

HELLO
WHISKY



PERIOD 8 MARKETING & PRODUCT GUIDE
OCTOBER 13 - NOVEMBER 9, 2024

My Store #



Kudos to Store #360

Period 8

Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 8	2	<input type="checkbox"/> <input type="checkbox"/>	Flagship Spotlight	47
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Promotions	3	<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	49
<input type="checkbox"/> <input type="checkbox"/>	LCBO Aeroplan Acquisition Event	7	<input type="checkbox"/> <input type="checkbox"/>	End Aisles	51
<input type="checkbox"/> <input type="checkbox"/>	Signage Gallery	9	<input type="checkbox"/> <input type="checkbox"/>	Discretionary End Aisle - Halloween	61
<input type="checkbox"/> <input type="checkbox"/>	New Product Bin Tag Underlays	16	<input type="checkbox"/> <input type="checkbox"/>	End Aisle - Diwali	62
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	20	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	63
<input type="checkbox"/> <input type="checkbox"/>	P8 Anti-Theft Promotional Product Substitutions	21	<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	65
<input type="checkbox"/> <input type="checkbox"/>	Feature Fixture A	22	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	66
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	24	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported Shelf Talkers	67
<input type="checkbox"/> <input type="checkbox"/>	Seasonal Gondola	24	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	68
<input type="checkbox"/> <input type="checkbox"/>	Entrance Table (EA-S1)	29	<input type="checkbox"/> <input type="checkbox"/>	Our Wine Country Boutiques	70
<input type="checkbox"/> <input type="checkbox"/>	Cocktail of the Month	31	<input type="checkbox"/> <input type="checkbox"/>	Vintages	71
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Gifting Display A	32	<input type="checkbox"/> <input type="checkbox"/>	Autumn Gifting	76
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Gifting Display B	33	<input type="checkbox"/> <input type="checkbox"/>	Glassware	77
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Gifting Display C	34	<input type="checkbox"/> <input type="checkbox"/>	Year-Round Gifting	79
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table (BS - BSF)	35	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	87
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBA) Block Pile A	38	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	91
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBB) Block Pile B	39	<input type="checkbox"/> <input type="checkbox"/>	Special Promotions Fixture (CE2)	93
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBC) Block Pile C	40	<input type="checkbox"/> <input type="checkbox"/>	Top Picks Impulse Display	95
<input type="checkbox"/> <input type="checkbox"/>	Block Pile D	42	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CR)	96
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Block Pile Display	43	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	97
<input type="checkbox"/> <input type="checkbox"/>	Pop-Up Activation	46	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	98

WHAT'S NEW FOR PERIOD 8



Promotional Programs

Period 8 Aeroplan Offers

Feature Fixture A

New & Seasonal Fixture

Entrance Table

Cocktail of the Month: Night Harvest Martini

Gifting Display A: Hello Whisky Gifts

Gifting Display B: Hello Red Wine Gifts

Local Beer & Cider Display: Local Craft Beer

Front Nesting Table

Middle Nesting Table

Block Pile A: Molson Canadian + NHL

Block Pile B: Ready-to-Sip Cocktails

Block Pile C: Aeroplan

Block Pile D: Johnnie Walker Black Squid Games

Enhanced Block Pile Display: Diageo Single Malts

Enhanced Block Pile Display: Baileys

Pop-Up Activation: The Glenlivet 200 Year Anniversary

Flagship Spotlight: Discover Italy

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: October 13 - November 9, 2024

Participating Stores: All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

P8 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.
- ENG (Re-order# 258-EB3) / BIL (Re-order# 25P8-EB4)



P8 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-25P8-ANS)
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 749359)



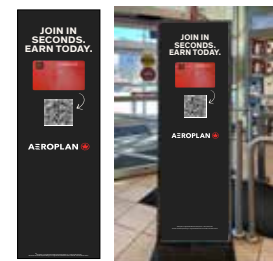
P8 Aeroplan End Aisle Backer Card

- Install the Aeroplan generic backer card on end aisles with Aeroplan offers.
- ENG/BIL (Re-order# 25P8-BC-GEN6)



P8 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P8-SB1) / BIL (Re-order# 25P8-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.



P8 Aeroplan Combo Offers (LF)

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

Key Dates (October 14 - November 10, 2024)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	943	Mouton Cadet Bordeaux Red Aoc	750	50	\$3.00
	9522	J.P. Wiser's Deluxe	375	40	\$1.00
	10393	Legent	750	100	\$7.00
	17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	50	\$2.00
	19650	Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	30	\$1.00
	21624	Josh Cellars Prosecco Rosé	750	50	\$2.00
	22296	Ck Mondavi Cabernet Sauvignon	750	50	\$1.00
	25010	Santa Julia Reserva Cabernet Sauvignon	750	50	\$2.00
	25068	Laurent Perrier La Cuvee Brut Champagne	750	100	\$5.00
	27123	Tierra Rica Sauvignon Blanc Organic	750	40	\$2.00
	28551	Solid Ground Pinot Noir	750	25	\$2.00
	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	90	\$1.00
	30633	Jack Daniel's Bonded Tennessee Whisky	700	250	\$2.00
	30950	Cecchi La Mora Vermentino Maremma	750	50	\$1.00
	32498	Diablo Crystal Sauvignon Blanc	750	25	\$3.00
	34465	Silk & Spice Spice Road	750	25	\$1.00
	38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	50	\$2.00
LF	41384	Jack Daniel's Tennessee Whiskey	750	20	\$2.00
	44784	Negrar Amarone Classico Docg	750	50	\$3.00
	47290	Forty Creek Barrel Select	375	30	\$1.00
	61663	Casillero Del Diablo Reserva Cabernet Sauvignon	1500	40	\$3.00
	137810	Campo Viejo Rioja Reserva	750	60	\$3.00
	168179	>(V)Barolo Tradizione(Marchesi Di Barolo)	750	50	\$2.00
	177295	>(V)Riserva Il Falcone Castel Del Monte Docg (River	750	100	\$2.00
	191239	Grahams Late Bottled Vintage Port	750	40	\$2.00
	219816	Catedral Reserva Dao	750	50	\$2.00
	226860	Wolf Blass Yellow Label Chardonnay	750	50	\$2.00
	285585	Masi Bonacosta Valpolicella Classico Doc	750	25	\$2.00
	286195	Jp Azeitao Red	750	40	\$1.00
	322792	Peller Family Vineyard Red	1500	50	\$1.00
	338012	Hardys Stamp Series Shiraz/Cabernet	750	30	\$2.00
	350546	Root 1 Carmenere Colchagua	750	40	\$2.00
	353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	25	\$5.00
	363622	Bolla Pinot Grigio Delle Venezie	750	30	\$2.00
	373373	>(V) Pierre Sparr Gewurztraminer	750	25	\$2.00

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	377994	Gentleman Jack Tennessee Whiskey	750	250	\$3.00
	384511	Dragani Montepulciano D'Abruzzo	2000	50	\$2.00
	428409	Powers Gold Irish Whiskey	750	150	\$5.00
	463661	Yellowstone Select Bourbon Whiskey	750	200	\$5.00
	480616	Jack Daniel's Single Barrel Whiskey	750	500	\$5.00
	516096	Glendalough Double Barrel Irish Whiskey	750	60	\$4.00
	538637	Wolf Blass Yellow Label Merlot	750	50	\$2.00
	541094	Wayne Gretzky Ice Cask Whisky	750	99	\$10.00
	580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	25	\$2.00
LF	591693	Argento Estate Organic Malbec	750	25	\$2.00
	604926	Prince Igor Extreme Vodka (P.E.T)	750	60	\$1.00
	617233	Haymans London Dry Gin	750	40	\$3.00
	643114	Josh Cellars Sauvignon Blanc	750	50	\$2.00
	668954	Banrock Station Chardonnay Carton	1000	40	\$2.00
	669200	Ciao Pinot Grigio Organic Carton	1000	65	\$1.00
	925453	>Kilikanoon Shiraz Killermans Run	750	50	\$2.00
	943787	>Wakefield Estate Label Shiraz Clare Valley	750	80	\$2.00
	949172	Te Bheag Unchilfiltr Whisky	700	200	\$2.00
	995910	>(V)Amarone (Farina)	750	50	\$2.00

P8 Italian Products Aeroplan Offer (October 13 - November 9, 2024)

Spend \$100 or more and Earn 225 Aeroplan bonus points on ALL Italian Products (GL & Vintages).

****Refer to the link published in the digital version of the P8 Marketing & Product Guide for a list of participating Italian products by store.**

Signage Components & Merchandising Instructions

Components	Image (example only)
<p>Category Sign Overlay: ENG/BIL (Re-order # 25P8-AP5)</p>	
<p>Category Sign Magnetic Overlay: ENG/BIL (Re-order # 25P8-AP6)</p>	
<p>Category Sign Extender:</p>	
<p>Right Facing ENG (Re-order # 25P8-AP1) / BIL (Re-order # 25P8-AP2)</p>	
<p>Left Facing ENG (Re-order # 25P8-AP3) / BIL (Re-order # 25P8-AP4)</p>	
<p>Perpendicular Shelf Talker:</p> <ul style="list-style-type: none"> Merchandise where your Italian wine section starts and ends as well as around Italian products outside of the wines sections. <p>ENG (Re-order # 25P8-AP7) / BIL (Re-order # 25P8-AP8)</p>	
<p>Bin Tag Underlay:</p> <ul style="list-style-type: none"> Merchandise to the left of all Italian products that are not in the Vintages or General List wine section. See participating product list to identify which products your store carries. This should be accompanied by a Perpendicular <p>ENG/BIL (Re-order # 25P8-AP9)</p>	
<p>Flex Space Europe (FSC) Box Sign: ENG/BIL (Re-order # 25P8-FS3)</p>	

LCBO Aeroplan Acquisition Event

November 1-3 Weekend

Key Dates: Friday, Nov 1 – Sunday, Nov 3, 2024

Participation is mandatory.

As Aeroplan Loyalty Ambassadors, all LCBO employees play an important role in building awareness among LCBO customers about the benefits of being an Aeroplan member, including promotional offers and points redemption opportunities.

Aeroplan Acquisition Weekend:

During the Aeroplan Acquisition Weekend, all store employees who are scheduled as Customer Engagement on their DOP are asked to:

- Greet every customer and ask if they are an Aeroplan member.
 - If YES then:**
Remind them of the benefits of the program, including the many great products currently offering Bonus Aeroplan Points in your store.
 - If NO then:**
Inform them of the benefits of becoming an Aeroplan member and ask them if they would like to join by scanning the QR code on the Aeroplan banner stand, or using a ghost kit.
- During peak hours employees should be focused on the front of the store to get all customers walking in.

All store employees scheduled at the case on their DOP are asked to:

- Ask each customer for their Aeroplan card during their transaction.
- If they do not have an Aeroplan card, inform them of the benefits of becoming an Aeroplan Member.

Ghost kits:

Stores will receive a shipment of Ghost Card kits ahead of the weekend.

Re-order:

23OP-AP22 English Ghost Card Kit (bundles of 25)

23OP-AP23 French Ghost Card Kit (bundles of 25)

Action for Store Managers/Designates:

Review the key points below with all team members to ensure they're comfortable talking to customers about the Aeroplan Loyalty Program. These talking points can be used when greeting customers, engaging on the sales floor, or at the cash register.

Starting the conversation about Aeroplan at the cash register

Q. "Are you an Aeroplan member?"

If yes, but they only pull out their Aeroplan Credit card, remind them: "Did you know you can earn Aeroplan Points twice when you scan your Aeroplan membership card and pay with an Aeroplan credit card? Don't leave those points behind!"

If yes, but they only pull out their Aeroplan Membership card, remind them: Did you know you can earn twice with an Aeroplan credit card – visit aircanada.com to learn more." OR "Did you know that you can redeem 1000 pts for a \$10 LCBO Gift Card?"

If no:

Encourage them to join online: "Joining is easy and free. You can create an account easily at aircanada.com/join" and show the QR code on the pin pad insert. The Customer can download a digital card via the Air Canada app to scan in-store.

OR

Provide a ghost kit to the customer and remind them to follow the instructions to register their Aeroplan number online to continue earning and redeeming points. After registering their card, they can attach the tag to their key ring to carry their Aeroplan number and earn points everywhere they go.

How can you earn Aeroplan Points at the LCBO?

Aeroplan Members earn points on:

- Every purchase made at the LCBO.
- Products with Bonus Aeroplan Points (products/promotions change on a monthly basis)
- Seasonal promotions (2X points promotions, etc.)

What if I forget my Aeroplan Card?

There are several ways customers can collect their Aeroplan points at checkout, including:

1. Scanning your physical Aeroplan Membership card or key tag
2. Scanning your digital card in the Air Canada app or Apple Wallet
3. Verbally communicating your Aeroplan number
4. When shopping on lcbo.com, add your Aeroplan number to your LCBO account and it will automatically collect your points at checkout.

Customers can also collect extra points by using an Aeroplan credit card. **Always ask the customer to scan their Aeroplan card as well as using their Aeroplan credit card**, as Bonus Points can only be applied when their membership card is scanned at checkout.

Where else can I earn Aeroplan Points?

- Earn on travel with Air Canada
- Earn everyday with partners like Starbucks, Uber, Uber Eats, Journie Rewards (Ultramar, Pioneer Gas Stations, On the Run) and the Aeroplan eStore
- Plus, pay with an Aeroplan credit card to earn twice.

What can I use my points towards?

- Redeem for LCBO gift cards (starting at \$10 for 1,000pts) and over 200+ retailer gift cards via the Aeroplan eStore (1,000pts = \$10 LCBO gift card)
- Redeem for flights, upgrades and more!

Period 8: Hello Whisky

SIGNAGE GALLERY

Hello Whisky welcomes curious drinkers into new and unexpected avenues of whisky enjoyment. Freeing whisky from convention by making simple mix-ins and unexpected flavour profiles accessible. You might not consider yourself a whisky person ... yet.

But maybe you like dill, or chai, or a sweet & sour flavour profile. Or maybe you already dabble in whisky but need some help navigating the different flavour profiles and regions. Whatever you're into, there's an easy whisky mix-in or style for you.



Signage Ship Date

The Period 8 signage components will be shipped to stores beginning **October 4, 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 Store Care: 416-864-6787 or email storecare@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-25P8-MUSIC-CD | Music USB Reorder# AIM-25P8-MUSIC-USB

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

Signage is to remain in place for the duration of P8

Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

- 1 Hello Whisky
- 2 Aeroplan Rewards
- 3 Same-Day Pickup
(Stores with Same-Day Pickup service)

* Repeat 'Hello Whisky' Thematic Banner in the fourth banner spot



1 Hello Whisky



Re-order#
25P8-EB1
(English)

Re-order#
25P8-EB2
(Bilingual)

2 Aeroplan Rewards



Re-order#
25P8-EB3
(English)

Re-order#
25P8-EB4
(Bilingual)

3 Same-Day Pickup



Re-order#
25P8-EB5
(English)

Re-order#
25P8-EB6
(Bilingual)

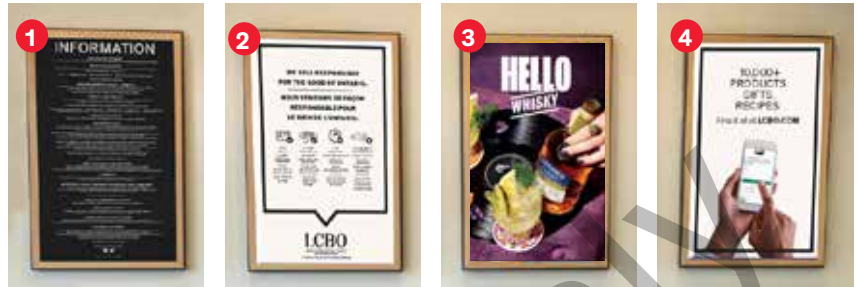
Signage is to remain in place for the duration of P8

Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.

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



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

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

1 Information Board



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

2 Responsible Service



Re-order# 22OP-RSP1
(Bilingual)

3 Seasonal Thematic



Re-order# 25P8-WS1
(Bilingual)

4 Same Day **OR** Generic Ecomm



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

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

Signage is to remain in place for the duration of P8

Transparencies

Square Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

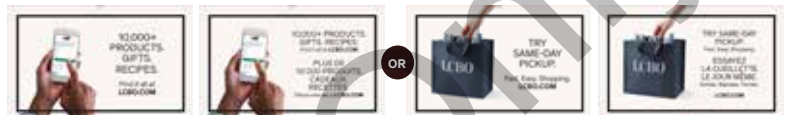
Horizontal Transparencies ENG/BIL

Vendor installed



Thematic POP ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

Small Transparencies ENG/BIL

Vendor installed



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Medium Transparencies ENG/BIL

Vendor installed



Thematic POP
ENG/BIL

eComm
ENG/BIL

Same Day Pickup
ENG/BIL

Large Transparencies BIL

Vendor installed



Thematic POP
BIL

eComm
BIL

P8 Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.

Re-order# 25P8-TB1



NEW! P8 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 P7 blade signs and replace with the new Period 8 versions below.



EA1AB Maple Toddy
ENG (25P8-BS1)
BIL (25P8-BS7)



EA2A Whisky & Dill
Pickle Soda
ENG (25P8-BS2)
BIL (25P8-BS8)



EA2B Tropical Pineapple
& Scotch
ENG (25P8-BS3)
BIL (25P8-BS9)



EA3AB Hot and Spicy
Jack & Cola
ENG (25P8-BS4)
BIL (25P8-BS10)



EA4AB Tequila Taylor
ENG (25P8-BS5)
BIL (25P8-BS11)

NEW! P8 End Aisles Backer Cards

Remove the P7 backer cards and replace with the new Period 8 versions below.

25P8-BC1



EA 1AB

25P8-BC2A



EA 2A

25P8-BC2B



EA 2B

25P8-BC3A



EA 3A

25P8-BC3B



EA 3B

25P8-BC4



EA 4AB

25P8-BC5A



EA 5A

25P8-BC5B



EA 5B

25P8-BC6



EA 6AB

25P8-BC7A



EA 7A

25P8-BC7B



EA 7B

25P8-BC8



EA 8AB

25P8-BC9



EA 9AB

25P8-BC10



EA 10

25P8-BC11



EA 11

25P8-BC12



EA 12

25P8-BC13



EA 13

25P8-BC14



EA 14

25P8-BC15



EA 15

25P8-BC16



EA 16

25P8-BC17



EA 17

25P8-BC18



EA 18

25P8-BC19



EA 19

25P8-BC20



EA 20

P8 Generic Backer Cards

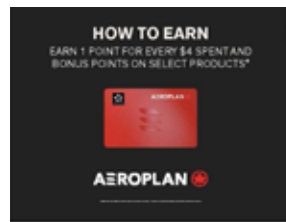
Remove the P7 Generic Backer Cards and replace with the Period 8 version below.

25P8-BC-GEN1



NOTE: Use this backer card with any product.

25P8-BC-GEN2



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

25P8-BC-GEN3



NOTE: Use this backer card with Spirit products.

25P8-BC-GEN4



NOTE: Use this backer card with Wine products.

EMPLOYEE ENGAGEMENT

Employee Name Badge Stickers

Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 8.

