, 353, 354, 355, 358, 360, 364, 367, 369, 370, 371, 372, 374, 379, 383, 384, 386, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 401, 402, 404, 407, 409, 410, 412, 413, 414, 415, 417, 420, 421, 423, 429, 431, 432, 437, 438, 439, 440, 443, 445, 446, 448, 449, 450, 452, 453, 455, 456, 457, 460, 462, 463, 471, 472, 473, 474, 475, 476, 477, 479, 481, 482, 483, 485, 486, 490, 491, 494, 495, 496, 497, 499, 500, 501, 503, 504, 509, 510, 511, 516, 519, 520, 521, 522, 523, 527, 528, 529, 530, 532, 533, 534, 536, 540, 541, 547, 548, 550, 551, 553, 554, 556, 557, 558, 562, 566, 569, 570, 573, 580, 585, 589, 590, 593, 594, 597, 598, 607, 610, 611, 612, 615, 619, 621, 623, 624, 626, 629, 630, 631, 632, 634, 635, 636, 637, 638, 639, 641, 643, 646, 648, 649, 650, 651, 656, 657, 658, 665, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 686, 690, 691, 693, 694, 695, 697, 699, 702, 741, 743, 744, 747, 748, 749, 751, 752, 753, 754, 755, 758, 762, 772, 776, 779, 784



## IDB Participating Stores

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# WHAT'S NEW FOR PERIOD 7



## Promotional Programs

Period 7 Aeroplan Offers

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Cocktail of the Month: Night Harvest Martini

Gift Display A: Host-worthy Canadian Spirits

Gift Display B: Gift-worthy Ontario Wines

Local Beer & Cider Display: Local Craft Beer

Front Nesting Table

Middle Nesting Table

Block Pile A: Regional Ontario Craft Beer

Block Pile B: Ready-to-Sip Favourites

Block Pile C: Aeroplan

Block Pile D: Cabot Trail

Enhanced Block Pile Display: Georgian Bay

Enhanced Block Pile Display: Cutwater

Pop-Up Activation: VQA

Flagship Spotlight: VQA Wines for Thanksgiving

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: September 15 - October 12, 2024**

**Participating Stores: All Stores**

## Signage Components & Merchandising Instructions

### Components

Image (example only)

#### P7 Aeroplan Exterior Banners

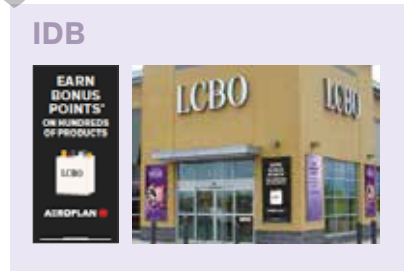
- Install the Aeroplan Exterior Banner in the placement outside the store.

#### VQA:

ENG (Re-order# 25VQA-EB3) / BIL (Re-order# 25VQA-EB4)

#### IDB:

ENG (Re-order# 25IDB-EB9) / BIL (Re-order# 25IDB-EB10)



#### P7 Aeroplan End Aisle Backer Card

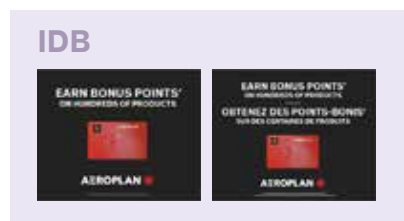
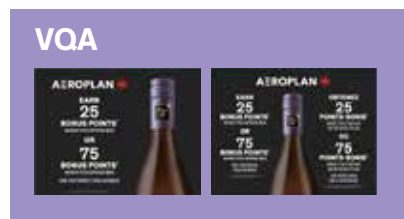
- VQA Aeroplan End Aisle Backer Card should only be used on ends with VQA wines on offer.
- IDB Generic End Aisle Backer Card can be installed on end aisles with Aeroplan offers.

#### VQA:

ENG / BIL (Re-order# 25VQA-BC-GEN2)

#### IDB:

ENG / BIL (Re-order# 25IDB-BC-GEN7)



### Aeroplan Seasonal Banner Insert

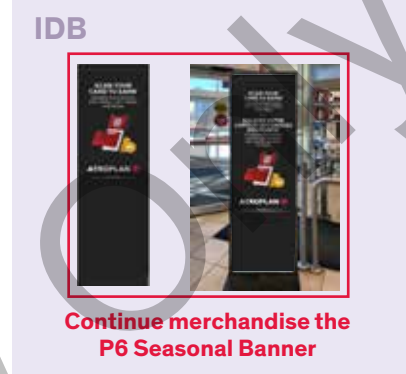
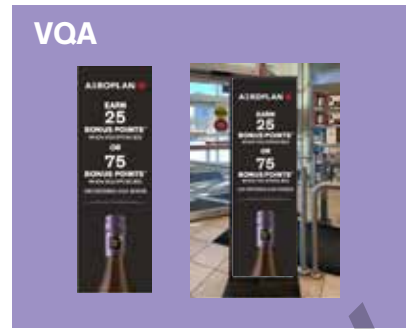
- Install the Aeroplan seasonal banner insert.

### P7 VQA:

ENG (Re-order# 25VQA-SB1) / BIL (Re-order# 25VQA-SB2)

### Keep the P6 Seasonal Banner Insert for IDB stores:

ENG 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.



### P7 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-25P7-ANS)  
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 749359)



## P7 Aeroplan Combo Offers (LF)

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

**Key Dates (September 16 - October 13, 2024)**

### Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	166	Sogrape Mateus Rosé	750	50	\$1.00
	1743	Ruffino Chianti	750	50	\$2.00
	10217	Kahlua Coffee Flavoured Liquor (PET)	1750	40	\$3.00
	10715	Malfy Gin Con Arancia	750	40	\$5.00
	11868	Whitley Neill Rhubarb & Ginger	750	100	\$5.00
	19255	Matua Pinot Grigio Marlborough	750	40	\$2.00
	19338	Good Natured Crisp Chardonnay VQA	750	50	\$1.00
	19339	Good Natured Merlot Gamay Noir VQA	750	50	\$1.00
	20258	Hopetown Wine Co. Hill House Craft Red VQA	750	30	\$1.00
	21434	Romeo Prosecco	750	50	\$2.00
	22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	40	\$3.00
	25137	818 Tequila Reposado	750	100	\$4.00
	26547	Finca Las Moras Malbec	750	50	\$1.00
	27122	Tierra Rica Cabernet Sauvignon Organic	750	40	\$2.00
	27605	Reifel Rye	750	100	\$4.00
	30603	Larceny Kentucky Straight Bourbon	750	200	\$5.00
	30962	Il Piatto Mare Pecorino Terre Di Chieti	750	90	\$1.00
LF	31587	Polar Ice Berry Blizzard	750	40	\$1.00
	32187	Hopetown Wine Co. Sauvignon Blanc VQA	750	30	\$1.00
	32189	D'Ont Poke The Bear Big Baco VQA	750	20	\$1.00
	37667	Dos Primos Tequila Blanco	750	100	\$3.00
	38549	Harmony & Terra Cabernet Sauvignon	750	50	\$2.50
	38550	Harmony & Terra Chardonnay	750	50	\$2.50
	50203	Beronia Reserva	750	40	\$3.00
	103747	Maker's Mark Kentucky Bourbon	750	100	\$4.00
	135475	Fuzion Alta Reserve Malbec	750	50	\$2.00
	155051	Masi Campofiorin IGT	750	25	\$2.00
	164756	Graffigna Pinot Grigio	750	40	\$2.00
	166538	LAN Crianza	750	25	\$2.00
	170134	Banrock Station Pink Moscato Rosé	750	40	\$2.00
	230821	Cupcake Chardonnay	750	50	\$2.00
	237644	Frisky Zebras Seductive Shiraz	750	60	\$1.00
	257329	Caliterra Cabernet Sauvignon Reserva	750	40	\$1.00
	258954	Spicebox Canadian Spiced Whisky	750	40	\$3.00
	267781	Voga Moscato Frizzante IGT	750	55	\$1.00







Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	293043	Stoneleigh Marlborough Sauvignon Blanc	750	40	\$2.00
	296574	Cottage Block Sauvignon Blanc Riesling VQA	750	25	\$1.00
	302752	Santa Margherita Brut Rosé Sparkling	750	40	\$2.00
	363192	Argento Estate Reserva Organic Malbec	750	25	\$2.50
	398776	Fireball Cinnamon Whisky (PET)	375	30	\$1.50
	412320	Josh Cellars Reserve Paso Robles Cabernet Sauvignon	750	50	\$2.00
LF	441543	Wakefield Promised Land Shiraz	750	80	\$2.00
	507467	Josh Cellars Legacy Red	750	50	\$2.00
	519298	Wayne Gretzky Canadian Cream Whisky	750	99	\$3.00
	575001	Wild Turkey Longbranch	750	120	\$5.00
	595280	Porcupine Ridge Syrah	750	40	\$2.50
	605972	Glenfiddich 15 Year Old Single Malt Scotch Whisky	750	150	\$5.00
	695080	Hardys Stamp Series Shiraz Cabernet	1500	50	\$3.00

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## P7 Ontario VQA Tiered Aeroplan Offer (September 15 - October 12, 2024)

**Spend \$25-\$49.99 and earn 25 bonus points OR spend \$50 or more and earn 75 bonus points on Ontario VQA Wines.**

### Signage Components & Merchandising Instructions

Components	Image (example only)
Category Sign Overlay: ENG/BIL (Re-order #25VQA-AP5)	
Category Sign Magnetic Overlay: ENG/BIL (Re-order #25VQA-AP6)	
Category Sign Extender: Right Facing ENG/BIL (Re-order # 25VQA-AP1) / BIL (Re-order # 25VQA-AP2)	
Left Facing ENG/BIL (Re-order # 25VQA-AP3) / BIL (Re-order #25VQA-AP4)	
Perpendicular Shelftalker: ENG (Re-order #25VQA-AP8) / BIL (Re-order #25VQA-AP9)	
Box Sign: ENG/BIL (Re-order # 25VQA-AP7)	

### P7 Wines of Rioja Aeroplan Offer - Flex Space Offers

**Earn 100 bonus points when you spend \$45 or more any select wines of Rioja. Participating wines will be merchandised on the Flex Space display.**

Refer the Flex Space pages in this guide for more information.

# Period 7: VQA & IDB

## SIGNAGE GALLERY

### Bring Home Ontario (VQA)

#### Overview

Made with 100% locally grown grapes, every bottle of Ontario VQA wines positively **burst** with the passion of the people who make them. And as a destination that offers the largest selection of Ontario VQA wines, the LCBO is uniquely positioned to act as their greatest cheerleader.

This autumn, we will energetically invite Ontarians to embrace our world-class winemaking, by proudly showcasing the flavours, value and variety that await when you **Bring Home Ontario** with a bottle of VQA wine.

**Bring Home Ontario** will explode onto the scene with carefully curated products, pairing ideas, retail tastings, and social content that offer consumers an easy and enjoyable way to discover the fruits of our vibrant industry.

#### Participating Stores

Please see page 2

### Bring on Value (IDB)

#### Overview

Through our **Bring on Value** promotion (IDB flight), we help Ontarians make the most of every moment with wines that deliver value and formats perfect for everyday occasions. We'll highlight customer favourites that offer incredible value and feature unique formats.

#### Participating Stores

Please see page 2

#### Signage Ship Date

The Period 6 signage components will be shipped to stores beginning **September 6, 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](mailto: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-25P7-MUSIC-CD | Music USB Reorder# AIM-25P7-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.

## VQA Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

- 1 Bring Home Ontario
- 2 Aeroplan Rewards
- 3 Same-Day Pickup  
(Stores with Same-Day Pickup service)

\* Repeat 'Bring Home Ontario' Thematic Banner in the fourth banner spot



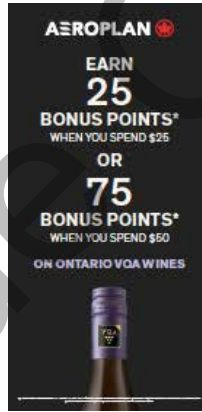
#### 1 Bring Home Ontario



Re-order#  
25VQA-EB1  
(English)

Re-order#  
25VQA-EB2  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
25VQA-EB3  
(English)

Re-order#  
25VQA-EB4  
(Bilingual)

#### 3 Same-Day Pickup



Re-order#  
25VQA-EB5  
(English)

Re-order#  
25VQA-EB6  
(Bilingual)

## IDB STORES: Bring on Value

### IDB Exterior Banners

**Dimensions:** 28" w x 45" h

**Install:** Exterior on building

#### PRIORITY OF EXTERIOR BANNERS:

- 1 Bring on Value
- 2 Aeroplan Rewards
- 3 Same-Day Pickup  
(Stores with Same-Day Pickup service)

\* Repeat 'Bring on Value' Thematic Banner in the fourth banner spot



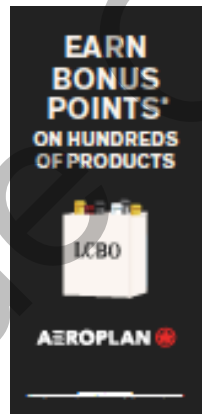
#### 1 Bring on Value



Re-order#  
25IDB-EB7  
(English)

Re-order#  
25IDB-EB8  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
25IDB-EB9  
(English)

Re-order#  
25IDB-EB10  
(Bilingual)

#### 3 Same-Day Pickup



Re-order#  
25IDB-EB11  
(English)

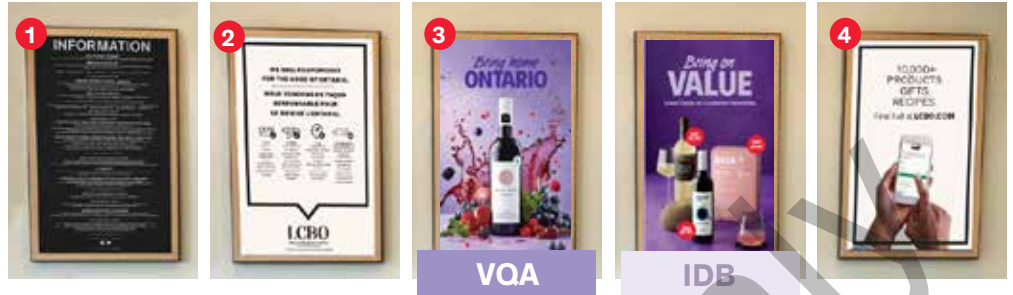
Re-order#  
25IDB-EB12  
(Bilingual)

Signage is to remain in place for the duration of P7

## 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# 220P-INFOB  
(English + Bilingual)

#### 2 Responsible Service



Re-order# 220P-RSP1  
(Bilingual)

#### 3 Seasonal Thematic

VQA



Re-order# 25VQA-WS1  
(Bilingual)

IDB



Re-order# 25IDB-WS2  
(Bilingual)

#### 4 Same Day

#### Generic Ecomm



Re-order# 220P-SD16  
(English + Bilingual)

OR



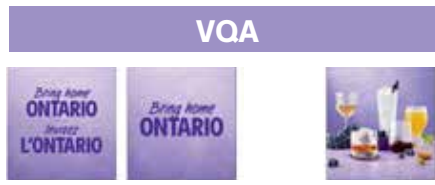
Re-order# 220P-SC2  
(English + Bilingual)

# Signage is to remain in place for the duration of P7

## Transparencies

### Square Transparencies ENG/BIL

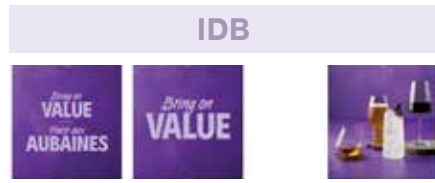
Vendor installed



Thematic POP ENG/BIL



Image



Thematic POP ENG/BIL



Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Horizontal Transparencies ENG/BIL

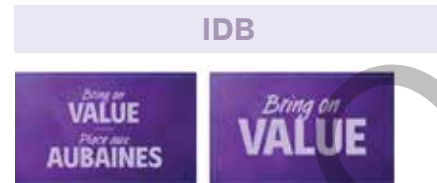
Vendor installed



Thematic POP ENG/BIL



Image



Thematic POP ENG/BIL



Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Small Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL



Thematic POP ENG/BIL



eComm ENG/BIL

Same Day Pickup ENG/BIL

### Medium Transparencies ENG/BIL

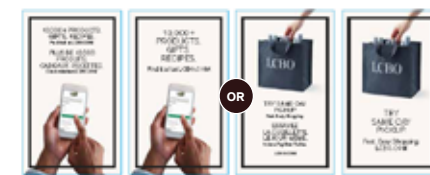
Vendor installed



Thematic POP ENG/BIL



Thematic POP ENG/BIL



eComm ENG/BIL

Same Day Pickup ENG/BIL

### Large Transparencies BIL

Vendor installed



Thematic POP ENG/BIL



Thematic POP ENG/BIL



eComm BIL

Signage is to remain in place for the duration of P7

## Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.

VQA



Re-order# 25VQA-TB1

IDB



Re-order# 25IDB-TB2

## P7 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 P6 blade signs and replace with the new Period 7 versions below.

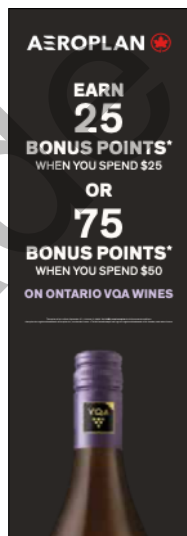
VQA

IDB



EA1 (VQA and IDB)  
Night Harvest Martini  
ENG (25P7-BS1)  
BIL (25P7-BS2)

VQA



EA2-9 Aeroplan Generic  
ENG (25VQA-BS3)  
BIL (25VQA-BS4)





## P7 Generic Backer Cards

Remove the P6 Generic Backer Cards and replace with the Period 7 version below.

### VQA

25VQA-BC-GEN1



NOTE: Use this backer card with any product.

25VQA-BC-GEN2



NOTE: Use this backer card only for ends that feature Ontario VQA products.

25VQA-BC-GEN3



NOTE: Use this backer card with any product.

25VQA-BC-GEN4



NOTE: Use this backer card with Beer products.

25VQA-BC-GEN5



NOTE: Use this backer card with Spirit products.

## P7 End Aisles Backer Cards

Remove the P6 EA 1-10 backer cards and replace with the new Period 7 versions below.

### VQA

25P7-BC1



EA1 (VQA and IDB)

25VQA-BC2



EA 2

25VQA-BC3



EA 3

25VQA-BC4



EA 4

25VQA-BC5



EA 5

25VQA-BC6



EA 6

25VQA-BC7



EA 7

25VQA-BC8



EA 8

25VQA-BC9



EA 9

25VQA-BC10



EA 10

## P7 Generic Backer Cards

Remove the P6 Generic Backer Cards and replace with the Period 7 version below.

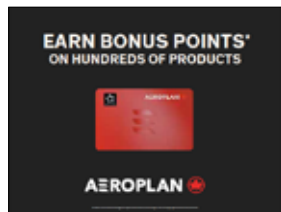
IDB

25IDB-BC-GEN6



NOTE: Use this backer card with any product.

25IDB-BC-GEN7



NOTE: Use this backer card with products with Aeroplan Bonus Offers.

## P7 End Aisles Backer Cards

Remove the P6 EA 1-10 backer cards and replace with the new Period 7 versions below.

IDB

25P7-BC1



EA1 (VQA and IDB)

25IDB-BC2



EA 2

25IDB-BC3



EA 3

25IDB-BC4



EA 4

25IDB-BC5



EA 5

25IDB-BC6



EA 6

25IDB-BC7



EA 7

25IDB-BC8



EA 8

25IDB-BC9



EA 9

25IDB-BC10



EA 10

# EMPLOYEE ENGAGEMENT

## Ontario Wines Sales Tracker Poster & Employee Name Badge Stickers

Stores will receive a new signage kit to highlight local products to our customers. These signage components will help to support local Ontario products in stores.

### Ontario Wines Sales Tracker Poster (All Stores)

#### Overview

A Wine Bottle Sales Tracker will be sent to all stores to drive excitement about the promotion and to see how your store ranks with our Ontario Wines Sales goal. Track your store's Ontario wine sales using this tracker on a weekly basis.

#### Key Dates (September 15 - October 12, 2024)

#### Participating Stores

All stores

#### Merchandising Instructions

- Place the poster in your lunch room. Use the poster to track Ontario wine sales for the month by setting targets, and colouring in the wine bottle (using a red Sharpie) as you work towards achieving that goal.

#### Signage Components

- Ontario Wines Sales Tracker Poster ENG (Re-order# AIM-25P7-VWG1)



### Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 7.

- Encourage all team members to engage with customers and offer to help them find a great VQA wine by wearing the sticker on their name badge. It's an easy way to ask customers "Can I help you find a great VQA wine?", "Are you familiar with our VQA section of local wines?", and then show them a selection of wines.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".
- Local VQA Wine Badge Stickers: ENG (Re-order # 25P7-NT1) / BIL (Re-order # 25P7-NT2)
- IDB Wine Badge Stickers: ENG (Re-order # 25P7-NT3) / BIL (Re-order # 25P7-NT4)



Not Final

**NEW!**

# NEW PRODUCT BIN TAG UNDERLAYS

All Stores

## Overview

This program highlights and promotes the new products at the LCBO.

Each new product will be highlighted with an Operational bin tag underlay that communicates its recent availability to our customers.

New products should feature the bin tag underlay for **TWO periods**. Each period, the Marketing & Product Guide will communicate products that are new to the program, those that are continuing and those that should have the “New” bin tag underlay removed. **Participation is mandatory.**

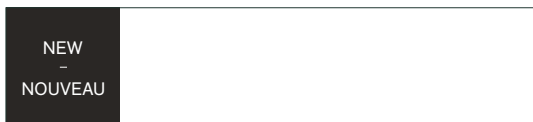
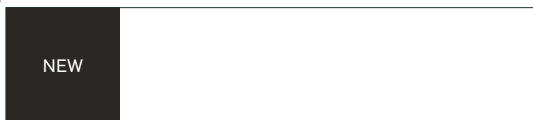
## Key Dates (July 21 - August 17, 2024)

## Participating Stores

All Stores

## Signage Components

- Bin Tag Underlays will be sent to all stores prior to launch.
- Operational Bin Tag Underlay  
English/Bilingual (Re-order# 22OP-BTU2)
- Bilingual designated stores must display the bilingual bin tag underlays



## Merchandising Instructions

- Install “NEW” underlays to highlight products that are in-stock and new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel.
- Ensure the underlay message is still visible.
- NOTE: “NEW” bin tag underlays should not be displayed for longer than 60 days.



Example Only

## Period 7 New Products

LCBO#	Description	Sub Set	Product Type
35977	Jack Daniels Single Barrel Rye	Whisky American - Whisky Shop	One Shot
36430	Crystal Head Bone Bottle	Vodka Deluxe	One Shot
38557	El Dorado High Ester Blend LBI DHE	Rum Amber/Dark	One Shot
38563	Goslings Spirited Seas Ocean Aged Rum	Rum Amber/Dark	One Shot
38566	Chairman's Reserve Legacy Saint Lucian Rum	Rum Amber/Dark	One Shot
38621	Ghost Tequila	Tequila Flavoured	One Shot
38878	Canadian Club Classic 18 Year Old Sherry Cask	Whisky Canadian - Deluxe	One Shot
38879	Plantation Single Cask Guyana Big Peat Cask 2011	Rum Amber/Dark	One Shot
39878	Jack Daniels Single Barrel Barrel Proof Whisky	Whisky American - Whisky Shop	One Shot
39881	Johnnie Walker Blue Label Ice Chalet	Whisky Blends - Whisky Shop	One Shot
39969	Angel's Envy Single Barrel	Whisky American - Whisky Shop	One Shot
39987	Glenfiddich 31 Grand Chateau	Whisky Scotch - Deluxe	One Shot
38634	Bearface Whisky Ginger & A Hint Of Lime	Coolers - Cocktails	Regular
38635	Disaronno Sour	Coolers - Cocktails	Regular
38636	Hollow Valley Dark & Stormy	Coolers - Cocktails	Regular
38639	Local Spirit Cold Brew Espresso Martini	Coolers - Cocktails	Regular
38937	Bread & Butter Cabernet Sauvignon	California Red	Regular
38938	Bread & Butter Chardonnay	California White	Regular
38949	Stoneleigh Sauvignon Blanc	New Zealand White	Regular
38986	Not Guilty De-Alcoholized Pinot Grigio	Australia White	Regular
39061	The Deacon Blended Scotch Whisky	Whisky Scotch - Deluxe	Regular
39111	Traveller Blend No. 40	Whisky American	Regular
512657	Plantation Pineapple Rum Stiggins Fancy	Rum Flavoured	Regular
30591	Twin Fin Coconut and Lychee Rum	Rum Flavoured	Seasonal
38911	Casamigos Cristalino	Tequila Deluxe	Seasonal
38977	Mount Gay Eclipse Navy Strength	Rum Amber/Dark	Seasonal
39103	Forty Creek Maplewood Select	Whisky American - Whisky Shop	Seasonal
39531	Wellington Brewery Festbier	Ontario Craft Beer	Seasonal
39756	Bumbu Creme	Liqueurs	Seasonal
39936	Iron Maiden Deepst Darkest Red Blend	Portgual Red	Seasonal
40078	Sons of Kent Boombox IPA Mix Pack	Ontario Craft Beer	Seasonal
40616	Bellwoods An IPA	Ontario Craft Beer	Seasonal
40730	Sawdust City - Mocha Crunch	Ontario Craft Beer	Seasonal

**Continue to merchandise  
the New Product Underlays for the following P6 SKUs:**

<b>LCBO#</b>	<b>Description</b>
21191	Brunch Beverages Strawberry Cider
22930	Flying Monkeys Juicy Ass 6-Pack
36817	Don David Reserve Cabernet Sauvignon
37211	Jacob's Creek Lively Bunch Rosé
37221	Minimalista Rosé
37849	Lakefront La Gosa Rita Margarita Style Ale
37965	Henry Of Pelham Sparkling VQA
38404	Pine Ridge Chenin Blanc Viognier
38407	Paddleboard Pinot Grigio
38408	Here & Now Pinot Noir
38409	Solid Ground Chardonnay
38410	Cupcake Citruskissed Pinot Grigio
38411	Bread & Butter Pinot Grigio
38412	Pacific Gate Cabernet Sauvignon
38415	Pacific Gate Chardonnay

<b>LCBO#</b>	<b>Description</b>
38416	The Dreaming Tree Sauvignon Blanc
38417	Rose & Finch Red Blend
38418	Popcorn Cabernet Sauvignon
38549	Harmony & Terra Cabernet Sauvignon
38550	Harmony & Terra Chardonnay
38640	Josh Cellars Seaswept Sauvignon Blanc & Pinot Grigio
38837	Julia Florista Red
38886	Natureo White
38887	Natureo Red
38897	SUPERFLUX HAPPYNESS IPA
38940	Archway Pinot Noir
39077	Hennessy VS Carnival 2024
39488	Bailey's Birthday Cake
310391	The Dreaming Tree Crush Red Blend

**REMOVE the New Product Underlays from the following SKUs:**

<b>LCBO#</b>	<b>Description</b>
32891	Jack Daniel McLaren 2
16531	Walkerville Brewery Smooth Sail Summer Ale
16769	Railway City - Playa Cerveza
20839	Oast House Farmer Tan IPA
21939	Fixed Gear Fixie Citra IPA
27004	South Channel Ale
31576	Sawdust City - White Tulip
33228	Blood Brothers Auto Pop Tahitian Treats
33261	Maclean's County Cream Ale
37625	Muskoka Brewery Survival Pack 2024
37711	Beau's Wonder Crush Hazy IPA
38003	Brock St. Backyard Party Pack
38064	Henderson X Rush Moving Pictures 2024 - Belgian BI
38519	Refined Fool, Summer Beer League
38529	Madkap - Busted Raspberry Wheat
38609	Snake Eyes Dry-Hopped Peach Sour
38610	Wellington Brewery Lazy Tiger Little IPA
38767	Mackinnon Philly Light Lager
38772	Slake Super Sunset Pale Ale

<b>LCBO#</b>	<b>Description</b>
38773	Bobcaygeon Brewing Summer IPA Mix Pack
38774	Willibald City Slicker IPA Ontario
38775	Pretty Bad Sunburn Mango Guava Sour
38776	Shape Of Home Pale Ale
38779	Rage & Love - Passionfruit & Raspberry Sour
38780	Orillia Summer Frost Cryo IPA
38782	Exchange Brewery Wee Wallop
38783	Klb Lazy Waves Hazy IPA
38784	Broadhead Underdog Pale Ale
38787	Shawn & Ed Salted Lime Cerveza
38789	Stockyards Brewing Reunion Mexican Lager
38790	Left Field Long Shot Pale Ale
38791	Surf Rock - California IPA
38792	Summer Sampler
38797	Collingwood Carnival Caribbean Style Lager
38816	Whitewater Summer Collection
38839	Bellwoods Jelly King Spicy Margarita Sour
38906	Bellwoods Purple Paisley IPA
38907	Czech Pilsner
38908	Sons Of Kent El Camino 6-Pack

## REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
38909	Blueberry Wheat Ale
38910	Indie Ale House Swirl Raspberry Cherry Sour
38912	Bellwoods Ultra Light Lager
38917	Twocan Hazy Pale Ale
38936	Matron Deece IPA
38941	Burdock Lime Gose
38947	Maxin' Relaxin' - Session IPA
38948	Front Porch Raspberry Lagered Ale
38969	Caledon Hills Mango Wheat Ale
39052	Left Field Sno-Cone Lemon Lime Sour
39476	Bellwoods Jelly King Prickly Pear & Pink Guava
467167	Honey Ginger Shandy
507947	Clifford Brewing Co Pinball Wizard APA
521914	Saison Tropicale
618751	Second Wedge-High Grass Lemongrass Ginger Saison
39010	Taylor Fladgate Late Bottled Vintage Port
38883	La Vieille Ferme Cotes Du Ventoux Aoc
38888	Chateau Timberlay Bordeaux Superieur Aoc
37947	Les Jamelles Chardonnay
37949	Paul Mas Sauvignon Blanc

LCBO#	Description
38882	Brilla Prosecco Doc Spumante
38973	Frescobaldi Castiglioni Chianti Docg
38076	Sour Puss Mystery 2.0
38081	Somrus Chai Liqueur
38734	Bodacious Peach Fizz
158311	Copper Moon Shiraz
36976	Bask Pinot Grigio 3L
38921	Sidney Pinot Grigio
37954	Bella Terra Cabernet Merlot VQA
11234	Cote Des Roses Rose Hf (Gerard Bertrand)
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie
38920	Sidney Rosé
38559	Appleton Estate 8 Year Old Double Cask
38977	Mount Gay Eclipse Navy Strength
16938	La Marca Prosecco Doc
21632	Bottega Rose Gold Spumante
38655	Crown Royal Single Malt
38698	J.P. Wiser's 42YO Canadian Whisky
37132	Royal Salute 21YO Miami Polo Limited Edition
38697	Lagavulin 11YO Offerman Edition Caribbean Rum Cask

# FOOD & DRINK

## Autumn Release Date

The Autumn issue of *Food & Drink* should be distributed in stores starting Wednesday, September 4, 2024.

**PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO SEPTEMBER 4.**

## Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com](http://lcbo.com).

**NOTE:** myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

## Social Media

Encourage customers to follow *Food & Drink* on the following platforms:

- Instagram: [@lcbofoodanddrink](https://www.instagram.com/lcbofoodanddrink)
- Pinterest: [www.pinterest.ca/lcbofoodanddrink](https://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

- To request additional copies once your original supply has run out, please email [foodanddrink@lcbo.com](mailto:foodanddrink@lcbo.com) with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the initial distribution. As supply is limited, please understand that stores may not receive the quantity requested.

## Merchandising Instructions

- Issues should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the aisle of the store in order to fully integrate into the customer shopping experience.
- If your store does not have a stand, please display *Food & Drink* at all checkouts, customer service and the Info Centre.
- Once your supply has been depleted, please store the fixture and signage until the next issue arrives. Do not use the stand to display other materials.

## Signage

- Autumn *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #25P7-FD1)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #25P7-FD2)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #25P7-FD3)



## LOOKING AHEAD

The next issue, Holiday 2024, will be released November 6, 2024.



# 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): Regional Ontario Craft Beer

**B** Block Pile B (SBB): Ready-to-Sip Favourites

**C** Block Pile C (SBC): Aeroplan

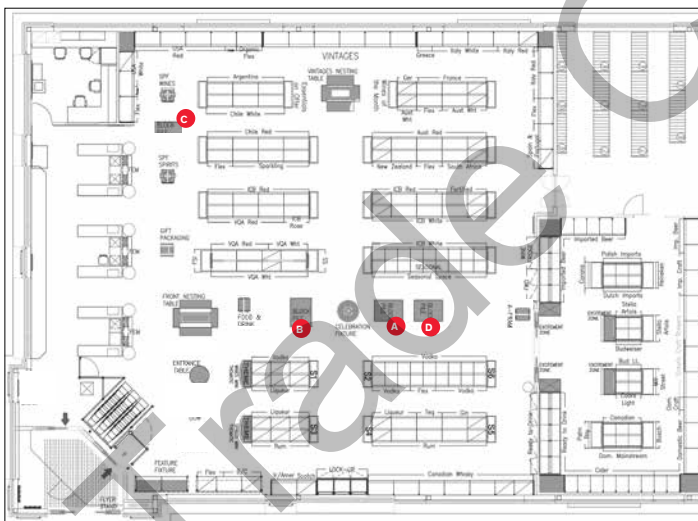
**D** Block Pile D (XBP): Cabot Trail

Georgian Bay (FSH-A)

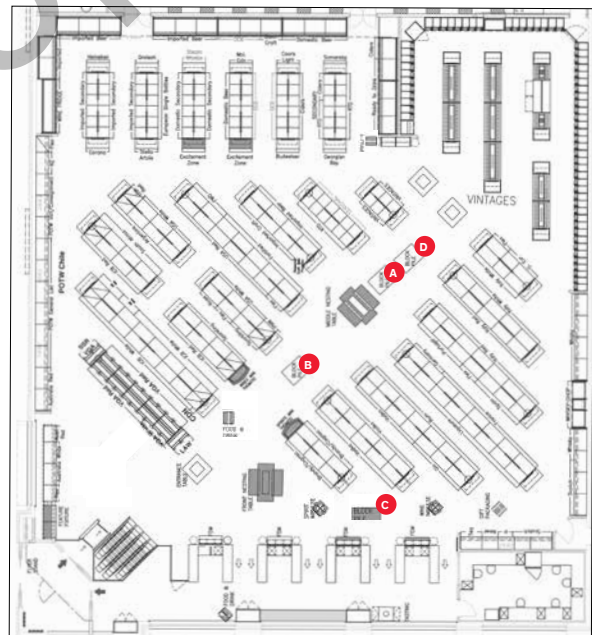
(P4-P8) Fireball (FSJ-A)

Pop-up Activation (FSM-A): VQA

Flagship Spotlight (FSN-A): VQA Wines for Thanksgiving



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.

# P7 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 (September 15 - October 12, 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)
Shelf Extender R4: Vodka D 330	95935	Grey Goose Vodka	750	316844	Bombay Sapphire London Dry Gin	750

# Key Display (FFA-A)

## FEATURE FIXTURE A

### Game-Day Mixers

**This is a sold program. Participation is mandatory.**

**Key Dates (September 15 - October 12, 2024)**

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

To celebrate NFL kick-off season - Feature Fixture A will feature NFL brand partners Captain Morgan, Crown Royal and Smirnoff and offer collectible NFL glasses from the top 8 teams.

#### Participating Products

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	VA
935	Captain Morgan White Rum	750	VA
33200	Smirnoff Spicy Tamarind	750	BAP, VA
36619	Captain Morgan Cocktail Collection Pack	4260	BAP
36654	Smirnoff Vodka & Soda Party Pack	4260	BAP
37474	Smirnoff Berry Blast	750	VA
131391	Smirnoff Vodka (P.E.T.)	1140	VA
216929	Smirnoff Vodka	1140	VA
217653	Captain Morgan Original Spiced Rum	1140	VA
217950	Crown Royal	1140	VA
276618	Crown Royal Black	1140	VA
381962	Smirnoff Green Apple Flavoured Vodka	750	BAP
403519	Crown Royal Apple	750	LTO
434092	Crown Royal Northern Harvest Rye	750	VA
454686	Captain Morgan 100 Proof	750	LTO
476911	Crown Royal Vanilla	750	VA
500512	Captain Morgan Original Spiced Rum	750	LTO
617688	Captain Morgan Original Spiced Rum (P.E.T.)	1140	VA

**Value-Add (VA) - Rep Applied:** NFL Glassware + Contest Necktag

#### Signage Components

- Category Sign ENG/BIL (Re-order # 25P7-FF1)
- Solid Colour Category Sign (Re-order # 25P7-FF2)
- Bin Strip (Re-order # 25P7-FF3)
- Crown Royal Box Sign (Re-order # 25P7-FF4)
- Smirnoff Box Sign (Re-order # 25P7-FF5)
- Captain Morgan Box Sign (Re-order # 25P7-FF6)
- Shelf Talkers ENG (Re-order # 25P7-FF11)  
BIL (Re-order # 25P7-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 planograms. Merchandise all three box signs beside their corresponding products: Smirnoff with Smirnoff products, Crown Royal with Crown Royal products, Captain Morgan with Captain Morgan products.
- 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



# NEW & SEASONAL FIXTURE

## Mini Distillery Feature - Bring Home Local Spirits

**This is a sold program. Participation is mandatory.**

### Key Dates (September 15 - October 12, 2024)

#### Participating Stores

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

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16859	Dixon's Wicked Blueberry Gin	750	
24796	Dixons Wicked Raspberry Gin	750	LTO
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO
27604	Dixon's Silver Creek Vodka	750	LTO
27613	Top Shelf Butter Tart Liquor	375	BAP
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO
285254	Forty Creek Copper Bold Whisky	750	
397109	Forty Creek Honey Spiced Whisky	750	
474551	J.P Wiser's Vanilla Whisky	750	LTO
474585	J.P Wiser's Apple Whisky	750	BAP
519298	Wayne Gretzky Cream Whisky	750	LTO
542910	Top Shelf Gin	750	BAP
545194	Top Shelf Vodka	750	BAP
550715	Forty Creek Barrel Select	750	LTO
625996	J.P Wisers Old Fashioned Canadian Whisky	750	BAP

In effort to tell a bigger story on local distillers, we will showcase five Ontario Spirits brands. Each brand will occupy one entire shelf (3 products/brand) and will be accompanied by a box sign.

#### Signage Components

- Category Sign ENG/BIL (Re-order # 25P7-NS1)
- Solid Colour Category Sign (Re-order # 25P7-NS2)
- Bin Strip (Re-order # 25P7-NS3)
- Shelf Talkers ENG (Re-order # 25P7-NS4)  
BIL (Re-order # 25P7-NS5)
- Dixon's Distilled Spirits Box Sign (Re-order # 25P7-NS6)
- Wayne Gretzky Estates Box Sign (Re-order # 25P7-NS7)
- Forty Creek Distillery Box Sign (Re-order # 25P7-NS8)
- J.P. Wiser's Distillery Box Sign (Re-order # 25P7-NS9)
- Top Shelf Distillers Box Sign (Re-order # 25P7-NS10)

#### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Any residual seasonal Rosés on the bottom shelves of the fixture.
- Merchandiser box signs in correct section as per planograms. Merchandise all five box signs beside their corresponding products.

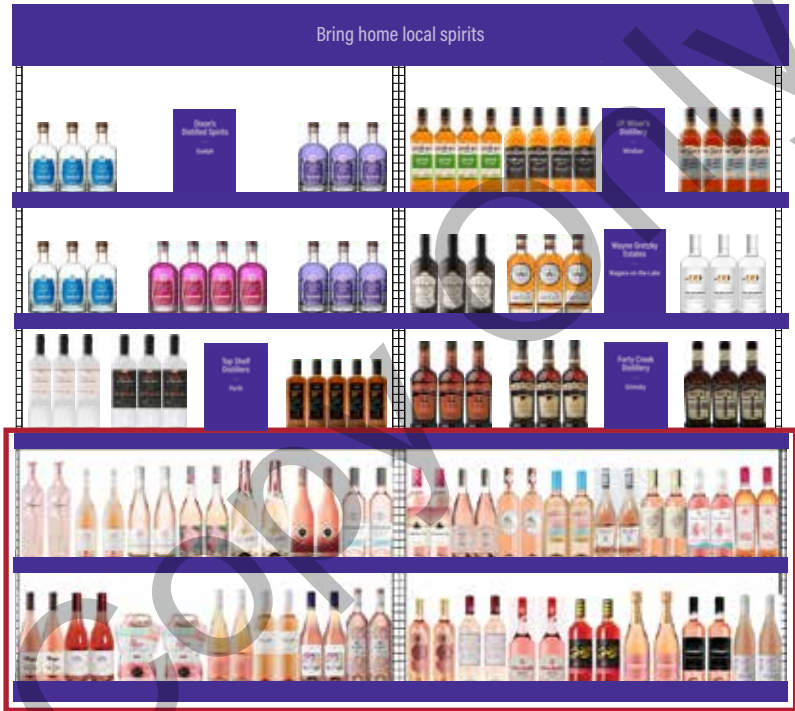


This planogram is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

### 4ft. Feature Fixture

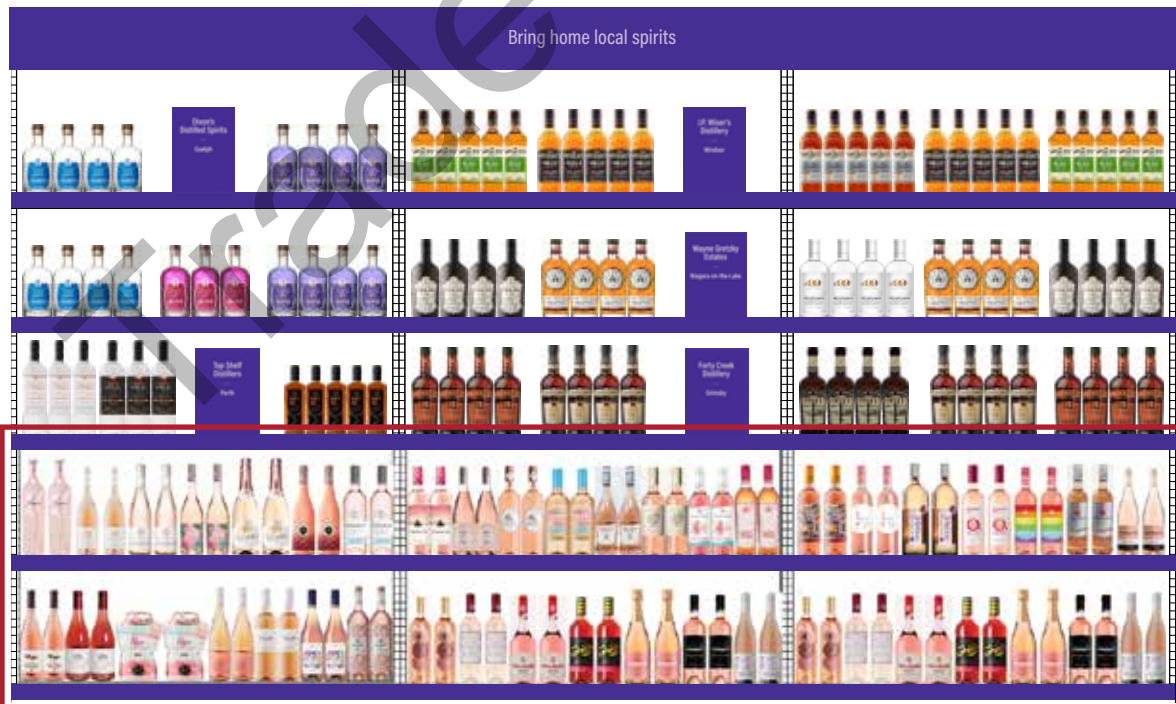


### 8ft. Feature Fixture



RESIDUAL ROSÉS

### 12ft. Feature Fixture



RESIDUAL ROSÉS

# Key Display (EA-S1)

## ENTRANCE TABLE

Cave Springs

**This is a sold program. Participation is mandatory.**

**Key Dates (September 15 - October 12, 2024)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
228551	Cave Spring Chardonnay VQA	750	LTO
233635	Cave Spring Riesling Dry VQA	750	LTO
295006	Cave Spring Dry Rose VQA	750	LTO
286377	> (V)Riesling Res VQA Niagara (Cave Spring)	750	BAP

A pioneer in the VQA industry, we look to highlight Cave Spring and their sustainability initiatives.

### 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.

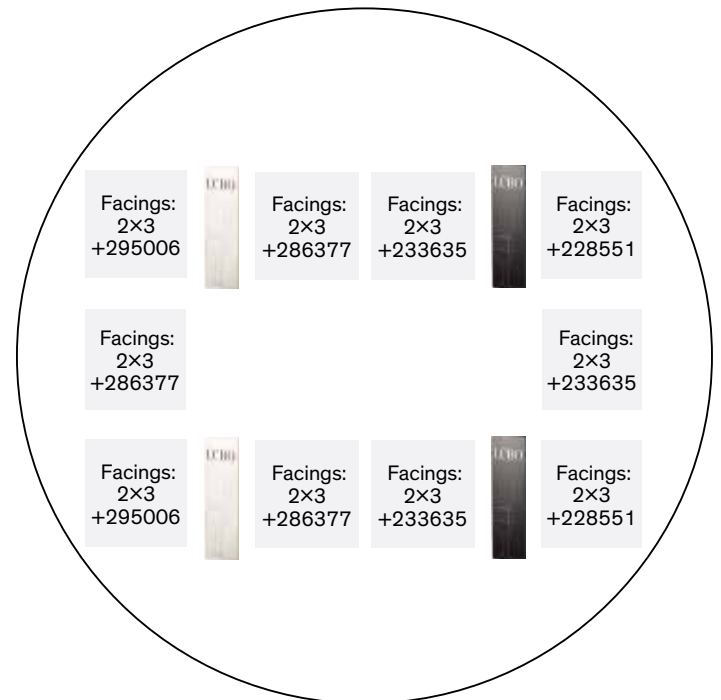
### Signage Components

- Entrance Table Sign with Extension ENG (Re-order # 25P7-ET1) / BIL (Re-order # 25P7-ET2)
- Shelf Talkers ENG (Re-order # 25P7-ET5) / BIL (Re-order # 25P7-ET6)

## Planogram - Square Table



## Planogram - Round Table





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

Night Harvest Martini



**This is a sold program. Participation is mandatory.**

## Key Dates (September 15 - October 12, 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.**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx))

## Participating Products

	LCBO#	Description	Size (mL)	Offers
<b>Premium</b>	36479	Ren Ultra Premium Vodka	750	LTO
	587154	> (V)Vidal Icewine VQA Ltd Edition (Magnotta)	375	LTO
<b>Standard</b>	388306	>(V) Vidal Icewine VQA (Inniskillin)	375	LTO
	400754	Iceberg Vodka	750	BAP

Not just for after-dinner sipping, icewine is also a brilliant cocktail ingredient. The Cocktail of the Month is the Night Harvest Martini - simply made with chilled vodka, icewine and green grapes for garnish.



## 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# 25P7-BC1)
- Blade Sign ENG (Re-order# 25P7-BS1) / BIL (Re-order# 25P7-BS5)
- End Aisle Shelf Talker Bundle ENG (Re-order# 25P7-ST1) BIL (Re-order# 25P7-ST2)



# Spirits (MI-A)

## GIFTING DISPLAY A

Host-worthy Canadian Spirits

**This is a sold program. Participation is mandatory.**

**Key Dates (September 15 - October 12, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

### Participating Products

LCBO#	Description	Size (mL)	Offers
15012	Northern Keep Vodka	750	LTO
19563	Lot No. 40 Dark Oak Canadian Whisky	750	LTO
31587	Polar Ice Berry Blizzard	750	LTO
32404	Empress Cocktail Gin	750	BAP
33267	Collingwood Whiskey	750	LTO
311928	Canadian Club Classic 12 Year Old	750	BAP
446567	Iceberg Vodka (P.E.T.)	750	BAP
457572	Gibson's Finest Bold 8y.O	750	BAP
482612	Pike Creek Double Barreled Canadian Whisky	750	LTO

### Signage Components

- Category sign ENG/BIL (Re-order # 25P7-MTA1)
- Backer card ENG/BIL (Re-order # 25P7-MTA2)
- Shelf talkers ENG (Re-order # 25P7-MTA3) / BIL (Re-order # 25P7-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 showcase a variety of Canadian spirit products, perfect for hosting.



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

# Wines (MI-B)

## GIFTING DISPLAY B

Gift-worthy Ontario Wines

**This is a sold program. Participation is mandatory.**

**Key Dates (September 15 - October 12, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

### Participating Products

LCBO#	Description	Size (mL)	Offers
17690	Trius Brut Rose Sparkling (Andrew Peller)	750	BAP
18667	Family Tree The Padre Cabernet Merlot	750	LTO
20264	Popcorn Chardonnay VQA	750	LTO
25515	Saintly Sparkling Brut VQA	750	LTO
32190	Mindful Sparkling VQA	750	LTO
38117	>V) Riesling Elevation St Urban (Vineland)	750	LTO
200584	Konzelmann Pinot Noir VQA	750	LTO
303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO
426577	Sprucewood Shores Pinot Grigio VQA	750	LTO

### Signage Components

- Category sign ENG/BIL (Re-order # 25P7-MTB7)
- Backer card ENG/BIL (Re-order # 25P7-MTB8)
- Shelf talkers ENG (Re-order # 25P7-MTB9) / BIL (Re-order # 25P7-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 display will showcase a variety of local wines, perfect for gifting.



**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 (September 15 - October 12, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

This display will offer customers a selection of trendy local craft.

### Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
18773	Nickel Brook Lager	473		6699 - Nickel Brook Brewing Company
19995	Whitewater Brewing High Tide Neipa	473		8454 - Whitewater Brewing Company
20118	Collective Arts Good Monster	473	LTO	LCBO Warehouse
20121	Great Lakes Brewery - Great Lakes Lager	473		1929 - Great Lakes Brewing Co. Inc.
30033	Beau's Juiced Af IPA	473		LCBO Warehouse
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473		6309 - Flying Monkeys Craft Brewery
37641	Muskoka Brewery Ipa Mixer Pack 2024	6 x 473		LCBO Warehouse
481515	Bench Brewing Balls Falls Session IPA	473		798 - Bench Brewing Company
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	LTO	458 - Cowbell Brewing Co.

### Signage Components

- VQA Brewed Backyard - Beer Backer Card  
ENG / BIL (Re-order# 25VQA-BC10)
- IDB Bring on Value - Beer Backer Card  
ENG / BIL (Re-order# 25IDB-BC10)
- Shelf Talkers ENG (Re-order # 25P7-ST1) / BIL (Re-order # 25P7-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

VQA Wayne Gretzky | IDB Peller Family Vineyards

**This is a sold program. Participation is mandatory.**

**Key Dates (September 15 - October 12, 2024)**

## Participating Stores

### VQA 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

### IDB 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

### VQA

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

### IDB

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

### VQA Flight

Branded nesting table featuring Wayne Gretzky VQA wines, with LTO or Aeroplan offers. As hockey season kicks off, we want customers to reach for a bottle of Wayne Gretzky VQA wine and support the Wayne Gretzky Kids foundation.

### IDB Flight

Peller Family Vineyards is a customer favourite IDB brand. The table will showcase the brand family with a focus on the top SKUs and strong LTO's on a variety of size formats.

# VQA Flight

## Participating Products

LCBO#	Description	Size (mL)	Offers
14870	Wayne Gretzky Rose VQA	750	LTO
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	LTO
32195	Wayne Gretzky Brut Sparkling VQA	750	LTO
33461	Wayne Gretzky Signature White VQA	750	LTO
63966	Wayne Gretzky Merlot VQA	750	LTO
326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
426528	Wayne Gretzky Baco Noir VQA	750	LTO

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

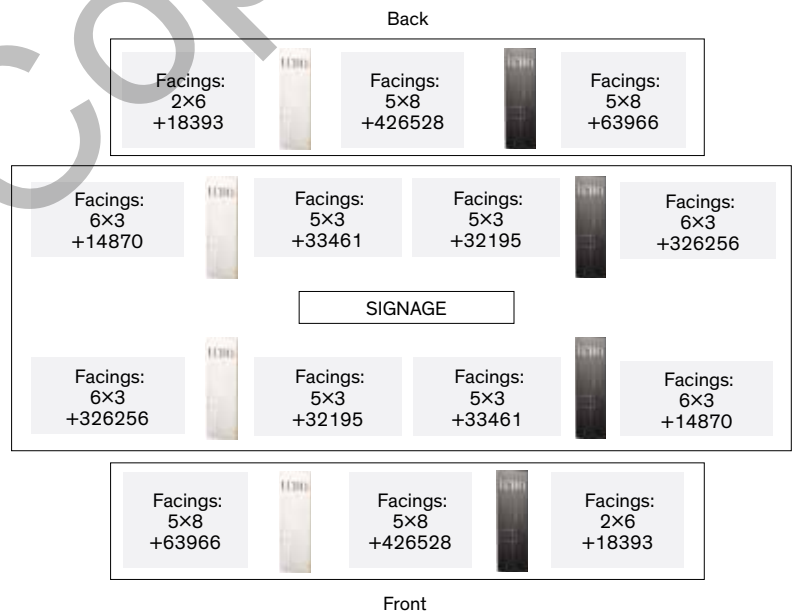
\*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



## Participating Products

LCBO#	Description	Size (mL)	Offers
21387	Peller Family Vineyards Pinot Noir	750	LTO
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	BAP
297101	Peller Family Vineyards Chardonnay	1500	LTO
426908	Peller Family Vineyards Cab Sauv	1500	LTO
589036	Peller Family Vineyards Cab Merlot	4000	LTO
623322	Peller Family Vineyards Sauvignon BI	4000	LTO
667089	Peller Family Vineyards Pinot Grigio	750	LTO
667097	Peller Family Vineyards Sauvignon Blanc	750	LTO
669440	Peller Family Vineyards Shiraz	1500	LTO
669465	Peller Family Vineyards Pinot Grigio	4000	LTO

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

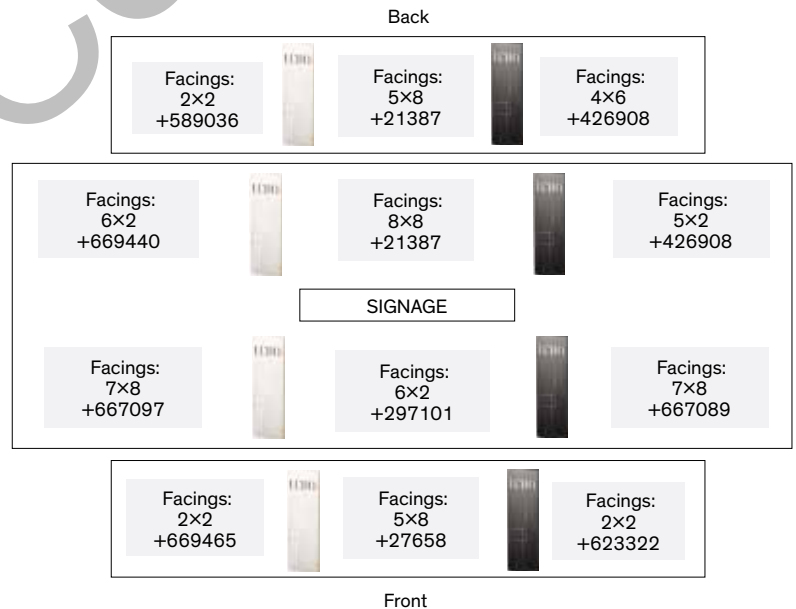
\*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



# Display Program (BP-SBA)

## BLOCK PILE A

Regional Ontario Craft Beer

**This is a sold program. Participation is mandatory.**

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

### Key Dates (September 15 - October 12, 2024)

#### Participating Stores

Please refer to the Participation Lookup page for information ([http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx))

#### Group 1 - Northern Region

58, 102, 106, 130, 227, 287, 359, 407, 501, 579, 602, 652

#### Group 2 - Central South Region

5, 15, 17, 19, 21, 23, 25, 148, 149, 164, 195, 198, 217, 233, 242, 249, 250, 253, 326, 334, 361, 371, 385, 411, 445, 481, 485, 497, 505, 542, 545, 551, 566, 573, 619, 627, 631, 633, 640, 641, 643, 698

#### Group 3 - Central North Region

1, 31, 145, 156, 168, 171, 187, 209, 226, 228, 248, 265, 279, 288, 298, 300, 329, 346, 360, 362, 383, 390, 391, 397, 404, 416, 428, 436, 470, 523, 536, 546, 554, 555, 564, 580, 585, 590, 601, 605, 623, 629, 630, 632, 635, 655, 658, 661, 700, 703, 748, 789

#### Group 4 - Western Region

26, 33, 44, 47, 51, 74, 95, 115, 150, 252, 310, 344, 367, 381, 393, 401, 417, 427, 438, 459, 490, 491, 495, 522, 544, 549, 575, 586, 593, 617, 634, 702, 706, 741, 759

#### Group 5 - Eastern Region

38, 40, 41, 55, 65, 82, 90, 132, 154, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 412, 443, 499, 500, 569, 587, 609, 624, 653, 670, 694, 699, 776

#### 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.

This display will highlight the diversities of Craft Beers being produced in each Region. Northern, Central South, Central North, Western and Eastern Region stores will each have their own local assortment of products to merchandise for this Block Pile.

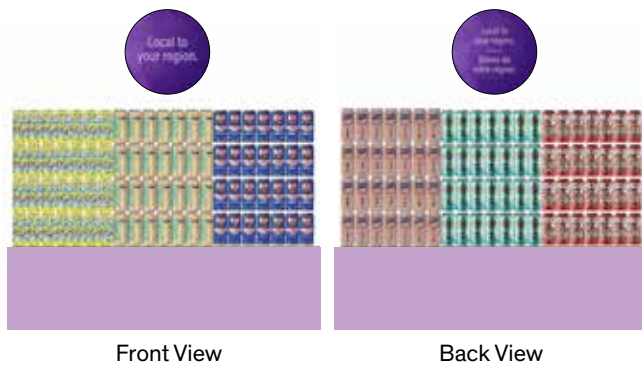


## Group 1 - Northern Region

58, 102, 106, 130, 227, 287, 359, 407, 501, 579, 602, 652

### Participating Products

LCBO#	Description	Size (mL)	Offers
25669	Sawdust City Juicin' New England IPA (1143)	473	
404368	Muskoka Brewery Detour (LCBO Warehouse)	473	LTO
445734	Sleeping Giant Northern Logger (7346)	473	
467134	Forgotten Lake Blueberry Ale (4277)	473	LTO
508572	Flying Monkeys Juicy Ass IPA (6309)	473	
635375	Lake Of Bays Brewing Starboard New England IPA (8958)	473	



### Signage Components

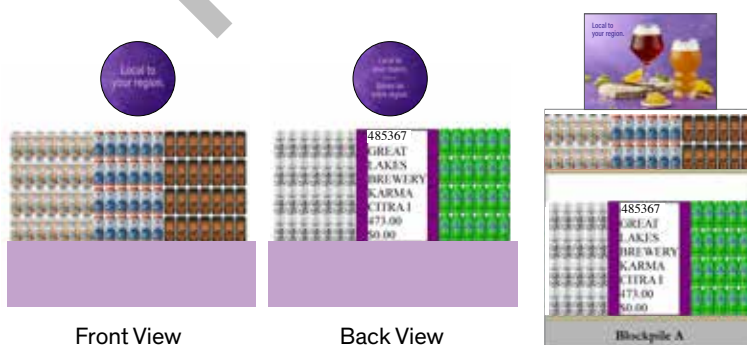
- Pole Topper Sign ENG (Re-order# 25P7-BPA1)  
BIL (Re-order# 25P7-BPA2)
- Riser Wrap - solid colour (Re-order# 25P7-BPA3)
- Pricer Cards ENG (Re-order# 25P7-BPA-N11)  
BIL (Re-order# 25P7-BPA-N12)
- Shelf Talkers ENG (Re-order# 25P7-BPA-N13)  
BIL (Re-order# 25P7-BPA-N14)
- End Aisle Backer Card BIL (Re-order# 25P7-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P7-BPA9)  
BIL (Re-order# 25P7-BPA10)

## Group 2 - Central South Region

5, 15, 17, 19, 21, 23, 25, 148, 149, 164, 195, 198, 217, 233, 242, 249, 250, 253, 326, 334, 361, 371, 385, 411, 445, 481, 485, 497, 505, 542, 545, 551, 566, 573, 619, 627, 631, 633, 640, 641, 643, 698

### Participating Products

LCBO#	Description	Size (mL)	Offers
16874	Bellwoods Roman Candle (2990)	473	
31512	Collective Arts Lager (LCBO Warehouse)	473	
275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	
485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO
513036	Henderson Brewing Co. Food Truck Beer (798)	473	



### Signage Components

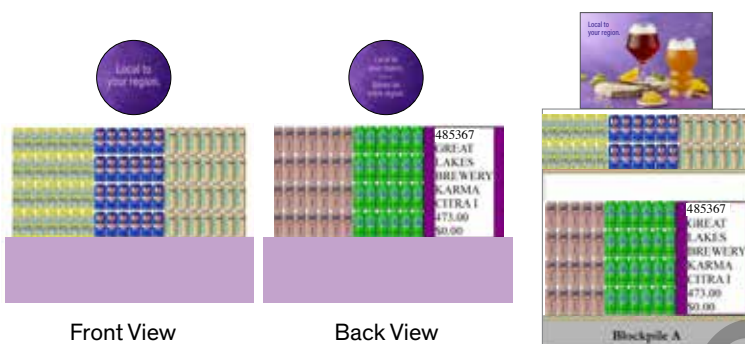
- Pole Topper Sign ENG (Re-order# 25P7-BPA1)  
BIL (Re-order# 25P7-BPA2)
- Riser Wrap - solid colour (Re-order# 25P7-BPA3)
- Pricer Cards ENG (Re-order# 25P7-BPA-CS19)  
BIL (Re-order# 25P7-BPA-CS20)
- Shelf Talkers ENG (Re-order# 25P7-BPA-CS21)  
BIL (Re-order# 25P7-BPA-CS22)
- End Aisle Backer Card BIL (Re-order# 25P7-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P7-BPA9)  
BIL (Re-order# 25P7-BPA10)

### Group 3 - Central North Region

1, 31, 145, 156, 168, 171, 187, 209, 226, 228, 248, 265, 279, 288, 298, 300, 329, 346, 360, 362, 383, 390, 391, 397, 404, 416, 428, 436, 470, 523, 536, 546, 554, 555, 564, 580, 585, 590, 601, 605, 623, 629, 630, 632, 635, 655, 658, 661, 700, 703, 748, 789

### Participating Products

LCBO#	Description	Size (mL)	Offers
25669	Sawdust City Juicin' New England IPA (1143)	473	
404368	Muskoka Brewery Detour (LCBO Warehouse)	473	LTO
467134	Forgotten Lake Blueberry Ale (4277)	473	LTO
485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO
508572	Flying Monkeys Juicy Ass IPA (6309)	473	



### Signage Components

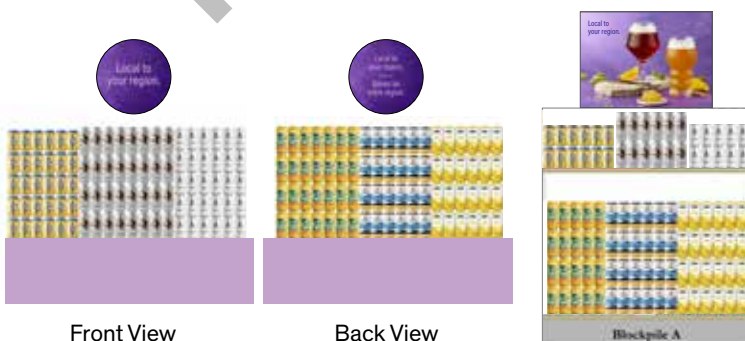
- Pole Topper Sign ENG (Re-order# 25P7-BPA1)  
BIL (Re-order# 25P7-BPA2)
- Riser Wrap - solid colour (Re-order# 25P7-BPA3)
- Pricer Cards ENG (Re-order# 25P7-BPA-CN15)  
BIL (Re-order# 25P7-BPA-CN16)
- Shelf Talkers ENG (Re-order# 25P7-BPA-CN17)  
BIL (Re-order# 25P7-BPA-CN18)
- End Aisle Backer Card BIL (Re-order# 25P7-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P7-BPA9)  
BIL (Re-order# 25P7-BPA10)

### Group 4 - Western Region

26, 33, 44, 47, 51, 74, 95, 115, 150, 252, 310, 344, 367, 381, 393, 401, 417, 427, 438, 459, 490, 491, 495, 522, 544, 549, 575, 586, 593, 617, 634, 702, 706, 741, 759

### Participating Products

LCBO#	Description	Size (mL)	Offers
15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
16954	Bench Brewing Lincoln Lager (798)	473	LTO
33206	Refined Fool Florida Stole My Parents- OJ IPA (5732)	473	LTO
534867	Anderson Craft Cream Ale (791)	6 × 355	
570325	Sons Of Kent 8 Track XPA (2218)	473	LTO
921296	Wellington Helles Lager (4826)	473	LTO



### Signage Components

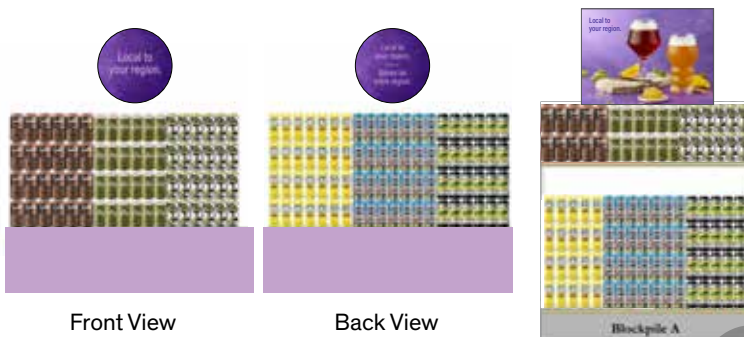
- Pole Topper Sign ENG (Re-order# 25P7-BPA1)  
BIL (Re-order# 25P7-BPA2)
- Riser Wrap - solid colour (Re-order# 25P7-BPA3)
- Pricer Cards ENG (Re-order# 25P7-BPA-W23)  
BIL (Re-order# 25P7-BPA-W24)
- Shelf Talkers ENG (Re-order# 25P7-BPA-W25)  
BIL (Re-order# 25P7-BPA-W26)
- End Aisle Backer Card BIL (Re-order# 25P7-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P7-BPA9)  
BIL (Re-order# 25P7-BPA10)

## Group 5 - Eastern Region

38, 40, 41, 55, 65, 82, 90, 132, 154, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 412, 443, 499, 500, 569, 587, 609, 624, 653, 670, 694, 699, 776

## Participating Products

LCBO#	Description	Size (mL)	Offers
28535	Brock Street Milk Chocolate Stout (397)	473	BAP
37711	Beau's Wonder Crush Hazy IPA (LCBO Warehouse)	473	
120626	Northern Lights Hazy IPA (462)	473	
446955	Big Rig Alpha Bomb IPA (1188)	473	
450239	Whitewater Brewing Farmer's Daughter (8454)	473	
576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	



## Signage Components

- Pole Topper Sign ENG (Re-order# 25P7-BPA1)  
BIL (Re-order# 25P7-BPA2)
- Riser Wrap - solid colour (Re-order# 25P7-BPA3)
- Pricer Cards ENG (Re-order# 25P7-BPA-E27)  
BIL (Re-order# 25P7-BPA-E28)
- Shelf Talkers ENG (Re-order# 25P7-BPA-E29)  
BIL (Re-order# 25P7-BPA-E30)
- End Aisle Backer Card BIL (Re-order# 25P7-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P7-BPA9)  
BIL (Re-order# 25P7-BPA10)

B

# Display Program (BP-SBB)

## BLOCK PILE B

Ready-to-Sip Favourites

**This is a sold program. Participation is mandatory.**

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

**Key Dates (September 15 - October 12, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
36583	Cottage Springs Vodka Soda Dock Day Mixed	8 x 355	
36595	Sandbagger Mixer Pack	12 x 355	BAP
36598	Cutwater Rum Mai Tai	355	
36634	Twisted Tea Party Pack	24 x 355	BAP
36697	Mikes Harder Lemonade	473	
37109	Jack Daniel's And Coca Cola	473	BAP
37350	Happy Dad Hard Seltzer Fruit Punch	473	LTO
37651	White Claw Variety	24 x 355	

### Signage Components

- Pole Topper Sign ENG (Re-order # 25P7-BPB1)  
BIL (Re-order # 25P7-BPB2)
- Riser Wrap - solid colour (Re-order # 25P7-BPB3)
- Pricer Cards ENG (Re-order # 25P7-BPB4)  
BIL (Re-order # 25P7-BPB5)
- Shelf Talkers ENG (Re-order # 25P7-BPB6)  
BIL (Re-order # 25P7-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P7-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P7-BPB9)  
BIL (Re-order # 25P7-BPB10)

### Merchandising Instructions

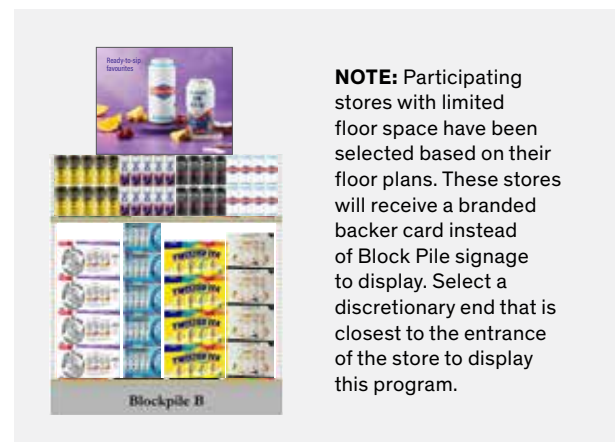
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

This display will offer customers a selection of ready-to-sip favourites.



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 October 12

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.

## Key Dates (September 15 - October 12, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information

([http://csg084:800/aspx/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/aspx/MEG_Store_Participation_Lookup.aspx))

### Block Pile Wines: Participating Products

LCBO#	Description	Size (mL)	Offer
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	BAP, LTO
32187	Hopetown Sauvignon Blanc VQA	750	BAP, LTO
32189	D'Ont Poke The Bear Big Baco VQA	750	BAP, LTO
296574	Cottage Block Sauvignon BI Riesling VQA	750	BAP, LTO
450981	Pelee Island Lola Blush Sparkling VQA	750	BAP
594127	Vineland Cabernet Franc VQA	750	BAP



Front View

Back View

### Block Pile Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
30104	Malibu Coconut Rum	1750	BAP
37876	Smirnoff Peach Lemonade	750	BAP
183582	Captain Morgan Dark Rum (P.E.T.)	1750	BAP
240135	Lamb's Navy Rum (P.E.T.)	1140	BAP
363770	Ketel One Vodka	1140	BAP
477885	Polar Ice Vodka (P.E.T.)	1750	BAP, VA



Front View

Back View

**Value-Add (VA) - Rep Applied:** Polar Ice Blizzard Vodka 50 mL x 2

### Signage Components

- Pole Topper Sign ENG (Re-order # 25P7-BPC1)  
BIL (Re-order # 25P7-BPC2)
- Riser Wrap (Re-order # 25P7-BPC3)
- Pricer Cards ENG (Re-order # 25P7-BPC4)  
BIL (Re-order # 25P7-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P7-BPC6)  
BIL (Re-order # 25P7-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.

**D**

# Display Program (XBP)

## BLOCK PILE D

Cabot Trail

**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 (September 15 - October 12, 2024)

### Participating Store

1, 21, 156, 171, 187, 263, 329, 334, 371, 385, 398, 412, 437, 443, 445, 499, 500, 522, 545, 573, 590, 624, 641, 703, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
27892	Cabot Trail Maple Whisky	750	BAP
34480	Cabot Trail Maple And Blueberry Cream	750	BAP
462424	Cabot Trail Maple Cream	750	LTO

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P7-BPD1)  
BIL (Re-order # 25P7-BPD2)

### 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

# Display Program (FSH-A)

## ENHANCED BLOCK PILE DISPLAY

Georgian Bay

### 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 (September 15 - October 12, 2024)

#### Participating Stores

22, 31, 115, 130, 148, 154, 195, 198, 226, 243, 253, 288, 346, 393, 394, 404, 438, 523, 619, 623, 630, 631, 632, 698, 741

#### Participating Products

LCBO#	Description	Size (mL)	Offers
13909	Georgian Bay Canadian Whisky	750	LTO
36587	Georgian Bay Tropical Smash Passionfruit	473	LTO
446559	Georgian Bay Vodka	750	LTO
448597	Georgian Bay Gin	750	LTO
570705	Georgian Bay Cranberry Gin Smash	473	BAP

#### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order #25P7-BPD3)
- BIL (Re-order #25P7-BPD4)

#### 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)
10946	Fireball 6 Pack Carrier	6 × 50

#### 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)

## VQA

### Overview

A pop-up shop featuring VQA products will be taking place at stores 164, 217, and 511 during P7.

### Key Dates (September 15 - October 12, 2024)

**Participating Store:** 164, 217, 511

### 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.
- **NOTE: Merchandise each pod by the regions listed below. Only skus from that region can be merchandised within that specific pod.**

### Participating Products

	LCBO#	Description	Size (mL)	Offers
POD #1 TAKEOVER NIAGARA ESCARPMENT	233635	Cave Spring Riesling Dry VQA	750	LTO
	183061	Megalomaniac Homegrown Riesling VQA	750	BAP
	53678	Peninsula Ridge Sauvignon Blanc VQA	750	
	559088	Malivoire Ladybug Rosé VQA	750	
	1545	Flat Rock Pinot Noir VQA	750	
	149237	The Foreign Affair The Conspiracy VQA	750	LTO
	232033	Vineland Estates Semi-Dry Riesling VQA	750	
	326975	Kacaba Unoaked Chardonnay VQA	750	
	419945	13th Street Burger Blend Gamay Noir Pinot Noir VQA	750	
	274753	Hidden Bench Estate Organic Pinot Noir VQA	750	
	223610	Fielding Pinot Grigio VQA	750	LTO
	341586	Featherstone Four Feathers VQA	750	
	75689	Wayne Gretzky Cabernet Merlot VQA	750	
	58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	
POD #2 TAKEOVER NIAGARA-ON- THE-LAKE	4705	20 Bees Chardonnay VQA	750	LTO
	467662	Strewn Two Vines Riesling Gewürztraminer VQA	750	LTO
	284539	Trius Brut VQA	750	LTO
	200584	Konzelmann Pinot Noir VQA	750	LTO
	565713	Reif Estate Cabernet Merlot VQA	750	
	404939	Burnt Ship Bay Pinot Grigio VQA	750	LTO
	391300	Château des Charmes Sauvignon Blanc VQA	750	
	258673	G. Marquis The Silver Line Pinot Noir VQA	750	
	111799	Reif Estate Riesling VQA	750	
	390351	PondView Vidal Icewine VQA	200	LTO

<b>POD #3 TAKEOVER LAKE ERIE NORTH SHORE</b>	326413	Pelee Island Pinot Grigio VQA	750	
	89862	Girls' Night Out Rosé VQA	750	LTO
	618223	Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA	750	LTO
	426577	Sprucewood Shores Pinot Grigio VQA	750	LTO
	433714	Pelee Island Cabernet Franc VQA	750	
	32182	Lola Light Rosé VQA	750	BAP
	32187	Hopetown Wine Co. Sauvignon Blanc VQA	750	LTO
	20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO
	23877	Sprucewood Shores Beach Glass White VQA	750	
		Store Discretion		
		Store Discretion		
	Store Discretion			
<b>POD #4 TAKEOVER PRINCE EDWARD COUNTY</b>	110031	Sandbanks Dunes White VQA	750	LTO
	164087	Sandbanks Sleeping Giant VQA	750	LTO
	244616	Sandbanks Rosé VQA	750	LTO
	303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO
	307769	Rosehall Run Pinot Noir VQA	750	LTO
	492959	Rosehall Run Pixie Sparkling Rosé VQA	750	
	438937	Three Dog Winery Dog House Red VQA	750	
	424689	Three Dog Winery Dog House White VQA	750	
	20899	Closson Chase The Brock Chardonnay VQA	750	LTO
		Store Discretion		
		Store Discretion		
	Store Discretion			

# FLAGSHIP SPOTLIGHT (FSN-A)

## VQA Wines for Thanksgiving

### Overview

The Flagship Spotlight fixture will showcase an assortment of VQA Wines. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P7.

### Key Dates (September 15 - October 12, 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
38117	Vineland Estates Elevation St. Urban Vineyard Riesling VQA	750	LTO
60707	20 Bees Pinot Grigio VQA	750	
80234	Featherstone Black Sheep Riesling VQA	750	
130989	Tawse Growers Blend Pinot Noir VQA	750	LTO
145417	Pelee Island Lighthouse Riesling VQA	750	
219543	Inniskillin Late Autumn Riesling VQA	750	LTO
221804	Trius Sauvignon Blanc VQA	750	LTO
234583	Cave Spring Riesling VQA	750	BAP
270926	Henry of Pelham Baco Noir VQA	750	
279521	Red House Wine Co. Baco Cabernet Sauvignon VQA	750	
326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
357145	Open Smooth Red VQA	750	LTO
450981	Pelee Island Lola Sparkling Rosé VQA	750	BAP
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
522730	Strewn Chardonnay Barrel Aged VQA	750	LTO
591313	Malivoire Farmstead Gamay VQA	750	

### 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 # 25VQA-FSS1) / BIL (Re-order # 25VQA-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25VQA-FSS5) / BIL (Re-order # 25VQA-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

New & Trending VQA Wines and Lighter Choices

**This is a sold program. Participation is mandatory.**

**Key Dates (September 15 - October 12, 2024)**

### Participating Stores

#### VQA Flight

1, 10, 17, 19, 21, 25, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 156, 164, 187, 191, 211, 217, 221, 226, 243, 252, 253, 288, 298, 310, 326, 344, 346, 360, 367, 371, 383, 390, 391, 393, 394, 397, 398, 401, 404, 407, 412, 437, 438, 443, 445, 485, 486, 497, 499, 500, 511, 522, 523, 536, 554, 556, 566, 569, 573, 579, 580, 585, 590, 609, 619, 623, 624, 630, 631, 632, 633, 634, 641, 643, 649, 658, 670, 686, 694, 699, 702, 741, 776

#### IDB Flight

22, 23, 44, 55, 74, 82, 90, 106, 150, 171, 195, 198, 209, 227, 228, 233, 250, 263, 279, 300, 334, 351, 359, 361, 373, 378, 381, 385, 411, 416, 427, 436, 457, 459, 470, 489, 491, 501, 542, 575, 587, 602, 605, 618, 627, 640, 652, 653, 655, 661, 698, 700, 703, 706, 748

### Participating Product

	LCBO#	Description	Size (mL)	Offers
VQA Stores	20899	>(V)Closson Chase The Brock Chardonnay VQA	750	LTO
	34064	Fresh Sauvignon Blanc VQA	750	LTO
	37953	Bella Terra Pinot Grigio VQA	750	LTO
	37954	Bella Terra Cabernet Merlot VQA	750	LTO
	37961	Ramblers Chiller Unoaked Chardonnay VQA	750	LTO
	37962	Ramblers Schmoozer Cabernet Merlot VQA	750	LTO
	37966	Magnotta Equus Series Double Cab VQA	750	LTO
	37967	Magnotta Equus Series Home Stretch White Blend VQA	750	LTO
	355974	Sandbanks Sauvignon Blanc VQA	750	LTO
	390351	>(V) Vidal Icewine (Pondview Estate Winery)	200	LTO
	435784	Vieni Estates Momenti Sparkling VQA	750	LTO
IDB Stores	16785	Peller Family Vineyards Light Pinot Grigio	750	BAP
	21441	Honest Lot Sauvignon Blanc	750	BAP
	23074	Bask Rose Bib	3000	LTO
	27732	High Road Cellars Cabernet Merlot	750	LTO
	27757	High Road Cellars Pinot Grigio	750	LTO
	33579	Xoxo Light Pinot Grigio	1500	BAP
	38920	Sidney Rosé	750	BAP
	38921	Sidney Pinot Grigio	750	BAP
	39617	Honest Lot Merlot	750	BAP

## Signage Components

### VQA Flight

- Table Sign ENG (Re-order # 25VQA-MNT14) / BIL (Re-order # 25VQA-MNT15)
- Celebration Fixture Drum Sign ENG (Re-order # 25VQA-MNT18) / BIL (Re-order # 25VQA-MNT19)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25VQA-MNT20)
- Shelf Talkers ENG (Re-order # 25VQA-MNT21) / BIL (Re-order # 25VQA-MNT22)
- Food & Drink Merchandiser ENG (Re-order # 25P7-MNT12) / FR (Re-order # 25P7-MNT13)

### IDB Flight

- Table Sign ENG (Re-order # 25IDB-MNT25) / BIL (Re-order # 25IDB-MNT26)
- Celebration Fixture Drum Sign ENG (Re-order # 25IDB-MNT29) / BIL (Re-order # 25IDB-MNT30)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25IDB-MNT31)
- Shelf Talkers ENG (Re-order # 25IDB-MNT32) / BIL (Re-order # 25IDB-MNT33)
- Food & Drink Merchandiser ENG (Re-order # 25P7-MNT12) / FR (Re-order # 25P7-MNT13)

## 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 in-section and on the table.
- Install the Food & Drink merchandiser once the magazine has launched.
- Install the Aeroplan box sign and flat shelf-talkers on the Flight A nesting table

# VQA Flight

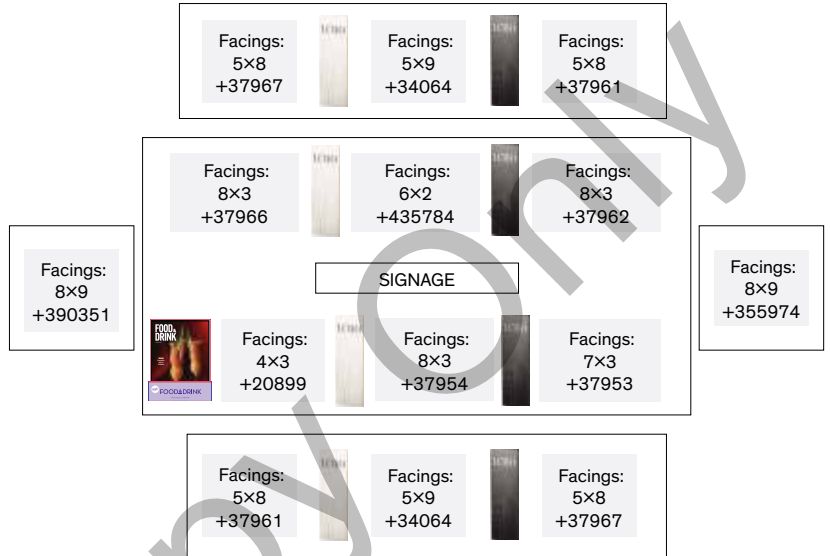
## Middle Nesting Table Planograms



Front View



Back View



## Celebration Fixture Planograms



Front View



Back View

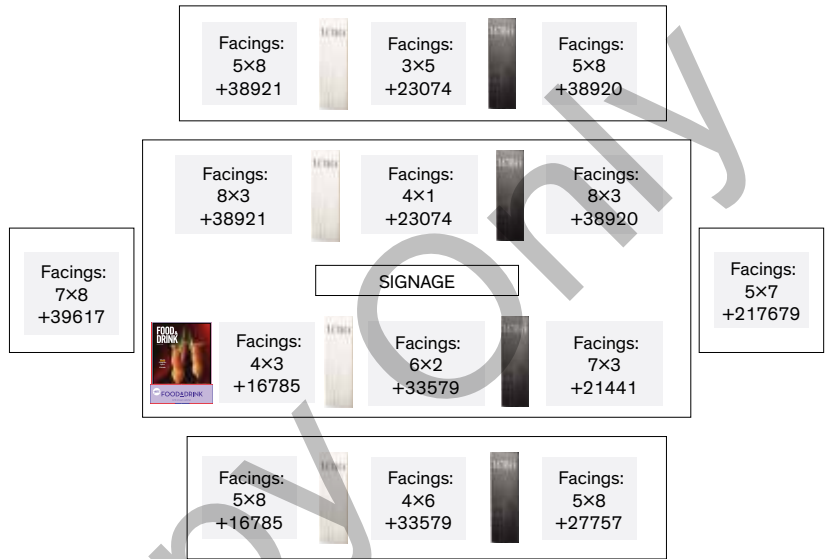
Middle Nesting Table Planograms



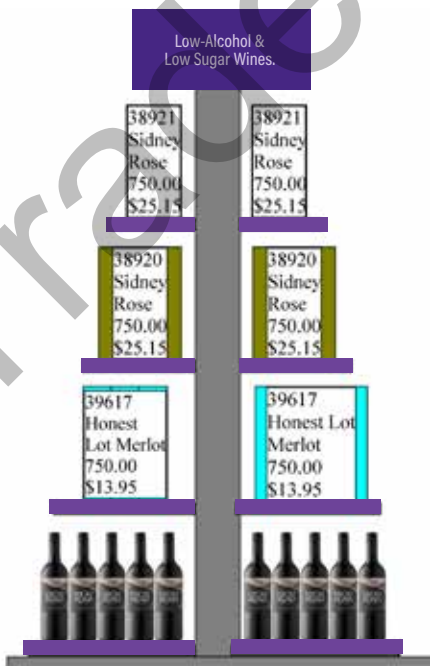
Front View



Back View



Celebration Fixture Planograms



Front View



Back View



# Period 7 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) Premium



LCBO#	Description	Size (mL)	Offers
36479	Ren Ultra Premium Vodka	750	LTO
587154	> (V) Vidal Icewine VQA Ltd Edition (Magnotta)	375	LTO

**Night Harvest Martini Cocktail Blade Sign (Premium & Standard)**  
ENG (Re-order# 25P7-BS1) / BIL (Re-order# 25P7-BS2)

- 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.