- Encourage all team members to engage with customers and offer to help them find a Whisky or Spirit product by wearing the sticker on their name badge. It's an easy way to ask customers "Can I help you find a great Whisky product?", "Are you familiar with our selection of Spirit products?", and then show them a selection of Whisky or Spirit products.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5".
- "Curious about Whisky?" Badge Stickers: ENG (Re-order # 25P8-NT1) / BIL (Re-order # 25P8-NT2)
- "I am a Spirits Ambassador" Badge Stickers: ENG (Re-order # 25P8-NT3) / BIL (Re-order # 25P8-NT4)



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.**

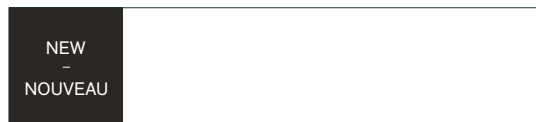
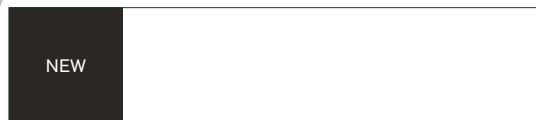
Key Dates (October 13 - November 9, 2024)

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 7/8 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 P7/P8 SKUs:**

LCBO#	Description
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

LCBO#	Description
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:

LCBO#	Description
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

LCBO#	Description
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

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

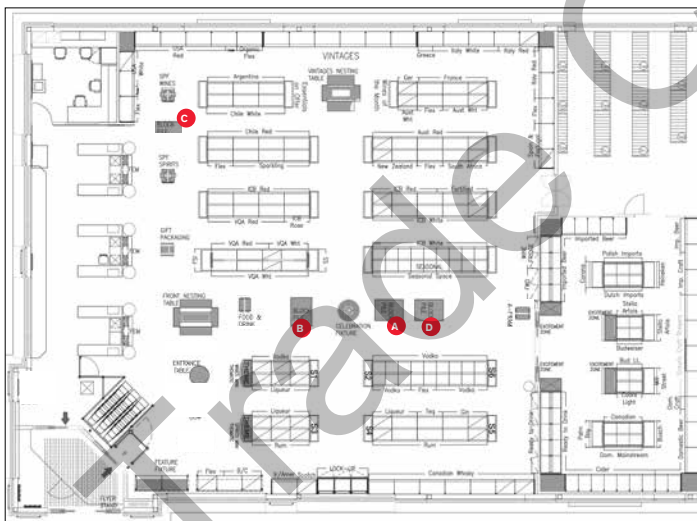
Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

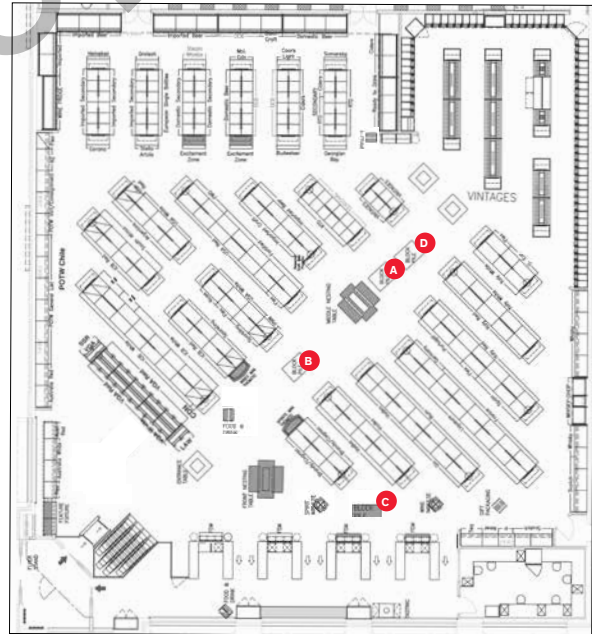
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture: DD

- A** Block Pile A (SBA): Molson Canadian + NHL
 - B** Block Pile B (SBB): Ready-to-Sip Cocktails
 - C** Block Pile C (SBC): Aeroplan
 - D** Block Pile D (XBP): Johnnie Walker Black Squid Games
- Baileys (FSO-A)
Diageo Single Malts (FSH-A)
(P4-P8) Fireball (FSJ-A)
Pop-up Activation (FSM-A): The Glenlivet 200 Year Anniversary
Flagship Spotlight (FSN-A): Discover Italy



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.

P8 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 (October 13 - November 9, 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	ORIGINAL SKU			REPLACE WITH		
	LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
	7880	Johnnie Walker Black 12 Yr	750	1099	Johnnie Walker Red	750
Entrance Table	217802	Johnnie Walker Black Label	1140	217794	Johnnie Walker Red	1140
	422006	Johnnie Walker Black Label Scotch	1750	33168	Johnnie Walker Red	1750
End Aisle 4AB	386789	Casamigos Tequila Blanco	750	Empty Product Boxes will be provided by the agent/Breakthru for the display.		
	388694	Casamigos Tequila Reposado	750			
	425686	Casamigos Tequila Anejo	750			
End Aisle 6AB	474528	The Glenlivet Founder's Reserve Scotch Whisky	1140	21097	The Glenlivet 12 Year Old Single Malt Scotch Whisky	750
Shelf Extender R3: Vodka C	604934	Grey Goose Vodka	375	637058	Bombay Sapphire London Dry Gin	375
Spirited Picks (CE 1)	187047	Johnnie Walker Black 12 Yo	375	3467	Johnnie Walker Red	375

Key Display (FFA-A)

FEATURE FIXTURE A

Holiday Gifting

Important Note: Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the top shelves as they sell down.

This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Signage Components

All Feature Fixture signage will be printed double-sided. One side is for P8 (purple), and the other side is for P9/P10 (red). No new signage will be shipped for the Feature Fixtures for the Holiday promotion.

- Category Sign - Double-sided ENG (Re-order # 25P8-FF1) / BIL (Re-order # 25P8-FF2)

Front Side: P8



Back Side: P9 / P10



This sign will remain up for the entire holiday season.

- Bin Strips - Solid Colour - Double-sided (Re-order # 25P8-FF4)

Front Side: P8



Back Side: P9 / P10



This sign will remain up for the entire holiday season.

- Blank Category Sign - Solid Colour - Double-sided (Re-order # 25P8-FF3)

Front Side: P8



Back Side: P9 / P10



This sign will remain up for the entire holiday season.

- Gift Packs Shelf Talkers Bundle ENG (Re-order # 25P8-FF6) / BIL (Re-order # 25P8-FF7)
- Glassware Shelf Talkers Bundle ENG (Re-order # 25P8-GFT1) / BIL (Re-order # 25P8-GFT2)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Holiday Gift Packs will begin to arrive in stores during WEEK 29. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the top shelves as they sell down.
- The P8 category sign, blank category signs, and bin strips are double-sided: one side for the P8 theme (purple), and one side with the P9/P10 theme (red). Please flip the category sign over to the red side when P9 starts. **This sign will remain up for the entire holiday season.** Bilingual designated stores must display Bilingual signage.
- 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.

Participating Products

Display residual SKUs from Period 7.



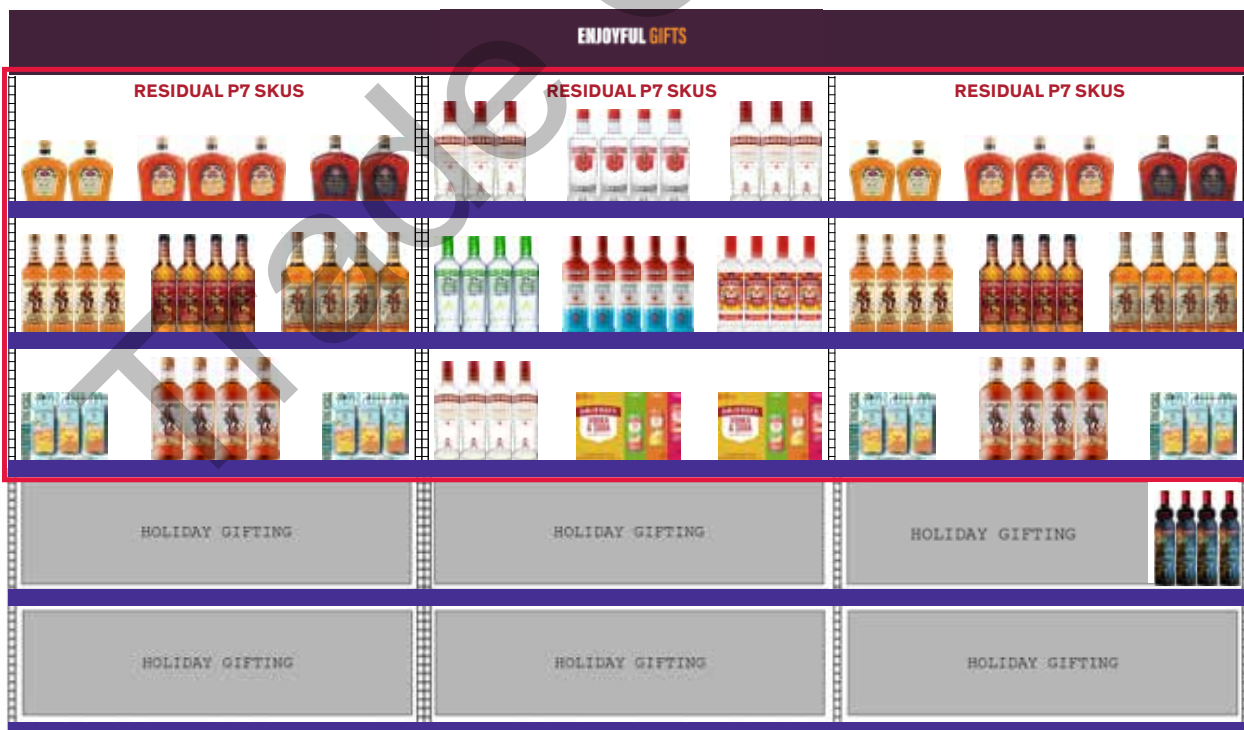
This planguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

8ft. Feature Fixture



NOTE: Merchandise 39936 Iron Maiden Deepest Darkest Red on the Feature Fixture alongside the Holiday gift packs at the store manager's discretion.

12ft. Feature Fixture



NEW & SEASONAL FIXTURE

Holiday Gifting

Important Note: Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the top shelves as they sell down.

This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Signage Components

All Feature Fixture signage will be printed double-sided. One side is for P8 (purple), and the other side is for P9/P10 (red). No new signage will be shipped for the Feature Fixtures for the Holiday promotion.

- Category Sign - Double-sided ENG (Re-order # 25P8-FF1) / BIL (Re-order # 25P8-FF2)

Front Side: P8



Back Side: P9 / P10



This sign will remain up for the entire holiday season.

- Bin Strips - Solid Colour - Double-sided (Re-order # 25P8-FF4)

Front Side: P8



Back Side: P9 / P10



This sign will remain up for the entire holiday season.

- Blank Category Sign - Solid Colour - Double-sided (Re-order # 25P8-FF3)

Front Side: P8



Back Side: P9 / P10



This sign will remain up for the entire holiday season.

- Gift Packs Shelf Talkers Bundle ENG (Re-order # 25P8-FF6) / BIL (Re-order # 25P8-FF7)
- Glassware Shelf Talkers Bundle ENG (Re-order # 25P8-GFT1) / BIL (Re-order # 25P8-GFT2)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Holiday Gift Packs will begin to arrive in stores during WEEK 29. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P7 Residual Products on the top shelves as they sell down.
- The P8 category sign, blank category signs, and bin strips are double-sided: one side for the P8 theme (purple), and one side with the P9/P10 theme (red). Please flip the category sign over to the red side when P9 starts. **This sign will remain up for the entire holiday season.** Bilingual designated stores must display Bilingual signage.
- 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.

Participating Products

Display residual SKUs from Period 7.



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.

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



*** NOTE: The following stores will receive and merchandise glassware on their FFB as per the planogram below: 25, 36, 83, 187, 212, 265, 278, 288, 393, 407, 415, 432, 483, 522, 553, 556, 569, 573, 579, 624, 630, 631**



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.

Participating Products

Display residual SKUs from Period 7. See page 78 for Glassware products to be merchandised.

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



SEASONAL GONDOLA

Holiday Pre-Build

Important Note: Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the Seasonal Gondola as they arrive.

Key Dates (October 13 - November 9, 2024)

Participating Stores

Stores with a Convertible Seasonal Gondola will receive signage to support this program.

Participating Products

All inventory has been allocated to stores, no additional inventory will be available to order. Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

Signage Components

The Seasonal Gondola Category Sign will be printed double-sided. One side is for P8 (purple), and the other side is for P9/P10 (red). No new signage will be shipped for the Seasonal Gondola for the Holiday promotion.

- Category Sign ENG - Double-sided (Re-order # 25P8-SGT1) / BIL (Re-order # 25P8-SGT2)

Front Side: P8



Back Side: P9 /P10



Merchandising Instructions

- Please remove all newly released products and place in appropriate locations within your store.
- The P8 category sign is double-sided: one side for the P8 theme (purple), and one side with the P9/P10 theme (red). Please flip the category sign over to the red side when P9 starts. **This sign will remain up for the entire holiday season.** Bilingual designated stores must display Bilingual signage. Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their first Seasonal Gondola to merchandise Beer & Cider gifts and their second Seasonal Gondola to showcase Wine gifts. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.
- NOTE: Include LCBO Holiday Gift Packaging in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

TIP!

Brand Blocking:

Merchandise SKUs in vertical waterfalls by brand to create strong Holiday stories that are easily and quickly browsed by customers. Add in best selling, general list products to make an even more impactful statement.





The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.

Seasonal Gondola #1

Beer Gifts

Larger stores will utilise their first Seasonal Gondola to merchandise beer gifts. Special bottles and cases are merchandised on top shelves for customers to easily see. As the gifts sell through, merchandise your top beer products.



Seasonal Gondola #2

Sparkling Gifts

Larger stores will use their second Seasonal Gondola to showcase sparkling gifts. Add Single bottle rigid gift boxes to promote our holiday packaging. As the gifts sell through, merchandise your top selling sparkling products.



NOTE: Include LCBO Year Round Gift Packaging in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

Key Display (EA-S1)

ENTRANCE TABLE

Gibson's Finest

This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
3558	Gibson's Finest Rare 12 Years Old	750	LTO, VA
189217	Gibson's Finest Sterling Edition	750	BAP, VA
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO, VA
457572	Gibson's Finest Bold 8y.O	750	BAP, VA

Value-Add (VA) - Rep Applied: Jolly Cuts Maple Syrup

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

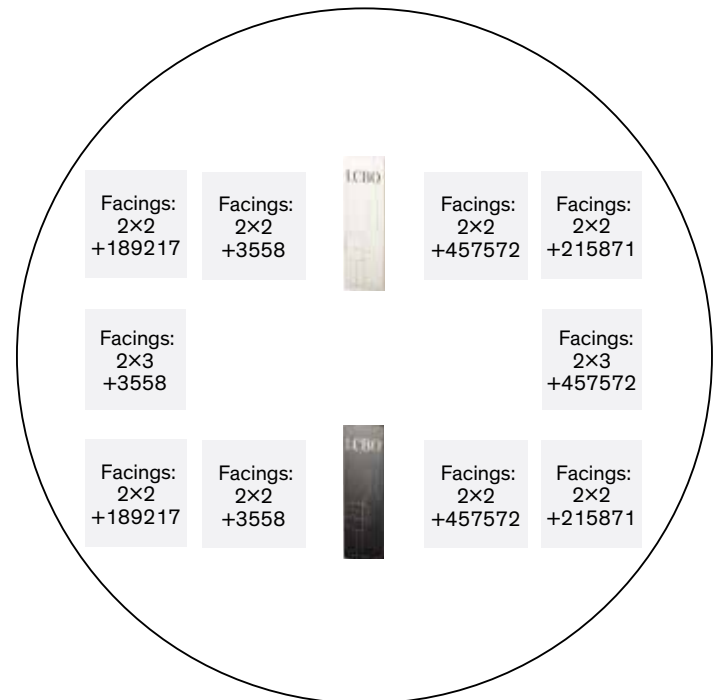
- Entrance Table Sign with Extension ENG (Re-order # 25P8-ET1) / BIL (Re-order # 25P8-ET2)
- Shelf Talkers ENG (Re-order # 25P8-ET5) / BIL (Re-order # 25P8-ET6)

Say Hello to Gibson's Finest and enjoy great value offers, including a cocktail syrup value-add.

Planogram - Square Table



Planogram - Round Table



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

Maple Toddy



This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 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)

Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	LTO
217802	Johnnie Walker Black Label	1140	VA
422006	Johnnie Walker Black Label Scotch	1750	VA
Value-Add (VA) - Near Pack: Rocks Glass			

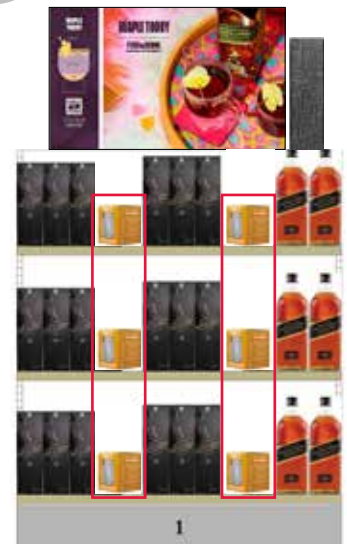
Merchandising Instructions

- 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# 25P8-BC1)
- Blade Sign ENG (Re-order# 25P8-BS1) / BIL (Re-order# 25P8-BS7)
- End Aisle Shelf Talker Bundle
ENG (Re-order# 25P7-ST1) BIL (Re-order# 25P7-ST2)

It's "sweater weather," a time when we switch up our wardrobe and our drinks repertoire, and revisit recipes for warm whisky drinks that are perfect for cozy fall days or nights like this tea-based toddy.



Spirits (MI-A)

GIFTING DISPLAY A

Hello Whisky Gifts

This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
38901	Dalmore 12 Yr Old	750	LTO
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO
238097	Dalwhinnie 15 Yr Malt	750	LTO
330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
409490	Singleton Of Dufftown 12 Year Old	750	LTO
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	LTO
428409	Powers Gold Irish Whiskey	750	LTO & BAP
468116	Johnnie Walker Green Label	750	BAP
479980	Macallan 12 Yo Double Cask	750	LTO
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	BAP

Signage Components

- Category sign ENG/BIL (Re-order # 25P8-MTA1)
- Backer card ENG/BIL (Re-order # 25P8-MTA2)
- Shelf talkers ENG (Re-order # 25P8-MTA3) / BIL (Re-order # 25P8-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 Whisky products, perfect for gifting.



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

Wines (MI-B)

GIFTING DISPLAY B

Hello Red Wine Gifts

This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
104299	>The Prisoner Red Blend	750	VA
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	LTO
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO
303800	>(V) Trius Vqa Red (Andres Wines Ltd)	750	LTO
322586	>Montes Alpha Cabernet Sauvignon	750	LTO
361881	Sandbanks French Kiss VQA	750	LTO
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO
669374	Vineland Estates Unoaked Chardonnay VQA	750	LTO

Value-Add (VA) - Rep Applied: Gift Box

Signage Components

- Category sign ENG/BIL (Re-order # 25P8-MTB7)
- Backer card ENG/BIL (Re-order # 25P8-MTB8)
- Shelf talkers ENG (Re-order # 25P8-MTB9) / BIL (Re-order # 25P8-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.

Multi-brand feature of Premium GL and Essential Red Wines ideal for Holiday gifting. Featured products represent brands from around the world 3 EW 3 NW 3 OW.



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 (October 13 - November 9, 2024)

Participating Stores

Please refer to the Participation Lookup page for information
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
14651	Lake Of Bays Low Tide 90 Cal IPA	473	LTO	8958 - LAKE OF BAYS BREWING
15116	Cowbell Brewing Co. Hazy Days IPA	473	LTO	458 - COWBELL BREWING CO.
19266	Beau's Lug Tread	6 × 473	LTO	275 - The Beer Store
37625	Muskoka Brewery Survival Pack 2024	6 × 473	LTO	275 - The Beer Store
39604	IPA Fun Box, 9th Edition	6 × 473		5732 - REFINED FOOL BREWING COMPANY
408054	Great Lakes Pompous Ass	473		1929 - GREAT LAKES BREWING CO. INC.
569913	Lake Of The Woods Kolsch	473	LTO	4277 - LAKE OF THE WOODS BREWING COMP
645416	Left Field Brewery Greenwood IPA	355		4846 - LEFT FIELD BREWERY INC.
688507	Flying Monkeys Sparklepuff Triple IPA	473		6309 - FLYING MONKEYS CRAFT BREWERY

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P8-BC10)
- Shelf Talkers ENG (Re-order # 25P8-ST1) / BIL (Re-order # 25P8-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

J.P. Wiser's & Canadian Club Whisky

This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 2024)

Participating Stores

Premium Flight

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

Standard Flight

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

Signage Components

- Premium Table Sign ENG (Re-order # 25P8-FNT9) / BIL (Re-order # 25P8-FNT10)
- Premium Flight Shelf Talkers ENG (Re-order # 25P8-FNT13) / BIL (Re-order # 25P8-FNT14)
- Standard Table Sign (Re-order # 25P8-FNT17) / BIL (Re-order # 25P8-FNT18)
- Standard Flight Shelf Talkers ENG (Re-order # 25P8-FNT21) / BIL (Re-order # 25P8-FNT22)

Merchandising Instructions

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

Premium Flight:

A spotlight on the Ontario-based J.P. Wiser's products showcasing a Whisky Topped Ice Cream recipe.

Standard Flight:

A Spotlight on Canadian Club products showcasing the Whisky & Celery Caesar-tini recipe.

Participating Product

	LCBO#	Description	Size (mL)	Offers
Premium	893	J.P. Wiser's Deluxe	750	VA, BAP
	27768	J.P. Wiser's 10YO Canadian Whisky	750	VA, LTO
	33928	J.P. Wiser's Deluxe	1750	VA, LTO
	38705	J.P. Wiser's 28YO Canadian Whisky	750	VA
	207639	J.P. Wiser's 18YO Canadian Whisky.	750	VA, BAP
	216689	J.P. Wiser's Deluxe	1140	VA
	474551	J.P. Wiser's Vanilla Whisky	750	VA, BAP
	474585	J.P. Wiser's Apple Whisky	750	VA, LTO
	536946	J.P. Wiser's 15YO Canadian Whisky	750	VA, LTO
	625996	J.P. Wisers Old Fashioned Canadian Whisky	750	VA, LTO
	Value-Add (VA) Merchandiser: Branded Travel Bag			
Standard	42	Canadian Club Premium*	750	LTO
	30834	Canadian Club Classic 12 Year Old	1140	VA
	34637	Canadian Club Premium	1750	LTO
	38878	Canadian Club Classic 18 Year Old High Proof	750	
	103341	Canadian Club Premium (Pet)	750	LTO
	217687	Canadian Club Premium.	1140	LTO
	311928	Canadian Club Classic 12 Year Old	750	LTO
	311944	Canadian Club Classic 12 Year Old	1750	LTO
	390583	Canadian Club 100% Rye	750	BAP
	438960	Canadian Club 100% Rye	1140	LTO
	Value-Add (VA) - Rep Applied: Northern Keep 50 mL			

Premium Flight J.P. Wiser's Product Glorifier

Participating Stores: 252, 288, 298, 344, 394, 417, 437, 445, 452, 486, 497, 523, 569, 619, 741

Participating Stores will receive a product glorifier ahead of P8.
The glorifier is to be placed in the centre of the table to showcase
LCBO # 38705 J.P. Wiser's 28YO Canadian Whisky 750 mL.

* A shelf talker will be included in the shelf talker bundle.



Premium Flight

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

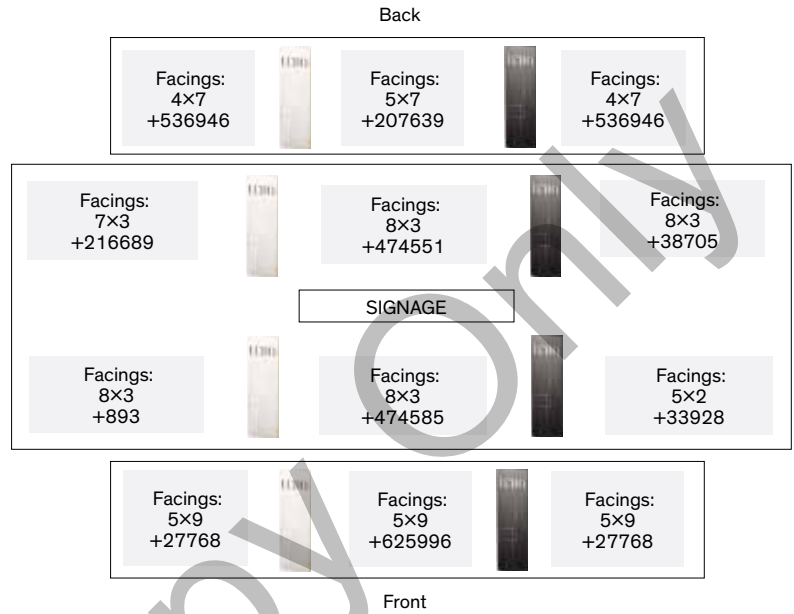
*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



Standard Flight

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

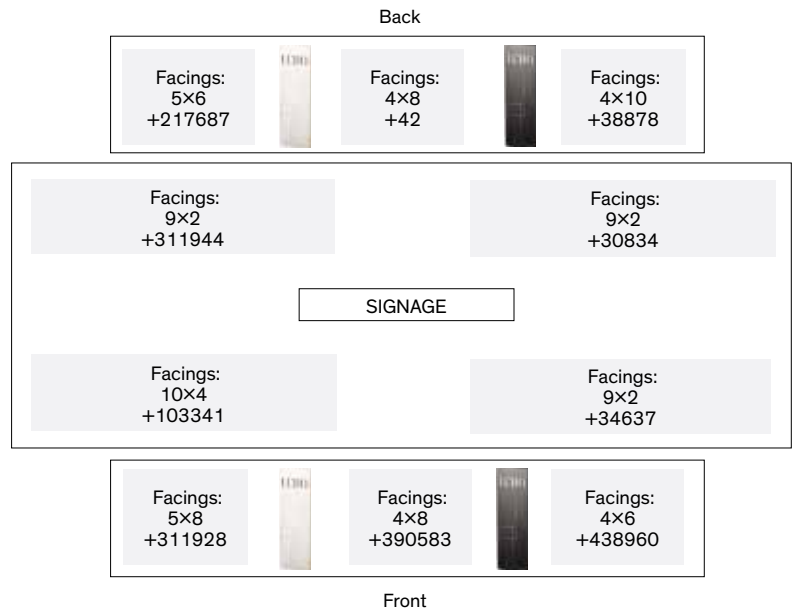
*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



Display Program (BP-SBA)

BLOCK PILE A

Molson Canadian + NHL

This is a sold program. Participation is mandatory.

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

Key Dates (October 13 - November 9, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

LCBO#	Description	Size (mL)	Offers
17488	Molson Cold Shots (TBS)	4 × 222	
32165	Molson Cold Shots 6.0 (TBS)	473	BAP
37284	Miller Lite (TBS)	6 × 355	BAP
300699	Molson Canadian (TBS)	6 × 473	VA
541243	Creemore Springs Premium Lager (TBS)	6 × 473	
558940	Miller Lite (TBS)	6 × 473	LTO
904144	Molson Canadian (TBS)	6 × 355	

Value-Add (VA) - Merchandiser: Receive a Leafs OR Senators (based on region) toque with purchase of one #300699 Molson Canadian 6 x 473mL.

Signage Components

- Pole Topper Sign ENG (Re-order# 25P8-BPA1)
BIL (Re-order# 25P8-BPA2)
- Riser Wrap - solid colour (Re-order# 25P8-BPA3)
- Pricer Cards ENG (Re-order# 25P8-BPA4)
BIL (Re-order# 25P8-BPA5)
- Shelf Talkers ENG (Re-order# 25P8-BPA6)
BIL (Re-order# 25P8-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P8-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P8-BPA9)
BIL (Re-order# 25P8-BPA10)

Merchandising Instructions

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

This display will feature a Molson Supplier Merchandiser with either a Toronto Maple Leafs or Ottawa Senators toque value-add.

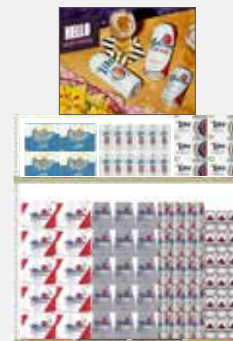
Perfect for the hockey fan.



Maples Leafs Version

Senators Version

Supplied by Agent



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.

B

Display Program (BP-SBB)

BLOCK PILE B

Ready-to-Sip Cocktails

This is a sold program. Participation is mandatory.

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

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

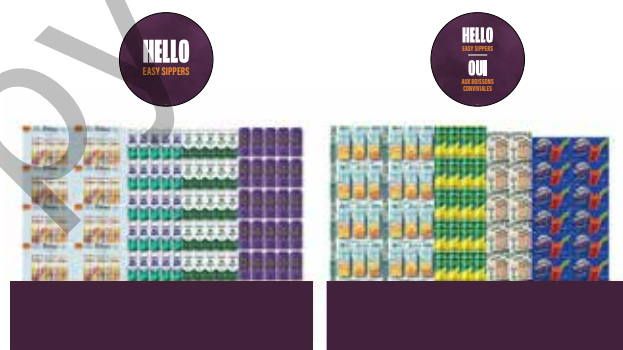
Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
19303	Crown Royal Whisky & Cola	473	LTO
33954	Founder's Original Tequila Cocktail Box	8 x 355	BAP
36576	Jameson Whiskey & Lemonade	473	
36613	Dillon's Vodka Cocktail Variety Pack	12 x 355	
36619	Captain Morgan Cocktail Collection Pack	12 x 355	
38543	Cutwater Tequila Margarita	355	
38545	Cutwater Rum Mint Mojito	355	
38634	Bearface Whisky Ginger & A Hint Of Lime	473	BAP

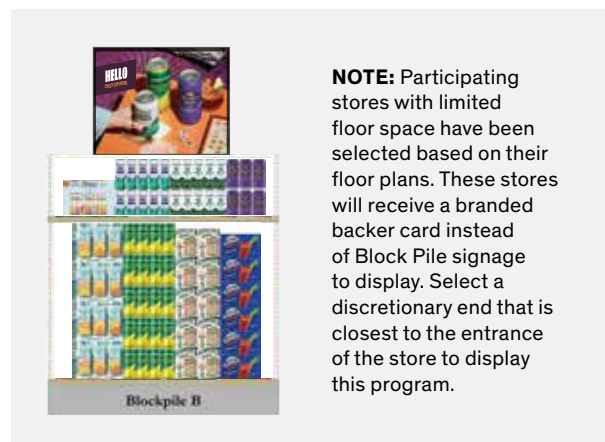


Front View

Back View

Signage Components

- Pole Topper Sign ENG (Re-order # 25P8-BPB1)
BIL (Re-order # 25P8-BPB2)
- Riser Wrap - solid colour (Re-order # 25P8-BPB3)
- Pricer Cards ENG (Re-order # 25P8-BPB4)
BIL (Re-order # 25P8-BPB5)
- Shelf Talkers ENG (Re-order # 25P8-BPB6)
BIL (Re-order # 25P8-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P8-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P8-BPB9)
BIL (Re-order # 25P8-BPB10)



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.

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.

C

Display Program (BP-SBC) BLOCK PILE C

Aeroplan

EARN
BONUS POINTS
ON THESE PRODUCTS*

Until November 9

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 (October 13 - November 9, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Signage Components

- Spirits Display Pole Topper Sign ENG (Re-order # 25P8-BPC1) / BIL (Re-order # 25P8-BPC2)
- Josh Cellar Pole Topper Sign ENG (Re-order # 25P8-BPC3) / BIL (Re-order # 25P8-BPC4)
- Riser Wrap (Re-order # 25P8-BPC5)
- Pricer Cards ENG (Re-order # 25P8-BPC6) / BIL (Re-order # 25P8-BPC7)
- Spirits Display Metal Frame Insert Sign ENG (Re-order # 25P8-BPC8) BIL (Re-order # 25P8-BPC9)
- Josh Cellar Metal Frame Insert Sign ENG (Re-order # 25P8-BPC10) BIL (Re-order # 25P8-BPC11)

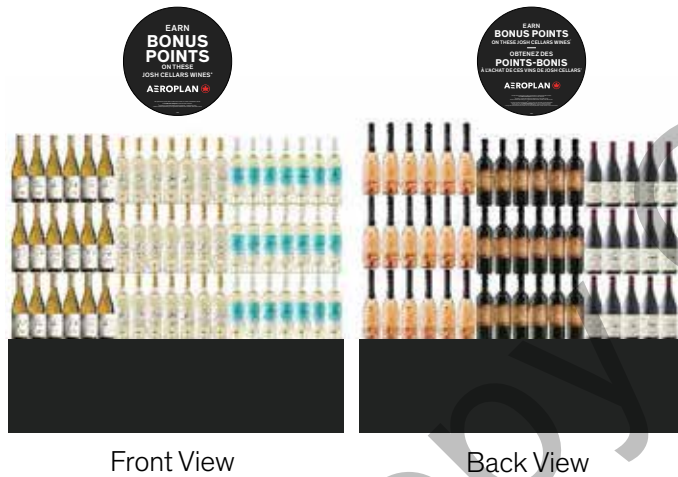
Merchandising Instructions

- 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.

Spirits and Josh Cellars
Wines with great Aeroplan
offers.

Block Pile Wines: Participating Products

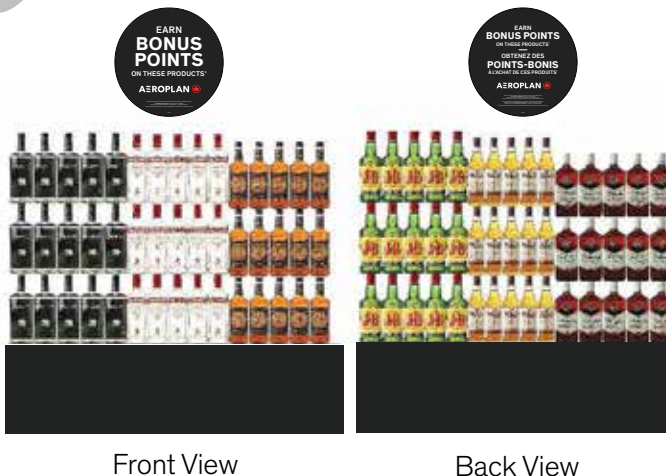
LCBO#	Description	Size (mL)	Offer
17150	Josh Cellars Pinot Noir	750	BAP
17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	LTO, BAP
21624	Josh Cellars Prosecco Rosé	750	LTO, BAP
38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	LTO, BAP
561100	Josh Cellars Chardonnay	750	BAP
643114	Josh Cellars Sauvignon Blanc	750	LTO, BAP



Block Pile Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
8599	Bell's Original Scotch Whisky	750	BAP
207662	Ballantine's Finest Blended Malt Scotch Whisk	1140	BAP
216929	Smirnoff Vodka	1140	BAP
217646	J & B Rare Scotch Whisky	1140	BAP
226316	Hiram Walker Special Old Rye Whisky Pet	1140	BAP
240150	Polar Ice Vodka	1140	BAP, VA

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



D

Display Program (XBP)

BLOCK PILE D

Johnnie Walker Black Squid Games

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 (October 13 - November 9, 2024)

Participating Store

1, 17, 34, 36, 38, 83, 90, 148, 149, 171, 191, 198, 226, 233, 253, 298, 325, 361, 383, 385, 386, 390, 401, 412, 416, 417, 428, 437, 438, 445, 457, 485, 497, 511, 523, 534, 536, 544, 554, 555, 590, 619, 624, 630, 631, 641, 648, 655, 700, 748

Participating Products

LCBO#	Description	Size (mL)	Offers
39984	Johnnie Walker Black Squid Games	750	

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P8-BPD5) / BIL (Re-order # 25P8-BPD6)

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 (FSO-A)

ENHANCED BLOCK PILE DISPLAY

Baileys

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 (P8 - P10)

Participating Stores

19, 22, 23, 25, 31, 41, 51, 55, 65, 74, 82, 102, 106, 115, 130, 132, 145, 150, 156, 168, 187, 209, 211, 212, 221, 227, 243, 250, 252, 263, 287, 300, 310, 329, 334, 346, 351, 359, 373, 381, 387, 391, 394, 404, 407, 427, 431, 443, 459, 481, 491, 499, 501, 545, 551, 556, 566, 569, 573, 575, 602, 609, 616, 617, 627, 632, 633, 634, 640, 670, 694, 699, 703, 706, 741

Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	LTO
39488	Baileys Birthday Cake	750	
605956	Baileys Irish Cream Liquor	1140	

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order #25P8-BPD1)
- BIL (Re-order #25P8-BPD2)

Merchandising Instructions

- The supplier will deliver the pole topper to stores in time for the start of the promotion.
- Display to be placed where space is permitted or outside the cold room/alcove space.
- Use the supplier produced pole topper to build a block pile display with the participating products.
- Print the Pricer Card in stores and install in front of the participating products.



Supplied by Agent

Display Program (FSH-A)

ENHANCED BLOCK PILE DISPLAY

Diageo Single Malts

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 (October 13 - November 9, 2024)

Participating Stores

1, 21, 22, 31, 115, 130, 148, 154, 156, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 371, 385, 393, 394, 398, 404, 412, 437, 438, 443, 445, 499, 500, 522, 523, 545, 573, 590, 619, 623, 624, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
19578	Royal Lochnagar 12YO	700	BAP
21160	Cragganmore 12YO	750	BAP
69435	Glenkinchie 12 Year Old Lowland Single Malt	750	BAP
249680	Talisker 10YO	750	BAP
250357	Clynelish 14 Year Old Single Malt Scotch Whisky	750	BAP
602029	Caol Ila 12 Year Old Islay Single Malt	750	BAP

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P8-BPD3) / BIL (Re-order # 25P8-BPD4)

Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Merchandiser to be placed 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.



(Not Final)
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)

The Glenlivet 200 Year Anniversary

Overview

A pop-up shop featuring The Glenlivet products will be taking place at stores 164, 217, and 511 during P8.

Key Dates (October 13 - November 9, 2024)

Participating Store: 164, 217, 511

Participating Products

LCBO#	Description	Size (mL)	Offers
15118	The Glenlivet 18YO Single Malt Scotch Whisky	750	
21097	The Glenlivet 12 Year Old Single Malt Scotch Whisky	750	LTO
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	LTO
25621	The Glenlivet 14 Year Old Single Malt Scotch Whisky	750	
36397	The Glenlivet 12 Year Old 200th Edition (2 Bottle Limit)	700	
39599	The Glenlivet Twist & Mix Old Fashioned	375	
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	
603050	The Glenlivet French Oak Reserve 15 Year Old Single Malt Scotch Whisky	750	

Signage and Merchandising Instructions

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

Store 164 & 217



Store 511



CREATIVE NOT FINAL

FLAGSHIP SPOTLIGHT (FSN-A)

Discover Italy

Overview

The Flagship Spotlight fixture will showcase an assortment of Italian Wines. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P8.

Key Dates (October 13 - November 9, 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
16840	Bolla Valpolicella Classico	750	LTO
16938*	La Marca Prosecco Doc	375	
26278	Folonari Valpolicella Classico	1500	LTO
30960	Sistina Pecorino Terre Di Chieti Igt	750	LTO
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	LTO
31800	Folonari Sangiovese	750	LTO
32541	Folonari Prosecco Doc Extra Dry	750	LTO
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	BAP
361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO
363622	Bolla Pinot Grigio Delle Venezie	750	LTO, BAP
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	LTO
487694	La Marca Prosecco Doc	750	VA
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	LTO
545319	Frescobaldi Castiglioni Chianti Docg	750	LTO
580183	Blu Giovello Pinot Grigio	750	LTO
620617	Collavini Pinot Grigio	1500	BAP
669226	Voga Pinot Grigio	750	LTO

Value-Add (VA) - Rep Applied: Rossi D Asiago Limoncello 50 mL

***Only merchandise 16938 on this display if there is an adequate amount of stock.**

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 # 25P8-FSS1) / BIL (Re-order # 25P8-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P8-FSS5) / BIL (Re-order # 25P8-FSS6)
- Merchandise Viski glassware products on the flagship display as they arrive in store.

Store 164 & 217



Right View



Left View

Store 511



*** NOTE: Merchandise Viski glassware on the flagship display as they arrive in store. See page 78 for Glassware details.**

Flagship Spotlight Table (Nesting Table)



Front



Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Crown Royal Whisky

This is a sold program. Participation is mandatory.

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

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

Participating Products

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal	750	LTO
10357	Crown Royal Peach	750	LTO
217950	Crown Royal	1140	VA
224352	Crown Royal Black	750	LTO
276618	Crown Royal Black	1140	BAP
321208	Crown Royal Special Reserve In Gift Box	750	BAP
403519	Crown Royal Apple	750	
434092	Crown Royal Northern Harvest Rye	750	LTO
438911	Crown Royal XO	750	
476911	Crown Royal Vanilla	750	

Value-Add (VA) - Rep Applied: Crown Royal Mini Mason Jars

A spotlight on the Crown Royal Whisky products showcasing a Whisky Cream Soda recipe.

Signage Components

- Table Sign ENG (Re-order # 25P8-MNT1) / BIL (Re-order # 25P8-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P8-MNT5) / BIL (Re-order # 25P8-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P8-MNT7)
- Shelf Talkers ENG (Re-order # 25P8-MNT8) / BIL (Re-order # 25P8-MNT9)

Merchandising Instructions

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

Middle Nesting Table Planograms



Front View



Back View

Facings: 3×9 +10357		Facings: 3×9 +403519		Facings: 3×9 +1487	
---------------------------	--	----------------------------	--	--------------------------	--

Facings: 4×3 +276618		Facings: 4×3 +224352		Facings: 4×3 +438911	
SIGNAGE					
Facings: 4×3 +434092		Facings: 4×3 +476911		Facings: 4×3 +217950	

Facings: 4×7 +321208

Facings: 4×7 +321208

Facings: 3×9 +1487		Facings: 3×9 +403519		Facings: 3×9 +10357	
--------------------------	--	----------------------------	--	---------------------------	--

Celebration Fixture Planograms



Front View



Back View

Period 8 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.

	LCBO#	Description	Size (mL)	Offers
End Aisle #1 Cocktail of the Month (BS-BSE)	7880	Johnnie Walker Black 12 Yr	750	LTO
	217802	Johnnie Walker Black Label	1140	VA
	422006	Johnnie Walker Black Label Scotch.	1750	VA

Value-Add (VA) - Near Pack: Rocks Glass

**Maple Toddy Cocktail Blade Sign (Premium & Standard)
ENG (Re-order# 25P8-BS1) / BIL (Re-order# 25P8-BS7)**

- 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.