**Night Harvest Martini Backer Card (Premium & Standard)**  
ENG / BIL (Re-order# 25P7-BC1)



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



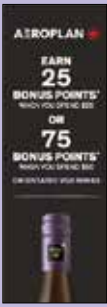
LCBO#	Description	Size (mL)	Offers
388306	> (V) Vidal Icewine VQA (Inniskillin)	375	LTO
400754	Iceberg Vodka	750	BAP

**Night Harvest Martini Cocktail Blade Sign (Premium & Standard)**  
ENG (Re-order# 25P7-BS1) / BIL (Re-order# 25P7-BS2)

- 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.

**Night Harvest Martini Backer Card (Premium & Standard)**  
ENG / BIL (Re-order# 25P7-BC1)



	LCBO#	Description	Size (mL)	Offers
<b>VQA</b> End Aisle #2PA	18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
	518753	D'Ont Poke The Bear White VQA	750	LTO
	518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
 <p><b>AeroPlan Bonus Points Generic Blade Sign</b> ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)</p> <ul style="list-style-type: none"> <li>• Install Blade Sign on End Aisle 2.</li> <li>• Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul> <p><b>Host Roast - Don't Poke the Bear Backer Card</b> ENG / BIL (Re-order # 25VQA-BC2)</p>				



	LCBO#	Description	Size (mL)	Offers
<b>IDB</b> End Aisle #2PB	27727	Bask Cabernet Sauvignon	750	LTO
	27728	Bask Pinot Grigio	750	LTO
	34259	Bask Lightly Sparkling Rose	750	LTO
<p><b>Bring on Value - Bask Backer Card</b> ENG / BIL (Re-order# 25IDB-BC2)</p>				



	LCBO#	Description	Size (mL)	Offers
<b>VQA</b> End Aisle #3PA	627166	Inniskillin Cabernet Merlot VQA	750	LTO
	219543	Inniskillin Late Autumn Riesling VQA	750	LTO
	348979	Inniskillin Pinot Grigio VQA	750	VA
<p><b>Value-Add (VA) - Rep Applied: Mini Charcuterie Board</b></p> <p><b>AeroPlan Bonus Points Blade Sign</b> ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)</p> <ul style="list-style-type: none"> <li>• Install Blade Sign on End Aisle 3.</li> <li>• Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul> <p><b>Winner Turkey Dinner Backer Card</b> ENG / BIL (Re-order # 25VQA-BC3)</p>				



**IDB**  
End Aisle  
#3PB

LCBO#	Description	Size (mL)	Offers
22327	Jackson-Triggs Pinot Grigio	1500	LTO
270892	Jackson-Triggs Merlot Bag In Box	4000	LTO
328518	Jackson-Triggs Chardonnay	750	VA
399410	Jackson-Triggs Sauvignon Blanc	750	VA
619791	Jackson-Triggs Rosé	750	VA

**Value-Add (VA) - Merchandiser:** BoomChickaPop - Bonus Bag of Popcorn with Purchase

**Bring on Value - Jackson Trigs Backer Card**  
ENG / BIL (Re-order# 25IDB-BC3)



**VQA**  
End Aisle #4PA

LCBO#	Description	Size (mL)	Offers
587956	Trius Cabernet Sauvignon VQA	750	LTO
284539	Trius Brut VQA	750	LTO
221804	Trius Sauvignon Blanc VQA	750	LTO

**Aeroplan Bonus Points Blade Sign**  
ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)

- 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.

**Potucks - Truis Backer Card**  
ENG / BIL (Re-order # 25VQA-BC4)



**IDB**  
End Aisle  
#4PB

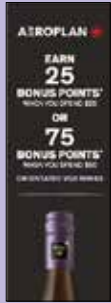
LCBO#	Description	Size (mL)	Offers
28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO
28062	Keep Calm & Laugh Pinot Grigio	750	VA
33466	Keep Calm & Laugh Chardonnay	750	LTO

**Value-Add (VA) - Rep Applied:** Sortilege Maple Spirit 50 mL

**Bring on Value - Keep Calm Backer Card**  
ENG / BIL (Re-order# 25IDB-BC4)



**VQA**  
End Aisle #5PA



LCBO#	Description	Size (mL)	Offers
18392	Sandbanks Baco Noir VQA Bag In Box	3000	LTO
110031	Sandbanks Estate Dunes White VQA	750	LTO
244616	Sandbanks Rose VQA	750	LTO

**AeroPlan Bonus Points Blade Sign**  
ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)

- Install Blade Sign on End Aisle 5.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Pairs Yam & Hams - Sandbanks Backer Card**  
ENG / BIL (Re-order # 25VQA-BC5)



5A

**IDB**  
End Aisle #5PB

LCBO#	Description	Size (mL)	Offers
214049	Girls' Night Out Strawberry Samba	1500	LTO
214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO

**Bring on Value - Girl's Night Out Backer Card**  
ENG / BIL (Re-order# 25IDB-BC5)



5B

**VQA**  
End Aisle #6PA



LCBO#	Description	Size (mL)	Offers
13904	Henry Of Pelham Pinot Noir VQA	750	LTO
37965	Henry Of Pelham Sparkling VQA	750	LTO
430546	Henry Of Pelham Sauvignon Blanc VQA	750	LTO

**AeroPlan Bonus Points Blade Sign**  
ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)

- Install Blade Sign on End Aisle 6.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Under \$20 - Henry of Pelham Backer Card**  
ENG / BIL (Re-order # 25VQA-BC6)



6A

**IDB**  
End Aisle  
#6PB

LCBO#	Description	Size (mL)	Offers
338855	Bodacious Smooth Red	750	LTO
523563	Bodacious Cabernet Sauvignon	1500	LTO
339168	Bodacious Smooth White	750	LTO
<b>Bring on Value - Bodacious Backer Card</b> ENG / BIL (Re-order# 25IDB-BC6)			



**VQA**  
End Aisle #7PA

LCBO#	Description	Size (mL)	Offers
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	LTO
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	LTO
574533	Magnotta Pinot Grigio Venture Series VQA	750	LTO
<b>Aeroplan Bonus Points Blade Sign</b> ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)			
<ul style="list-style-type: none"> <li>• Install Blade Sign on End Aisle 7.</li> <li>• Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.</li> </ul>			
<b>Blends - Magnotta Backer Card</b> ENG / BIL (Re-order # 25VQA-BC7)			

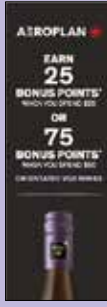


**IDB**  
End Aisle  
#7PB

LCBO#	Description	Size (mL)	Offers
132506	XOXO Pinot Grigio/Chardonnay	1500	LTO
485995	XOXO Red Sangria	750	LTO
486001	XOXO Pinot Grigio Sangria	750	LTO
<b>Bring on Value - XOXO Backer Card</b> ENG / BIL (Re-order# 25IDB-BC7)			



**VQA**  
End Aisle #8PA



LCBO#	Description	Size (mL)	Offers
65342	Strewn Rogue's Lot C. Sauv/ Cabernet Franc VQA	750	LTO
467662	Strewn Two Vines Riesling Gewürztraminer VQA	750	LTO
522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO

**AeroPLAN Bonus Points Blade Sign**  
ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)

- Install Blade Sign on End Aisle 8.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**A-Oakay - Strewn Backer Card**  
ENG / BIL (Re-order # 25VQA-BC8)



8A

**IDB**  
End Aisle #8PB

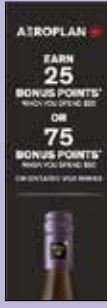
LCBO#	Description	Size (mL)	Offers
85456	Colio Dry White	1500	BAP
165308	Colio Extra Dry White	1500	LTO
306001	Colio Dry White Bag In Box	4000	LTO

**Bring on Value - Colio Backer Card**  
ENG / BIL (Re-order# 25IDB-BC8)



8B

**VQA**  
End Aisle #9PA



LCBO#	Description	Size (mL)	Offers
261305	Peninsula Ridge Cabernet Merlot VQA	750	LTO
376756	Peninsula Ridge Pinot Grigio VQA	750	LTO
594200	Peninsula Ridge Inox Chardonnay VQA	750	LTO

**AeroPLAN Bonus Points Blade Sign**  
ENG (Re-order # 25VQA-BS3), BIL (Re-order # 25VQA-BS4)

- Install Blade Sign on End Aisle 9.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Chardonnay - Peninsula Ridge Backer Card**  
ENG / BIL (Re-order # 25VQA-BC9)



9A

**IDB  
End Aisle  
#9PB**

LCBO#	Description	Size (mL)	Offers
457341	Muskoka Lakes Blueberry Wine	750	BAP
609701	Muskoka Lakes Cranberry Wine	750	LTO
609719	Muskoka Lakes Cranberry/Blueberry Wine	750	BAP
688630	Muskoka Lakes Cliff Jump Cranberry Cider	473	LTO

**Bring on Value - Muskoka Lakes Backer Card  
ENG / BIL (Re-order# 25IDB-BC9)**



**End Aisle #10**

LCBO#	Description	Size (mL)	Offers
18773	Nickel Brook Lager (6699)	473	
19995	Whitewater Brewing High Tide Neipa (8454)	473	
20118	Collective Arts Good Monster (LCBO Warehouse)	473	LTO
20121	Great Lakes Brewery - Great Lakes Lager (1929)	473	
30033	Beau's Juiced Af IPA (LCBO Warehouse)	473	
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
37641	Muskoka Brewery IPA Mixer Pack 2024 (LCBO Warehouse)	6 × 473	
481515	Bench Brewing Balls Falls Session IPA (798)	473	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag (458)	473	

**VQA Brewed Backyard - Beer Backer Card  
ENG / BIL (Re-order# 25VQA-BC10)**

**IDB Bring on Value - Beer Backer Card  
ENG / BIL (Re-order# 25IDB-BC10)**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	4788	Captain Morgan Gold Rum	750	VA
	64659	Captain Morgan Private Stock Rum	750	
	318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	LTO
<b>Value-Add (VA) - Rep Applied: Captain Morgan Sunglasses</b>				
<b>VQA All Play Drinks Image Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN3)</b>				
<b>IDB Bring on Value Generic Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN6)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	189217	Gibson's Finest Sterling Edition	750	BAP
	215038	Gibson's Finest Sterling Edition	1750	BAP
	215889	Gibson's Finest Sterling Edition Whisky	1140	BAP
<b>VQA Spirits Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN5)</b>				
<b>IDB Aeroplan Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN7)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	14915	Dillon's Rye Whisky	750	LTO
	413104	Dillon's Dry Gin	750	
	571133	Dillon's Vermouth	750	
	638130	Dillon's Vodka	750	BAP
<b>VQA Bring Home Ontario Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN1)</b>				
<b>IDB Bring on Value Generic Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN6)</b>				





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	307	Seagram's V.O	750	BAP
	31930	Seagram's V.O	1750	VA
	216978	Seagram's V.O	1140	VA
Value-Add (VA) - Rep Applied: LCBO# 31930: Fireball 200 mL LCBO# 216978: Boxed Glass				
VQA All Play Drinks Image Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN3)				
IDB Aeroplan Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN7)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	54866	Bulleit Bourbon Frontier Whiskey	750	VA
	439075	Bulleit Bourbon 10 YO	750	
	482729	Bulleit Bourbon	375	BAP
Value-Add (VA) - Rep Applied: Bulleit Flask				
VQA Spirits Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN5)				
IDB Bring on Value Generic Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN6)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	16178	Crystal Head Onyx	750	LTO
	267302	Crystal Head Vodka	750	BAP
	572552	Signal Hill Canadian Whisky	750	LTO
VQA All Play Drinks Image Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN3)				
IDB Bring on Value Generic Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN6)				



VQA  
Backer Card

IDB  
Backer Card



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	518670	Sour Puss Raspberry Liquor	750	BAP
	518688	Sour Puss Apple Liquor	750	BAP
	601518	Sour Puss Blue Liquor	750	BAP
VQA Spirits Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN5)				
IDB Aeroplan Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN7)				

VQA  
Backer Card

IDB  
Backer Card



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	17406	Side Launch Any Day Light IPA (3827)	473	BAP
	19609	Henderson X Rush Canadian Golden Ale (798)	473	LTO
	37000	Mascot Brewery Lightweight Lager (687)	473	
VQA Beer Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN4)				
IDB Bring on Value Generic Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN6)				

VQA  
Backer Card

IDB  
Backer Card



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	14988	Detour (LCBO Warehouse)	6 × 473	
	37805	Lost Craft Lost Light Lager (179)	6 × 355	LTO
	37835	Rally Extra Mile Session IPA (LCBO Warehouse)	4 × 355	BAP
VQA All Play Drinks Image Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN3)				
IDB Aeroplan Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN7)				

VQA  
Backer Card

IDB  
Backer Card



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	38524	Mill Street Block Party Mix Pack (275/TBS)	6 × 473	
	38717	Mill Street Haze Phaze IPA (275/TBS)	473	
	516880	Mill Street Original Organic Lager (275/TBS)	6 × 473	
<b>VQA Bring Home Ontario Generic Backer Card</b> ENG / BIL (Re-order# 25VQA-BC-GEN1)				
<b>IDB Bring on Value Generic Backer Card</b> ENG / BIL (Re-order# 25IDB-BC-GEN6)				

Trade Copy

# End Aisle - Iron Maiden

Merchandise the participating products on a Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Participation is mandatory. Products will be force-allocated to all the participating stores.**

## Key Dates (September 15 - October 12, 2024)

### Participating Stores

10, 25, 36, 38, 83, 150, 156, 164, 187, 217, 227, 243, 263, 278, 325, 344, 355, 367, 373, 386, 401, 494, 511, 556, 579, 589, 633, 649, 652, 670, 741

### Participating Products

LCBO#	Description	Size (mL)
39936	Iron Maiden Deepest Darkest Red	750

### Signage Components

- VQA All Play Drinks Image Generic Backer Card ENG / BIL (Re-order# 25VQA-BC-GEN3)
- IDB Bring on Value Generic Backer Card ENG / BIL (Re-order# 25IDB-BC-GEN6)
- 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 - Kosher (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 (September 15 - October 12, 2024)

#### Participating Stores

10, 15, 25, 38, 83, 243, 341, 355, 360, 383, 431, 452, 523, 618, 623, 635, 637, 642, 643, 657

#### Participating Products

LCBO#	Description	Size (mL)	Offers
13732	>(V)Rose Casa Di Luigi K(Vina Luis Felipe Edwards)	750	LTO
16586	>(V)Pinot Noir Casa Di Luigi K(Luis Felipe Edwards)	750	LTO
60749	>(V) Merlot Galil Mountain Kp	750	LTO
141580	>(V)Syrah K/P (Galil Mountain Winery)	750	LTO
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	LTO
354522	>(V) Red Blend Alon Kp (Galil Mountain)	750	LTO
354761	>(V)Carmenere Terra Vega Kpm (Luis Felipe Edwards)	750	LTO
611293	Yarden Mount Hermon Red Kp	750	LTO

#### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P7-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.



# Discovery End Aisle - Wines of Sicily (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 (September 15 - October 12, 2024)

### Participating Stores

1, 19, 21, 31, 35, 41, 106, 148, 149, 154, 156, 164, 187, 212, 214, 217, 265, 288, 325, 329, 360, 346, 367, 371, 397, 385, 394, 398, 407, 412, 415, 417, 437, 443, 445, 486, 497, 522, 537, 569, 573, 579, 590, 619, 624, 630, 632, 641, 741, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
30947	Doppio Passo Grillo Sicilia Doc	750	
31003	Gloria Grillo Sicilia Doc Organic	750	
31795	Feudo Arancio Cabernet Sauvignon Sicilia Doc	750	
31797	Molino A Vento Nero D'Avola Sicilia Doc	750	LTO
31801	Zensa Nero D'Avola Appassimento Sicilia Doc	750	
143164	Cusumano Nero D'Avola Sicilia Doc	750	LTO

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-25P7-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.



# Oktoberfest End Aisle - (FSG-A)

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

## Key Dates (September 15 - October 12, 2024)

### Participating Stores

1, 3, 4, 5, 6, 10, 13, 14, 15, 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

### Participating Products

Distribution	LCBO#	Description	Size (mL)
All display stores	28090	Creemore Oktoberfest	473
	32808	Muskoka Stein Sized Fest Bier	568
	84889	Hofbrau Oktoberfestbier	500
	125450	Samuel Adams Octoberfest	6 × 355
	526525	Paulaner Oktoberfest Bier	500
Local direct delivery products (To be ordered at the store's discretion)	34914	Stockyards Brewing Festbier	473
	35080	Left Field Mr.Oktober Festbier	355
	39531	Wellington Brewery Festbier	473
	39991	Anderson Festbier	6 × 355

### Signage Components

- End Aisle Backer Card ENG/BIL (Re-order# AIM-25P7-OBF1)
- Shelf Talker ENG (Re-order# AIM-25P7-OBF2)  
BIL (Re-order# AIM-25P7-OBF3)

### Merchandising Instructions

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



# 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 (September 15 - October 12, 2024)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	351429	Amsterdam Boneshaker	473	3842 - Amsterdam Brewing Company	
	667790	Amsterdam Boneshaker IPA	6 × 473	3842 - Amsterdam Brewing Company	VA
<b>Value-Add/Merchandiser:</b> Free bobble head with purchase of 2 × 667790.					
<b>B</b> Plinth (EA - EZB)	34592	Great Lakes Brewery - Sultana Solero IPA	473	1929 - Great Lakes Brewing Co. Inc.	
	38994	Collective Arts Deceptive Creature Nectar on NEIPA	473	LCBO Warehouse	
<b>C</b> Plinth (EA - EZH)	22930	Flying Monkeys Juicy Ass	6 × 473	6309 - Flying Monkeys Craft Brewery	VA
	39992	Flying Monkeys Krispee Dreamz Peach Donut DIPA	473	6309 - Flying Monkeys Craft Brewery	
<b>Value-Add/Merchandiser:</b> Snyders Pretzel Pieces with the purchase of one 22930.					
<b>D</b> End Aisle (EA - EZD)	25054	Creemore Pale Ale	473	1757 - Creemore Springs Brewery	
	32717	Creemore Springs Savour Winter Collection	6 × 473	1757 - Creemore Springs Brewery	
	541243	Creemore Springs Premium Lager	6 × 473	1757 - Creemore Springs Brewery	LTO, VA
<b>Value-Add/Merchandiser:</b> Mesh shopping bag in gift box with purchase of one 541243.					



**Beer Excitement Zone A:** Free Amsterdam Boneshaker Bobblehead with the purchase of two six packs of Boneshaker IPA (667790 | 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:** Free bag of Snyder's Pretzel Pieces with the purchase of one six pack of Flying Monkeys Juicy Ass (22930 | 6×473 mL).

**Beer Excitement Zone D:** Free Produce Bag with the purchase of one six pack of Creemore Lager (541243 | 6×473 mL).

## Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P7-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 25P7-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 25P7-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P7-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P7-BEZ5) / BIL (Re-order # 25P7-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P7-BEZ7) / BIL (Re-order # 25P7-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.



# BEER BRANDED ENDS (P7)

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 (September 15 - October 12, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 25P7-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 25P7-BBE2)
- Heineken Card ENG/BIL (Re-order # 25P7-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 (September 15 - October 12, 2024)

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

## Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
13369	Fixed Gear Cherry Training Wheels -Dry Hopped Sour	473	3031 - Fixed Gear Brewing
26883	Dominion Sunsplit IPA	473	1023 - Dominion City Brewing Company
33236	Collingwood X Kuma Lazy Bear Blonde Ale	473	4205 - The Collingwood Brewery
36196	Railway City Boxcar Juicy IPA	473	8447 - Railway City Brewing Company
39074	Bobcaygeon Brewing Pumpkin Pie-Pa	473	462 - Bobcaygeon Brewing Company Limited
497438	Spearhead Hawaiian Pale Ale	473	86 - Spearhead Brewing Company

## 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-25P7-OCB1)  
BIL (Re-order #AIM-25P7-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

### Key Dates (P7)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

#### Participating Products

LCBO#	Description	Size (mL)
21056	Tynt Meadow	330
21058	Founders Porter	355
38135	Biere Des Amis Cr(H)Azy IPA	330
38367	St. Ambroise Baltic Porter	473
38370	Mikkeller Beer Geek Breakfast Stout	473
38373	Trappistes Rochefort 6	330
38374	Brouwerij Van Steenberge Gulden Draak Brewmaster	330
38375	Le Trou Du Diable Le Coq Barrel Aged Cherry Sour Saison	330
107672	Ola Dubh Special Reserve 12	330
125468	Gouden Carolus Classic	330
402578	Rodenbach Vintage	750

#### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-25P7-ICB1) / BIL (Re-order #AIM-25P7-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 (September 15 - October 12, 2024)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
6395	20 Bees Cabernet Merlot VQA	750	LTO
164087	Sandbanks Sleeping Giant VQA	750	LTO
307769	Rosehall Run Pinot Noir VQA	750	LTO
499384	Kacaba Cabernet VQA	750	LTO

#### Participating Stores

Please refer to the Participation Lookup page for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](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-25P7-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-25P7-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-25P7-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-25P7-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 (September 15 - October 12, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
126144	Speck Bros. Sibling Rivalry White VQA	750	50 BAP
183061	Megalomaniac Homegrown Riesling VQA	750	50 BAP

### Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P7-OWP1)
- Ontario Buyer's Pick Gondola Backer Card  
ENG (Re-order # 25P7-OWP2) / BIL (Re-order # 25P7-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)
<b>Standout Selections</b>		
39277	'The Stars' Sparkling Riesling	750
39274	Magnotta Pzazz Limited Edition VQA	750
39276	Frost Bite Select Late Harvest Gewurztraminer	375
<b>Style Spotlight: Rieslings</b>		
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 (September 15 - October 12, 2024)

#### Participating Stores

Please refer to the Participation Lookup page for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

#### Participating Products

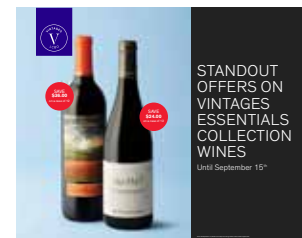
LCBO#	Description	Size (mL)	Offers
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00 LTO
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00 LTO

#### Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P7-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P7-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P7-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, 2024 & 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](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)
<b>August 24 Release</b>		
17157	Four Vines Old Vine Zinfandel 2021	750
18999	Bodegas Lavia Plus+ 2015	750
<b>September 7 Release</b>		
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 (September 15 - October 12, 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-25P7-VLTO1)

### Participating Products

#### LTO Offers:

LCBO#	Description	Size (mL)	LTO
177824	13th Street Gamay	750	\$2.00
37223	Artesano de Argento Agrelo Vineyard Organic White Malbec	750	\$2.00
14061	Asbach Uralt Brandy	750	\$2.50
367698	Boschendal 1685 Chardonnay	750	\$1.50
16586	Casa Di Luigi Pinot Noir KPM	750	\$1.00
985002	Catena Cabernet Sauvignon	750	\$2.00
20899	Closson Chase The Brock Chardonnay	750	\$2.00
394718	Erath Pinot Noir	750	\$2.00
976662	Faustino I Gran Reserva	750	\$4.00
521021	Francis Coppola Diamond Collection Cabernet Sauvignon	750	\$2.00
354522	Galil Mountain Alon KP	750	\$4.00
60749	Galil Mountain Merlot KP	750	\$3.00
141580	Galil Mountain Shiraz KP	750	\$3.00
14673	Gérard Bertrand Gris Blanc Rosé Organic	750	\$2.00
268342	Henry Of Pelham Estate Chardonnay	750	\$2.00
388306	Inniskillin Vidal Icewine	375	\$5.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00
13732	Luis Felipe Edwards Casa Di Luigi Rosé KP	750	\$1.00
168716	M. Chapoutier Les Vignes De Bila-Haut Côtes Du Roussillon-Villages	750	\$2.00
587154	Magnotta Vidal Icewine	375	\$3.00
326728	Oyster Bay Chardonnay	750	\$3.00
590414	Oyster Bay Pinot Noir	750	\$3.00
390351	Pondview Vidal Icewine	200	\$1.00
130989	Tawse Growers Blend Pinot Noir	750	\$3.00
198853	Tawse Quarry Road Organic Riesling	750	\$3.00
354761	Terra Vega Carmenère Kpm	750	\$1.00
156968	Terra Vega Sauvignon Blanc Kpm	750	\$2.00
149237	The Foreign Affair The Conspiracy	750	\$3.00
24133	Thirty Bench Winemaker'S Blend Riesling	750	\$3.00
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00
611293	Yarden Mount Hermon Red Kp	750	\$3.00

**Aeroplan Offers:**

LCBO#	Description	Size (mL)	BAP
710426	Cakebread Cellars Cabernet Sauvignon	750	400
286377	Cave Spring Estate Riesling	750	100
417642	Cave Spring Pinot Noir	750	120
204099	Luksusowa Wisniowa Cherry Liqueur	750	100
130138	Meiomi Pinot Noir	750	100
255513	Robert Mondavi Winery Napa Valley Cabernet Sauvignon	750	120
273268	Spiytus Gdanski 76%	750	100
411595	The Tragically Hip Fully Completely Reserve Red	750	100

**LTO/Aeroplan Combo Offers:**

LCBO#	Description	Size (mL)	LTO	BAP
50203	Beronia Reserva	750	\$3.00	40
412320	Josh Cellars Reserve Paso Robles Cabernet Sauvignon	750	\$2.00	50
166538	LAN Crianza	750	\$2.00	25
595280	Porcupine Ridge Syrah	750	\$2.50	40
302752	Santa Margherita Brut Rosé Sparkling	750	\$2.00	40

## 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 (September 15 - October 12, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information

([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Product

LCBO#	Description	Size (mL)	Offers
130989	Tawse Growers Blend Pinot Noir VQA	750	\$3.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-25P7-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)

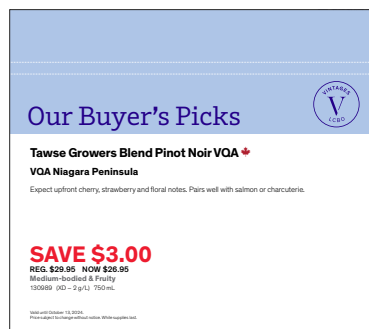
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

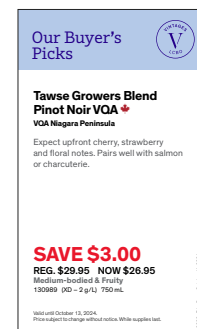
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



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

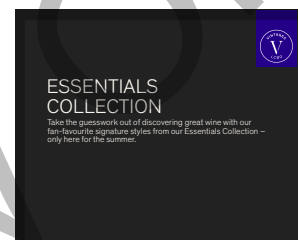
Planoguides are for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

### 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: <b>2321</b></p> <p>Merchandise with appropriate product in designated display.</p> <p><b>If using with 2" wood ticket moulding, attach with 2" plastic clips.</b></p>	
<p>Vintages Blank Pricer Cards 8" w. x 7" h.</p> <p>English / Bilingual Re-order code: <b>2326</b></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: <b>25P2-VOV5</b></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><b>Attach using Perpendicular Shelf Talker Clips. If using with 2" wood ticket moulding, attach with 2" plastic clips.</b></p>	
<p>Vintages Coloured Bin Strip 52" w. x 1.75" h.</p> <p>Re-order code: <b>25P2-VOV6</b></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

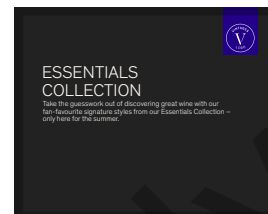
## Image (example only)

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.