**Maple Toddy Backer Card
ENG / BIL (Re-order# 25P8-BC1)**



	LCBO#	Description	Size (mL)	Offers
End Aisle #2A Premium	1487	Crown Royal	750	LTO
	114694	Crown Royal	1750	
	217950	Crown Royal	1140	VA

Value-Add (VA) - Rep Applied: Crown Royal Mini Mason Jars

**Whisky & Dill Pickle Soda Cocktail Blade Sign
ENG (Re-order# 25P8-BS2) / BIL (Re-order# 25P8-BS8)**

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

**Hello Dill-icious Backer Card
ENG / BIL (Re-order# 25P8-BC2A)**



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B Standard	1099	Johnnie Walker Red Label	750	VA
	33168	Johnnie Walker Red Label	1750	
	217794	Johnnie Walker Red Label	1140	LTO



Value-Add (VA) - Rep Applied: Bulleit 50 mL

**Tropical Pineapple & Scotch Cocktail Blade Sign
ENG (Re-order# 25P8-BS3) / BIL (Re-order# 25P8-BS9)**

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

**Hello Tropic Chasers Backer Card
ENG / BIL (Re-order# 25P8-BC2B)**

	LCBO#	Description	Size (mL)	Offers
End Aisle #3A Premium	35977	Jack Daniels Single Barrel Rye	750	BAP
	41384	Jack Daniel's Tennessee Whiskey	750	LTO & BAP
	377994	Gentleman Jack Tennessee Whiskey	750	LTO & BAP
	480616	Jack Daniel's Single Barrel Whiskey	750	LTO & BAP



**Hot and Spicy Jack & Cola Blade Sign
ENG (Re-order# 25P8-BS4) / BIL (Re-order# 25P8-BS10)**

- Install Cocktail Blade Sign on End Aisle 3.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Hello Fuego - Jack Daniels RYE Backer Card
ENG / BIL (Re-order# 25P8-BC3A)**

*** NOTE (EA 3A): Select stores will receive and merchandise Gatsby Tumbler (40853) Glassware as per the planogram: 4, 5, 10, 15, 19, 21, 25, 31, 36, 38, 40, 83, 148, 149, 154, 156, 164, 187, 212, 217, 243, 252, 265, 278, 288, 298, 310, 326, 344, 355, 360, 367, 371, 393, 394, 398, 401, 404, 407, 412, 415, 432, 437, 438, 443, 445, 452, 481, 486, 495, 497, 499, 511, 522, 528, 553, 556, 569, 573, 579, 590, 609, 619, 623, 624, 630, 631, 632, 641, 686, 702, 741, 776, 779.**



End Aisle #3B
Standard

LCBO#	Description	Size (mL)	Offers
30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	BAP
30633	Jack Daniel's Bonded Tennessee Whisky	700	LTO & BAP
38704	Jack Daniels Bonded Rye	700	BAP
41384	Jack Daniel's Tennessee Whiskey	750	LTO & BAP



Hot and Spicy Jack & Cola Blade Sign
ENG (Re-order# 25P8-BS4) / BIL (Re-order# 25P8-BS10)

- Install Cocktail Blade Sign on End Aisle 3.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

Hello Fuego - Jack Daniels Triple Smash Backer Card
ENG / BIL (Re-order# 25P8-BC3B)



End Aisle #4A
Premium

LCBO#	Description	Size (mL)	Offers
386789	Casamigos Tequila Blanco	750	LTO, VA
388694	Casamigos Tequila Reposado	750	LTO, VA
425686	Casamigos Tequila Anejo	750	VA
609362	Casamigos Mezcal	750	VA



Value-Add (VA) - Rep Applied: Casamigos Camp Mug

Tequila Taylor Cocktail Blade Sign
ENG (Re-order# 25P8-BS5) / BIL (Re-order# 25P8-BS11)

- Install Cocktail 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.

Hello Smoky Citrus Backer Card
ENG / BIL (Re-order# 25P8-BC4)



End Aisle #4B
Standard

LCBO#	Description	Size (mL)	Offers
386789	Casamigos Tequila Blanco	750	LTO, VA
388694	Casamigos Tequila Reposado	750	LTO, VA
425686	Casamigos Tequila Anejo	750	VA



Value-Add (VA) - Rep Applied: Casamigos Camp Mug

Tequila Taylor Cocktail Blade Sign
ENG (Re-order# 25P8-BS5) / BIL (Re-order# 25P8-BS11)

- Install Cocktail 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.

Hello Smoky Citrus Backer Card
ENG / BIL (Re-order# 25P8-BC4)



End Aisle #5A
Premium

LCBO#	Description	Size (mL)	Offers
7617	Chivas Regal 12 Year Old	750	LTO
27816	Chivas Regal 12YO	1750	LTO
207647	Chivas Regal 12YO Scotch Whisky	1140	BAP
Hello Hazelnut Backer Card ENG / BIL (Re-order# 25P8-BC5A)			



End Aisle #5B
Standard

LCBO#	Description	Size (mL)	Offers
33928	J.P. Wiser's Deluxe	1750	LTO
216689	J.P. Wiser's Deluxe	1140	VA
27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO
Value-Add (VA) - Merchandiser: Branded Travel Bag			
Hello Sweet Spice Backer Card ENG / BIL (Re-order# 25P8-BC5B)			



End Aisle #6

LCBO#	Description	Size (mL)	Offers
21097	The Glenlivet 12 Yr Malt	750	LTO
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	LTO
474528	The Glenlivet Founder's Reserve Scotch Whisky	1140	BAP
Hello Citrus & Vanilla Backer Card ENG / BIL (Re-order# 25P8-BC6)			



	LCBO#	Description	Size (mL)	Offers
End Aisle #7A Premium	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
	27467	Glenfiddich Orchard Experiment	750	BAP
	605972	Glenfiddich Single Malt 15 Year Old	750	BAP



*** NOTE (EA 7A): Select stores will receive and merchandise Whisky Tasting Glass (36472) Glassware as per the planograms:
4, 5, 10, 15, 19, 21, 25, 31, 36, 38, 40, 83, 148, 149, 154, 156, 164, 187, 212, 217, 243, 252, 278, 288, 298, 310, 326, 344, 360, 367, 371, 393, 394, 398, 401, 404, 407, 412, 432, 437, 438, 443, 445, 452, 481, 486, 495, 497, 499, 511, 522, 553, 556, 569, 579, 590, 609, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776**



Trade

	LCBO#	Description	Size (mL)	Offers
End Aisle #7B Standard	12385	Glenfiddich Single Malt 12 Year Old	750	
	513077	Glenfiddich Project XX Experimental Series	750	BAP
	605923	Glenfiddich Single Malt 12 Year Old	1140	BAP



*** NOTE (EA 7B): Select stores will receive and merchandise Whisky Tasting Glass (36472) Glassware as per the planograms: 106, 392, 545, 778**



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	14910	Bushmills Irish Whiskey	750	BAP
	61374	Bushmills Black Bush	750	BAP
	131870	Bushmills Malt 10 Year Old	750	BAP
Hello Citrus & Spice Backer Card ENG / BIL (Re-order# 25P8-BC8)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	10157	Jameson Irish Whiskey	750	LTO
	275933	Jameson Irish Whiskey	1750	VA
	292615	Jameson Black Barrel	750	LTO
Value-Add (VA) - Rep Applied: Flask				
Hello Sweetly Smooth Backer Card ENG / BIL (Re-order# 25P8-BC9)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	14651	Lake Of Bays Low Tide 90 Cal IPA	473	LTO
	15116	Cowbell Brewing Co. Hazy Days IPA	473	LTO
	19266	Beau's Lug Tread	6 × 473	LTO
	37625	Muskoka Brewery Survival Pack 2024	6 × 473	LTO
	39604	Refined Fool IPA Fun Box 9th Edition	6 × 473	
	408054	Great Lakes Pompous Ass	473	
	569913	Lake Of The Woods Kolsch	473	LTO
	645416	Left Field Brewery Greenwood IPA	355	
	688507	Flying Monkeys Sparklepuff Triple IPA	473	
Hello Bold Brews Backer Card ENG / BIL (Re-order# 25P8-BC10)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	545160	Tito's Handmade Vodka	1750	VA
	597559	Tito's Handmade Vodka	750	BAP
	628990	Tito's Handmade Vodka	1140	LTO
Value-Add (VA) - Rep Applied: Tito's 50 mL				
Savour the Savings Backer Card ENG / BIL (Re-order# 25P8-BC11)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	54866	Bulleit Bourbon Frontier Whiskey	750	LTO
	439075	Bulleit Bourbon 10 YO	750	LTO
	482729	Bulleit Bourbon	375	BAP
Best Bourbon Buys Backer Card ENG / BIL (Re-order# 25P8-BC12)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	173542	Don Julio Blanco	750	BAP
	173559	Don Julio Reposado	750	LTO
	30083	Don Julio 70th	750	LTO
Save on Tequila Backer Card ENG / BIL (Re-order# 25P8-BC13)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	22192	Grant's Triplewood 12YO	750	
	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
	605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
Whiskey for Less Backer Card ENG / BIL (Re-order# 25P8-BC14)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	18116	19 Crimes Snoop Dogg Cali Red	750	VA
	369777	19 Crimes Shiraz Durif	750	LTO
	461525	19 Crimes Cabernet Sauvignon	750	LTO
Value-Add (VA) - Rep Applied: Skinny Pop 18g				
Popular Pick ENG / BIL (Re-order# 25P8-BC15)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	32274	The Kraken Gold Spiced Rum	750	VA
	225698	The Kraken Black Spiced Rum	750	VA
	318683	The Kraken Black Spiced Rum	1140	VA
Value-Add (VA) - Rep Applied: Kraken Toque				
Seasonal Favourite ENG / BIL (Re-order# 25P8-BC16)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	312959	Ketel One	1750	
	363770	Ketel One Vodka	1140	VA
	456095	Ketel One Vodka	750	LTO
Value-Add (VA) - Rep Applied: Baileys Espresso 50 mL				
Save on Vodka ENG / BIL (Re-order# 25P8-BC17)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #18	19239	Porta 6 White	750	LTO
	427377	Porta 6, Vr Lisboa	750	LTO
	532341	Julia Florista White	750	BAP
	532358	Julia Florista Red	750	BAP
Well-priced Wine ENG / BIL (Re-order# 25P8-BC18)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	358184	Tanqueray Rangpur Gin	750	LTO
	573956	Tanqueray Flor De Sevilla	750	LTO
	2691	Tanqueray London Dry Gin	750	VA
Value-Add (VA) - Rep Applied: Tanqueray Jiggers				
Now on Sale ENG / BIL (Re-order# 25P8-BC19)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	24437	Sailor Jerry Spiced Rum	1750	VA
	217257	Sailor Jerry Spiced Rum	1140	LTO
	80127	Sailor Jerry Spiced Rum	750	LTO
Value-Add (VA) - Rep Applied: Save on Rum				
Well-priced Wine ENG / BIL (Re-order# 25P8-BC20)				



Discretionary End Aisle - Halloween

Merchandise the participating products on a Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Products will not be forced, please order as necessary to support the display.**

Key Dates (October 13 - November 9, 2024)

Participating Stores

Any store may participate

Participating Products

	LCBO#	Description	Size (mL)
WINES	617662	Diabolica Red VQA	750
	234369	Apothic Red	750
	59311	>The Seven Deadly Zins Old Vine Zinfandel	750
	39936	Iron Maiden Deepest Darkest Red	750
	32497	Diablo Dark Red	750
SPIRITS	19825	Dead Mans Fingers Spiced Rum	750
	38621	Ghost Tequila	750
	439497	Los Siete Misterios Mezcal	750
	38558	Los Siete Misterios - Ensamble Espadin Cuishe	750
	36430	Crystal Head Bone Bottle	750
BCRTD	22621	Flying Monkeys Theatre of Madness Pumpkin Lager	473
	16870	Great Lakes Brewery - Pumpkin Ale	473
	479485	Big Rig Pumpkin Porter	473
	480012	Lake Of Bays Pumpkin Ale	473
	28496	Whitewater Brewing Co Dark Roast Pumpkin Spice Espresso Porter	473

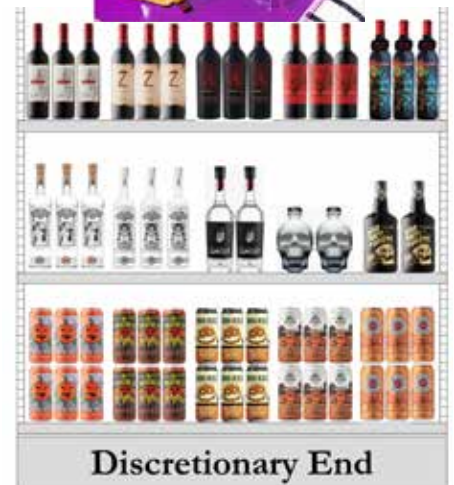
Signage Components

No additional signage will be provided for this display.

Stores are asked to use one of the generic P8 End Aisle Backer Cards (excluding the "Hello Whisky" text version) and print shelf talkers using the AccessVia Web dSign Shop Application.

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.



Planoguide for example only

End Aisle - Diwali

Merchandise the participating products on an available End Aisle. Install the backer card and shelf talkers on the display. **Products will not be forced, please order as necessary to support the display.**

Key Dates (October 13 - November 9, 2024)

Participating Stores

1, 171, 329, 334, 362, 385, 416, 436, 470, 542, 555, 601, 619, 647, 655, 661, 696, 698

Participating Products

LCBO#	Description	Size (mL)
114694	Crown Royal	1750
217802	Johnnie Walker Black Label	1140
217950	Crown Royal	1140

Other products may be added to this display at the Manager's discretion.

Signage Components

- Backer Card ENG / BIL (Re-order# 25P8-BCD1)
- Shelf Talkers - print at store level

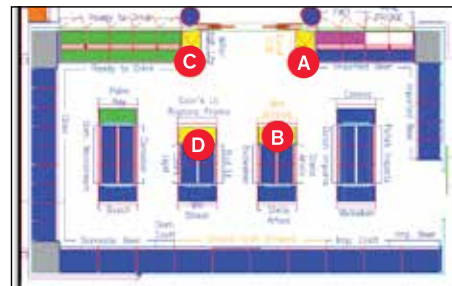
Merchandising Instructions

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



BEER EXCITEMENT ZONE

(A, B, C, D)



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

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
A Plinth (EA - EZA)	28412	Sapporo Black Lager	4 × 473	275 - The Beer Store	VA
	459818	Sapporo	6 × 500	275 - The Beer Store	VA
	Value-Add/Merchandiser: Buy a Sapporo 6-pk or Sapporo Black 4-pk get either a hat or a belt bag.				
B Plinth (EA - EZB)	40730	Sawdust City - Mocha Crunch	473	1143 - Sawdust City Brewing Co.	
	41098	Cameron's Chockie Wockie Chocolate Milkshake Stout	473	413 - Cameron's Brewing Co.	
	41245	Nickel Brook Double Head Stock IPA	473	6699 - Nickel Brook Brewing Company	
C Plinth (EA - EZH)	24431	Coors Seltzer Splash Pack	12 × 355		VA
	31224	Coors Seltzer Slushie Flavour Pack	12 × 355		VA
	36614	Coors Seltzer Island Breeze Variety Pack	12 × 355		LTO, VA
Value-Add/Merchandiser: Better Bears Candy					
D End Aisle (EA - EZD)	284562	Michelob Ultra	473	275 - The Beer Store	LTO
	496968	Michelob Ultra	6 × 473	275 - The Beer Store	
	697623	Michelob Ultra	6 × 355	275 - The Beer Store	

Beer Excitement Zone A: Free belt bag or hat with the purchase of Sapporo Black Lager 4 × 473mL (28412) or Sapporo 6 x 500mL (459818).

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 pack of Better Bears Candy with the purchase of one of three 12 × 355mL Coors Seltzer packs. (24431, 31224 or 36614).

Beer Excitement Zone D: Free NBA toque with the purchase of two Michelob Ultra 6 × 473mL packs (496968).

Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P8-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 25P8-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 25P8-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P8-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P8-BEZ5) / BIL (Re-order # 25P8-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P8-BEZ7) / BIL (Re-order # 25P8-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 (P8)

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 (October 13 - November 9, 2024)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 25P8-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 25P8-BBE2)
- Heineken Card ENG/BIL (Re-order # 25P8-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 (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
13814	Shawn & Ed Lagershed Original 4-Pk Can	4 × 473	902 - Shawn & Ed Brewing Co.
16080	Indie Ale House Instigator IPA	473	789 - Indie Ale House
33237	Magnotta True North Light IPA	473	270 - Magnotta Brewery (Vaughan) Ltd.
409268	Broadhead Amber Ale	473	4712 - Broadhead Brewing
446955	Big Rig Alpha Bomb IPA	473	1188 - Big Rig Brewing Co.
926964	Perth Brewery - Easy Amber	473	317 - Perth Brewery Ltd

Merchandising Instructions

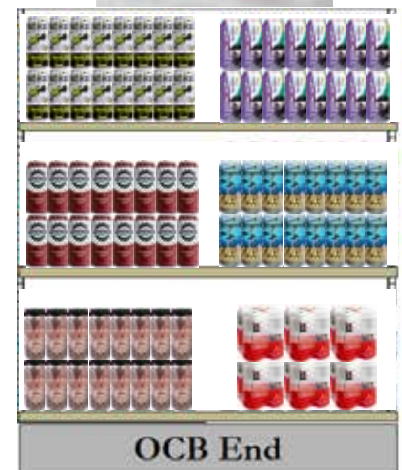
- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

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-25P8-OCB1)
BIL (Re-order #AIM-25P8-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)

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-25P8-ICB1) / BIL (Re-order #AIM-25P8-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 (October 13 - November 9, 2024)

Participating Products

LCBO#	Description	Size (mL)	Offers
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750 mL	\$3.00 LTO
75689	Wayne Gretzky Cabernet Merlot VQA	750 mL	\$3.00 LTO
276501	G. Marquis The Red Line Pinot Grigio VQA	750 mL	\$1.50 LTO
609875	EastDell Black Cab VQA	750 mL	\$2.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order #AIM-25P8-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-25P8-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order #AIM-25P8-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-25P8-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 (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
25652	Our Story Cabernet Merlot VQA	750	100
260364	Megalomaniac Homegrown Red VQA	750	50

Signage Components

- Shelf Talkers ENG/BIL (Re-order # 25P8-OWP1)
- Ontario Buyer's Pick Gondola Backer Card
ENG (Re-order # 25P8-OWP2) / BIL (Re-order # 25P8-OWP3)

Merchandising Instructions

End Aisle Display Stores:

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

Shelf Talker Only Stores:

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



Our Wine Country Boutiques TURN 2 (P6 - P12)

Standout Selections & Style Spotlight (VQA)

This is a sold program. Participation is mandatory.

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

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

Key Dates (P6 - P12)

Participating Stores

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

Participating Products

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



Standout Selections



Style Spotlight: Riesling

Signage Components

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

Merchandising Instructions

- Please order sufficient quantities to support the display through the duration of the turn.
- Merchandise residual inventory in baskets or dedicated Vintages residual space.
- 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 (October 13 - November 9, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

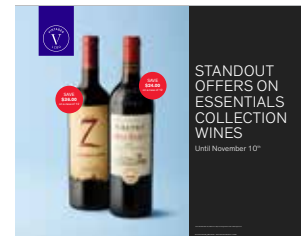
LCBO#	Description	Size (mL)	Offers
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00 LTO
59311	>The Seven Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P8-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P8-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P8-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 (September 21 & October 5 Release)

Mandatory Participating Stores

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

Important Note

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

Participating Products

LCBO#	Description	Size (mL)
September 21 Release		
10948	Corte Medicea Erastos Rosso 2019	750
38143	Viñalba Parrilla Malbec 2022	750
October 5 Release		
39253	Bread & Butter Paso Robles Cabernet Sauvignon 2022	750
39448	Dievole Petignano Chianti Classico 2020	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 (October 13 - November 9, 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-25P8-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
29280	Terrazas De Los Andes Reserva Malbec	750	\$2.00
31898	Calvet Réserve Des Remparts Saint-Émilien	750	\$2.00
43281	Flat Rock Riesling	750	\$2.00
59311	The Seven Deadly Zins Old Vine Zinfandel	750	\$3.00
89037	Tawse Sketches Of Niagara Chardonnay	750	\$2.00
145920	Tenuta Frescobaldi Di Castiglioni	750	\$3.00
158683	La Crema Monterey Chardonnay	750	\$2.00
226035	Château Teyssier	750	\$3.00
260463	Coffin Ridge Back From The Dead Red	750	\$2.00
269357	Chateau Ste. Michelle Cabernet Sauvignon	750	\$2.00
282996	San Felice Chianti Classico	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
290403	Krupnik Honey Liqueur	750	\$3.00
294298	Conundrum Red	750	\$3.00
303800	Trius Red	750	\$3.00
316570	Oyster Bay Sauvignon Blanc	750	\$2.00
322586	Montes Alpha Cabernet Sauvignon	750	\$2.00
328567	Cathedral Cellar Cabernet Sauvignon	750	\$3.00
341586	Featherstone Four Feathers	750	\$2.00
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00
449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$3.00
478628	Z. Alexander Brown Uncaged Cabernet Sauvignon	750	\$2.00
516633	Unorthodox Merlot/Cabernet Sauvignon Kpm	750	\$1.00
606541	Antinori Pèppoli Chianti Classico	750	\$2.00
652883	Belle Glos Clark & Telephone Pinot Noir	750	\$5.00
671164	St. Francis Cabernet Sauvignon	750	\$3.00
694208	Pérez Cruz Gran Reserva Cabernet Sauvignon	750	\$2.00
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00
964221	Le Volte Dell'Ornellaia	750	\$3.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
603456	Becherovka Original Liqueur	750	200
256289	Benjamin Bridge Nova 7 Sparkling	750	150
58339	Kaiken Estate Malbec	750	100
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	100
958975	Mer Soleil Reserve Chardonnay	750	150
626325	Osoyoos Larose Le Grand Vin	750	200
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	40

LTO/Aeroplan Combo Offers:

LCBO#	Description	Size (mL)	LTO	BAP
168179	Marchesi Di Barolo La Tradizione Barolo	750	\$2.00	50
177295	Rivera Il Falcone Riserva Castel Del Monte	750	\$2.00	100
353201	Ruffino Riserva Ducale Oro Gran Selezione Chianti Classico	750	\$5.00	25
373373	Pierre Sparr Gewurztraminer	750	\$2.00	25
925453	Kilikanoon Killerman's Run Shiraz	750	\$2.00	50
943787	Wakefield Estate Shiraz	750	\$2.00	80
995910	Remo Farina Amarone Della Valpolicella Classico	750	\$2.00	50

VINTAGES Ontario Our Buyer's Picks Program

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

Key Dates (October 13 - November 9, 2024)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Product

LCBO#	Description	Size (mL)	Offers
43281	>V) Flat Rock Cellars Estate Riesling	750 mL	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-25P8-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)

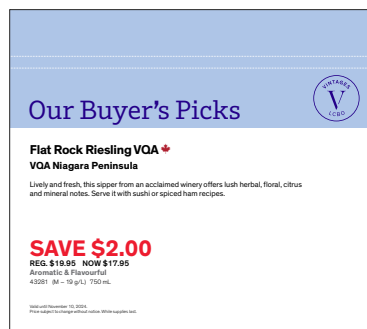
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

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

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 8th

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 storecare@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 8th.
- 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.

GLASSWARE

This Autumn the LCBO will be launching a new set of glassware. Customers will now be able to purchase not only the beverage alcohol but also these new glasses to serve their cocktail, drink or gift.

Install Date: Product will ship to participating stores mid-period. Please install upon arrival.

Please refer to the P8 online worksheets posted on the portal for information on Glassware stores & allocation.

LCBO #	Description	Retail	Image
40851	Deco Beau Crystal Coupes (Set of 2)	\$29.95	
40852	Seneca Wine Glasses (Set of 2)	\$29.95	
40853	Gatsby Tumblers (Set of 2)	\$29.95	
40855	Seneca Martini Glasses (Set of 2)	\$29.95	
40858	Crystal Prosecco Glasses (Set of 2)	\$29.95	
40860	Crystal Nick & Nora Glasses (Set of 2)	\$29.95	
ONLINE EXCLUSIVES:			
40854	Deco Gatsby Highball Glasses (Set of 2)	\$29.95	
40859	Raye Hot Toddy Glasses (Set of 2)	\$29.95	
YEAR ROUND:			
36472	Whisky Tasting Glass	\$10.95	

Merchandising Options:

Feature Fixture B

8ft. Feature Fixture



Participating Stores:

25, 36, 83, 187, 212, 265, 278, 288, 393, 407, 415, 432, 483, 522, 553, 556, 569, 573, 579, 624, 630, 631

Participating Glassware:

All new Viski SKUs

- Merchandise Glassware as shown in the planogram provided.
- Install shelf talkers on the display in front of participating products.
- Refer to the Feature Fixture B section for more details.

End Aisle 3A



Participating Stores:

4, 5, 10, 15, 19, 21, 25, 31, 36, 38, 40, 83, 148, 149, 154, 156, 164, 187, 212, 217, 243, 252, 265, 278, 288, 298, 310, 326, 344, 355, 360, 367, 371, 393, 394, 398, 401, 404, 407, 412, 415, 432, 437, 438, 443, 445, 452, 481, 486, 495, 497, 499, 511, 522, 528, 553, 556, 569, 573, 579, 590, 609, 619, 623, 624, 630, 631, 632, 641, 686, 702, 741, 776, 779

Participating Glassware:

Gatsby Tumbler

- Merchandise Glassware as shown in the planogram provided.
- Install shelf talkers on the display in front of participating products.
- Refer to the End Aisle Section for more details.

End Aisle 7AB



Participating Stores:

4, 5, 10, 15, 19, 21, 25, 31, 36, 38, 40, 83, 106, 148, 149, 154, 156, 164, 187, 212, 217, 243, 252, 278, 288, 298, 310, 326, 344, 360, 367, 371, 392, 393, 394, 398, 401, 404, 407, 412, 432, 437, 438, 443, 445, 452, 481, 486, 495, 497, 499, 511, 522, 545, 553, 556, 569, 579, 590, 609, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776, 778

Participating Glassware:

Whisky Tasting Glass

YEAR-ROUND GIFTING

LCBO#	Component	Case Pack	Retail
Gift Packaging			
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
Gifting Items												
37539	Year Round Gift Bag White V1 2024 SM Bottles	✓	✓					✓				
37540	Year Round Gift Bag Black V1 2024 SM Bottles	✓	✓					✓				
37541	Year Round Gift Bag White V2 2024 LG Bottles	✓	✓					✓				
37542	Year Round Gift Bag Black V2 2024 LG Bottles	✓	✓					✓				
37524	Enhanced 2 Bottle Paper Gift Bag White	✓		✓								
37525	Enhanced 2 Bottle Paper Gift Bag Black	✓		✓								
35049	Year Round 1 Bottle Gift Box Black 2023				✓	✓		✓				
35050	Year Round 1 Bottle Gift Box Warm White 2023				✓	✓		✓				
27355	Year-Round 1 Bottle Rigid Box				✓			✓				
35421	2 Bottle Reusable Bag	✓		✓			✓					
27396	Reusable Bag 6 Bottle			✓			✓					
27397	Large Reusable Bag			✓			✓					
16877	Organic Cotton Canvas 4 Pocket Bag	✓					✓					
16679	Vintages 1 Bottle Box							✓	✓		✓	
34381	Vintages Enhanced Gift Bag							✓	✓	✓	✓	
35051	Vintages 1 Bottle Folding Gift Box							✓	✓	✓	✓	
17373	Vintages Wooden Box - 1 Bottle Box							✓	✓		✓	
17377	Vintages Wooden Box - 2 Bottle Box							✓	✓		✓	
17374	Vintages Wooden Box - 3 Bottle Box							✓	✓		✓	
17378	Vintages Wooden Box - 6 Bottle Box							✓	✓		✓	
Gift Cards & Carriers												
27053	Soft Black Gift Card							✓				✓
27054	Warm White Gift Card							✓				✓
27055	Gift Card Carrier							✓				✓
33823	Vintages Gift Card							✓				✓
33824	Vintages Carrier							✓				✓

HOW TO MERCHANDISE





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 storecare@lcbo.com.

Signage	Description	Reorder #
	Wooden Gift Packaging Sign Insert	ENG: 25OP-GFT11 BIL: 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:

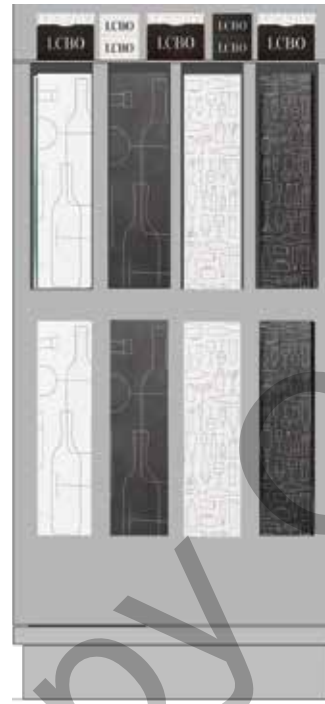


Residual LCBO Gift Cards & Presenters

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

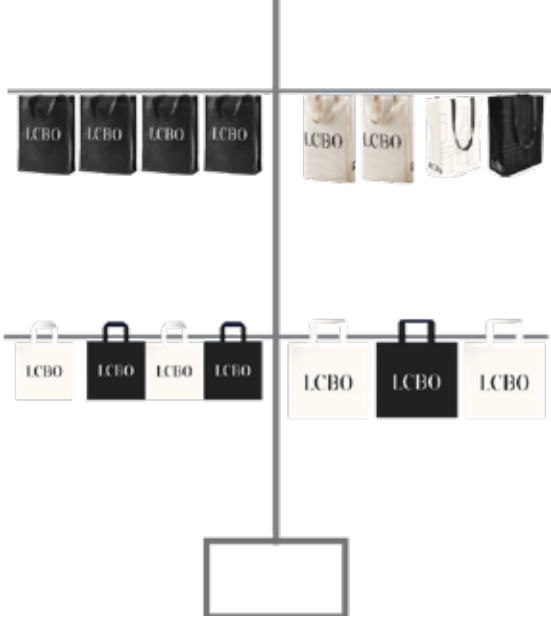
Merchandise Year-Round bags on the fixture. Please note that this fixture has metal arms, allowing 4 merchandising opportunities. Please follow instructions below to merchandise the fixture. Stores in FLS designated areas MUST display the bilingual side of the sign.

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 storecare@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

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Metal)

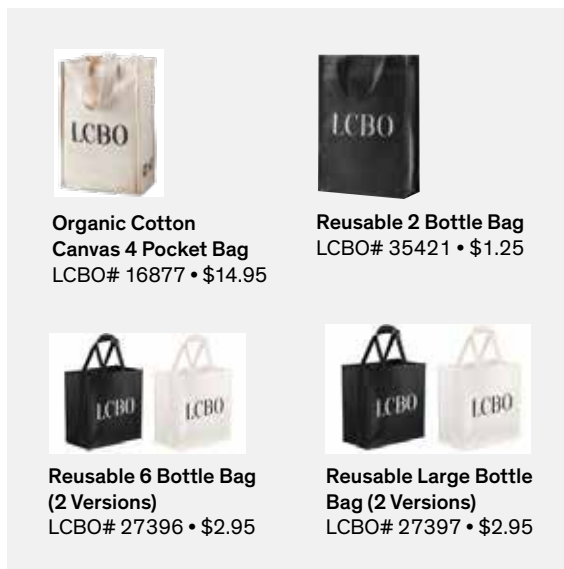
Continue to merchandise the operational signage for this fixture.

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 storecare@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

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 (October 13 - November 9, 2024)

Participating Stores

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

Merchandising Instructions

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

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 25P8-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 25P8-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P8-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P8-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P8-FS5)
- Shelf Talkers ENG (Re-order # 25P8-FS6) / BIL (Re-order # 25P8-FS7)
- Bin Strip ENG/BIL (Re-order # 25P8-FS8)
- Perpendicular Shelf Talker ENG (Re-order # 25P8-FS9) / BIL (Re-order # 25P8-FS10)
- Bin Tag Underlay END/BIL (Re-order # 25P8-FS11)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space "CELEBRATION SPARKLERS"				

Print FSA Shelf Talkers at store level.

IMPORTANT: Stores must maintain the top performing sparkling skus for the duration of the promo.



1826	Spumante Bambino White	750	
85316	Blu Giovello Prosecco	750	
122689	Henkell Trocken	750	
216945	Freixenet Cordon Negro Brut Cava	750	
216960	Segura Viudas Brut Reserva Cava Sparkling	750	
250480	Zonin Prosecco Brut 1821 Doc	3 × 200	
253948	Martini Asti	750	
384651	Martini Prosecco Sparkling	750	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	
453084	Moet & Chandon Imperial Champagne	750	
467811	Ruffino Prosecco	750	
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	
487694	La Marca Prosecco Doc	750	
563338	Veuve Clicquot Brut Champagne	750	
897702	Bottega Vino Dei Poeti Prosecco Doc	750	

(FSB) USA - California Flex Space "TOASTED HEAD + APOTHIC"

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



14130	Apothic Cabernet Sauvignon	750	LTO
24627	Apothic Merlot	750	VA
27389	Apothic Red Blend Bib	3000	VA
34430	Rh Phillip Toasted Head Cabernet Sauvignon	750	LTO
234369	Apothic Red	750	VA
392654	Apothic Dark Red	750	VA
594341	Rh Phillip Toasted Head Chardonnay	750	

Value-Add (VA) - Rep Applied: Apothic Pet Bandana

Box signs	LCBO#	Description	Size (mL)	Offers
-----------	-------	-------------	-----------	--------

(FSC) Europe - Italy/SE Flex Space "BONUS POINTS ON ITALIAN WINES"

***Mandatory Participation: This is a SOLD promotion.**
***Earn 225 bonus points when you spend \$100 or more on any Italian product.**



106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	LTO
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	
302752	> (V) Santa Margherita Rose Brut	750	
356220	>(V) Amarone Classico Docg (Tommasi)	750	
650432	>(V) Castelgiocondo Brunello (Marchesi Frecoba	750	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	BAP

(FSD) Australia/New Zealand Flex Space "WOLF BLASS FAVOURITES UNDER \$20"

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



226860	Wolf Blass Yellow Label Chardonnay	750	LTO & BAP
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	BAP
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	BAP
506691	Wolf Blass Yellow Label Shiraz	750	BAP
538637	Wolf Blass Yellow Label Merlot	750	LTO & BAP
611475	Wolf Blass Yellow Label Sauvignon Blanc	750	BAP

(FSE) Chile/Argentina Flex Space "DISCOVER ARGENTINIAN WINES UNDER \$20"

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



1834	>Susana Balbo Crios Torrontes	750	
29280	>Terrazas De Los Andes Malbec Reserva	750	LTO
36817	Don David Reserve Cabernet Sauvignon	750	LTO
58339	>Kaiken Estate Malbec	750	BAP
394783	Dona Paula Estate Malbec	750	LTO
400556	Bodega Norton Barrel Select Malbec	750	LTO
448761	Alamos Chardonnay	750	BAP
614651	Trapiche Reserve Malbec	750	



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

Sparkling/Rosé Flex Space



USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



FRONT END MERCHANDISER

Spirited Picks Program

Promo Code: CE1

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

Key Dates (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
187047	Johnnie Walker Black 12 YO	375	LTO
252312	Glenfiddich Single Malt 12 YO	375	

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P8-SP2) / BIL (Re-order #AIM-25P8-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P8-SP4) / BIL (Re-order #AIM-25P8-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 (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	21159	New Amsterdam Pink Whitney Vodka	375	
	366534	The Kraken Black Spiced Rum	375	BAP
Wines/Wine in Cans (FEM2)	25960	Trapiche Reserve Malbec	375	
	297648	Voga Pinot Grigio Igt	375	LTO
Brown Spirits/Liqueurs (FEM3)	22492	Warheads Blue Raspberry	375	BAP
	47290	Forty Creek Barrel Select	375	LTO, BAP

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P8-FEM1) / BIL (Re-order #AIM-25P8-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P8-FEM3) / BIL (Re-order #AIM-25P8-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P8-FEM5) / BIL (Re-order #AIM-25P8-FEM6)

Merchandising Instructions

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



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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

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

Key Dates (ongoing)

Participating Stores

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

Merchandising Instructions

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

Signage Components

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



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

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



Examples Only

Wine Impulse - Half Bottles/Cans:

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

Participating Products

LCBO#	Description	Size (mL)
17835	Mionetto Prestige Prosecco Brut Doc Treviso	200
19296	Pelee Island Lola Sparkling Blush VQA	250
29507	Folonari Pinot Grigio Delle Venezie Doc	375
30271	Peller Family Vineyards Pinot Grigio	200
30570	Peller Family Vineyards Cabernet-Merlot	200
31472	Bread & Butter Rosé Can	250
32539	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 (October 13 - November 9, 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-25P8-FEM7) / BIL (Re-order #AIM-25P8-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# 24334
Sandbagger Boysenberry
Hard Seltzer
355 mL | 10 BAP

CE4



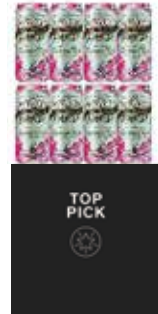
LCBO# 36598
Cutwater Rum Mai Tai
355 mL | 10 BAP

CE5



LCBO# 36597
Seagram 13 Long Island
Iced Tea
355 mL | 20 BAP

CE6



LCBO# 14484
Arizona Hard Green Tea
473 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 (October 13 - November 9, 2024)

Participating Stores

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

Participating Products

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

Signage Components














- A-Frame Sign ENG (Re-order# 25P8-AF1) / BIL (Re-order# 25P8-AF2)
- Shelf Talkers English Bundle (Re-order# 25P8-AF3)
Shelf Talkers Bilingual Bundle (Re-order# 25P8-AF4)

Merchandising Instructions

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



ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P8-ST1 BIL: 25P8-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P8-ST12 BIL: 25P8-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P8-ST14 BIL: 25P8-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P8-ST3 BIL: 25P8-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P8-ST5 BIL: 25P8-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P8-ST7 BIL: 25P8-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P8-ST9 BIL: 25P8-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-25P8-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P8-AS1 BIL: AIM-25P8-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P8-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 AB (Promo code is BSE not EA 1)	7880	Johnnie Walker Black 12 Yr	750	LTO
			217802	Johnnie Walker Black Label	1140	VA
			422006	Johnnie Walker Black Label Scotch	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	2 A	1487	Crown Royal	750	Middle Nesting Table, LTO
			114694	Crown Royal	1750	
			217950	Crown Royal	1140	Middle Nesting Table, VA
<input type="checkbox"/>	<input type="checkbox"/>	2 B	1099	Johnnie Walker Red Label	750	VA
			33168	Johnnie Walker Red Label	1750	
			217794	Johnnie Walker Red Label	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3 A	35977	Jack Daniels Single Barrel Rye	750	BAP
			41384	Jack Daniel's Tennessee Whiskey	750	LTO, Necktag
			377994	Gentleman Jack Tennessee Whiskey	750	LTO, Necktag
			480616	Jack Daniel's Single Barrel Whiskey	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	3 B	30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	BAP, Necktag
			30633	Jack Daniel's Bonded Tennessee Whisky	700	LTO, Necktag
			38704	Jack Daniels Bonded Rye	700	BAP, Necktag
			41384	Jack Daniel's Tennessee Whiskey	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	4 A	609362	Casamigos Mezcal	750	VA
			386789	Casamigos Tequila Blanco	750	LTO, VA
			388694	Casamigos Tequila Reposado	750	LTO, VA
			425686	Casamigos Tequila Anejo	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	4 B	386789	Casamigos Tequila Blanco	750	LTO, VA
			388694	Casamigos Tequila Reposado	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	5 A	425686	Casamigos Tequila Anejo	750	VA
			7617	Chivas Regal 12 Year Old	750	LTO
			27816	Chivas Regal 12YO	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5 B	207647	Chivas Regal 12YO Scotch Whisky	1140	BAP
			27768	J.P. Wiser's 10YO Canadian Whisky	750	Front Nesting Table, LTO
			33928	J.P. Wiser's Deluxe	1750	Front Nesting Table, LTO
			216689	J.P. Wiser's Deluxe	1140	Front Nesting Table, Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			21097	The Glenlivet 12 Yr Malt	750	FSM, LTO
<input type="checkbox"/>	<input type="checkbox"/>	6 AB	21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	FSM, LTO
			474528	The Glenlivet Founder's Reserve Scotch Whisky	1140	BAP
<input type="checkbox"/>	<input type="checkbox"/>	7 A	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
			27467	Glenfiddich Orchard Experiment	750	BAP
			605972	Glenfiddich Single Malt 15 Year Old	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	7 B	12385	Glenfiddich Single Malt 12 Year Old	750	
			513077	Glenfiddich Project Xx Experimental Series	750	BAP
			605923	Glenfiddich Single Malt 12 Year Old	1140	BAP
<input type="checkbox"/>	<input type="checkbox"/>	8 AB	14910	Bushmills Irish Whiskey	750	BAP
			61374	Bushmills Black Bush	750	BAP
			131870	Bushmills Malt 10 Year Old	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	9 AB	10157	Jameson Irish Whiskey	750	LTO
			275933	Jameson Irish Whiskey	1750	VA
			292615	Jameson Black Barrel	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	14651	Lake Of Bays Low Tide 90 Cal IPA (8958)	473	LTO
			15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO
			19266	Beau's Lug Tread (275/TBS)	6 × 473	LTO
			37625	Muskoka Brewery Survival Pack 2024 (275/TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		39604	Refined Fool IPA Fun Box 9th Edition (5732)	6 × 473	
			408054	Great Lakes Pompous Ass (1929)	473	
			569913	Lake Of The Woods Kolsch (4277)	473	LTO
			645416	Left Field Brewery Greenwood IPA (4846)	355	
			688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	
<input type="checkbox"/>	<input type="checkbox"/>	11	545160	Tito's Handmade Vodka	1750	VA
			597559	Tito's Handmade Vodka	750	BAP
			628990	Tito's Handmade Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	54866	Bulleit Bourbon Frontier Whiskey	750	LTO
			439075	Bulleit Bourbon 10 YO	750	LTO
			482729	Bulleit Bourbon	375	BAP
<input type="checkbox"/>	<input type="checkbox"/>	13	30083	Don Julio 70th	750	LTO
			173542	Don Julio Blanco	750	BAP
			173559	Don Julio Reposado	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			22192	Grant's Triplewood 12YO	750	
<input type="checkbox"/>	<input type="checkbox"/>	14	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
			605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
			18116	19 Crimes Snoop Dogg Cali Red	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	15	369777	19 Crimes Shiraz Durif	750	LTO
			461525	19 Crimes Cabernet Sauvignon	750	LTO
			32274	The Kraken Gold Spiced Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	16	225698	The Kraken Black Spiced Rum	750	VA
			318683	The Kraken Black Spiced Rum	1140	VA
			312959	Ketel One	1750	
<input type="checkbox"/>	<input type="checkbox"/>	17	363770	Ketel One Vodka	1140	VA
			456095	Ketel One Vodka	750	LTO
			19239	Porta 6 White	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	427377	Porta 6, Vr Lisboa	750	LTO
			532341	Julia Florista White	750	BAP
			532358	Julia Florista Red	750	BAP
			2691	Tanqueray London Dry Gin	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	19	358184	Tanqueray Rangpur Gin	750	LTO
			573956	Tanqueray Flor De Sevilla	750	LTO
			24437	Sailor Jerry Spiced Rum	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	20	80127	Sailor Jerry Spiced Rum	750	LTO
			217257	Sailor Jerry Spiced Rum	1140	LTO
			3558	Gibson's Finest Rare 12 Years Old	750	S1, LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	189217	Gibson's Finest Sterling Edition	750	S1, BAP, Value add
			215871	Gibson's Finest Rare 12 Years Old Whisky	1140	S1, LTO, Value Add
			457572	Gibson's Finest Bold 8YO	750	S1, BAP, Value add