# AUTUMN GIFT BAGS



The Autumn Enhanced Gift Bag and \$2.95 Hot Button signage shipped to participating stores for set up with the start of P7.

**Install Date:** Week of September 8<sup>th</sup>

Please refer to the P7 online worksheets posted on the portal for information on Autumn Enhanced Gift Bags 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.

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	25P7-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102



Autumn Enhanced Bag 2024  
LCBO# 38730 • \$2.95

## Merchandising Options:

### Mini Thematic A



### Mini Thematic B



### Cash Ends



- Install the Autumn Gift Bags on the Mini Thematic fixtures the week of September 8<sup>th</sup>.
- Refer to the Mini Thematic A/B sections for more details.

- Merchandise the new Autumn gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

# YEAR-ROUND GIFTING

LCBO#	Component	Case Pack	Retail
<b>Gift Packaging</b>			
37539	Year Round Gift Bag White V1 2024 – SM bottles	100	\$1.50
37540	Year Round Gift Bag Black V1 2024 – SM Bottles	100	\$1.50
37541	Year Round Gift Bag White V2 2024 – LG Bottles	100	\$1.50
37542	Year Round Gift Bag Black V2 2024 – LG bottles	100	\$1.50
37524	Enhanced 2 Bottle Paper Gift Bag White	24	\$3.95
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
<b>Gifting Items</b>												
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							✓	✓		✓	
<b>Gift Cards &amp; Carriers</b>												
27053	Soft Black Gift Card							✓				✓
27054	Warm White Gift Card							✓				✓
27055	Gift Card Carrier							✓				✓
33823	Vintages Gift Card							✓				✓
33824	Vintages Carrier							✓				✓

# HOW TO MERCHANDISE





## Gift Packaging Floor Merchandiser (Wood)

Stores not receiving the new Seasonal gift bags, please merchandise the following Year-Round gift packaging items:

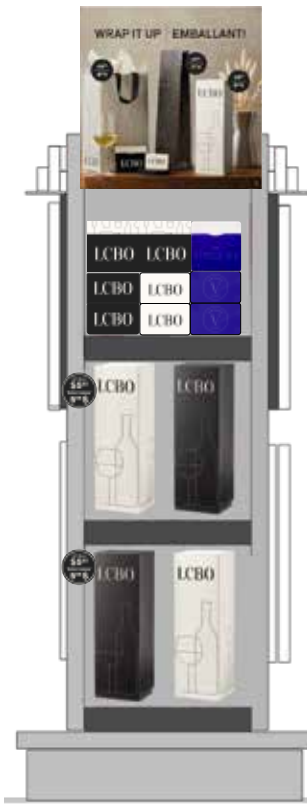
LCBO#	Component	Retail
37539	Year Round Gift Bag White V1 2024 – SM bottles	\$1.50
37540	Year Round Gift Bag Black V1 2024 – SM Bottles	\$1.50
37541	Year Round Gift Bag White V2 2024 – LG Bottles	\$1.50
37542	Year Round Gift Bag Black V2 2024 – LG bottles	\$1.50
27353	LCBO “Our Favourite” Bag	\$1.50
27354	Enhanced 2 Bottle Paper Gift Bag	\$3.95
27355	Year Round 1 Bottle Rigid Box	\$5.95
35049	Year Round 1 Bottle Gift Box Black 2023	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	\$5.95
16679	Vintages Single Bottle Rigid Gift Box	\$5.95
34381	Vintages Enhanced Gift Bag	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	\$30.95

### Signage Re-order Codes

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.

Signage	Description	Reorder #
	Wooden Gift Packaging Sign Insert	<b>ENG:</b> 25OP-GFT11 <b>BIL:</b> 25OP-GFT12
	\$1.50 Bag Hot Button Signs	25OP-GFT1
	\$5.95 Gift Box Hot Button Signs	25OP-GFT3
	\$2.95 Vintages Gift Bags Hot Button Signs	25OP-GFT7
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag Holder	749390

## SIDE A:

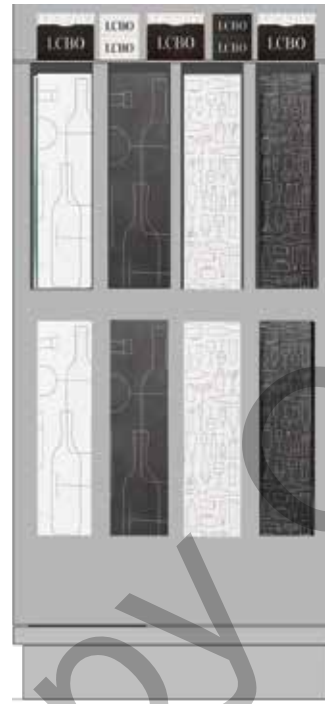


Residual LCBO Gift Cards & Presenters

Year Round 1 Bottle Gift Box Black 2023  
Case packed 24  
LCBO# 35049 • \$5.95

Year Round 1 Bottle Gift Box Warm White 2023  
Case packed 24  
LCBO# 35050 • \$5.95

## SIDE B:



LCBO Gift Cards & Presenters

LCBO Year Round Gift Bag Case packed 100 • \$1.50 (4 versions)

Black Small Bottles  
LCBO# 37540

Black Large Bottles  
LCBO# 37542

White Small Bottles  
LCBO# 37539

White Large Bottles  
LCBO# 37541

## SIDE C:



Vintages 1 Bottle Folding Gift Box  
Case Packed 24  
LCBO# 35051 • \$5.95

Vintages Enhanced Gift Bag (1 Bottle Box)  
Case Packed 50  
LCBO# 34381 • \$2.95

Vintages Wooden Box (1 Bottle)  
Case Packed 12  
LCBO# 17373 • \$12.95

Vintages Year-Round Wooden Box (2 Bottles)  
Case Packed 6  
LCBO# 17377 • \$17.95

Vintages Year-Round Wooden Box (3 Bottles)  
Case Packed 4  
LCBO# 17374 • \$22.95

## SIDE D:



LCBO Gift Cards & Presenters

LCBO Year Round Gift Bag Case packed 100 • \$1.50 (4 versions)

Black Small Bottles  
LCBO# 37540

Black Large Bottles  
LCBO# 37542

White Small Bottles  
LCBO# 37539

White Large Bottles  
LCBO# 37541

Reusable 2 Bottle Bag Case Packed 50  
LCBO# 35421 • \$1.25

# HOW TO MERCHANDISE

## Reusable/Hanging Bag Stand

Merchandise Year-Round bags on the fixture. Please note that this fixture has metal arms, allowing 4 merchandising opportunities. Please follow instructions below to merchandise the fixture. Stores in FLS designated areas MUST display the bilingual side of the sign.

Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the Year-Round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Boxes WILL NOT be allocated to you. Please order from your supplying warehouse.

### Signage Re-order Codes

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 #
	Reuseable Bag Sign	ENG: 25OP-GFT4 BIL: 25OP-GFT10
	\$3.95 Bag Hot Button Signs	25OP-GFT2
	\$1.25 Bag Hot Button Signs	25OP-GFT4
	\$2.95 Bag Hot Button Signs	25OP-GFT5
	\$14.95 Bag Hot Button Signs	25OP-GFT6





**Organic Cotton Canvas 4 Pocket Bag**  
LCBO# 16877 • \$14.95



**Enhanced Double Bottle Paper Gift Bag (2 Versions)**  
White: LCBO# 37524 • \$3.95  
Black: LCBO# 37525 • \$3.95



**Reusable 6 Bottle Bag (2 Versions)**  
LCBO# 27396 • \$2.95



**Reusable Large Bottle Bag (2 Versions)**  
LCBO# 27397 • \$2.95



**Reusable 2 Bottle Bag**  
LCBO# 35421 • \$1.25

Trade Copy Only

# HOW TO MERCHANDISE





## Gift Packaging Floor Merchandiser (Metal)

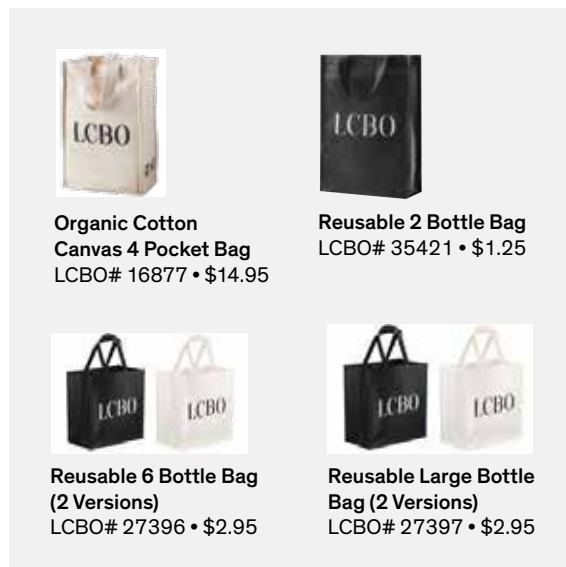
Continue to merchandise the operational signage for this fixture.

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish the fixture throughout the promotion.

### Signage Re-order Codes






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 #
	Reusable Bags Insert Sign	ENG/ENG: 23OP-GFT13 BIL/BIL: 23OP-GFT15
		
	Reusable Bags Metal Stand Bottom (solid black)	23OP-GFT14
	\$1.25 Reusable Bag Hot Button Signs	25OP-GFT4
	\$14.95 Reusable Bag Hot Button Signs	25OP-GFT6
	\$2.95 Reusable Bag Hot Button Signs	25OP-GFT5
	Hot Button Sign Clip (bundles of 10)	NIHK102



# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards & Carriers

LCBO#	Description	Image	LCBO#	Description	Image
27053	Soft Black		27055	LCBO Year-Round Carrier	
27054	Warm White				
33823	Vintages Gift Card		33824	Vintages Carrier	

## 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](mailto:ordergiftcards@lcbo.com)

### Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

# 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 (September 15 - October 12, 2024)

## Participating Stores

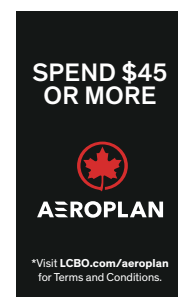
Please refer to the Participation Lookup page for information ([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

## 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.
- Perp Shelf Talkers should be merchandised on the shelf at the edges of where the participating products are merchandised and the bin tag underlays to the left of each participating Wine of Rioja product.

## Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 25P7-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 25P7-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P7-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P7-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P7-FS5)
- Shelf Talkers ENG (Re-order # 25P7-FS6) / BIL (Re-order # 25P7-FS7)
- Bin Strip ENG/BIL (Re-order # 25P7-FS8)
  
- Rioja Wines Perpendicular Shelf Talker Bundle ENG (Re-order # 25P7-FS9) / BIL (Re-order # 25P7-FS10)
- Rioja Wines Bin Tag Underlay ENG/BIL (Re-order # 25P7-FS11)



## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "FALL FOR ROSÉS"</b>				
<b>*Start to load Seasonal Rosés in FSA (Sparkling/Rosé) as they arrive. Print FSA Shelf Talkers at store level.</b>				
<b>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.</b>				
	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	LTO
	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	LTO
	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
<b>(FSB) USA - California Flex Space "NEW WINES FROM CALIFORNIA"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	38412	Pacific Gate Cabernet Sauvignon	750	
	38415	Pacific Gate Chardonnay	750	
	38416	The Dreaming Tree Sauvignon Blanc	750	LTO
	38549	Harmony & Terra Cabernet Sauvignon	750	BAP
	38550	Harmony & Terra Chardonnay	750	BAP
	310391	The Dreaming Tree Crush Red Blend	750	BAP
<b>(FSC) Europe - Italy/SE Flex Space "WINES OF RIOJA"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
<b>*Earn 100 bonus points when you spend \$45 or more any select wines of Rioja.</b>				
	36044	Castillo De Logrono Crianza	750	LTO
	50203	>(V) Beronia Reserva (Gonzales Byass)	750	BAP
	144493	Montecillo Crianza Rioja	750	LTO
	166538	>(V) Crianza Rioja (Bodegas Lan)	750	LTO
	177345	>(V) Muga Reserva Rioja (Bodegas Muga)	750	
	342006	Campo Viejo Rioja Tempranillo	750	LTO
	976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	LTO
<b>(FSD) Australia/New Zealand Flex Space "GREAT VALUE WINES FROM LINDEMAN'S"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	119628	Lindemans Bin 45 Cabernet Sauvignon	750	LTO
	142117	Lindemans Bin 65 Chardonnay	750	LTO
	145367	Lindemans Bin 50 Shiraz	750	LTO
	181388	Lindemans Bin 95 Sauvignon Blanc	750	BAP
	407866	Lindemans Bin 85 Pinot Grigio	1500	BAP
	458679	Lindemans Bin 40 Merlot	750	LTO
	610758	Lindemans Bin 65 Chardonnay	1500	BAP
	668947	Lindemans Bin 85 Pinot Grigio	750	VA
<b>Value-Add/Rep Applied: Sun Bum Lip Balm</b>				
<b>(FSE) Chile/Argentina Flex Space "DISCOVER WINES FROM ARGENTINA"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	11943	Los Cardos Dona Paula Sauvignon Blanc	750	LTO
	12452	Bodegatoro Centenario Malbec	750	LTO
	26547	Finca Las Moras Malbec	750	BAP
	36858	Postales Del Fin Del Mundo Patagonia Malbec	750	LTO
	160952	Domaine Bousquet Malbec Organic	750	LTO
	164756	Graffigna Pinot Grigio	750	BAP
	507442	La Linda Private Selection Old Vines Malbec	750	BAP
	985002	>Catena Cabernet Sauvignon Mendoza	750	LTO



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**



**\*Earn 100 bonus points when you spend \$45 or more any select wines of Rioja.**

**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 (September 15 - October 12, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
397976	Dr. McGillicuddy Intense Peach	375	BAP
385286	Iceberg Vodka (P.E.T.)	375	BAP

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P7-SP2) / BIL (Re-order #AIM-25P7-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P7-SP4) / BIL (Re-order #AIM-25P7-SP7)

### 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 (September 15 - October 12, 2024)**

## Participating Stores

Please refer to the Participation Lookup page for information  
[http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx)

## Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	11423	Dillon's The Professors Negroni	4 × 125	LTO
	180570	Finlandia Vodka	375	LTO
Wines/Wine in Cans (FEM2)	19295	Pelee Island Lola Pinot Grigio VQA	250	
	19296	Pelee Island Lola Sparkling Blush VQA	250	
Brown Spirits/Liqueurs (FEM3)	18919	D'Usse Vsop	375	LTO, VA
	122952	Hpnotiq Liquor	375	LTO
Value-Add/Rep Applied: Branded Velvet Bag				

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P7-FEM1) / BIL (Re-order #AIM-25P7-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P7-FEM3) / BIL (Re-order #AIM-25P7-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P7-FEM5) / BIL (Re-order #AIM-25P7-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](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	Brillat 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 x 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 (September 15 - October 12, 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

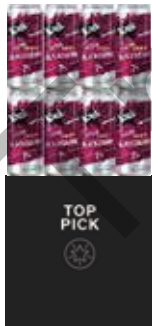
- Stores with 4 (or fewer) Cash Desks:  
Merchandise the Beer/RTD Impulse Program (customer facing name is now "Top Picks") products in cut case displays at the desk.
- Stores with 5 (or more) Cash Desks:  
Alternate the Top Picks products with Staff Picks products at each Cash Desk.

### Signage Components

- Pricer Card ENG (Re-order #AIM-25P7-FEM7) / BIL (Re-order #AIM-25P7-FEM8)

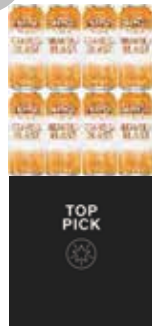
**All participating stores will receive the same set of pricer cards. Only use what you need and recycle the ones that do not apply to your store.**

CE3



LCBO# 36648  
Black Fly Vodka Crushed  
Black Cherry  
473 mL | 15 BAP

CE4



LCBO# 31300  
Smirnoff Ice Orange Blast  
473 mL | 10 BAP

CE5



LCBO# 24339  
Twisted Shotz Island  
Thunder  
120 mL | 25 BAP

CE6



LCBO# 31247  
Seth & Riley's Garage Hard  
Lemonade  
275 mL | 20 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 (September 15 - October 12, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information  
([http://csg084:800/asp/MEG\\_Store\\_Participation\\_Lookup.aspx](http://csg084:800/asp/MEG_Store_Participation_Lookup.aspx))

### Participating Products

LCBO#	Description	Size (mL)	Offers
33545	Skrewball Peanut Butter Whiskey	750	LTO
38867	Skrewball Peanut Butter Whiskey	375	

### Signage Components

- A-Frame Sign ENG (Re-order# 25P7-AF1) / BIL (Re-order# 25P7-AF2)
- Shelf Talkers English Bundle (Re-order# 25P7-AF3)  
Shelf Talkers Bilingual Bundle (Re-order# 25P7-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.



# Turn 3

## WINE FRIDGE

Period 7 - Period 11

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 3 guide for participating products. **This is a sold program. Participation is mandatory.**

### Wine Fridge Turn 3 Guide

[https://lcbo.sharepoint.com/:b:/r/sites/marketing/Marketing%20%20Digital/Merchandising%20Communications%20by%20Category/Wines/Wine%20Fridge/Guide\\_WineFridge\\_Turn3\\_P7toP11.pdf?csf=1&web=1&e=A7WH9h](https://lcbo.sharepoint.com/:b:/r/sites/marketing/Marketing%20%20Digital/Merchandising%20Communications%20by%20Category/Wines/Wine%20Fridge/Guide_WineFridge_Turn3_P7toP11.pdf?csf=1&web=1&e=A7WH9h)

### Participating Stores

#### Group A Stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 182, 195, 207, 212, 214, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 360, 362, 371, 384, 388, 390, 391, 393, 394, 397, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 619, 623, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 776

#### Group B Stores

8, 14, 23, 26, 27, 33, 34, 45, 51, 52, 55, 59, 60, 61, 62, 63, 64, 68, 70, 74, 77, 79, 80, 81, 86, 90, 95, 97, 101, 115, 125, 130, 132, 139, 144, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 201, 202, 208, 209, 210, 211, 216, 218, 221, 229, 244, 248, 249, 252, 255, 263, 268, 270, 278, 287, 297, 300, 310, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 400, 401, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 521, 526, 532, 533, 537, 539, 544, 553, 554, 559, 564, 579, 580, 584, 586, 593, 601, 602, 605, 614, 617, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 759

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 50, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 110, 112, 119, 122, 124, 137, 146, 152, 153, 157, 160, 161, 167, 175, 181, 186, 197, 199, 205, 217, 219, 222, 223, 224, 225, 227, 230, 233, 236, 238, 239, 251, 253, 254, 261, 264, 266, 273, 275, 277, 281, 284, 289, 299, 302, 305, 306, 314, 316, 318, 320, 324, 333, 335, 345, 366, 370, 372, 374, 386, 395, 399, 402, 403, 404, 406, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 502, 504, 507, 511, 517, 546, 550, 552, 562, 581, 582, 596, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 696, 701, 703, 706, 746, 749, 752, 754, 755, 756, 757, 758, 760, 761, 771, 779, 784, 789

#### Group D Stores














1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 72, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 200, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 455, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 522, 523, 527, 529, 530, 540, 549, 555, 561, 571, 575, 585, 587, 589, 590, 594, 598, 612, 616, 629, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762, 772, 778

### Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of 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.