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Gifting Display A (Mini Thematic A)	13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
		38901	Dalmore 12 Yr Old	750	LTO
		107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO
		238097	Dalwhinnie 15 Yr Malt	750	LTO
		330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
		409490	Singleton Of Dufftown 12 Year Old	750	LTO
		414334	Monkey Shoulder Blended Malt Scotch Whisky	750	LTO
		428409	Powers Gold Irish Whiskey	750	LTO
		468116	Johnnie Walker Green Label	750	BAP
		479980	Macallan 12 YO Double Cask	750	LTO
		547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	BAP
		104299	>The Prisoner Red Blend	750	Value Add
		145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	Flex Space, LTO
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO		
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO		
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	LTO		
322586	>Montes Alpha Cabernet Sauvignon	750	LTO		
361881	Sandbanks French Kiss VQA	750	LTO		
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO		
669374	Vineland Estates Unoaked Chardonnay VQA	750	LTO		
14651	Lake Of Bays Low Tide 90 Cal IPA (8958)	473	LTO		
15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO		
19266	Beau's Lug Tread (275/TBS)	6 × 473	LTO		
37625	Muskoka Brewery Survival Pack 2024 (275/TBS)	6 × 473	LTO		
39604	Refined Fool IPA Fun Box 9th Edition (5732)	6 × 473			
408054	Great Lakes Pompous Ass (1929)	473			
569913	Lake Of The Woods Kolsch (4277)	473	LTO		
645416	Left Field Brewery Greenwood IPA (4846)	355			
688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473			

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			893	J.P. Wiser's Deluxe	750	BAP	
			27768	J.P. Wiser's 10YO Canadian Whisky	750	End Aisle, LTO	
			33928	J.P. Wiser's Deluxe	1750	End Aisle, LTO	
			38705	J.P. Wiser's 28YO Canadian Whisky	750		
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Flight A	207639	J.P. Wiser's 18YO Canadian Whisky	750	BAP	
			216689	J.P. Wiser's Deluxe	1140	End Aisle, Value Add	
			474551	J.P. Wiser's Vanilla Whisky	750	BAP	
			474585	J.P. Wiser's Apple Whisky	750	LTO	
			536946	J.P. Wiser's 15 YO Canadian Whisky	750	LTO	
			625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO	
				42	Canadian Club Premium	750	LTO
				30834	Canadian Club Classic 12 Year Old	1140	Value Add
				34637	Canadian Club Premium	1750	LTO
			38878	Canadian Club Classic 18 Year Old High Proof	750		
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Flight B	103341	Canadian Club Premium (P.E.T)	750	LTO	
			217687	Canadian Club Premium	1140	LTO	
			311928	Canadian Club Classic 12 Year Old	750	LTO	
			311944	Canadian Club Classic 12 Year Old	1750	LTO	
			390583	Canadian Club 100% Rye	750	BAP	
			438960	Canadian Club 100% Rye	1140	LTO	
				17488	Molson Cold Shots (275/TBS)	4 × 222	
				32165	Molson Cold Shots 6.0 (275/TBS)	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	37284	Miller Lite (275/TBS)	6 × 355	BAP	
			300699	Molson Canadian (275/TBS)	6 × 473	Value Add	
			541243	Creemore Springs Premium Lager (275/TBS)	6 × 473		
			558940	Miller Lite (275/TBS)	6 × 473	LTO	
			904144	Molson Canadian (275/TBS)	6 × 355		
			19303	Crown Royal Whisky & Cola	473	LTO	
			33954	Founder's Original Tequila Cocktail Box	8 × 355	BAP	
			36576	Jameson Whiskey & Lemonade	473		
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	36613	Dillons Vodka Cocktail Variety Pack	12 × 355		
			36619	Captain Morgan Cocktail Collection Pack	12 × 355		
			38543	Cutwater Tequila Margarita	355		
			38545	Cutwater Rum Mint Mojito	355		
			38634	Bearface Whisky Ginger & A Hint Of Lime	473	BAP	

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		8599	Bell's Original Scotch Whisky	750	BAP
		17150	Josh Cellars Pinot Noir	750	BAP
		17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	LTO
		21624	Josh Cellars Prosecco Rosé	750	LTO
		38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/> <input type="checkbox"/>	Block Pile C	207662	Ballantine's Finest Blended Malt Scotch Whisk	1140	BAP
		216929	Smirnoff Vodka	1140	BAP
		217646	J & B Rare Scotch Whisky	1140	BAP
		226316	Hiram Walker Special Old Rye Whisky (P.E.T)	1140	BAP
		240150	Polar Ice Vodka	1140	BAP, Value Add
		561100	Josh Cellars Chardonnay	750	BAP
		643114	Josh Cellars Sauvignon Blanc	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	Block Pile D (XBP)	39984	Johnnie Walker Black Squid Games	750	Seasonal Block Pile D
		19578	Royal Lochnagar 12YO	700	FSH, BAP
		21160	Cragganmore 12 YO	750	FSH, BAP
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Block Pile Display (FSH-A)	69435	Glenkinchie 12 Year Old Lowland Single Malt	750	FSH, BAP
		249680	Talisker 10Yr Old	750	FSH, BAP
		250357	Clynelish 14 Year Old Single Malt Scotch Whisky	750	FSH, BAP
		602029	Caol Ila 12 Year Old Islay Single Malt	750	FSH, BAP
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Block Pile Display (FSJ-A) Fireball	10946	Fireball 6 Pack Carrier	6 × 50	
		5959	Baileys Irish Cream	750	Shelf Extender, FSO, LTO
<input type="checkbox"/> <input type="checkbox"/>	Enhanced Block Pile Display (FSO-A) Baileys	39488	Baileys Birthday Cake	750	FSO
		605956	Baileys Irish Cream Liqueur	1140	FSO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			16840	Bolla Valpolicella Classico	750	Shelf Extender, FSN, LTO	
			16938	La Marca Prosecco Doc	375	FSN	
			26278	Folonari Valpolicella Classico	1500	FSN, LTO	
			30960	Sistina Pecorino Terre Di Chieti Igt	750	FSN, LTO, Wine Fridge	
			31793	Collavini Villa Canlungo Cabernet Sauvignon	750	FSN, LTO	
			31800	Folonari Sangiovese	750	FSN, LTO	
			32541	Folonari Prosecco Doc Extra Dry	750	FSN, LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Flagship Spotlight (Enhanced Occasions) (FSN-A)	107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	FSN, BAP	
			361501	Carpineto Dogajolo Rosso Toscano Igt	750	FSN, LTO	
			363622	Bolla Pinot Grigio Delle Venezie	750	FSN, LTO	
			483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	FSN, LTO, Wine Fridge	
			487694	La Marca Prosecco Doc	750	FSN, Value Add, Wine Fridge	
			492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	FSN, LTO	
			545319	Frescobaldi Castiglioni Chianti Docg	750	FSN, LTO	
			580183	Blu Giovello Pinot Grigio	750	FSN, LTO	
			620617	Collavini Pinot Grigio	1500	FSN, BAP	
			669226	Voga Pinot Grigio	750	FSN, LTO	
			15118	The Glenlivet 18YO Single Malt Scotch Whisky	750	FSM	
<input type="checkbox"/>	<input type="checkbox"/>		Pop-up Activation (FSM-A)	21097	The Glenlivet 12 Yr Malt	750	End Aisle, FSM, LTO
				21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	End Aisle, FSM, LTO
		25621		The Glenlivet 14YO Single Malt Scotch Whisky	750	FSM	
		36397		The Glenlivet 12YO 200 Year Anniversary Edition	700	FSM	
		410043		The Glenlivet Founder's Reserve Scotch Whisky	750	FSM	
		603050		The Glenlivet French Oak Reserve 15 Year Old	750	FSM	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Middle Nesting Table/Celebration Fixture	1487	Crown Royal	750	End Aisle, LTO
			10357	Crown Royal Peach	750	LTO
			217950	Crown Royal	1140	End Aisle, Value Add
			224352	Crown Royal Black	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		276618	Crown Royal Black	1140	BAP
			321208	Crown Royal Special Reserve In Gift Box	750	BAP
			403519	Crown Royal Apple	750	Necktag
			434092	Crown Royal Northern Harvest Rye	750	LTO
			438911	Crown Royal XO	750	Necktag
			476911	Crown Royal Vanilla	750	Necktag
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	28412	Sapporo Black Lager (275/TBS)	4 × 473	EZA, Value Add
			459818	Sapporo (275/TBS)	6 × 500	EZA, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	40730	Sawdust City - Mocha Crunch (1143)	473	
			41098	Cameron's Chockie Wockie Chocolate Milkshake Stout (413)	473	
			41245	Nickel Brook Double Head Stock IPA (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	EZH, Value Add
			31224	Coors Seltzer Slushie Flavour Pack	12 × 355	EZH, Value Add
			36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	EZH, LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	284562	Michelob Ultra (275/TBS)	473	EZD, LTO
			496968	Michelob Ultra (275/TBS)	6 × 473	EZD, Value Add
			697623	Michelob Ultra (275/TBS)	6 × 355	EZD
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	13814	Shawn & Ed Lagershed Original (902)	4 × 473	
			16080	Indie Ale House Instigator IPA (789)	473	
			33237	Magnotta True North Light IPA (270)	473	
			409268	Broadhead Amber Ale (4712)	473	
			446955	Big Rig Alpha Bomb IPA (1188)	473	
			926964	Perth Brewery - Easy Amber (317)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	goLOCAL, LTO, Wine Fridge
			75689	Wayne Gretzky Cabernet Merlot VQA	750	goLOCAL, LTO
			276501	G. Marquis The Red Line Pinot Grigio VQA	750	goLOCAL, LTO
			609875	Eastdell Black Cab VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	25652	Our Story Cabernet Merlot VQA	750	BAP
			260364	Megalomaniac Homegrown Red VQA	750	BAP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	VL1, LTO
			59311	>The Seven Deadly Zins Old Vine Zinfandel	750	VL1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM:				
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM:				
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	43281	>V) Flat Rock Cellars Estate Riesling	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	187047	Johnnie Walker Black 12 YO	375	CE1, LTO
			252312	Glenfiddich Single Malt 12 Year Old	375	CE1
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	24334	Sandbagger Boysenberry Hard Seltzer	355	CE3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	36598	Cutwater Rum Mai Tai	355	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	36597	Seagram 13 Long Island Iced Tea	355	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	14484	Arizona Hard Green Tea	473	CE6, BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	33545	Skrewball Peanut Butter Whiskey	750	Cold Room Spirits, BAP
			38867	Skrewball Peanut Butter Whiskey	375	Cold Room Spirits, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			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	Brillal 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	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	21159	New Amsterdam Pink Whitney Vodka	375	FEM1
			366534	The Kraken Black Spiced Rum	375	FEM1, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	25960	Trapiche Reserve Malbec	375	FEM2
			297648	Voga Pinot Grigio Igt	375	FEM2, LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	22492	Warheads Blue Raspberry	375	FEM3, BAP

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders													
					15	20	30	40	45	50	55	60	65					
R1	Vodka A	25554 Dirty Devil Vodka	750	LTO													Y	Y
R2	Vodka B	16643 Polar Ice Arctic Extreme Vodka (P.E.T)	750	LTO									Y	Y	Y	Y	Y	Y
R3	Vodka C	604934 Grey Goose Vodka	375	LTO									Y	Y	Y	Y	Y	Y
R4	Vodka D	227413 Iceberg Vodka	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	110056 Absolut Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	158014 Flor De Cana Centenario 12 Rum	750	LTO														Y
R7	Rum B	64659 Captain Morgan Private Stock Rum	750	LTO												Y	Y	Y
R8	Rum C	633271 Gosling's Bermuda Black Seal Rum	750	LTO, Necktag									Y	Y	Y	Y	Y	Y
R9	Rum D	117 Bacardi Superior White Rum	750	LTO, Value Add									Y	Y	Y	Y	Y	Y
R10	Rum E	217653 Captain Morgan Original Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Whisky A	964221 >(V) Le Volte Dell'Ornellaia Igt Toscana	750	LTO													Y	Y
R12	Canadian Whisky B	472332 Wayne Gretzky Red Cask Whisky	750	LTO									Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	9522 J.P. Wiser's Deluxe Whisky	375	LTO									Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	984 Alberta Premium Whisky	750	Value Add									Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	9043 Crown Royal	375	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	21465 Angel's Envy	750	LTO									Y	Y	Y	Y	Y	Y
R17	Scotch B	326025 Basil Hayden Straight Bourbon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	217281 Bombay Sapphire London Dry	1140	LTO									Y	Y	Y	Y	Y	Y
R19	Liqueurs A	5959 Baileys Irish Cream	750	FSO, LTO												Y	Y	Y
R20	Liqueurs B	27692 Baileys S'Mores	750										Y	Y	Y	Y	Y	Y
R21	Liqueurs C	6502 Cointreau	750	LTO									Y	Y	Y	Y	Y	Y
R22	Liqueurs D	477836 Malibu Coconut Rum	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	16544 St Remy Signature	750	LTO														Y
R24	Brandy B	410803 D'Usse VSOP	750	Value Add									Y	Y	Y	Y	Y	Y
R25	Tequila A	460360 El Jimador Tequila Reposado	750	LTO												Y	Y	Y
R26	Ontario Blend A	37963 Peller Family Reserve Sauvignon Blanc VQA	750	LTO									Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	497248 Trius Chardonnay VQA	750	LTO									Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	617662 Diabolica Red VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	341776 Fresh Moscato VQA	750	LTO												Y	Y	Y
R30	Ontario Non-VQA B	582817 Peller Family Reserve Riesling VQA	750	LTO									Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	581124 XOXO Light Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	470823 Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	70052 Peninsula Ridge Shiraz VQA	750	LTO													Y	Y
R34	Ontario VQA B	112946 Konzelmann Cabernet Sauvignon Reserve VQA	750	LTO													Y	Y
R35	Australia/New Zealand A	524355 Mcguigan Black Label Cabernet Sauvignon	750	LTO													Y	Y
R36	Australia/New Zealand B	21379 Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	LTO												Y	Y	Y
R37	Australia/New Zealand C	499707 Brancott Marlborough Sauvignon Blanc	750	LTO									Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	367276 Jacob's Creek Moscato Rosé	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	28556 Three Thieves Cabernet Sauvignon	1500	LTO									Y	Y	Y	Y	Y	Y
R40	USA B	272393 Smoking Loon Old Vine Zinfandel	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	413062 Two Oceans Cabernet Sauvignon/Merlot	1500	LTO												Y	Y	Y
R42	Chile B	278127 Santa Carolina Sauvignon Blanc Reserva	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	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					
R43	France Blend A	36041 Yvon Mau Saint Emilion	750	LTO													Y	
R44	France Blend B	16840 Bolla Valpolicella Classico	750	FSN, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45	France South A	33947 Grand Sud Merlot	1000													Y	Y	
R46	France South B	78006 Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R47	France Bordeaux/ Burgundy A	152587 Chateau Saint-Germain Bordeaux Superieur Aoc	750	LTO												Y	Y	Y
R48	Italy Central A	15516 The Macallan 12 Yo Sherry Oak	750	BAP												Y	Y	
R49	Italy Central B	269589 Rocca Delle Macie Chianti Vernaiolo Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50	Italy North A	33605 Chateau Puyfromage Cotes De Bordeaux Aoc	750	LTO									Y	Y	Y	Y	Y	
R51	Italy North B	669200 Ciao Pinot Grigio Organic Carton	1000	LTO & BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52	Southern Europe A	28152 Nozeco - De-Alcoholized	750	LTO													Y	
R53	Southern Europe B	282996 >(V) Chianti Classico (San Felice)	750	LTO												Y	Y	Y
R54	Germany A	122689 Henkell Trocken	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R55	Sparkling A	35578 Babich Pinot Gris	750	LTO												Y	Y	Y
R56	Sparkling B	485086 Romeo Peach Bellini	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R57	Ontario Beer A	614909 Kozel Beer (LCBO Warehouse)	500	LTO												Y	Y	
R58	Ontario Beer B	84210 Mill Street Original Organic Lager (275/TBS)	6 x 341	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59	Beer 1	407650 Honest Lager (4643)	473														Y	
R60	Beer 2	255380 Pilsner Urquell (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R61	Beer 3	29509 Thornbury Craft Pear Apple Cider (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R62	Beer 4	20870 Van Full Of Weirdos IPA (5732)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R63	Party Zone 1	15310 Matt & Steve's Caesar Original Lightly Spiced	473	BAP			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R64	Party Zone 2	37822 Motts Clamato The Works Caesar	458	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R65	Party Zone 3	24365 Nutri! Vodka Soda Raspberry	473	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	450932	Jose Cuervo Tradicional Reposado	750	LTO	PROXIMO SPIRITS CANADA INC.
C2: Canadian Whisky	54213	Alberta Premium Whisky (P.E.T)	1750	Value Add	BEAM SUNTORY
C3: Ontario Non VQA Blend	20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO	ANDREW PELLER LIMITED
C4: French Blend	142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	LTO	HEKTARS AGENCE INC.
C5: Fixed Store Location	35623	Squealing Pig Sauvignon Blanc	750	BAP, Wine Fridge	MARK ANTHONY WINE & SPIRITS
C6: Vodka	34603	Patron Anejo Tequila	750	LTO	BACARDI CANADA INC.
C7: Scotch	38073	Sour Puss Passionfruit Mango	750	BAP	GLAZER'S OF CANADA
C8: Liqueurs	112672	Wiser's Special Blend (P.E.T)	1750	BAP	CORBY SPIRIT AND WINE LIMITED
C9: Ontario Blends	57349	Chateau Des Charmes Gamay Noir VQA	750	LTO	CHATEAU DES CHARMES
C10: France Red	32497	Diablo Dark Red	750	LTO	ESCALADE WINES & SPIRITS