# 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: 25P7-ST1 BIL: 25P7-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P7-ST12 BIL: 25P7-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P7-ST14 BIL: 25P7-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P7-ST3 BIL: 25P7-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P7-ST5 BIL: 25P7-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P7-ST7 BIL: 25P7-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P7-ST9 BIL: 25P7-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-25P7-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P7-AS1 BIL: AIM-25P7-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P7-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
<input type="checkbox"/>	<input type="checkbox"/>	1 A (Promo code is BSE not EA 1)	36479	Ren Ultra Premium Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		587154	>(V)Vidal Icewine VQA Ltd Edition (Magnotta)	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	1 B (Promo code is BSE not EA 1)	388306	>(V) Vidal Icewine VQA (Inniskillin)	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>		400754	Iceberg Vodka	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2 A	518753	D'Ont Poke The Bear White VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		27727	Bask Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2 B	27728	Bask Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		34259	Bask Lightly Sparkling Rose	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		627166	Inniskillin Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3 A	219543	Inniskillin Late Autumn Riesling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		348979	Inniskillin Pinot Grigio VQA	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		22327	Jackson-Triggs Pinot Grigio	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		270892	Jackson-Triggs Merlot Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3 B	328518	Jackson-Triggs Chardonnay	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		399410	Jackson-Triggs Sauvignon Blanc	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		619791	Jackson-Triggs Rosé	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		221804	Trius Sauvignon Blanc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4 A	284539	Trius Brut VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		587956	Trius Cabernet Sauvignon VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4 B	33466	Keep Calm & Laugh Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		28062	Keep Calm & Laugh Pinot Grigio	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		110031	Sandbanks Estate Dunes White VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5 A	244616	Sandbanks Rose VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		18392	Sandbanks Baco Noir VQA Bag In Box	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		214049	Girls' Night Out Strawberry Samba	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5 B	214056	Girls' Night Out Pineapple Mango Tango	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		13904	Henry Of Pelham Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6 A	37965	Henry Of Pelham Sparkling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		430546	Henry Of Pelham Sauvignon Blanc VQA	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		6 B	338855	Bodacious Smooth Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		339168	Bodacious Smooth White	750	LTO
			523563	Bodacious Cabernet Sauvignon	1500	LTO
		7 A	27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	LTO
			574533	Magnotta Pinot Grigio Venture Series VQA	750	LTO
		7 B	132506	XOXO Pinot Grigio/Chardonnay	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		485995	XOXO Red Sangria	750	LTO
			486001	XOXO Pinot Grigio Sangria	750	LTO
		8 A	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO
			522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO
		8 B	85456	Colio Dry White	1500	BAP
<input type="checkbox"/>	<input type="checkbox"/>		165308	Colio Extra Dry White	1500	LTO
			306001	Colio Dry White Bag In Box	4000	LTO
		9 A	261305	Peninsula Ridge Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		376756	Peninsula Ridge Pinot Grigio VQA	750	LTO
			594200	Peninsula Ridge Inox Chardonnay VQA	750	LTO
		9 B	457341	Muskoka Lakes Blueberry Wine	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		609719	Muskoka Lakes Cranberry/Blueberry Wine	750	BAP
			688630	Muskoka Lakes Cliff Jump Cranberry Cider	473	LTO
			609701	Muskoka Lakes Cranberry Wine	750	LTO
		10	18773	Nickel Brook Lager	473	
			19995	Whitewater Brewing High Tide Neipa	473	
			20118	Collective Arts Good Monster	473	LTO
			20121	Great Lakes Brewery - Great Lakes Lager	473	
<input type="checkbox"/>	<input type="checkbox"/>		30033	Beau's Juiced Af IPA	473	
			31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	
			37641	Muskoka Brewery Ipa Mixer Pack 2024	6 × 473	
			481515	Bench Brewing Balls Falls Session IPA	473	
		576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	11	318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		4788	Captain Morgan Gold Rum.	750	
			64659	Captain Morgan Private Stock Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	12	189217	Gibson's Finest Sterling Edition	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		215889	Gibson's Finest Sterling Edition Whisky	1140	BAP
			215038	Gibson's Finest Sterling Edition	1750	BAP
			638130	Dillon's Vodka	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	13	14915	Dillon's Rye Whisky	750	LTO
			413104	Dillon's Dry Gin	750	
			571133	>Dillon's Vermouth	750	
<input type="checkbox"/>	<input type="checkbox"/>	14	307	Seagrams V.O.	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		31930	Seagrams V.O.	1750	VA
			216978	Seagrams V.O..	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	15	482729	Bulleit Bourbon	375	BAP
			54866	Bulleit Bourbon Frontier Whiskey	750	VA
			439075	Bulleit Bourbon 10 YO	750	
<input type="checkbox"/>	<input type="checkbox"/>	16	267302	Crystal Head Vodka	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		572552	Signal Hill Canadian Whisky	750	LTO
			16178	Crystal Head Onyx	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	518670	Sour Puss Raspberry Liquor	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		518688	Sour Puss Apple Liquor	750	BAP
			601518	Sour Puss Blue Liquor	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	18	17406	Side Launch Any Day Light IPA	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>		19609	Henderson X Rush Canadian Golden Ale	473	LTO
			37000	Mascot Brewery Lightweight Lager	473	
<input type="checkbox"/>	<input type="checkbox"/>	19	37835	Rally Extra Mile Session IPA	4 × 355	BAP
<input type="checkbox"/>	<input type="checkbox"/>		37805	Lost Craft Lost Light Lager	6 × 355	LTO
			14988	Muskoka Brewery Detour	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	20	38524	Mill Street Block Party Mix Pack	6 × 473	VA
<input type="checkbox"/>	<input type="checkbox"/>		38717	Mill Street Haze Phaze IPA	473	
			516880	Mill Street Original Organic Lager	6 × 473	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			13732	>(V)Rose Casa Di Luigi K(Vina Luis Felipe Edwards)	750	LTO
			16586	>(V)Pinot Noir Casa Di Luigi K(Luis Felipe Edwards)	750	LTO
			60749	>(V) Merlot Galil Mountain Kp	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Discovery End (W5)</b>	141580	>(V)Syrah K/P (Galil Mountain Winery)	750	LTO
			156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	LTO
			354522	>(V) Red Blend Alon Kp (Galil Mountain)	750	LTO
			354761	>(V)Carmenere Terra Vega Kpm (Luis Felipe Edwards)	750	LTO
			611293	Yarden Mount Hermon Red Kp	750	LTO
			30947	Doppio Passo Grillo Sicilia Doc	750	
			31003	Gloria Grillo Sicilia Doc Organic	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Discovery End (W6)</b>	31795	Feudo Arancio Cabernet Sauvignon Sicilia Doc	750	
			31797	Molino A Vento Nero D'Avola Sicilia Doc	750	LTO
			31801	Zensa Nero D'Avola Appassimento Sicilia Doc	750	
			143164	Cusumano Nero D'Avola Sicilia Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Iron Maiden End Aisle</b>	39936	Iron Maiden Deepest Darkest Red	750	
			28090	Creemore Oktoberfest	473	
			32808	Muskoka Stein Sized Fest Bier	568	
			84889	Hofbrau Oktoberfestbier	500	
			125450	Samuel Adams Octoberfest	2130	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Oktoberfest</b>	526525	Paulaner Oktoberfest Bier	500	
			34914	Stockyards Brewing Festbier	473	
			35080	Left Field Mr.Oktober Festbier	355	
			39991	Anderson Festbier	2130	
			39531	Wellington Brewery Festbier	473	
			228551	Cave Spring Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Entrance Table (EA-S1)</b>	233635	Cave Spring Riesling Dry VQA	750	LTO
			286377	>(V)Riesling Res VQA Niagara (Cave Spring)	750	BAP
			295006	Cave Spring Dry Rosé VQA	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Gifting Display A (Mini Thematic A)	15012	Northern Keep Vodka	750	LTO
			19563	Lot No. 40 Dark Oak Canadian Whisky	750	LTO
			31587	Polar Ice Berry Blizzard	750	LTO
			32404	Empress Cocktail Gin	750	BAP
			33267	Collingwood Whiskey	750	LTO
			311928	Canadian Club Classic 12 Year Old	750	BAP
			446567	Iceberg Vodka (P.E.T.)	750	BAP
			457572	Gibson's Finest Bold 8 Y.O	750	BAP
			482612	Pike Creek Double Barreled Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Gifting Display B (Mini Thematic B)	17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	BAP
			18667	Family Tree The Padre Cabernet Merlot	750	LTO
			20264	Popcorn Chardonnay VQA	750	LTO
			25515	Saintly Sparkling Brut VQA	750	LTO
			32190	Mindful Sparkling VQA	750	LTO
			38117	>V) Riesling Elevation St Urban (Vineland)	750	LTO
			200584	Konzelmann Pinot Noir VQA	750	LTO
			303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO
			426577	Sprucewood Shores Pinot Grigio VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Local Beer & Cider Display (Mini Thematic C)	18773	Nickel Brook Lager	473	
			19995	Whitewater Brewing High Tide Neipa	473	
			20118	Collective Arts Good Monster	473	LTO
			20121	Great Lakes Brewery - Great Lakes Lager	473	
			30033	Beau's Juiced Af IPA	473	
			31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	
			37641	Muskoka Brewery IPA Mixer Pack 2024	6 × 473	
			481515	Bench Brewing Balls Falls Session IPA	473	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	LTO			
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Flight A	14870	Wayne Gretzky Rose VQA	750	LTO
			18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	LTO
			32195	Wayne Gretzky Brut Sparkling VQA	750	LTO
			33461	Wayne Gretzky Signature White VQA	750	LTO
			63966	Wayne Gretzky Merlot VQA	750	LTO
			326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
			426528	Wayne Gretzky Baco Noir VQA	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			21387	Peller Family Vineyards Pinot Noir	750	LTO
			27658	Peller Family Vineyards Sparkling Pinot Grigio	750	BAP
			297101	Peller Family Vineyards Chardonnay	1500	LTO
			426908	Peller Family Vineyards Cab Sauv	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Flight B</b>	589036	Peller Family Vineyards Cab Merlot .4l.	4000	LTO
			623322	Peller Family Vineyards Sauvignon BI 4l	4000	LTO
			667089	Peller Family Vineyards Pinot Grigio	750	LTO
			667097	Peller Family Vineyards Sauvignon Blanc	750	LTO
			669440	Peller Family Vineyards Shiraz	1500	LTO
			669465	Peller Family Vineyards Pinot Grigio	4000	LTO
			67	Smirnoff Vodka	750	BAP, VA
			935	Captain Morgan White Rum	750	BAP, VA
			33200	Smirnoff Spicy Tamarind	750	BAP, VA
			36619	Captain Morgan Cocktail Collection Pack	4260	BAP
		36654	Smirnoff Vodka & Soda Party Pack	4260	BAP	
		37474	Smirnoff Berry Blast	750	BAP, VA	
		131391	Smirnoff Vodka (P.E.T.)	1140	BAP, VA	
		216929	Smirnoff Vodka	1140	BAP, VA	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture A (FFA)</b>	217653	Captain Morgan Original Spiced Rum	1140	BAP, VA
			217950	Crown Royal	1140	BAP, VA
			276618	Crown Royal Black	1140	BAP, VA
			381962	Smirnoff Green Apple Flavoured Vodka	750	BAP
			403519	Crown Royal Apple	750	LTO
			434092	Crown Royal Northern Harvest Rye	750	BAP, VA
			454686	Captain Morgan 100 Proof	750	LTO
			476911	Crown Royal Vanilla	750	BAP, VA
			500512	Captain Morgan Original Spiced Rum	750	LTO
			617688	Captain Morgan Original Spiced Rum (P.E.T.)	1140	BAP, VA

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16859	Dixon's Wicked Blueberry Gin	750	
			24796	Dixons Wicked Raspberry Gin	750	LTO
			27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	LTO
			27604	Dixon's Silver Creek Vodka	750	LTO
			27613	Top Shelf Butter Tart Liquor	375	BAP
			30149	Wayne Gretzky Double Barrel Oaked Whisky	750	LTO
			285254	Forty Creek Copper Bold Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture B (FFB)</b>	397109	Forty Creek Honey Spiced Whisky	750	
			474551	J.P. Wiser's Vanilla Whisky	750	LTO
			474585	J.P. Wiser's Apple Whisky	750	BAP
			519298	Wayne Gretzky Cream Whisky	750	LTO
			542910	Top Shelf Gin	750	BAP
			545194	Top Shelf Vodka	750	BAP
			550715	Forty Creek Barrel Select	750	LTO
			625996	JP Wisers Old Fashioned Canadian Whisky	750	BAP
			25669	Sawdust City Juicin' New England IPA (1143)	473	
			404368	Muskoka Brewery Detour (LCBO Warehouse)	473	LTO
			445734	Sleeping Giant Northern Logger (7346)	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A: Northern Region</b>	467134	Forgotten Lake Blueberry Ale (4277)	473	LTO
			508572	Flying Monkeys Juicy Ass IPA (6309)	473	
			635375	Lake Of Bays Brewing Starboard New England IPA (8958)	473	
			16874	Bellwoods Roman Candle (2990)	473	
			31512	Collective Arts Lager (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A: Central South Region</b>	275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	
			485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
			492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO
			513036	Henderson Brewing Co. Food Truck Beer (798)	473	
			25669	Sawdust City Juicin' New England IPA (1143)	473	
			404368	Muskoka Brewery Detour (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A: Central North Region</b>	467134	Forgotten Lake Blueberry Ale (4277)	473	LTO
			485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
			492017	Steam Whistle (LCBO Warehouse)	6 × 473	LTO
			508572	Flying Monkeys Juicy Ass IPA (6309)	473	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
			16954	Bench Brewing Lincoln Lager (798)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A: Western Region</b>	33206	Refined Fool Florida Stole My Parents- OJ IPA (5732)	473	LTO
			534867	Anderson Craft Cream Ale (791)	6 × 355	
			570325	Sons Of Kent 8 Track XPA (2218)	473	LTO
			921296	Wellington Helles Lager (4826)	473	LTO
			28535	Brock Street Milk Chocolate Stout (397)	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A: Eastern Region</b>	37711	Beau's Wonder Crush Hazy IPA (LCBO Warehouse)	473	
			120626	Northern Lights Hazy IPA (462)	473	
			446955	Big Rig Alpha Bomb IPA (1188)	473	
			450239	Whitewater Brewing Farmer's Daughter (8454)	473	
			576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile B</b>	36583	Cottage Springs Vodka Soda Dock Day Mixed	8 × 355	
			36595	Sandbagger Mixer Pack	12 × 355	BAP
			36598	Cutwater Rum Mai Tai	355	
			36634	Twisted Tea Party Pack	24 × 355	BAP
			36697	Mikes Harder Lemonade	473	
			37109	Jack Daniel's And Coca Cola	473	BAP
			37350	Happy Dad Hard Seltzer Fruit Punch	473	LTO
			37651	White Claw Variety 24 Pack	24 × 355	
			30104	Malibu Coconut Rum	1750	BAP
			37876	Smirnoff Peach Lemonade	750	BAP
			183582	Captain Morgan Dark Rum (P.E.T.)	1750	BAP
			240135	Lamb's Navy Rum (P.E.T)	1140	BAP
			363770	Ketel One Vodka	1140	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile C</b>	477885	Polar Ice Vodka (P.E.T)	1750	BAP, VA
			20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO, BAP
			32187	Hopetown Sauvignon Blanc VQA	750	LTO, BAP
			32189	D'Ont Poke The Bear Big Baco VQA	750	LTO, BAP
			296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO, BAP
			450981	Pelee Island Lola Blush Sparkling VQA	750	BAP
			594127	Vineland Cabernet Franc VQA	750	BAP



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D (XBP)	27892	Cabot Trail Maple Whisky	750	BAP
			34480	Cabot Trail Maple And Blueberry Cream	750	BAP
			462424	Cabot Trail Maple Cream	750	LTO
		Enhanced Block Pile Display (FSH-A) Georgian Bay	13909	Georgian Bay Canadian Whisky	750	LTO
			36587	Georgian Bay Tropical Smash Passionfruit	473	LTO
			446559	Georgian Bay Vodka	750	LTO
			448597	Georgian Bay Gin	750	LTO
			570705	Georgian Bay Cranberry Gin Smash	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Enhanced Block Pile Display (FSJ-A) Fireball	10946	Fireball 6 Pack Carrier	6 × 50	
			38117	>V) Riesling Elevation St Urban (Vineland)	750	LTO
			60707	20 Bees Pinot Grigio VQA	750	
			80234	>V) Riesling Black Sheep (Featherstone)	750	
			130989	>Tawse Pinot Noir Growers Blend Pinot Noir	750	LTO
			145417	Pelee Island Lighthouse Riesling VQA	750	
			219543	Inniskillin Late Autumn Riesling VQA	750	LTO
			221804	Trius Sauvignon Blanc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Flagship Spotlight (Enhanced Occasions) (FSN-A)	234583	Cave Spring Riesling VQA	750	BAP
			270926	Henry Of Pelham Baco Noir VQA	750	
			279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	
			326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
			357145	Open Smooth Red VQA	750	LTO
			450981	Pelee Island Lola Blush Sparkling VQA	750	BAP
			518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
			522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO
			591313	>Gamay VQA (Malivoire Wine Co.)	750	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		1545	> (V) Pinot Noir Ontario (Flat Rock Cellars)	750	
		4705	20 Bees Chardonnay Unoaked VQA	750	LTO
		20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO
		20899	>(V)Closson Chase The Brock Chardonnay VQA	750	LTO
		23877	Sprucewood Beach Glass White VQA	750	
		32182	Lola Light Rose VQA	750	BAP
		32187	Hopetown Sauvignon Blanc VQA	750	LTO
		53678	Peninsula Ridge Sauvignon Blanc VQA	750	
		58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	
		75689	Wayne Gretzky Cabernet Merlot VQA	750	
		89862	Girls' Night Out Rose VQA	750	LTO
		110031	Sandbanks Estate Dunes White VQA	750	LTO
		111799	Reif Riesling VQA	750	
<input type="checkbox"/>	<input type="checkbox"/> Pop-up Activation (FSM-A)	149237	>The Conspiracy Ripasso Style (Foreign Affai	750	LTO
		164087	Sandbanks Sleeping Giant VQA	750	LTO
		183061	Megalomaniac Homegrown Riesling VQA	750	BAP
		200584	Konzelmann Pinot Noir VQA	750	LTO
		223610	Fielding Pinot Grigio VQA	750	LTO
		232033	Vineland Estates Semi Dry Riesling VQA	750	
		233635	Cave Spring Riesling Dry VQA	750	LTO
		244616	Sandbanks Rose VQA	750	LTO
		258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	
		274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	
		284539	Trius Brut VQA	750	LTO
		303776	Rosehall Run Unoaked Chardonnay VQA	750	LTO
		307769	Rosehall Run Pinot Noir VQA	750	LTO
		326413	Pelee Island Pinot Grigio VQA	750	

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		326975	Kacaba Unoaked Chardonnay VQA	750	
		341586	>(V) Featherstone Four Feathers	750	
		390351	>(V) Vidal Icewine (Pondview Estate Winery)	200	LTO
		391300	Ch Des Charmes Sauvignon Blanc VQA	750	
		404939	Burnt Ship Bay Pinot Grigio VQA	750	LTO
		419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	
		424689	Three Dog House White VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>		<b>Pop-up Activation (FSM-A)</b>		
		426577	Sprucewood Shores Pinot Grigio VQA	750	LTO
		433714	Pelee Island Cabernet Franc VQA	750	
		438937	Three Dog House Red VQA	750	
		467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO
		492959	Rosehall Run Pixie Sparkling Rose VQA	750	
		559088	>(V) Rose Ladybug (Malivoire Wine Co.)	750	
		565713	Reif Estate Cabernet/Merlot VQA	750	
		618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO
		20899	>(V)Closson Chase The Brock Chardonnay VQA	750	LTO
		34064	Fresh Sauvignon Blanc VQA	750	LTO
		37953	Bella Terra Pinot Grigio VQA	750	LTO
		37954	Bella Terra Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		<b>Middle Nesting Table/Celebration Fixture</b>		
		37961	Ramblers Chiller Unoaked Chardonnay VQA	750	LTO
		37962	Ramblers Schmooser Cabernet Merlot VQA	750	LTO
		37966	Magnotta Equus Series Double Cab VQA	750	LTO
		37967	Magnotta Equus Series Home Stretch White Blend VQA	750	LTO
		355974	Sandbanks Sauvignon Blanc VQA	750	LTO
		390351	>(V) Vidal Icewine (Pondview Estate Winery)	200	LTO
		435784	Vieni Estates Momenti Sparkling VQA	750	LTO
		16785	Peller Family Vineyards Light Pinot Grigio	750	BAP
		21441	Honest Lot Sauvignon Blanc	750	BAP
		23074	Bask Rose Bib	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		<b>Middle Nesting Table/Celebration Fixture</b>		
		27732	High Road Cellars Cabernet Merlot	750	LTO
		27757	High Road Cellars Pinot Grigio	750	LTO
		33579	XOXO Light Pinot Grigio	1500	BAP
		38920	Sidney Rosé	750	BAP
		38921	Sidney Pinot Grigio	750	BAP
		39617	Honest Lot Merlot	750	BAP

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	351429	Amsterdam Boneshaker (3842)	473	
			667790	Amsterdam Boneshaker IPA (3842)	6 × 473	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	34592	Great Lakes Brewery - Sultana Solero IPA (1929)	473	
			38994	Collective Arts Deceptive Creature Nectarone NEIPA (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	22930	Flying Monkeys Juicy Ass (6309)	6 × 473	VA
			39992	Flying Monkeys Krispee Dreamz Peach Donut DIPA (6309)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	25054	Creemore Pale Ale (1757)	473	
			32717	Creemore Springs Savour Winter Collection (1757)	6 × 473	
			541243	Creemore Springs Premium Lager (1757)	6 × 473	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	13369	Fixed Gear Cherry Training Wheels -Dry Hopped Sour (3031)	473	
			26883	Dominion Sunsplit IPA (1023)	473	
			33236	Collingwood X Kuma Lazy Bear Blonde Ale (4205)	473	
			36196	Railway City Boxcar Juicy IPA (8447)	473	
			39074	Bobcaygeon Brewing Pumpkin Pie-Pa (462)	473	
			497438	Spearhead Hawaiian Pale Ale (86)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	6395	20 Bees Cabernet Merlot VQA	750	LTO
			164087	Sandbanks Sleeping Giant VQA	750	LTO
			307769	Rosehall Run Pinot Noir VQA	750	LTO
			499384	Kacaba Cabernet VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	126144	Speck Bros. Sibling Rivalry White VQA	750	BAP
			183061	Megalomaniac Homegrown Riesling VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	149237	>The Conspiracy Ripasso Style (Foreign Affai	750	LTO
			168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	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	130989	Tawse Growers Blend Pinot Noir VQA	750	\$3.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	397976	Dr. McGillicuddy Intense Peach	375	BAP
			385286	Iceberg Vodka (P.E.T.)	375	BAP

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	36648	Black Fly Vodka Crushed Black Cherry	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	31300	Smirnoff Ice Creamsicle Blast	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	24339	Twisted Shotz Island Thunder	120	BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	31247	Seth & Riley's Garage Hard Lemonade	275	BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	33545	Skrewball Peanut Butter Whiskey	750	LTO
			38867	Skrewball Peanut Butter Whiskey	375	
			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	
		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 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	

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	11423	Dillon's The Professors Negroni	4 × 125	LTO
			180570	Finlandia Vodka	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	19295	Pelee Island Lola Pinot Grigio VQA	250	
			19296	Pelee Island Lola Sparkling Blush VQA	250	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	122952	HpnotiQ Liquor	375	LTO
			18919	D'Usse VSOP	375	LTO, VA

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## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R1	Vodka A	212282	Luksusowa Vodka	1140	LTO											Y	Y
R2	Vodka B	257238	Absolut Citron Vodka	750	LTO							Y	Y	Y	Y	Y	Y
R3	Vodka C	36450	Alberta Pure Vodka	750	BAP							Y	Y	Y	Y	Y	Y
R4	Vodka D	95935	Grey Goose Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	209221	Absolut Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	215020	El Dorado 5 Year Old Rum	1140	LTO												Y
R7	Rum B	366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	LTO									Y	Y	Y	Y
R8	Rum C	36225	Bacardi Caribbean Spiced	700	LTO							Y	Y	Y	Y	Y	Y
R9	Rum D	520304	Bacardi Gold	1140	LTO							Y	Y	Y	Y	Y	Y
R10	Rum E	520320	Bacardi Superior	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Whisky A															Y	Y
R12	Canadian Whisky B	27605	Reifel Rye	750	LTO									Y	Y	Y	Y
R13	Canadian Whisky C	390583	Canadian Club 100% Rye	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	114694	Crown Royal	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	54213	Alberta Premium Whisky (P.E.T)	1750	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	33168	Johnnie Walker Red Label	1750	LTO							Y	Y	Y	Y	Y	Y
R17	Scotch B	211334	The Famous Grouse	1140	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	316844	Bombay Sapphire London Dry	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	32936	Kamora Coffee Liqueur	1140	LTO									Y	Y	Y	Y
R20	Liqueurs B	2253	Disaronno Amaretto	750	LTO							Y	Y	Y	Y	Y	Y
R21	Liqueurs C	108357	Carolans Irish Cream	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	400259	Baileys Salted Caramel	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	116038	Metaxa Seven Star	750	LTO												Y
R24	Brandy B	216226	Alberta Premium Whisky	1140	VA			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	125187	Cazadores Reposado Tequila	750	LTO									Y	Y	Y	Y
R26	Ontario Blend A	618223	Pelee Island Lola Cab Franc Cabernet Sauv Vqa	750	LTO							Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	56366	Sterling Vintner's Cabernet Sauvignon	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	34260	Sync Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	25067	19 Crimes Martha's Chard	750	LTO							Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	4705	20 Bees Chardonnay Unoaked Vqa	750	LTO							Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	33578	Honest Lot Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	355933	Black Cellar Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	81653	Chateau Des Charmes Barrel Fermentd Chard Vqa	750	LTO											Y	Y
R34	Ontario VQA B	454967	Chateau Des Charmes Pinot Noir Estate Bottled Vqa	750	LTO									Y	Y	Y	Y
R35	Australia/New Zealand A	325787	Mcguigan Black Label Shiraz	750	LTO											Y	Y
R36	Australia/New Zealand B	621623	Yellow Tail Cabernet Sauvignon	750	LTO									Y	Y	Y	Y
R37	Australia/New Zealand C	426601	Villa Maria Private Bin Sauvignon Blanc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	106377	Jacob's Creek Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	633560	Three Thieves Chardonnay	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	483289	Smoking Loon Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO									Y	Y	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	278416	Casillero Del Diablo Reserva Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	22547	Castillo De Almansa Org Verdejo Sauv Blanc	750	LTO										Y
R44 France Blend B	216887	Freixenet Carta Nevada Brut Cava	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	14673	>(V) Gerard Bertrand Gris Blanc Rose	750	LTO									Y	Y
R46 France South B	37650	Maison Merveille	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	LTO									Y	Y
R48 Italy Central A	36043	Toro Bravo Oak Seleccion Red	750	LTO									Y	Y
R49 Italy Central B	342006	Campo Viejo Rioja Tempranillo	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	13494	San Marzano Primitivo Puglia Igp	750	LTO						Y	Y	Y	Y	Y
R51 Italy North B	21046	Mionetto Prestige Prosecco Rose	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO										Y
R53 Southern Europe B	621888	Relax Riesling, Mosel	750	LTO									Y	Y
R54 Germany A	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	536565	Lily Sparkling Rose Vqa	750	LTO									Y	Y
R56 Sparkling B	170134	Banrock Station Pink Moscato Rose	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	346247	Dab Maibock+	500	LTO									Y	Y
R58 Ontario Beer B	267773	Hop City Barking Squirrel Lager	473		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	37003	Mascot Brewery Juicy J Ipa	473											Y
R60 Beer 2	33531	Innis & Gunn Original 473ml+	473	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	568287	No Boats On Sunday Cider	500	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	38010	Cameron's Good Trip Ipa	473				Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	5280	Vodka Mudshake Chocolate 4pk-B	1080	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	36629	Pabst Strong Iced Tea	473	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	36652	Smirnoff Ice Tea Lemon	473	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y



## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	174466	Jose Cuervo Especial Silver	750		GLAZER'S OF CANADA
C2: Canadian Whisky	30834	Canadian Club Classic 12 Year Old	1140	LTO	VON TERRA ENTERPRISES LTD.
C3: Ontario Non VQA Blend	19748	Grow Wild Ravishing Rose Vqa	750	LTO	MARK ANTHONY WINE & SPIRITS
C4: French Blend	89912	Loios Red	750	LTO	BARRIQUE WINE IMPORTS LTD.
C5: Fixed Store Location	619395	Red Knot Shiraz	750	LTO	MARK ANTHONY WINE & SPIRITS
C6: Vodka	25441	Teremana Tequila Anejo	750	LTO	DIAGEO CANADA INC.
C7: Scotch	25999	Jagermeister	1140	LTO	BEAM SUNTORY
C8: Liqueurs	19951	Ezra Brooks 99	750	LTO	GLAZER'S OF CANADA
C9: Ontario Blends	89862	Girls' Night Out Rose Vqa	750	LTO	CAVE SPRING CELLARS LTD.,
C10: France Red	25844	California Roots Chardonnay	750	LTO	CHARTON HOBBS INC

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	427328	Long Weekend Cabernet VQA	750	LTO	M.ANDREW FINE WINES,BEERS&SPIRITS
D2: Discovery Wines 2	36044	Castillo De Logrono Crianza	750	LTO	JOSEPH CIPELLI WINES & SPIRITS
D3: Discovery Wines 3	36978	Cape Pastoral Organic Cabernet Sauvignon Merlot	750	LTO	THE BACCHUS GROUP INC.
D4: Discovery BSM 1	573550	Nickel Brook Wicked Awesome New England IPA	473		STEAM WHISTLE BREWING
D5: Discovery BSM 2					PREMIER BRAND, LTD.
D6: Discovery BSM 3	558098	Twisted Shotz Sex On The Beach	120	LTO	GLAZER'S OF CANADA
D7: Discovery Spirits 1	522359	Torres Brandy 10	750	LTO	PHILIPPE DANDURAND WINES LTD.
D8: Discovery Spirits 2	479923	Stalk & Barrel Blue Blend	750	LTO	PMA CANADA LTD.
D9: Discovery Spirits 3	318618	Plantation Grande Reserve.	750	LTO	IMPRESA INC.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	556951	Chateau Des Charmes Cabernet Merlot VQA	750	LTO	PHILIPPE DANDURAND WINES LTD.