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	30622	Family Tree The Boxers Ghost Pinot Noir Speck Br	750	LTO	HENRY OF PELHAM FAMILY EST. WINERY
D2: Discovery Wines 2	31808	Orso Bruno Old Vine Zinfandel	750	LTO	CHURCHILL CELLARS LTD.
D3: Discovery Wines 3	36812	Cono Sur Green Society Cabernet Sauvignon Reserva	750	LTO	AUTHENTIC WINE & SPIRITS MERCHANTS
D4: Discovery BSM 1	25043	Lost Craft Coastal Wave IPA (179)	473	BAP	VON TERRA ENTERPRISES LTD.
D5: Discovery BSM 2	32054	Paulaner Weissbier Dunkel (LCBO Warehouse)	500	LTO	PREMIER BRAND, LTD.
D6: Discovery BSM 3	36577	Malibu Pina Colada	355	LTO	ACE BEVERAGE GROUP
D7: Discovery Spirits 1	342246	Amarula Cream	750	LTO	PMA CANADA LTD.
D8: Discovery Spirits 2	463661	Yellowstone Select Bourbon Whiskey	750	LTO & BAP	GLAZER'S OF CANADA
D9: Discovery Spirits 3	600163	Tanqueray No. Ten Gin	750	LTO	DIAGEO CANADA INC.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	19922	Barone Montalto Pinot Grigio	1500	LTO	SELECT WINE MERCHANTS INC.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	
42	Canadian Club Premium	750	\$1.00	Front Nesting Table
117	Bacardi Superior White Rum	750	\$1.00	Shelf Extender, Value Add
943	Mouton Cadet Bordeaux Red Aoc	750	\$3.00	
1206	Bacardi Gold Rum	750	\$1.00	
1487	Crown Royal	750	\$2.50	End Aisle, Middle Nesting Table
3558	Gibson's Finest Rare 12 Years Old	750	\$2.00	S1, Value Add
5959	Baileys Irish Cream	750	\$1.50	Shelf Extender, FSO
6502	Cointreau	750	\$4.00	Shelf Extender
7617	Chivas Regal 12 Year Old	750	\$5.00	End Aisle
7880	Johnnie Walker Black 12 Yr	750	\$3.00	End Aisle 1/BSE
9522	J.P. Wiser's Deluxe	375	\$1.00	Shelf Extender
10157	Jameson Irish Whiskey	750	\$2.50	End Aisle
10216	Kahlua Coffee Liquor	1140	\$1.50	
10357	Crown Royal Peach	750	\$2.00	Middle Nesting Table
10393	Legent	750	\$7.00	
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	\$5.00	End Aisle
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	\$2.00	
12197	Five Farms Single Batch Irish Cream Liqueur	750	\$3.00	
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00	
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
12858	Waterloo Grapefruit Radler	473	\$0.30	
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	Mini Thematic
13588	Bacardi Gold (P.E.T)	750	\$1.00	
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.30	
14130	Apothic Cabernet Sauvignon	750	\$2.00	Flex Space
14136	Coors Original	473	\$0.20	
14651	Lake Of Bays Low Tide 90 Cal IPA	473	\$0.30	Mini Thematic
14736	Sawdust City Twin Pines Double IPA	473	\$0.25	
14996	Hollandia Lager	4 × 500	\$1.00	
15116	Cowbell Brewing Co. Hazy Days IPA	473	\$0.30	Mini Thematic
15860	Somersby Pear Cider	473	\$0.40	
16180	Carlo Pellegrino, Marsala Superiore	750	\$2.50	
16199	1924 Bourbon Barrel Aged Cabernet Sauvignon	750	\$2.00	
16544	St Remy Signature	750	\$3.00	Shelf Extender
16551	Olmecca Altos Tequila Reposado	750	\$4.00	
16580	Maker's Mark	1140	\$7.00	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16777	Bask Sauvignon Blanc	750	\$1.00	Wine Fridge
16779	Bask Pinot Noir	750	\$1.00	
16840	Bolla Valpolicella Classico	750	\$2.00	Shelf Extender, FSN
17523	Megalomaniac Much Obligated Red VQA	750	\$2.00	
17807	Josh Cellars Cabernet Sauv Rvs Bourbon Barrel Aged	750	\$2.00	Seasonal Block Pile C
17818	Corona Extra	6 × 330	\$1.00	
17820	Stella Artois	473	\$0.20	
18486	Bread & Butter Rosé	750	\$2.00	
19239	Porta 6 White	750	\$1.00	End Aisle
19253	JP Chenet Fashiion Pineapple Sparkling	750	\$1.00	
19266	Beau's Lug Tread	6 × 473	\$1.30	Mini Thematic
19303	Crown Royal Whisky & Cola	473	\$0.25	Seasonal Block Pile B
19543	Twisted Tea Original	12 × 355	\$1.00	
19650	Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	\$1.00	
19922	Barone Montalto Pinot Grigio	1500	\$3.00	Green Extender
20220	Miyagikyo Single Malt Whisky	700	\$5.00	
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	Comm. Extender
20362	Finlandia Vodka	750	\$1.75	
20799	La Marca Prosecco Rosé Doc	750	\$1.00	
20870	Van Full Of Weirdos IPA	473	\$0.25	Shelf Extender
21082	Yoichi Single Malt Whisky	700	\$5.00	
21097	The Glenlivet 12 Yr Malt	750	\$6.00	End Aisle, FSM
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$5.00	End Aisle, FSM
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	\$2.00	Shelf Extender
21465	Angel's Envy	750	\$5.00	Shelf Extender
21624	Josh Cellars Prosecco Rosé	750	\$2.00	Seasonal Block Pile C
22296	Ck Mondavi Cabernet Sauvignon	750	\$1.00	
22931	Jagermeister	750	\$2.00	
24325	Canadian Club & Ginger Ale	473	\$0.25	
24344	Arizona Hard Lemon Iced Tea	473	\$0.15	
24365	Nutrl Vodka Soda Raspberry	473	\$0.20	Shelf Extender
24400	Palm Bay Island Mixer	12 × 355	\$2.00	
24528	Hounds Black Vodka Ddp	750	\$2.00	Necktag
25010	Santa Julia Reserva Cabernet Sauvignon	750	\$2.00	
25011	Cigar Box Old Vine Cabernet Sauvignon	750	\$2.00	
25034	Reinhart's Blackberry Cider	473	\$0.25	
25068	Laurent Perrier La Cuvee Brut Champagne	750	\$5.00	
25554	Dirty Devil Vodka	750	\$5.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
26278	Folonari Valpolicella Classico	1500	\$3.00	FSN
27123	Tierra Rica Sauvignon Blanc Organic	750	\$2.00	
27650	Dixon's Silver Creek Blood Orange Vodka	750	\$2.00	
27768	J.P. Wiser's 10YO Canadian Whisky	750	\$3.50	End Aisle, Front Nesting Table
27816	Chivas Regal 12YO	1750	\$7.00	End Aisle
28152	Nozeco - De-Alcoholized	750	\$2.00	Shelf Extender
28551	Solid Ground Pinot Noir	750	\$2.00	
28556	Three Thieves Cabernet Sauvignon	1500	\$3.00	Shelf Extender
28636	Vizzy Signature Variety Pack	12 × 355	\$2.00	
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	\$1.00	
29280	>Terrazas De Los Andes Malbec Reserva	750	\$2.00	Flex Space
29509	Thornbury Craft Pear Apple Cider	473	\$0.40	Shelf Extender
30083	Don Julio 70th	750	\$5.00	End Aisle
30622	Family Tree The Boxers Ghost Pinot Noir Speck Br	750	\$2.00	Discovery Extender
30633	Jack Daniel's Bonded Tennessee Whisky	700	\$2.00	End Aisle, Necktag
30711	Collective Arts Lavender & Juniper Gin	750	\$4.00	
30950	Cecchi La Mora Vermentino Maremma	750	\$1.00	
30960	Sistina Pecorino Terre Di Chieti Igt	750	\$2.00	FSN, Wine Fridge
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$2.00	End Aisle
31250	Black Fly Tequila Sunrise Cocktail In A Can	473	\$0.20	
31704	Tromba Cedano	750	\$10.00	
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	\$1.00	FSN
31800	Folonari Sangiovese	750	\$2.00	FSN
31808	Orso Bruno Old Vine Zinfandel	750	\$1.00	Discovery Extender
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	VL1
31994	Brunch Red Field Blend VQA	750	\$0.75	
31995	Brunch White Blend VQA	750	\$0.75	
32054	Paulaner Weissbier Dunkel	500	\$0.25	Discovery Extender
32497	Diablo Dark Red	750	\$3.00	Comm. Extender
32498	Diablo Crystal Sauvignon Blanc	750	\$3.00	
32541	Folonari Prosecco Doc Extra Dry	750	\$2.00	FSN
32928	Grolsch Premium Pilsner	6 × 473	\$1.00	
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	\$2.00	Shelf Extender
33928	J.P. Wiser's Deluxe	1750	\$1.00	End Aisle, Front Nesting Table
34425	Tom Gore Farmer's Red Blend	750	\$2.00	
34430	RH Phillip Toasted Head Cabernet Sauvignon	750	\$3.00	Flex Space
34465	Silk & Spice Spice Road	750	\$1.00	
34603	Patron Anejo Tequila	750	\$6.00	Comm. Extender
34637	Canadian Club Premium	1750	\$1.00	Front Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
35578	Babich Pinot Gris	750	\$2.00	Shelf Extender
36041	Yvon Mau Saint Emilion	750	\$2.00	Shelf Extender
36542	Anderson Craft Ales IPA	473	\$0.10	
36577	Malibu Pina Colada	355	\$0.25	Discovery Extender
36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	\$2.00	EZH, Value Add
36638	Social Lite Happy Hour Mixer	12 × 355	\$1.50	
36655	Arizona Hard Peach Iced Tea	473	\$0.15	
36659	Twisted Tea Island Pack	12 × 355	\$1.50	
36679	Twisted Shotz Buttery Swirl	4 × 30	\$1.00	
36812	Cono Sur Green Society Cabernet Sauvignon Reserva	750	\$2.00	Discovery Extender
36817	Don David Reserve Cabernet Sauvignon	750	\$2.00	Flex Space
36989	Mamamango Moscato	750	\$1.00	
37300	Blue Moon Mango Wheat	473	\$0.20	
37625	Muskoka Brewery Survival Pack 2024	6 × 473	\$1.25	Mini Thematic
37644	Rally Base Layer Lager	4 × 355	\$1.00	
37822	Motts Clamato The Works Caesar	458	\$0.15	Shelf Extender
37963	Peller Family Reserve Sauvignon Blanc VQA	750	\$1.00	Shelf Extender
38147	James Ready 6.0	473	\$0.15	
38410	Cupcake Citruskissed Pinot Grigio	750	\$2.00	
38415	Pacific Gate Chardonnay	750	\$2.00	Wine Fridge
38640	Josh Cellars Seaswept Sauv Blanc & Pinot Grigio	750	\$2.00	Seasonal Block Pile C, Wine Fridge
38867	Skrewball Peanut Butter Whiskey	375	\$2.00	Cold Room Spirits
38901	Dalmore 12 Yr Old	750	\$7.00	Mini Thematic
38920	Sidney Rosé Sparkling Wine Beverage	750	\$2.00	
38921	Sidney Pinot Grigio Sparkling Wine Beverage	750	\$2.00	
38940	Archway Pinot Noir	750	\$2.00	
41384	Jack Daniel's Tennessee Whiskey	750	\$2.00	End Aisle, Necktag
43281	>V) Flat Rock Cellars Estate Riesling	750	\$2.00	OWS
44784	Negrar Amarone Classico Docg	750	\$3.00	
47290	Forty Creek Barrel Select	375	\$1.00	
54866	Bulleit Bourbon Frontier Whiskey	750	\$2.00	End Aisle
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.00	Comm. Extender
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$3.00	goLOCAL, Wine Fridge
58628	Peller Family Reserve Cabernet Merlot VQA	750	\$2.00	
59311	>The Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	VL1
61663	Casillero Del Diablo Reserva Cabernet Sauvignon	1500	\$3.00	
64659	Captain Morgan Private Stock Rum	750	\$1.00	Shelf Extender
70052	Peninsula Ridge Shiraz VQA	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$3.00	goLOCAL
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
80127	Sailor Jerry Spiced Rum	750	\$1.50	End Aisle
89037	>Tawse Chardonnay Sketches Of Niagara	750	\$2.00	
103341	Canadian Club Premium (P.E.T)	750	\$1.00	Front Nesting Table
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$7.00	Mini Thematic
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	
110056	Absolut Vodka	750	\$1.80	Shelf Extender
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$2.00	Shelf Extender
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
122689	Henkell Trocken	750	\$2.00	Shelf Extender, Wine Fridge
126151	Sibling Rivalry Red VQA	750	\$2.00	
134957	Open Cab 2 Merlot VQA	750	\$1.00	
137810	Campo Viejo Rioja Reserva	750	\$3.00	
140129	Open Merlot VQA	750	\$1.00	
142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	\$2.00	Comm. Extender
144865	Wayne Gretzky Riesling VQA	750	\$2.00	
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	Mini Thematic, Flex Space
148007	Czechvar Premium Lager	500	\$0.35	
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$3.00	Shelf Extender
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Shelf Extender
158311	Copper Moon Shiraz	750	\$1.00	
158683	>La Crema Monterey Chardonnay	750	\$2.00	Wine Fridge
168179	>(V)Barolo Tradizione(Marchesi Di Barolo)	750	\$2.00	
173559	Don Julio Reposado	750	\$5.00	End Aisle
173617	El Jimador Tequila Blanco	750	\$2.00	
177295	>(V)Riserva Il Falcone Castel Del Monte Docg(River	750	\$2.00	
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00	
187047	Johnnie Walker Black 12 YO	375	\$1.00	CE1
191239	Grahams Late Bottled Vintage Port	750	\$2.00	
194878	White Owl Whisky	750	\$2.00	
204560	Highland Park 12 Yr Old Single Malt	750	\$10.00	
211110	Wyborowa Vodka	1140	\$1.00	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$3.00	S1, Value Add
217257	Sailor Jerry Spiced Rum	1140	\$1.00	End Aisle
217281	Bombay Sapphire London Dry	1140	\$1.50	Shelf Extender
217653	Captain Morgan Original Spiced Rum	1140	\$1.00	Shelf Extender
217687	Canadian Club Premium	1140	\$1.00	Front Nesting Table
217794	Johnnie Walker Red Label	1140	\$2.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
219816	Catedral Reserva Dao	750	\$2.00	
223529	Appleton Estate V/X Signature Blend	1140	\$2.00	
224352	Crown Royal Black	750	\$3.00	Middle Nesting Table
225565	Maker's Mark 46	750	\$7.00	
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	\$3.00	Mini Thematic
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.00	Flex Space
227678	1800 Silver Tequila	750	\$2.00	
238097	Dalwhinnie 15 Yr Malt	750	\$5.00	Mini Thematic
255380	Pilsner Urquell	500	\$0.20	Shelf Extender
260323	Jack Daniel's Honey	750	\$2.00	
260463	>V)Back From The Dead Red (Coffin Ridge)	750	\$2.00	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	
267245	Jose Cuervo Especial Gold Tequila	1140	\$2.25	
269357	>Chateau Ste Michelle Cabernet Sauvignon	750	\$2.00	
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.00	Shelf Extender
270447	Guinness Draught Beer	500	\$0.25	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
271619	Harp Lager	500	\$0.25	
272393	Smoking Loon Old Vine Zinfandel	750	\$2.00	Shelf Extender
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	goLOCAL
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$2.00	Shelf Extender
282996	>(V) Chianti Classico (San Felice)	750	\$2.00	Shelf Extender
284562	Michelob Ultra	473	\$0.20	EZD
285254	Forty Creek Copper Bold Whisky	750	\$1.50	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Mini Thematic
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00	
286195	JP Azeitao Red	750	\$1.00	
289835	Peller Family Vineyards Dry White	1500	\$2.00	
290403	> Krupnik Honey Liqueur (Imperial Brands, Inc.)	750	\$3.00	
292128	Firestone Cabernet Sauvignon	750	\$2.00	
292615	Jameson Black Barrel	750	\$4.00	End Aisle
294298	>Conundrum California Red	750	\$3.00	
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
297648	Voga Pinot Grigio Igt	375	\$1.00	FEM2
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00	Mini Thematic
310391	The Dreaming Tree Crush Red Blend	750	\$2.00	
311787	Budweiser	6 x 473	\$1.00	
311928	Canadian Club Classic 12 Year Old	750	\$4.00	Front Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
311944	Canadian Club Classic 12 Year Old	1750	\$4.00	Front Nesting Table
314856	Fireball Whisky Shooter	1140	\$4.00	
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00	
322586	>Montes Alpha Cabernet Sauvignon	750	\$2.00	Mini Thematic
322792	Peller Family Vineyard Red	1500	\$1.00	
326009	Knob Creek Bourbon	750	\$7.00	
326025	Basil Hayden Straight Bourbon	750	\$7.00	Shelf Extender
328567	>Cathedral Cellar Cabernet Sauvignon	750	\$3.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$10.00	Mini Thematic
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
335059	Super Bock	6 × 330	\$1.25	
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$2.00	
341586	>(V) Featherstone Four Feathers	750	\$2.00	
341776	Fresh Moscato VQA	750	\$2.00	Shelf Extender
342246	Amarula Cream	750	\$2.00	Discovery Extender
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.00	
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	Wine Fridge
350546	Root 1 Carmenere Colchagua	750	\$2.00	
352583	>Beringer Knight's Valley Cabernet Sauvignon	750	\$5.00	
353201	>(V) Chianti Classico Oro Rsv Ducale Gr.Sel.	750	\$5.00	
358184	Tanqueray Rangpur Gin	750	\$2.00	End Aisle
361501	Carpineto Dogajolo Rosso Toscano Igt	750	\$2.00	FSN
361881	Sandbanks French Kiss VQA	750	\$3.00	Mini Thematic
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	FSN
363986	Cazadores Blanco Tequila	750	\$2.00	
364349	Tomatin 12YO Highland Single Malt	750	\$5.00	
367276	Jacob's Creek Moscato Rosé	750	\$2.00	Shelf Extender
369777	19 Crimes Shiraz Durif	750	\$2.00	End Aisle
371872	Girls' Night Out Sangria	750	\$1.00	
373373	>(V) Pierre Sparr Gewurztraminer	750	\$2.00	
374231	Ungava Gin	750	\$3.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
377994	Gentleman Jack Tennessee Whiskey	750	\$3.00	End Aisle, Necktag
384511	Dragani Montepulciano D'Abruzzo	2000	\$2.00	
386789	Casamigos Tequila Blanco	750	\$4.00	End Aisle, Value Add
387159	Bodacious Smooth Red	1500	\$1.50	
388694	Casamigos Tequila Reposado	750	\$4.00	End Aisle, Value Add
394783	Dona Paula Estate Malbec	750	\$2.00	Flex Space