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
166	Sogrape Mateus Rosé	750	\$1.00	
596	Bacardi Superior White Rum (P.E.T.)	375	\$1.00	
1743	Ruffino Chianti	750	\$2.00	
2253	Disaronno Amaretto	750	\$3.00	
4705	20 Bees Chardonnay Unoaked Vqa	750	\$2.00	FSM
5280	Vodka Mudshake Chocolate 4pk-B	1080	\$1.00	
6395	20 Bees Cabernet Merlot Vqa	750	\$2.00	
10217	Kahlua Coffee Liquor	1750	\$3.00	
10715	Malfy Gin Con Arancia	750	\$5.00	
10899	Jose Cuervo Tradicional Plata	750	\$2.00	
10912	Gran Centenario Anejo	750	\$4.00	
11423	Dillon's The Professors Negroni	4 × 125	\$1.00	
11573	Vodkow	750	\$3.00	
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	
11943	Los Cardos Dona Paula Sauvignon Blanc	750	\$2.00	FSE
12023	Freixenet Prosecco Doc	750	\$2.00	
12452	Bodegatoro Centenario Malbec	750	\$1.00	FSE
13293	Villa Maria Private Bin Chardonnay	750	\$2.00	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	\$4.00	
13494	San Marzano Primitivo Puglia Igp	750	\$1.00	
13732	>(V)Rose Casa Di Luigi K(Vina Luis Felipe Edwards)	750	\$1.00	
13904	Henry Of Pelham Pinot Noir Vqa	750	\$2.00	
13909	Georgian Bay Canadian Whisky	750	\$4.00	FSH
14061	>Asbach Uralt Brandy	750	\$2.50	
14400	Coors Original	6 × 473	\$1.55	
14673	>(V) Gerard Bertrand Gris Blanc Rosé	750	\$2.00	
14870	Wayne Gretzky Rose VQA	750	\$2.00	BSF
14915	Dillon's Rye Whisky	750	\$3.00	
15012	Northern Keep Vodka	750	\$2.50	
15118	The Glenlivet 18YO Single Malt Scotch Whisky	750	\$20.00	
15372	Mike's Hard Black Cherry	2130	\$1.00	
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.30	
16178	Crystal Head Onyx	750	\$7.00	
16586	>(V)Pinot Noir Casa Di Luigi K(Luis Felipe Edwards)	750	\$1.00	
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	
16954	Bench Brewing Lincoln Lager	473	\$0.30	SBA
17150	Josh Cellars Pinot Noir	750	\$2.00	
17522	Megalomaniac Much Obliged White VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17819	Stella Artois 6-Pk Tc	2838	\$1.00	
17886	H2 Craft Hibiscus & Rose Petal Gin Ddp	750	\$3.00	
18392	Sandbanks Baco Noir Vqa Bag In Box	3000	\$3.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	BSF
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	\$3.00	
18667	Family Tree The Padre Cabernet Merlot	750	\$2.00	
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	
18919	D'Usse Vsop	375	\$3.00	VA
19013	Casamigos Blanco Tequila	375	\$2.00	
19119	Bacardi Mojito	355	\$0.25	
19255	Matua Pinot Grigio Marlborough	750	\$2.00	
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	
19609	Henderson X Rush Canadian Golden Ale	473	\$0.30	
19748	Grow Wild Ravishing Rose VQA	750	\$2.00	
19894	Cracked Canoe	6 × 473	\$1.00	
19951	Ezra Brooks 99	750	\$4.00	Shelf Extender
20118	Collective Arts Good Monster	473	\$0.50	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$1.00	TA SBC FSM
20264	Popcorn Chardonnay VQA	750	\$1.00	
20899	>(V)Closson Chase The Brock Chardonnay VQA	750	\$2.00	MD FSM
21046	Mionetto Prestige Prosecco Rosé	750	\$2.00	
21387	Peller Family Vineyards Pinot Noir	750	\$1.00	BSF
21434	Romeo Prosecco	750	\$2.00	
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	TA
22547	Castillo De Almansa Org Verdejo Sauv Blanc	750	\$2.00	
22685	Empress Classic Grasevina	750	\$2.00	
23074	Bask Rose Bib	3000	\$3.00	MD
24084	Kim Crawford Illuminate Rosé	750	\$2.00	
24096	Campari Negroni	375	\$1.00	
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	
24431	Coors Seltzer Fruit Splash Variety Pack	4260	\$2.00	
24796	Dixons Wicked Raspberry Gin	750	\$4.00	FFB
25067	19 Crimes Martha's Chard	750	\$2.00	
25137	818 Tequila Reposado	750	\$4.00	
25441	Teremana Tequila Anejo	750	\$5.00	
25515	Saintly Sparkling Brut VQA	750	\$2.00	
25517	Peller Family Reserve Rose Bubbles VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
25652	Our Story Cabernet Merlot VQA	750	\$2.00	
25843	California Roots Cabernet Sauvignon	750	\$2.00	
25844	California Roots Chardonnay	750	\$2.00	
25999	Jagermeister	1140	\$3.00	
26547	Finca Las Moras Malbec	750	\$1.00	FSE
27122	Tierra Rica Cabernet Sauvignon Organic	750	\$2.00	
27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	\$2.00	
27393	Metamorphosis Indigo Gin	750	\$3.00	
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	\$3.00	FFB
27604	Dixon's Silver Creek Vodka	750	\$1.80	FFB
27605	Reifel Rye	750	\$4.00	
27646	Alida Tequila	750	\$4.00	
27727	Bask Cabernet Sauvignon	750	\$1.00	
27728	Bask Pinot Grigio	750	\$1.00	TA
27732	High Road Cellars Cabernet Merlot	750	\$2.00	MD
27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	\$1.50	TA
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	\$1.50	
27757	High Road Cellars Pinot Grigio	750	\$2.00	MD
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	
30149	Wayne Gretzky Double Barrel Oaked Whisky	750	\$3.00	FFB
30603	Larceny Kentucky Straight Bourbon	750	\$5.00	
30834	Canadian Club Classic 12 Year Old	1140	\$4.00	
30962	Il Piatto Mare Pecorino Terre Di Chieti	750	\$1.00	
31062	Ruffino Orvieto Classico Doc	750	\$2.00	
31064	Collective Arts Non Alcoholic Pale Ale	355	\$0.15	
31221	Twisted Tea Mango	473	\$0.15	
31224	Coors Seltzer Slushie Flavour Pack	12 x 355	\$2.00	
31272	Black Fly Vodka Cranberry Raspberry Pouch	3000	\$2.50	
31340	Musko Spirits Hard Sparkling Water Mix	12 x 355	\$2.00	
31480	Coldstream Peach Iced Tea	473	\$0.25	
31587	Polar Ice Berry Blizzard	750	\$1.00	
31718	Olmecca Altos Anejo	750	\$6.00	
31797	Molino A Vento Nero D'Avola Sicilia Doc	750	\$1.00	
32126	Flecha Azul Reposado	750	\$5.00	
32158	Cantine De Falco Primitivo Salento Igp	750	\$2.00	
32186	Saturday Sun Brilliant White Harvest VQA	750	\$2.00	
32187	Hopetown Sauvignon Blanc VQA	750	\$1.00	TA FSM SBC
32189	D'Ont Poke The Bear Big Baco VQA	750	\$1.00	TA SBC
32190	Mindful Sparkling VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
32195	Wayne Gretzky Brut Sparkling VQA	750	\$3.00	BSF
32794	Mindful Pinot Grigio Vidal VQA	750	\$2.00	
32936	Kamora Coffee Liqueur	1140	\$2.00	
33168	Johnnie Walker Red Label	1750	\$2.50	
33206	Refined Fool Florida Stole My Parents- Oj IPA	473	\$0.55	SBA
33267	Collingwood Whisky	750	\$3.00	
33452	Our Story Charming White VQA	750	\$2.00	
33461	Wayne Gretzky Signature White VQA	750	\$2.00	BSF
33466	Keep Calm & Laugh Chardonnay	750	\$1.00	
33531	Innis & Gunn Original	473	\$0.25	
33545	Skrewball Peanut Butter Whiskey	750	\$5.00	CM
33578	Honest Lot Pinot Grigio	750	\$1.00	
33954	Founder's Original Tequila Cocktail Box	2840	\$2.00	
34064	Fresh Sauvignon Blanc VQA	750	\$2.00	MD
34259	Bask Lightly Sparkling Rosé	750	\$1.00	
34260	Sync Cabernet Sauvignon	750	\$2.00	
34579	Prince Igor Extreme Vodka (P.E.T.)	1140	\$1.00	
36043	Toro Bravo Oak Seleccion Red	750	\$2.00	
36044	Castillo De Logrono Crianza	750	\$2.00	FSC
36225	Bacardi Caribbean Spiced	700	\$2.00	
36479	Ren Ultra Premium Vodka	750	\$3.00	
36587	Georgian Bay Tropical Smash Passionfruit	473	\$0.50	SB TA
36629	Pabst Strong Iced Tea	473	\$0.25	
36639	Social Lite Vodka Soda Mixer Pack	4260	\$1.50	
36718	Mighty Moose Canadian Vodka	750	\$2.00	
36858	Postales Del Fin Del Mundo Patagonia Malbec	750	\$1.00	FSE
36978	Cape Pastoral Organic Cabernet Sauvignon Merlot	750	\$1.00	
37211	Jacob's Creek Lively Bunch Rosé	750	\$2.00	
37223	23 Artesano De Argento Fairtrade White Malbec	750	\$2.00	
37284	Miller Lite	6 × 355	\$1.00	
37301	Madri Excepcional	6 × 473	\$1.00	
37350	Happy Dad Hard Seltzer Fruit Punch	473	\$0.25	SBB
37425	Lotw Lago Cerveza Mexican Style Lager	473	\$0.50	
37471	Kronenbourg 1664 Blanc	473	\$0.35	
37501	On The Rocks Espresso Martini	375	\$4.00	
37547	Social Lite Wine Spritz Mixer Pack	2130	\$1.50	
37650	Maison Merveille	750	\$2.00	
37667	Dos Primos Tequila Blanco	750	\$3.00	
37672	H2 Craft Spirits Hibiscus & Rose Petal Gin Ddp	750	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
37801	Side Launch Light Lager	6 × 355	\$1.00	
37805	Lost Craft Lost Light Lager	2130	\$1.00	
37834	Bench Brewing Ripple Effect Pale Ale	473	\$0.30	
37861	Pabst Blue Ribbon	473	\$0.25	
37949	Paul Mas Sauvignon Blanc	750	\$2.00	
37953	Bella Terra Pinot Grigio VQA	750	\$2.00	MD
37954	Bella Terra Cabernet Merlot VQA	750	\$2.00	MD
37961	Ramblers Chiller Unoaked Chardonnay VQA	750	\$2.00	MD
37962	Ramblers Schmooser Cabernet Merlot VQA	750	\$2.00	MD
37965	Henry Of Pelham Sparkling VQA	750	\$2.00	TA
37966	Magnotta Equus Series Double Cab VQA	750	\$1.25	MD
37967	Magnotta Equus Series Home Stretch White Blend VQA	750	\$1.25	MD
38117	>(V) Riesling Elevation St Urban (Vineland)	750	\$3.00	FSN
38404	Pine Ridge Chenin Blanc Viognier	750	\$2.00	
38407	Paddleboard Pinot Grigio	750	\$2.00	
38408	Here & Now Pinot Noir	750	\$2.00	
38409	Solid Ground Chardonnay	750	\$2.00	
38411	Bread & Butter Pinot Grigio	750	\$2.00	
38416	The Dreaming Tree Sauvignon Blanc	750	\$2.00	FSB
38417	Rose & Finch Red Blend	750	\$1.00	
38418	Popcorn Cabernet Sauvignon	750	\$2.00	
38519	Refined Fool, Summer Beer League	2838	\$2.00	
38549	Harmony & Terra Cabernet Sauvignon	750	\$2.50	FSB
38550	Harmony & Terra Chardonnay	750	\$2.50	FSB
50088	Patron Reposado Tequila	750	\$5.00	
50203	>(V) Beronia Reserva (Gonzales Byass)	750	\$3.00	FSC
53991	Barefoot Merlot	750	\$2.00	
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	
60749	>(V) Merlot Galil Mountain Kp	750	\$3.00	
63966	Wayne Gretzky Merlot Vqa	750	\$2.00	BSF
64287	Cono Sur Bicicleta Viognier	750	\$2.00	
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc Vqa	750	\$1.00	
73148	Barone Montalto Pinot Grigio Igt Sicily	750	\$1.00	
81653	Chateau Des Charmes Barrel Fermentd Chard Vqa	750	\$2.00	
84210	Mill Street Original Organic Lager 6 Pk-B	2046	\$1.50	
89862	Girls' Night Out Rose VQA	750	\$2.00	FSM
89912	Loios Red	750	\$1.00	
95935	Grey Goose Vodka	750	\$3.00	
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
106377	Jacob's Creek Shiraz Cabernet	750	\$2.00	
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	
108357	Carolans Irish Cream	750	\$2.00	
110031	Sandbanks Estate Dunes White VQA	750	\$2.00	FSM
114694	Crown Royal	1750	\$2.00	
116038	Metaxa Seven Star	750	\$2.00	
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	FSD
122952	Hpnotiq Liquor	375	\$1.00	
125187	Cazadores Reposado Tequila	750	\$3.00	
130989	>Tawse Pinot Noir Growers Blend Pinot Noir	750	\$3.00	FSN OWS
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	TA
135475	Fuzion Alta Reserve Malbec	750	\$2.00	
140509	James Ready 5.5 6 Pk-Tc	6 × 473	\$1.00	
141580	>(V)Syrah K/P (Galil Mountain Winery)	750	\$3.00	
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	FSD
143164	Cusumano Nero D'Avola Sicilia Doc	750	\$2.00	
143891	Peroni Nastro Azzurro	500	\$0.25	
144493	Montecillo Crianza Rioja	750	\$2.00	FSC
145367	Lindemans Bin 50 Shiraz	750	\$1.00	FSD
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00	FSM NOU
155051	Masi Campofiorin Igt	750	\$2.00	
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	\$2.00	
160952	Domaine Bousquet Malbec Organic	750	\$2.00	FSE
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	FSM
164756	Graffigna Pinot Grigio	750	\$2.00	FSE
165308	Colio Extra Dry White	1500	\$1.00	
166538	>(V) Crianza Rioja (Bodegas Lan)	750	\$2.00	FSC
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00	NOU
170134	Banrock Station Pink Moscato Rosé	750	\$2.00	
174466	Jose Cuervo Especial Silver	750	\$2.00	
176834	Aperol	750	\$1.00	
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	
180570	Finlandia Vodka	375	\$1.00	
185249	Mirassou Pinot Noir	750	\$2.00	
198853	>(V)Riesling Quarry Road Organic (Tawse)	750	\$3.00	
200584	Konzelmann Pinot Noir VQA	750	\$2.00	FSM
209221	Absolut Vodka	1140	\$1.00	
211235	Palm Bay Strawberry Pineapple 6 Pk-C	6 × 355	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
212282	Luksusowa Vodka	1140	\$1.00	
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	TA
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00	
215020	El Dorado 5 Year Old Rum	1140	\$2.00	
216820	Finlandia Vodka	1140	\$1.00	
216887	Freixenet Carta Nevada Brut Cava	750	\$2.00	
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00	
219543	Inniskillin Late Autumn Riesling VQA	750	\$3.00	TA FSN
221804	Trius Sauvignon Blanc VQA	750	\$3.00	FSN
223610	Fielding Pinot Grigio VQA	750	\$1.00	FSM
228551	Cave Spring Chardonnay VQA	750	\$2.00	NOU
230821	Cupcake Chardonnay	750	\$2.00	
233635	Cave Spring Riesling Dry VQA	750	\$2.00	NOU FSM
237644	Frisky Zebras Seductive Shiraz	750	\$1.00	
244616	Sandbanks Rose VQA	750	\$2.00	TA FSM
257238	Absolut Citron Vodka	750	\$1.80	
257329	Caliterra Cabernet Sauvignon Reserva	750	\$1.00	
258954	Spicebox	750	\$3.00	
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	
260372	Pondview Dragonfly Pinot Grigio VQA	750	\$2.00	
261305	Peninsula Ridge Cabernet Merlot VQA	750	\$1.00	
267781	Voga Moscato Frizzante	750	\$1.00	
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	\$2.00	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270934	Jackson-Triggs Shiraz	4000	\$3.00	
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	
278416	Casillero Del Diablo Reserva Cabernet Sauvignon	750	\$2.00	
284539	Trius Brut VQA	750	\$3.00	FSM TA
293043	Stoneleigh Sauvignon Blanc	750	\$2.00	
295006	Cave Spring Dry Rose VQA	750	\$3.00	NOU
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	SBC TA
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	BSF
300681	Coors Light 6 Pk-Tc	2838	\$2.00	
302752	> (V) Santa Margherita Rose Brut	750	\$2.00	
303776	Rosehall Run Unoaked Chardonnay VQA	750	\$2.00	FSM
305144	Jackson-Triggs Chardonnay Bag In Box	4000	\$3.00	
306001	Colio Dry White Bag In Box	4000	\$2.00	TA
307769	Rosehall Run Pinot Noir VQA	750	\$2.00	FSM



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
311779	Bud Light 6 Pk Tc	2838	\$1.00	
316844	Bombay Sapphire London Dry	750	\$1.00	
318618	Plantation Grande Reserve.	750	\$2.00	
318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	\$1.00	
325787	Mcguigan Black Label Shiraz	750	\$2.00	
326256	Wayne Gretzky Pinot Grigio VQA	750	\$3.00	FSN BSF
326728	>Oyster Bay Chardonnay Marlborough	750	\$3.00	
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	
333583	Thornbury Premium Apple Cider	473	\$0.40	
334151	Bacardi Superior White Rum (P.E.T.)	1140	\$1.00	
338855	Bodacious Smooth Red	750	\$1.00	TA
339168	Bodacious Smooth White	750	\$1.00	
342006	Campo Viejo Rioja Tempranillo	750	\$2.00	FSC
346247	Dab Maibock+	500	\$0.25	
350561	Forty Creek Cream Liquor	1140	\$2.50	
354522	>(V) Red Blend Alon Kp (Galil Mountain)	750	\$4.00	
354761	>(V)Carmenere Terra Vega Kpm (Luis Felipe Edwards)	750	\$1.00	
355933	Black Cellar Shiraz Cabernet	750	\$1.00	
355974	Sandbanks Sauvignon Blanc VQA	750	\$2.00	MD
357145	Open Smooth Red VQA	750	\$1.00	FSN
357418	Megalomaniac Local Squeeze Riesling VQA	750	\$2.00	
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	\$2.00	
363192	Argento Estate Reserva Organic Malbec	750	\$2.50	
365601	Samuel Adams Boston Lager+	473	\$0.20	
366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	\$3.00	
367698	>Boschendal 1685 Chardonnay	750	\$1.50	
374363	Rochefort 10	330	\$0.30	
376756	Peninsula Ridge Pinot Grigio VQA	750	\$2.00	
382747	Tequila Rose Strawberry Cream Liqueur	750	\$2.00	
383059	Sleeman Original Lager 6 Pk-C	2838	\$2.00	
388306	>(V) Vidal Icewine Vqa (Inniskillin.	375	\$5.00	NOU BSE
389411	>(V)Prop Res Vidal Icewine Vqa (Jackson T.	375	\$5.00	
390351	>(V) Vidal Icewine (Pondview Estate Winery)	200	\$1.00	FSM MD
390583	Canadian Club 100% Rye	750	\$2.00	
394718	>Erath Pinot Noir	750	\$2.00	
398677	St Ambroise Oatmeal Stout	473	\$0.35	
398776	Fireball Whisky Shooter	375	\$1.50	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
400259	Baileys Salted Caramel	750	\$1.00	
403519	Crown Royal Apple	750	\$2.00	FFA
404368	Muskoka Brewery Detour	473	\$0.20	SBA
404939	Burnt Ship Bay Pinot Grigio VQA	750	\$2.00	FSM
404947	Burnt Ship Bay Cabernet Merlot VQA	750	\$2.00	
407668	Shiny Apple Cider	473	\$0.50	
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	\$2.00	
425686	Casamigos Tequila Anejo	750	\$5.00	
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	BSF
426577	Sprucewood Shores Pinot Grigio VQA	750	\$1.50	FSM
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$3.00	
426908	Peller Family Vineyards Cab Sauv	1500	\$2.00	BSF
427328	Long Weekend Cabernet VQA	750	\$1.00	
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00	
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	\$2.00	
429761	Santa Julia Reserva Malbec	750	\$2.00	
430355	Jura Origin 10 Year Old	750	\$5.00	
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00	
435784	Vieni Estates Momenti Sparkling VQA	750	\$1.00	MD
441543	Wakefield Promised Land Shiraz	750	\$2.00	
446559	Georgian Bay Vodka	750	\$2.50	FSH
448597	Georgian Bay Gin	750	\$3.00	FSH
454686	Captain Morgan 100 Proof	750	\$2.00	FFA
454967	Chateau Des Charmes Pinot Noir Estate Bottled Vqa	750	\$1.00	
458679	Lindemans Bin 40 Merlot	750	\$1.00	FSD
459818	Sapporo 6-Pk-Tc	3000	\$2.00	
462424	Cabot Trail Maple Cream	750	\$2.00	SB
467134	Forgotten Lake Blueberry Ale +	473	\$0.60	SBA
467662	Strewn Two Vines Riesling Gewurztraminer Vqa	750	\$1.00	FSM
474551	J.P. Wiser's Vanilla Whisky	750	\$1.00	FFB
478909	Blue Moon	473	\$0.20	
479923	Stalk & Barrel Blue Blend	750	\$2.00	
482612	Pike Creek Double Barreled Canadian Whisky	750	\$3.00	
483289	Smoking Loon Pinot Grigio	750	\$2.00	
483321	Noble Vines 337 Cabernet Sauvignon	750	\$2.00	
485995	Xoxo Red Sangria	750	\$2.00	
486001	Xoxo Pinot Grigio Sangria	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
488411	Carling 6-Pk-Can+	2838	\$1.00	
492017	Steam Whistle	6 × 473	\$1.00	SBA
492256	Tag No.5 Vodka (P.E.T.)	1140	\$1.00	
499384	Kacaba Cabernet VQA	750	\$1.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	FFA
507467	Josh Cellars Legacy Red	750	\$2.00	
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	\$1.00	TA FSN
518753	D'Ont Poke The Bear White VQA	750	\$1.00	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	FFB
520304	Bacardi Gold	1140	\$1.00	
520320	Bacardi Superior	1140	\$1.00	
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	
522359	Torres Brandy 10	750	\$2.00	
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	FSN TA
523563	Bodacious Cabernet Sauvignon	1500	\$2.00	
526228	Jackson-Triggs Reserve Meritage VQA	750	\$2.00	
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$2.00	
536565	Lily Sparkling Rose VQA	750	\$2.00	
541243	Creemore Springs Premium Lager 6pk C	2838	\$2.00	
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	
544833	Miller Genuine Draught 6pk-B	2130	\$1.00	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	
550715	Forty Creek Barrel Select	750	\$1.70	FFB
556621	Belvedere Pure Vodka	1140	\$10.00	
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	
557827	Stoli Gold Vodka	750	\$3.00	
558098	Twisted Shottz Sex On The Beach	120	\$1.00	
561076	Trius Pinot Grigio VQA	750	\$2.00	
561100	Josh Cellars Chardonnay	750	\$2.00	
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$7.00	
568287	No Boats On Sunday Cider Bottle	500	\$1.00	
570283	Twisted Tea Original	473	\$0.15	
570325	Sons Of Kent 8 Track Xpa	473	\$0.40	SBA
572552	Signal Hill Canadian Whisky	750	\$3.00	
573428	D'Ont Poke The Bear Cider.	473	\$0.20	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	
574533	Magnotta Pinot Grigio Venture Series VQA	750	\$1.50	
575001	Wild Turkey Longbranch	750	\$5.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.30	
582825	Peller Family Reserve Chardonnay VQA	750	\$1.00	
587154	>(V)Vidal Icewine Vqa Ltd Edition(Magnotta	375	\$3.00	BSE NOU
587907	Trius Merlot Vqa	750	\$2.00	
587956	Trius Cabernet Sauvignon VQA	750	\$3.00	
587964	Trius Cabernet Franc VQA	750	\$2.00	
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	BSF
590414	>Oyster Bay Pinot Noir Marlborough	750	\$3.00	
594200	Peninsula Ridge Inox Chardonnay VQA	750	\$2.00	TA
595280	>Porcupine Ridge Syrah	750	\$2.50	
597559	Tito's Handmade Vodka	750	\$1.50	
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$10.00	
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	
609701	Muskoka Lakes Cranberry Wine	750	\$1.00	TA
611293	Yarden Mount Hermon Red Kp	750	\$3.00	
612713	Black Fly Vodka Cranberry 4 Pk-Pet	1600	\$1.50	
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	FSM
619395	Red Knot Shiraz	750	\$3.00	
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.00	
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	
621888	Relax Riesling, Mosel	750	\$2.00	
623322	Peller Family Vineyards Sauvignon BI 4l	4000	\$3.00	BSF
627166	Inniskillin Cabernet Merlot VQA	750	\$2.00	
628404	Open Pinot Grigio Vqa	750	\$1.00	
633560	Three Thieves Chardonnay	750	\$2.00	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	BSF
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	BSF
669440	Peller Family Vineyards Shiraz	1500	\$2.00	BSF
669465	Peller Family Vineyards Pinot Grigio 4l	4000	\$3.00	BSF
676775	Lech Beer +	500	\$0.20	
688630	Muskoka Lakes Cliff Jump Cranberry Cider	473	\$0.45	
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00	
697623	Michelob Ultra	6 × 355	\$1.00	
699389	Magners Original Irish Cider	500	\$0.50	
904334	Budweiser	6 × 355	\$1.00	
921296	Wellington Helles Lager	473	\$0.25	SBA
976662	>(V)Faustino I Gran Reserva Rioja (Bod Faust	750	\$4.00	FSC
985002	>Catena Cabernet Sauvignon Mendoza	750	\$2.00	FSE

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
307	Seagrams V.O. Whisky	750	150
4606	Vodka Mudshake Creamy Vanilla	4 × 270	100
12618	Stoneleigh Lighter Sauvignon Blanc	750	120
14409	Catrina Reposado Tequila	750	250
14569	Glenmorangie Quinta Ruban Whisky	750	300
14660	Mezcal Agua Santa	750	120
15439	Nemiroff Vodka	750	200
15754	Josh Cellars Pinot Grigio	750	100
15895	Miller High Life	6 × 473	40
16430	Hobgoblin IPA	500	15
16648	Jackson-Triggs Reserve Baco Noir VQA	750	50
16767	Saintly The Good Sparkling Rosé VQA	750	100
16785	Peller Family Vineyards Light Pinot Grigio	750	50
16833	Goldschlager	750	120
17690	Trius Brut Rosé Sparkling VQA	750	100
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	99
18170	Czechvar Dark Lager	500	18
19142	Cottage Springs Wild Cherry Vodka Soda	355	5
19370	Stock And Row Slow & Low Dry Cider	355	10
19523	Tag No.5 Vodka	375	60
21200	Somersby Apple Cider 4×473ml Cans	4 × 473	40
21378	Jim Beam White Label Bourbon	750	100
21441	Honest Lot Sauvignon Blanc	750	50
21876	Sheep Dog Peanut Butter Whiskey	750	150
22192	Grant's Triple Wood 12 Year Old	750	200
22199	Jacob's Creek Double Barrel Shiraz	750	120
23606	Santa Rita 120 Reserva Especial Sauvignon Blanc	750	100
24075	Blue Nun Rivaner	1500	150
24339	Twisted Shottz Island Thunder	4 × 30	25
24404	Smirnoff Vodka Soda Berry Blast	355	10
24437	Sailor Jerry Spiced Rum	1750	200
27467	Glenfiddich Orchard Experiment	750	400
27613	Top Shelf Butter Tart Liqueur	375	75
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	50
27892	Cabot Trail Maple Whisky	750	120
28535	Brock Street Milk Chocolate Stout	473	20
30104	Malibu Coconut Rum	1750	160
30331	Myers's Original Dark Rum	750	200

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
30340	Guinness Nitro Cold Brew Coffee Beer	4 × 440	40
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	100
31225	Simply Spiked Lemonade Variety Pack	12 × 355	80
31247	Seth & Riley's Garage Hard Lemonade	275	20
31267	Blackfly Gin Grapefruit Greyhound Cocktail	473	20
31300	Smirnoff Ice Creamsicle Blast	473	10
31355	Nutrl Grape	473	10
31810	Michele Chiarlo Palas Barolo	750	100
32182	Pelee Island Lola Light Rosé VQA	750	80
32183	Saintly The Good Sauvignon Blanc VQA	750	100
32404	Empress Cocktail Gin	750	200
33106	Carlsberg Lite	473	20
33200	Smirnoff Spicy Tamarind	750	75
33201	Tommy Bahama Mango Vodka	750	200
33579	XOXO Light Pinot Grigio	1500	75
33989	Guinness 0	4 × 440	40
34340	Clyde May's Original Alabama Style Whiskey	750	150
34480	Cabot Trail Maple and Blueberry Cream	750	120
36297	Kilchoman Machir Bay Islay Single Malt	750	200
36443	Hendrick's Grand Cabaret	750	110
36450	Alberta Pure Vodka	750	100
36571	Good Day Lychee Soju	360	50
36572	Good Day Pineapple Soju	360	50
36588	Georgian Bay Cocktail Club Bees Knees	355	10
36595	Sandbagger Mixer Pack	12 × 355	60
36601	Storyteller Singapore Sling	355	10
36610	Cottage Springs Lemon Vodka Soda Springers	4 × 222	10
36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	80
36618	Simply Spiked Peach Variety Pack	12 × 355	80
36619	Captain Morgan Cocktail Collection Pack	12 × 355	80
36634	Twisted Tea Party Pack	24 × 355	110
36635	SVNS Hard 7UP Original	355	10
36648	Black Fly Vodka Crushed Black Cherry	473	15
36652	Smirnoff Ice Tea Lemon	473	10
36654	Smirnoff Vodka & Soda Party Pack	12 × 355	80
36815	Leyda Reserva Sauvignon Blanc	750	80
36885	Bearface Triple Oak Canadian Whisky	750	75
37106	Sandbagger Transfusion	355	10

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
37109	Jack Daniel's And Coca Cola	473	25
37117	SVNS Hard 7UP Lemonade	355	10
37229	Lab White Lisboa	750	60
37300	Blue Moon Mango Wheat	473	20
37612	Cabo Wabo Blanco Tequila	750	500
37835	Rally Beer Company Extra Mile Session IPA	4 × 355	25
37876	Smirnoff Peach Lemonade	750	60
37877	Smirnoff Pink Lemonade	750	75
38920	N/A	750	100
38921	N/A	750	100
40626	Charm Soju Liquor	360	15
411595	The Tragically Hip Fully Completely Reserve Red	750	100
49726	Yukon Jack	750	100
53082	Alberta Pure Vodka (PET)	1750	200
54213	Alberta Premium Whisky (PET)	1750	300
75291	Weihenstephaner Hefeweissbier	500	20
85456	Colio Dry White	1500	50
88799	Alberta Pure Vodka (PET)	750	100
94433	Rémy Martin Louis XIII Cognac	700	13000
99408	Woodbridge By Robert Mondavi Chardonnay	750	100
114934	Golden Wedding Whisky (PET)	1750	120
122689	Henkell Trocken	750	40
126144	Speck Bros. Sibling Rivalry White VQA	750	50
130138	Meiomi Pinot Noir	750	100
158741	Alianca Bairrada Reserva	750	40
178681	Open Sauvignon Blanc VQA	750	50
181388	Lindemans Bin 95 Sauvignon Blanc	750	50
183061	Megalomaniac Homegrown Riesling VQA	750	50
183582	Captain Morgan Dark Rum (PET)	1750	120
187088	PJ's Original Cream (Panama Jack's)	750	50
189217	Gibson's Finest Sterling Edition Whisky	750	100
189415	Wyndham Estate Bin 555 Shiraz	750	80
192922	Seagrams 83 Whisky	1140	200
204099	Luksusowa Wisniowa Cherry Liqueur	750	100
207613	Jameson Irish Whiskey	1140	120
209213	Beefeater London Dry Gin	1140	120
211334	The Famous Grouse Scotch Whisky	1140	100
214809	Underberg Bitters	3 × 20	25

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
215038	Gibson's Finest Sterling Edition Whisky	1750	200
215558	Catto's Rare Old	1140	200
215889	Gibson's Finest Sterling Edition Whisky	1140	150
226316	Walker's Special Old Whisky (PET)	1140	160
230813	Rittenhouse Straight Rye Whisky 100 Bottled In Bond	750	200
231571	Seagrams 83 Whisky (PET)	1750	300
234583	Cave Spring Riesling VQA	750	100
237792	Icebox Long Island Iced Tea (PET)	1140	150
238048	Liebfraumilch Drathen Qualitatswein Rheinhessen	1500	50
240135	Lamb's Navy Rum (PET)	1140	120
255513	Robert Mondavi Winery Napa Valley Cabernet Sauvignon	750	120
262337	G.A. Schmitt Niersteiner Late Harvest, Rheinhessen	750	80
267302	Crystal Head Vodka	750	200
269597	Santa Carolina Sauvignon Blanc	750	75
273268	Spirytus Gdanski 76%	700	100
275909	Caliterra Sauvignon Blanc Reserva	750	40
286377	Cave Spring Estate Riesling	750	100
296244	Guinness Draught	4 × 440	40
302810	Heineken	6 × 500	40
305607	Seagrams 83 Whisky	750	150
308056	Mumm Grand Cordon Brut Champagne	750	300
310391	The Dreaming Tree Crush Red Blend	750	80
311928	Canadian Club Classic 12 Year Old	750	100
358556	Dillon's Gin 22 Unfiltered	750	150
363770	Ketel One Vodka	1140	90
364349	Tomatin 12 Year Old Highland Single Malt Scotch Whisky	750	300
369967	Inception Deep Layered Red	750	100
377101	JP Azeitão White	750	40
381962	Smirnoff Green Apple Flavoured Vodka	750	75
385286	Iceberg Vodka (PET)	375	50
392597	Chloe Chardonnay	750	100
397539	Boodles Gin	750	130
397976	Dr. McGillicuddy's Intense Peach	375	40
398032	Dr. McGillicuddy's Intense Butterscotch	750	120
400556	Bodega Norton Barrel Select Malbec	750	100
400754	Iceberg Vodka	750	150
402818	Flor de Caña 7 Year Rum Gran Reserva	750	100
405241	Ironwood Hard Cider	473	20



## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
405845	Evan Williams Kentucky Straight Bourbon	750	100
407866	Lindemans Bin 85 Pinot Grigio	1500	80
417642	Cave Spring Pinot Noir	750	120
446567	Iceberg Vodka (PET)	750	150
446625	Beatties Distillers Farm Crafted Potato Vodka	750	100
447953	Fireball Cinnamon Whisky	750	120
450932	Jose Cuervo Tradicional Reposado	750	200
450981	Pelee Island Lola Sparkling Rosé VQA	750	100
451336	Tom Gore Cabernet Sauvignon	750	100
454074	Olmecca Altos Plata	750	160
457341	Muskoka Lakes Blueberry Wine	750	100
457572	Gibson's Finest Bold 8 Year Old Whisky	750	100
461434	Alberta Springs Whisky (PET)	1750	400
474585	J.P. Wiser's Apple Whisky	750	120
477885	Polar Ice Vodka (PET)	1750	160
482729	Bulleit Bourbon	375	50
491811	Southern Comfort	750	120
497651	Reinhart's Red Apple Light Cider	473	25
507442	La Linda Private Selection Old Vines Malbec	750	100
517185	Burnt Ship Bay Sauvignon Blanc VQA	750	50
518670	Sour Puss Raspberry Liquor	750	100
518688	Sour Puss Apple Liquor	750	100
521963	Chopin Potato Vodka	750	250
535344	Santa Carolina Cabernet Sauvignon	750	75
539312	Josh Cellars Rosé	750	100
542910	Top Shelf Gin	750	100
545194	Top Shelf Vodka	750	80
550749	Absolut Mandrin Vodka	750	80
556720	Warsteiner Premium Pilsener	500	10
556746	Lurton Piedra Negra Pinot Grigio Organic	750	100
558940	Miller Lite	6 × 473	40
560532	Strongbow Cider	500	20
572107	The Grinder Pinotage	750	60
574970	Mcguinness Triple Sec	375	80
594127	Vineland Estates Cabernet Franc VQA	750	80
601518	Sour Puss Blue Liquor	750	100
609719	Muskoka Lakes Cranberry Blueberry Wine	750	100
610758	Lindemans Bin 65 Chardonnay	1500	80

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
614826	Pelee Island Pinot Grigio	1500	80
625996	J.P. Wiser's Old Fashioned Canadian Whisky Cocktail	750	120
638130	Dillon's Vodka	750	150
638239	Alario Sauvignon Blanc	750	85
638247	Alario Cabernet Sauvignon	750	85
639880	Bodacious Rosé	750	50
688572	Lost Craft Apple Cider	473	10
710426	Cakebread Cellars Cabernet Sauvignon	750	400

Trade Copy Only

## 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)
BoomChickaPop Popcorn Neck Tag for Insection Only	EA 3B	22327	Jackson-Triggs Pinot Grigio	1500
		270892	Jackson-Triggs Merlot Bag In Box	4000
		328518	Jackson-Triggs Chardonnay	750
		399410	Jackson-Triggs Sauvignon Blanc	750
		619791	Jackson-Triggs Rosé	750
Free Bobble Head with purchase of 2 units	BEZ EZA	667790	Amsterdam Boneshaker IPA	6 × 473
Snyders Pretzel Pieces	BEZ EZH	22930	Flying Monkeys Juicy Ass	6 × 473
Mesh Shopping Bag in a gift box	BEZ EZD	541243	Creemore Springs Premium Lager	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
32717	Creemore Springs Savour Winter Collection	2838	Receive a Creemore Mesh Produce Bag in a Gift Box with purchase	BEZ
80127	Sailor Jerry Spiced Rum	750	Hula Air Freshener	
158014	Flor De Cana Centenario 12 Rum	750	Eco-15 50 mL	
217257	Sailor Jerry Spiced Rum	1140	Hula Air Freshener	
247056	Grant's Triple Wood Blended Scotch Whisky	1750	Grants 12YO 50 mL	
253302	Lukusowa Vodka	750	Shot Glass	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	Grants 12YO 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
67	Smirnoff Vodka	750	NFL Glassware + Contest Necktag	BAP, VA
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
893	J.P. Wiser's Deluxe	750	Boston Pizza - 60th Birthday Coupon	
935	Captain Morgan White Rum	750	NFL Glassware + Contest Necktag	BAP, VA
1925	Courvoisier VS	750	Gala Cocktail Cubes	
4788	Captain Morgan Gold Rum	750	Captain Morgan Sunglasses	EA
6502	Cointreau	750	St Remy Signature 50 mL	
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	
8888	St Remy Brandy	750	St Remy XO 50 mL	
10216	Kahlua Coffee Liquor	1140	Ice Cream Scoop	
10428	Jackson-Triggs Proprietors' Selection Rose	1500	BoomChickaPop Popcorn. Neck Tag for Insection Only.	
18919	D'Usse VSOP	375	Branded Velvet Bag	LTO FEM
22296	Ck Mondavi Cabernet Sauvignon	750	Dr. Oetker Pizza Coupon	
22302	Barefoot Fruitscato Peach	750	Sparkmouth Flavoured Sparkling Water 355 mL	
22303	Barefoot Fruitscato Strawberry	750	Sparkmouth Flavoured Sparkling Water 355 mL	
22930	Flying Monkeys Juicy Ass	6 x 473	Snyders Pretzel Pieces	BEZ
27386	Franzia Cabernet Sauvignon Bib	3000	Bucket Hat	
28062	Keep Calm & Laugh Pinot Grigio	750	Lip Balm	EA
31930	Seagrams V.O.	1750	Fireball 200 mL	EA
33200	Smirnoff Spicy Tamarind	750	NFL Glassware + Contest Necktag	BAP, VA
37474	Smirnoff Berry Blast	750	NFL Glassware & Contest Necktag	BAP, VA
39311	Magnotta Ugly Duck White	750	Small rubber duck	
39314	Magnotta Ugly Duck Red	750	Small rubber duck	
42911	Patron Silver Tequila	375	St Germain 50 mL	
54866	Bulleit Bourbon Frontier Whiskey	750	Bulleit Flask	EA
60707	20 Bees Pinot Grigio VQA	750	\$1.00 OFF Dr. Oetker frozen pizza coupon	
66266	Inniskillin Unoaked Chardonnay VQA	750	Mini Charcuterie Board	
80127	Sailor Jerry Spiced Rum	750	Hula Air Freshener	
131391	Smirnoff Vodka (P.E.T)	1140	NFL Glassware + Contest Necktag	BAP, VA
158014	Flor De Cana Centenario 12 Rum	750	Eco-15 50 mL	
216226	Alberta Premium Whisky	1140	NLVA Winter Hat In Box	
216671	Wisers Special Blend	1140	Wisers Deluxe 50 mL	
216929	Smirnoff Vodka	1140	NFL Glassware + Contest Necktag	BAP, VA

## Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
216978	Seagrams V.O.	1140	Boxed Glass	EA
217257	Sailor Jerry Spiced Rum	1140	Hula Air Freshener	
217653	Captain Morgan Original Spiced Rum	1140	NFL Glassware + Contest Necktag	BAP, VA
217687	Canadian Club Premium	1140	Reifel Rye 50 mL	
217950	Crown Royal	1140	NFL Glassware	BAP, VA
240150	Polar Ice Vodka	1140	Cards	
247056	Grant's Triple Wood Blended Scotch Whisky	1750	Grants 12YO 50 mL	
253302	Luksusowa Vodka	750	Shot Glass	
261099	Inniskillin Pinot Noir VQA	750	Mini Charcuterie Board	
267187	Jose Cuervo Especial Gold	750	Jose Cuervo Silver 50 mL	
273326	Jagermeister	1750	Pump	
276618	Crown Royal Black	1140	NFL Glassware	BAP, VA
293043	Stoneleigh Sauvignon Blanc	750	Malfy Gin Rosa 50 mL	LTO
314856	Fireball Whisky Shooter	1140	Fireball 50 mL	
324228	>Stoneleigh Latitude Sauvignon Blanc	750	Malfy Gin Rosa 50 mL	
328518	Jackson-Triggs Chardonnay	750	BoomChickaPop Popcorn. Neck Tag for Insection Only.	EA
328526	Jackson-Triggs Chardonnay	1500	BoomChickaPop Popcorn. Neck Tag for Insection Only.	
348979	Inniskillin Pinot Grigio VQA	750	EA3A Mini Charcuterie Board	EA
363986	Cazadores Blanco Tequila	750	Bacardi Limon 50 mL	
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 2 × 50 ml	
398032	Dr. McGillicuddy Intense Butterscotch	750	Fireball 50 mL	BAP
399410	Jackson-Triggs Sauvignon Blanc	750	BoomChickaPop Popcorn. Neck Tag for Insection Only.	EA
401315	Jose Cuervo Especial Silver	1140	JCE 50 mL	
406843	Jacob's Creek Moscato	1500	Absolut Vodkarita 355 mL	
417196	Grey Goose Vodka	1140	St Germain 50 mL	
434092	Crown Royal Northern Harvest Rye	750	NFL Glassware	BAP, VA
446021	Bacardi Coconut Rum	750	Bacardi Spiced 50 mL	
476911	Crown Royal Vanilla	750	NFL Glassware	BAP, VA
477885	Polar Ice Vodka (P.E.T)	1750	Polar Ice Blizzard Vodka 2× 50 mL	BAP Block Pile
479949	Wild Turkey 101	750	Howler Head 50 mL	
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	Mini Charcuterie Board	
520353	Bacardi Spiced Rum	750	Bacardi Limon 50 mL	
544155	Iceberg Vodka (P.E.T)	1750	Stalk & Barrel 50 mL	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	Grants 12YO 50 mL	
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	NFL Glassware + Contest Necktag	BAP, VA
619452	Matua Sauvignon Blanc Hawke's Bay	750	Zing Boom Spiced Chili Salt 20g	

## Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
619791	Jackson-Triggs Rose	750	BoomChickaPop Popcorn. Neck Tag for Insection Only.	EA
631200	Mcguinness Blue Curacao	750	Polar Ice Vodka 50 mL	
637710	Jackson-Triggs Shiraz	750	BoomChickaPop Popcorn. Neck Tag for Insection Only.	
637728	Jackson-Triggs Shiraz	1500	BoomChickaPop Popcorn. Neck Tag for Insection Only.	
638734	Deep Eddy Lemon	750	Evan Williams 50 mL	
667790	Amsterdam Boneshaker IPA	6 x 473	Free Bobble Head with purchase of 2 units	BEZ
668947	Lindemans Bin 85 Pinot Grigio	750	Sun Bum Lip Balm	

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
28551	Solid Ground Pinot Noir	750	New Label	
28728	Somrus Mango Cream Liqueur	750	Discover the many receipies of Somrus Mango Cream Liqueur (QR code)	
116426	Frontera Cabernet Sauvignon	750	New Label Info	
164756	Graffigna Pinot Grigio	750	New Label	LTO
342428	>Bonterra Cabernet Sauvignon Organic	750	New Label Info	
379180	Vint Chardonnay By Robert Mondavi	750	Lower Price	
382747	Tequila Rose Strawberry Cream Liqueur	750	Educational Necktag	LTO
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	Lower Price	
413104	Dillon's Dry Gin	750	Enter To Win Blending Experience	
464149	Vint Bourbon Barrels Cab Sauv By Robert Mondavi	750	Lower Price	
571133	>Dillon's Vermouth	750	Cocktailing Necktag	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	351429	Amsterdam Boneshaker	473	AMSTERDAM BREWING CO. LIMITED	Store Order
	667790	Amsterdam Boneshaker IPA 6 Pk- Cans	6 × 473	AMSTERDAM BREWING CO. LIMITED	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	38994	Collective Arts Deceptive Creature Nectaron Neipa	473	COLLECTIVE ARTS BREWING LIMITED	Store Order
	34592	Great Lakes Brewery - Sultana Solero IPA	473	GREAT LAKES BREWING CO	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	22930	Flying Monkeys Juicy Ass 6-Pack	6 × 473	FLYING MONKEYS CRAFT BREWERY	Store Order
	39992	Flying Monkeys Krispee Dreamz Peach Donut Dipa	473	FLYING MONKEYS CRAFT BREWERY	Store Order
Beer Excitement Zone - 21D (End EZD)	541243	Creemore Springs Premium Lager 6pk C	6 × 473	MOLSON COORS CANADA	Store Order
	25054	Creemore Pale Ale	473	MOLSON COORS CANADA	Store Order
	32717	Creemore Springs Savour Winter Collection	6 × 473	MOLSON COORS CANADA	Store Order
Ontario Craft Beer End Aisle	13369	Fixed Gear Cherry Training Wheels -Dry Hopped Sour	473	FIXED GEAR BREWING	Store Order
	26883	Dominion Sunsplit IPA	473	DOMINION CITY BREWING	Store Order
	33236	Collingwood X Kuma Lazy Bear Blonde Ale	473	THE COLLINGWOOD BREWERY	Store Order
	36196	Railway City Boxcar Juicy IPA	473	RAILWAY CITY BREWING COMPANY	Store Order
	39074	Bobcaygeon Brewing Pumpkin Pie-Pa	473	BOBCAYGEON BREWING COMPANY LIMITED	Store Order
	497438	Spearhead Hawaiian Pale Ale	473	SPEARHEAD BREWING COMPANY	Store Order
End Aisle #10/Mini Thematic C	18773	Nickel Brook Lager	473	NICKEL BROOK BREWING	Store Order
	19995	Whitewater Brewing High Tide Neipa	473	WHITEWATER BREWING	Store Order
	20118	Collective Arts Good Monster	473	GLAZER'S OF CANADA	Store Order
	20121	Great Lakes Brewery - Great Lakes Lager	473	GREAT LAKES BREWING CO	Store Order
	30033	Beau's Juiced Af IPA	473	STEAM WHISTLE BREWING	Store Order
	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	FLYING MONKEYS CRAFT BREWERY	Store Order
	37641	Muskoka Brewery IPA Mixer Pack 2024	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	481515	Bench Brewing Balls Falls Session Ipa	473	BENCH BREWING CO.	Store Order
	576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	BLYTH BREWING/COWBELL	Store Order

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A Group 1 - Northern	25669	Sawdust City Juicin' New England IPA	473	SAWDUST CITY BREWING	Force Allocated
	404368	Muskoka Brewery Detour	473	LAKES OF MUSKOKA COTTAGE BREWERY	Force Allocated
	445734	Sleeping Giant Northern Logger	473	SLEEPING GIANT BREWING CO.	Force Allocated
	467134	Forgotten Lake Blueberry Ale	473	LAKE OF THE WOODS	Force Allocated
	508572	Flying Monkeys Juicy Ass IPA	473	FLYING MONKEYS CRAFT BREWERY	Force Allocated
Seasonal Block Pile A Group 2 - Central South	635375	Lake Of Bays Brewing Starboard New England IPA	473	LAKE OF BAYS BREWERY	Force Allocated
	16874	Bellwoods Roman Candle	473	BELLWOODS BREWERY	Force Allocated
	31512	Collective Arts Lager	473	GLAZER'S OF CANADA	Force Allocated
	275172	Nickel Brook Head Stock West Coast-Style IPA	473	NICKEL BROOK BREWING	Force Allocated
	485367	Great Lakes Brewery Karma Citra IPA	473	GREAT LAKES BREWING CO	Force Allocated
Seasonal Block Pile A Group 3 - Central North	492017	Steam Whistle +	6 × 473	STEAM WHISTLE BREWING	Force Allocated
	513036	Henderson Brewing Co. Food Truck Beer	473	BENCH BREWING CO.	Force Allocated
	25669	Sawdust City Juicin' New England IPA	473	SAWDUST CITY BREWING	Force Allocated
	404368	Muskoka Brewery Detour	473	LAKES OF MUSKOKA COTTAGE BREWERY	Force Allocated
	467134	Forgotten Lake Blueberry Ale +	473	LAKE OF THE WOODS	Force Allocated
Seasonal Block Pile A Group 4 - Western	485367	Great Lakes Brewery Karma Citra IPA	473	GREAT LAKES BREWING CO	Force Allocated
	492017	Steam Whistle +	6 × 473	STEAM WHISTLE BREWING	Force Allocated
	508572	Flying Monkeys Juicy Ass IPA+	473	FLYING MONKEYS CRAFT BREWERY	Force Allocated
	15116	Cowbell Brewing Co. Hazy Days IPA	473	BLYTH BREWING/COWBELL	Force Allocated
	16954	Bench Brewing Lincoln Lager	473	BENCH BREWING CO.	Force Allocated
Seasonal Block Pile A Group 5 - Eastern	33206	Refined Fool Florida Stole My Parents- Oj IPA	473	REFINED FOOL	Force Allocated
	534867	Anderson Craft Cream Ale	6 × 355	ANDERSON CRAFT ALES	Force Allocated
	921296	Wellington Helles Lager	473	WELLINGTON COUNTY BREW- ERY	Force Allocated
	570325	Sons Of Kent 8 Track XPA	473	SONS OF KENT BREWING COM- PANY	Force Allocated
	15116	Cowbell Brewing Co. Hazy Days IPA	473	BLYTH BREWING/COWBELL	Force Allocated
Seasonal Block Pile A Group 5 - Eastern	16954	Bench Brewing Lincoln Lager	473	BENCH BREWING CO.	Force Allocated
	33206	Refined Fool Florida Stole My Parents- Oj IPA	473	REFINED FOOL	Force Allocated
	534867	Anderson Craft Cream Ale	6 × 355	ANDERSON CRAFT ALES	Force Allocated
	921296	Wellington Helles Lager	473	WELLINGTON COUNTY BREW- ERY	Force Allocated
	570325	Sons Of Kent 8 Track XPA	473	SONS OF KENT BREWING COM- PANY	Force Allocated



Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
<b>R57: Ontario Beer A</b>	32927	Grolsch Premium Pilsner (275/TBS)	473	ASAHI CANADA	Force Allocated
<b>R58: Ontario Beer B</b>	481572	Four Fathers The Starter (794)	473	FOUR FATHERS BREWING COMPANY LTD.	Force Allocated
<b>R59: Beer 1</b>	531400	Estrella Damm (LCBO Warehouse)	500	BRUCE ASHLEY GROUP	Force Allocated
<b>R60: Beer 2</b>	91850	Rekorderlig Wild Berries (LCBO Warehouse)	500	PREMIER BRAND, LTD.	Force Allocated
<b>R61: Beer 3</b>	405118	8.6 Original (LCBO Warehouse)	500	PREMIER BRAND, LTD.	Force Allocated
<b>R62: Beer 4</b>	34048	Thornbury Blue Mountain Light Lager (8609)	473	COLIO ESTATE WINES	Force Allocated
<b>D4: Discovery BSM 1</b>	609248	Moosehead Radler (275/TBS)	473	MOOSEHEAD BREWERIES LIMITED	Force Allocated
	17406	Side Launch Any Day Light IPA	473	VON TERRA ENTERPRISES LTD.	Force Allocated
<b>EA 18</b>	19609	Henderson X Rush Canadian Golden Ale	473	BENCH BREWING CO.	Force Allocated
	37000	Mascot Brewery Lightweight Lager	473	MASCOT BREWERY	Force Allocated
	37835	Rally Extra Mile Session IPA	4 × 355	LAKES OF MUSKOKA COTTAGE BREWERY	Force Allocated
<b>EA 19</b>	37805	Lost Craft Lost Light Lager	6 × 355	VON TERRA ENTERPRISES LTD.	Force Allocated
	14988	Muskoka Brewery Detour	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Force Allocated
	38524	Mill Street Block Party Mix Pack	6 × 473	TRILLIUM BEVERAGE INC/MILL STREET	Force Allocated
<b>EA 20</b>	38717	Mill Street Haze Phaze IPA	473	TRILLIUM BEVERAGE INC/MILL STREET	Force Allocated
	516880	Mill Street Original Organic Lager	6 × 473	TRILLIUM BEVERAGE INC/MILL STREET	Force Allocated
	28090	Creemore Oktoberfest	473	103 - MOLSON COORS CANADA	Store Order
	32808	Muskoka Stein Sized Fest Bier	568	899 - LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
	34914	Stockyards Brewing Festbier	473	1691 - AUTHENTIC BEVERAGE	Store Order
	35080	Left Field Mr.Oktober Festbier	355	1389 - LEFT FIELD BREWERY	Store Order
<b>Oktoberfest Occasion End Aisle (FSG)</b>	39531	Wellington Brewery Festbier	473	606 - WELLINGTON COUNTY BREWERY	Store Order
	39991	Anderson Festbier	2130	1522 - ANDERSON CRAFT ALES	Store Order
	84889	Hofbrau Oktoberfestbier	500	237 - H.H.D. IMPORTS	Store Order
	125450	Samuel Adams Octoberfest	2130	2003 - MOOSEHEAD BREWERIES LIMITED	Store Order
	526525	Paulaner Oktoberfest Bier	500	430 - PREMIER BRAND, LTD.	Store Order

## Questions?

Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@lcbo.com)

Trade Copy Only

## PERIOD 7

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPTEMBER 15 <b>Start of Period 7</b>	16	17	18	19	20	21 <b>Vintages Release</b> <i>Oktoberfest Begins</i>
22	23	24	25 <i>Franco-Ontarian Day</i>	26	27	28
29	30 <i>National Day for Truth and Reconciliation</i>	OCTOBER 1	2 <i>Rosh Hashanah Begins</i>	3	4	5 <b>Vintages Release</b>
6	7	8	9	10	11 <i>Yom Kippur Begins</i>	12 <b>End of Period 7</b>
13 <b>Start of Period 8</b>	14 <i>Happy Thanksgiving (Stores Closed)</i>	15	16	17	18	19 <b>Vintages Release</b>

# LCBO