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
397091	Forty Creek Copper Bold Whisky	1750	\$2.50	
397109	Forty Creek Honey Spiced Whisky	750	\$1.00	
398552	Bacardi Limon	750	\$1.00	Value Add
400556	Bodega Norton Barrel Select Malbec	750	\$2.00	Flex Space
409490	Singleton Of Dufftown 12 Year Old	750	\$5.00	Mini Thematic
409581	Tyskie Beer	500	\$0.20	
410852	Woodford Reserve Double Oaked	750	\$5.00	
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	\$2.00	Shelf Extender
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	\$2.00	Mini Thematic
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	Mini Thematic
427088	Casillero Del Diablo Rsv Merlot	750	\$2.00	
427377	Porta 6, Vr Lisboa	750	\$1.00	End Aisle
428409	Powers Gold Irish Whiskey	750	\$5.00	Mini Thematic
429787	Bodacious Smooth White	1500	\$1.50	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	
434092	Crown Royal Northern Harvest Rye	750	\$3.00	Middle Nesting Table
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	
438960	Canadian Club 100% Rye	1140	\$2.00	Front Nesting Table
439075	Bulleit Bourbon 10 YO	750	\$4.00	End Aisle
442582	Alexander Keiths IPA	6 × 473	\$1.00	
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.00	
447060	Deakin Estate Sauvignon Blanc	750	\$2.00	
449157	Smirnoff Ice Tall Can	473	\$0.25	
449207	>Rodney Strong Sauvignon Blanc Charlotte's Home	750	\$3.00	
450312	Collective Arts Ransack The Universe IPA	473	\$0.20	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Comm. Extender
456095	Ketel One Vodka	750	\$2.00	End Aisle
460360	El Jimador Tequila Reposado	750	\$2.00	Shelf Extender
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	End Aisle
463661	Yellowstone Select Bourbon Whiskey	750	\$5.00	Discovery Extender
464149	Vint Bourbon Barrels Cab Sauv By Robert Mondavi	750	\$3.00	
465385	Landshark Lager	6 × 473	\$2.00	
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Shelf Extender
474585	J.P. Wiser's Apple Whisky	750	\$1.00	Front Nesting Table
478628	>Z.Alexander Brown Uncaged Cabernet Sauvignon	750	\$2.00	
479949	Wild Turkey 101	750	\$2.50	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
479980	Macallan 12 YO Double Cask	750	\$5.00	Mini Thematic
480129	Woodford Reserve Straight Rye Whiskey	750	\$5.00	
480616	Jack Daniel's Single Barrel Whiskey	750	\$5.00	End Aisle, Necktag
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$1.00	FSN, Wine Fridge
485086	Romeo Peach Bellini	750	\$1.00	Shelf Extender
486142	Sleeman Clear 2.0	6 × 473	\$2.00	
487496	Leftfield Sauvignon Blanc	750	\$3.00	Wine Fridge
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	FSN
492454	1800 Coconut Tequila	750	\$2.00	
497248	Trius Chardonnay VQA	750	\$2.00	Shelf Extender
499707	Brancott Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender
508721	Inniskillin Baco Noir VQA	750	\$2.00	
516096	Glendalough Double Barrel Irish Whiskey	750	\$4.00	
516633	>(V) Merlot Cab Sauv Unorthodox Kpm (Backsberg)	750	\$1.00	
517185	Burnt Ship Bay Sauvignon Blanc VQA	750	\$2.00	Wine Fridge
519777	Whitewater Brewing Legion Lager	473	\$0.30	
520353	Bacardi Spiced Rum	750	\$1.00	Value Add
522979	Cave Spring Pinot Gris VQA	750	\$2.00	
524355	Mcguigan Black Label Cabernet Sauvignon	750	\$2.00	Shelf Extender
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	
536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$5.00	Front Nesting Table
538637	Wolf Blass Yellow Label Merlot	750	\$2.00	Flex Space
541094	Wayne Gretzky Ice Cask Whisky	750	\$10.00	
541219	Kw Craft Cider Can	473	\$0.25	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	FSN
546408	Dragon Stout	4 × 426	\$1.00	
547646	Steam Whistle Premium Pilsner	6 × 341	\$1.00	
550749	Absolut Mandrin	750	\$1.80	
556712	Girls' Night Out White Sangria	750	\$1.00	
558940	Miller Lite	6 × 473	\$1.45	Seasonal Block Pile A
568436	Growers Cider Stone Fruit	473	\$0.30	
569913	Lake Of The Woods Kolsch	473	\$0.50	Mini Thematic
573956	Tanqueray Flor De Sevilla	750	\$2.00	End Aisle
575357	Amsterdam 3 Speed Lager	568	\$0.30	
580183	Blu Giovello Pinot Grigio	750	\$1.50	FSN
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$2.00	
581124	XOXO Light Pinot Grigio	750	\$1.00	Shelf Extender
582817	Peller Family Reserve Riesling VQA	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
591693	Argento Estate Organic Malbec	750	\$2.00	
593855	Astoria Prosecco La Robinia	750	\$2.00	Wine Fridge
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.75	
600163	Tanqueray No. Ten Gin	750	\$2.50	Discovery Extender
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.00	
604934	Grey Goose Vodka	375	\$1.00	Shelf Extender
605162	Broker's Premium London Dry Gin	750	\$3.00	
605881	Disaronno Originale Amaretto	1140	\$3.00	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$3.00	End Aisle
606541	>(V)Peppoli Chianti Classico Docg (Antinori)	750	\$2.00	
609875	Eastdell Black Cab VQA	750	\$2.00	goLOCAL
614909	Kozel Beer	500	\$0.20	Shelf Extender
617233	Haymans London Dry Gin	750	\$3.00	
617662	Diabolica Red VQA	750	\$1.00	Shelf Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.00	
620492	Argento Estate Bottled Pinot Grigio	750	\$1.50	
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	Wine Fridge
621219	Pelee Island Pinot Grigio	750	\$1.00	
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$2.30	Front Nesting Table
628206	Bodacious Bourbon Barrel Aged Red Blend	750	\$1.00	
628990	Tito's Handmade Vodka	1140	\$2.00	End Aisle
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender, Necktag
637710	Jackson-Triggs Shiraz	750	\$1.00	
643114	Josh Cellars Sauvignon Blanc	750	\$2.00	Seasonal Block Pile C
652883	>Belle Glos Clark & Telephone Pinot Noir	750	\$5.00	
666040	Nutrl Vodka Soda Pineapple	473	\$0.20	
666917	Creemore Premium Lager	473	\$0.20	
667790	Amsterdam Boneshaker IPA	6 × 473	\$1.50	
668954	Banrock Station Chardonnay Carton	1000	\$2.00	
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.00	Shelf Extender
669226	Voga Pinot Grigio	750	\$1.00	FSN
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	Mini Thematic
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
671164	>St.Francis Cabernet Sauvignon	750	\$3.00	
694208	>Perez Cruz Gran Reserva Cabernet Sauvignon	750	\$2.00	
906628	Coors Light	6 × 355	\$1.00	
908665	Bud Light	6 × 355	\$1.00	
925453	>Kilikanoon Shiraz Killermans Run	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
943787	>Wakefield Estate Label Shiraz Clare Valley	750	\$2.00	
949172	Te Bheag Unchilfiltr Whisky	700	\$2.00	
954834	>Rodney Strong Pinot Noir Russian River	750	\$3.00	
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$3.00	Shelf Extender, LTO
995910	>(V)Amarone (Farina)	750	\$2.00	

Trade Copy Only

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
307	Seagrams V.O.	750	150
620	Silk Tassel Canadian Whisky	750	100
893	J.P. Wiser's Deluxe	750	80
935	Captain Morgan White Rum	750	60
992	Royal Reserve	1140	160
4705	20 Bees Chardonnay Unoaked VQA	750	60
7369	Beefeater Dry	375	100
8599	Bell's Original Scotch Whisky	750	60
9043	Crown Royal	375	40
10213	Kahlua Coffee Liquor	750	80
10217	Kahlua Coffee Liquor	1750	120
10226	Nikka From The Barrel Whisky	500	200
10232	1800 Silver Tequila	375	100
10912	Gran Centenario Anejo	750	180
11845	Jose Cuervo Reserva De La Familia Platino	750	350
11945	Proper No. Twelve	750	130
13597	Bumbu XO Rum	750	160
13967	Writers Tears Double Oak Whiskey	700	150
14484	Arizona Hard Green Tea	473	20
14910	Bushmills Irish Whiskey	750	150
14944	Marquis De Villard Brandy	750	100
15152	Rodenbach Classic	500	25
15310	Matt & Steve's Caesar Original Lightly Spiced	473	25
15349	Jack Daniels Apple	750	200
15516	The Macallan 12 Yo Sherry Oak	750	200
15943	The Fishwives Club Sauvignon Blanc	750	40
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	100
16741	JJ McWilliam Shiraz/Cabernet	750	100
16903	Storyteller Lager	473	10
17150	Josh Cellars Pinot Noir	750	100
17559	Disaronno Velvet	750	100
17804	Callaway Cellar Selection Cabernet Sauvignon	750	100
18627	Callaway Cellar Selection Chardonnay	750	100
19098	Founder's Original Gin Bramble	355	7
19113	Pussycat Twisted Shot	4 x 30	25
19150	Cottage Springs Raspberry Vodka Lemonade	355	5
19472	Sandbagger Hard Seltzer	355	10
19535	Sky Vodka	1140	90

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
19563	Lot No. 40 Dark Oak Canadian Whisky	750	240
19578	Royal Lochnagar 12YO	700	200
19670	Valley Of Mother Of God Smoked Gin Ddp	750	300
19924	Siempre Tequila Plata	750	200
20111	Lost Craft Dry Rosé	473	10
20259	Grow Wild Enchanting White VQA	750	40
20624	19 Crimes Snoop Dogg Cali Rosé	750	80
21160	Cragganmore 12 YO	750	200
21442	Honest Lot Cabernet Sauvignon	750	50
21621	Bread & Butter Prosecco Doc	750	50
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	90
22238	Side Launch 5th Coast IPA	473	10
22492	Warheads Blue Raspberry	375	50
23553	Stock And Row Cold Tea Raspberry Flavoured Cider	355	10
24334	Sandbagger Boysenberry Hard Seltzer	355	10
24408	Smirnoff Seltzer Lemonades Variety Pack	12 × 355	60
24682	Rabbit Hole Cavehill Bourbon Whiskey	750	240
25009	Casillero Del Diablo Reserva Chardonnay	750	80
25043	Lost Craft Coastal Wave IPA	473	10
25046	High Park Rings Of Saturn IPA	473	10
25067	19 Crimes Martha's Chard	750	80
25120	Lamb's Spiced Rum	750	120
25388	Del Maguey Vida Mezcal	750	120
25517	Peller Family Reserve Rosé Bubbles VQA	750	50
25652	Our Story Cabernet Merlot VQA	750	100
25839	Barramundi Cabernet Sauvignon	750	50
26164	Lagunitas IPA	500	20
26546	Finca Las Moras Pinot Grigio	750	75
27467	Glenfiddich Orchard Experiment	750	200
28564	Shelter Bay Marlborough Sauvignon Blanc	750	75
30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	500
31223	Truly Punch Mixed Pack	12 × 355	50
31585	White Claw Black Cherry Flavoured Vodka	750	100
31711	Ernest Huckleberry Cider	473	10
31797	Molino A Vento Nero D'Avola Sicilia Doc	750	100
31930	Seagrams V.O.	1750	300
32165	Molson Cold Shots 6.0	473	20
32631	Liebfraumilch Drathen Rheinhessen	1000	50
32735	Somersby Wild Garden Crushed Apple Cider	4 × 355	50

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
32808	Muskoka Stein Sized Fest Bier	568	10
33268	Collingwood Double Barreled Whisky	750	200
33545	Skrewball Peanut Butter Whiskey	750	160
33954	Founder's Original Tequila Cocktail Box	8 × 355	52
34434	Miller High Life	6 × 355	40
35577	Smoky Bay Pinot Grigio	750	40
35623	Squealing Pig Sauvignon Blanc	750	80
35977	Jack Daniels Single Barrel Rye	750	1000
36042	Antano Crianza Rioja Doc	750	30
36571	Good Day Lychee Soju	360	50
36572	Good Day Pineapple Soju	360	50
36596	Cutwater Caesar	355	10
36597	Seagram 13 Long Island Iced Tea	355	20
36598	Cutwater Rum Mai Tai	355	10
36628	Truly Berry Mixed Pack	12 × 355	50
36641	Nude Vodka Soda Mini 12 Pack	12 × 222	75
36642	Matt & Steve's Caesar Sippers	4 × 213	50
36885	Bearface Triple Oak Canadian Whisky	750	75
37158	Ole Tequila Sunrise	355	25
37284	Miller Lite	6 × 355	40
37301	Madri Excepcional	6 × 473	40
37303	Kronenbourg 1664 Rose	4 × 355	50
37471	Kronenbourg 1664 Blanc	473	20
37474	Smirnoff Berry Blast	750	75
37612	Cabo Wabo Blanco Tequila	750	500
37850	Kronenbourg 1664 Tricolour Mixer Pack	6 × 355	60
38073	Sour Puss Passionfruit Mango	750	100
38411	Bread & Butter Pinot Grigio	750	50
38505	Smirnoff Vodka (P.E.T)	1750	120
38634	Bearface Whisky Ginger & A Hint Of Lime	473	15
38704	Jack Daniels Bonded Rye	700	750
39617	Honest Lot Merlot	750	50
53678	Peninsula Ridge Sauvignon Blanc VQA	750	50
54353	Stoneleigh Pinot Noir	750	120
56622	Beefeater Dry	1750	120
58339	>Kaiken Estate Malbec	750	100
61374	Bushmills Black Bush	750	180
66654	Creekside Syrah/Shiraz VQA	750	100
69435	Glenkinchie 12 Year Old Lowland Single Malt	750	200

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
71746	Tullamore Dew Irish Whiskey	750	150
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	80
86439	Waterloo Dark	473	10
107235	PJ's Salted Caramel (Panama Jack's)	750	50
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	50
111799	Reif Riesling VQA	750	100
112672	Wiser's Special Blend (P.E.T)	1750	160
131391	Smirnoff Vodka (P.E.T)	1140	90
131870	Bushmills Malt 10 Year Old	750	250
146449	Passion Of Portugal Red, Lisboa	750	75
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	80
173542	Don Julio Blanco	750	160
175034	Girls' Night Out Strawberry Samba	750	50
189217	Gibson's Finest Sterling Edition	750	100
190363	Prince Igor Vodka (P.E.T)	1750	250
207639	J.P. Wiser's 18YO Canadian Whisky	750	360
207647	Chivas Regal 12YO Scotch Whisky	1140	240
207662	Ballantine's Finest Blended Malt Scotch Whisk	1140	160
215558	Cattos Rare Blended Scotch	1140	200
216671	Wisers Special Blend	1140	160
216929	Smirnoff Vodka	1140	90
216978	Seagrams V.O.	1140	200
217042	Bell's Original Scotch Whisky	1140	90
217646	J & B Rare Scotch Whisky	1140	90
220749	Glengoyne 10 YO Single Highland Malt	750	400
226316	Hiram Walker Special Old Rye Whisky (P.E.T)	1140	160
239046	Quatro Ventos Douro	750	40
240101	Lamb's Palm Breeze Rum (P.E.T)	1140	120
240150	Polar Ice Vodka	1140	100
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	75
247056	Grant's Triple Wood Blended Scotch Whisky	1750	200
249680	Talisker 10Yr Old	750	200
250357	Clynelish 14 Year Old Single Malt Scotch Whisky	750	200
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	100
256289	>Nova 7 By Benjamin Bridge Sparkling	750	150
258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	100
258954	Spicebox	750	60
260364	Megalomaniac Homegrown Red VQA	750	50
267302	Crystal Head Vodka	750	200

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
276618	Crown Royal Black	1140	100
291278	Johnnie Walker Gold Reserve	750	200
309773	St Remy VSOP (P.E.T)	1750	150
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	100
321208	Crown Royal Special Reserve In Gift Box	750	120
321794	Smirnoff Ice 24 Pk-B	24 x 330	110
337949	Heineken Lager	500	25
339168	Bodacious Smooth White	750	25
341602	Cono Sur Bicicleta Pinot Noir	750	100
353334	Spicebox Pumpkin	750	100
359471	Absolut Elyx Vodka	750	240
366534	The Kraken Black Spiced Rum	375	100
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	100
375568	Deanston Virgin Oak	750	200
387316	The Balvenie 12 Yr. Doublewood	750	500
387423	Bruichladdich The Classic Laddie Scottish Barley	750	400
390583	Canadian Club 100% Rye	750	200
393090	Monasterio De Las Vinas Crianza Carinena	1500	100
395723	Tomatin Legacy	750	200
397976	Dr. McGillicuddy Intense Peach	375	50
398032	Dr. McGillicuddy Intense Butterscotch	750	170
401307	Maestro Dobel Tequila	750	270
405845	Evan Williams Black Label Bourbon Whiskey	750	100
414144	Essay Chenin Blanc Viognier Roussanne	750	80
416693	Jack Daniel's Tennessee Fire	750	200
426148	Old Forester	750	200
447953	Fireball Whisky Shooter	750	120
448761	Alamos Chardonnay	750	100
452615	Herradura Reposado Tequila	750	500
457572	Gibson's Finest Bold 8YO	750	150
462432	Piper-Heidsieck Brut Champagne	750	120
468116	Johnnie Walker Green Label	750	200
468181	Brock Street Blonde	473	25
474528	The Glenlivet Founder's Reserve Scotch Whisky	1140	280
474551	J.P. Wiser's Vanilla Whisky	750	80
478909	Blue Moon	473	24
479881	Lagavulin 8 YO	750	200
480624	Woodford Reserve Distiller's Select Bourbon	750	200
481366	High River Canadian Whisky	750	150

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
482612	Pike Creek Double Barreled Canadian Whisky	750	120
482729	Bulleit Bourbon	375	50
488205	Jose Cuervo Reserva De La Familia	750	550
488411	Carling	6 × 473	40
491480	Twisted Shottz B52	4 × 30	25
491803	Southern Comfort (P.E.T)	375	100
492207	Rodenbach Grand Cru	330	25
506691	Wolf Blass Yellow Label Shiraz	750	100
513077	Glenfiddich Project Xx Experimental Series	750	400
517136	Alberta Premium Whisky (P.E.T)	750	100
532341	Julia Florista White	750	30
532358	Julia Florista Red	750	30
540229	Angostura Bitters	100	50
541011	Wayne Gretzky Red Cask Whisky	375	50
541607	The Sexton Single Malt Irish Whiskey	750	200
544833	Miller Genuine Draught	6 × 355	40
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	150
549113	1800 Anejo Tequila	750	220
561100	Josh Cellars Chardonnay	750	100
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	250
573931	Hendrick's Orbium Gin	750	110
597559	Tito's Handmade Vodka	750	100
602029	Caol Ila 12 Year Old Islay Single Malt	750	200
602615	Angus The Bull Cabernet Sauvignon	750	125
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	200
605923	Glenfiddich Single Malt 12 Year Old	1140	200
605972	Glenfiddich Single Malt 15 Year Old	750	400
611475	Wolf Blass Yellow Label Sauvignon Blanc	750	100
620617	Collavini Pinot Grigio	1500	150
620666	Casillero Del Diablo Reserva Carmenere	750	80
626325	>Osoyoos Larose Le Grand Vin Okanagan VQA	750	200
633578	Jacob's Creek Pinot Grigio	750	80
637504	Hendrick's Gin	750	100
646729	Bumbu Original Rum	750	200
687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	40
904409	Molson Canadian	473	20
958975	>Mer Soleil Reserve Chardonnay	750	150

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)
Jolly Cuts Maple	S1, LTO	3558	Gibson's Finest Rare 12 Years Old	750
		215871	Gibson's Finest Rare 12 Years Old Whisky	1140
	S1, BAP	189217	Gibson's Finest Sterling Edition	750
		457572	Gibson's Finest Bold 8YO	750
Rocks Glass	End Aisle 1/BSE	217802	Johnnie Walker Black Label	1140
		422006	Johnnie Walker Black Label Scotch	1750
Skinny Pop 18g	End Aisle 15	18116	19 Crimes Snoop Dogg Cali Red	750
Branded Travel Bag	End Aisle 5B, Front Nesting Table	216689	J.P. Wiser's Deluxe	1140
	End Aisle 4AB, LTO	386789	Casamigos Tequila Blanco	750
388694		Casamigos Tequila Reposado	750	
End Aisle 4AB		425686	Casamigos Tequila Anejo	750
		609362	Casamigos Mezcal	750
Leafs or Senators toque	Seasonal Block Pile A	300699	Molson Canadian	6 × 473
Choice of either Belt Bag or Hat	EZA	28412	Sapporo Black Lager	4 × 473
		459818	Sapporo	6 × 500
Better Bears Gummy Bears	EZH	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355
		31224	Coors Seltzer Slushie Flavour Pack	12 × 355
	EZH LTO	36614	Coors Seltzer Island Breeze Variety Pack	12 × 355

Value-Added Program - Plant Applied/Mother Carton

These Value-adds arrive packaged with the product.

LCBO#	Description	Size (mL)	VA Approved	Display Program
24437	Sailor Jerry Spiced Rum	1750	Hula Air Freshener	End Aisle
34721	Carib Premium Lager	6 × 330	Branded Sunshine Scarf GWP of a 6Pk	
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	
84210	Mill Street Original Organic Lager	6 × 341	Bottle Opener	Shelf Extender
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL	
212282	Luksusowa Vodka	1140	Shot Glass	
350629	Forty Creek Barrel Select Whisky	1140	FC Copper Bold 50 mL	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Flor de Cana 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
117	Bacardi Superior White Rum	750	Branded Halloween Light Up Cup	Shelf Extender, LTO
984	Alberta Premium Whisky	750	Toque	Shelf Extender
1099	Johnnie Walker Red Label	750	Bulleit 50 mL	End Aisle
2691	Tanqueray London Dry Gin	750	Tanqueray Jiggers	End Aisle
6395	20 Bees Cabernet Merlot VQA	750	\$1.00 OFF Coupon - Dr. Oetker Frozen Pizza	
11689	Gold Bar Whiskey, California, USA	750	Gold Bar Gift Bag	
14915	Dillon's Rye Whisky	750	Manhattan	
19535	Skyy Vodka	1140	Frangelico 50 mL	BAP
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL	
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	Howler Head 50 mL	BAP
22297	Ck Mondavi Chardonnay	750	Dr. Oetker Pizza Coupon	
24437	Sailor Jerry Spiced Rum	1750	Hula Air Freshener	End Aisle
24627	Apothic Merlot	750	Apothic Pet	Flex Space
27389	Apothic Red Blend Bib	3000	Apothic Pet	Flex Space
30834	Canadian Club Classic 12 Year Old	1140	Northern Keep 50 mL	Front Nesting Table
31585	White Claw Black Cherry Flavoured Vodka	750	Friendship Bracelets	BAP
32274	The Kraken Gold Spiced Rum	750	Kraken Toque	End Aisle
34721	Carib Premium Lager	6 × 330	Branded Sunshine Scarf GWP of a 6Pk	
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Customizable Charcuterie Labels	
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	Customizable Charcuterie Labels	
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 2 × 50 mL	

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
54213	Alberta Premium Whisky (P.E.T)	1750	Toque	Comm. Extender
84210	Mill Street Original Organic Lager	6 × 341	Bottle Opener	Shelf Extender
95935	Grey Goose Vodka	750	St Germain 50 mL	
99408	Woodbridge By Robert Mondavi Chardonnay	750	Customizable Charcuterie Labels	Wine Fridge
104299	>The Prisoner Red Blend	750	Gift Box	Mini Thematic
114934	Golden Wedding (P.E.T)	1750	Carolans 50 mL	
125187	Cazadores Reposado Tequila	750	Branded Halloween Ceramic Cup	
134965	Open Riesling-Gewurztraminer VQA	750	Reuseable Produce Bag	
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL	
178681	Open Sauvignon Blanc VQA	750	Reuseable Produce Bag	
192922	Seagram's 83	1140	Seagram's VO 50 mL	
209205	Walker's Special Old (P.E.T)	1750	Royal Reserve 200 mL	
212282	Luksusowa Vodka	1140	Shot Glass	
217950	Crown Royal	1140	Crown Royal Mini Mason Jars	End Aisle, Middle Nesting Table
225698	The Kraken Black Spiced Rum	750	Kraken Toque	End Aisle
227413	Iceberg Vodka	1140	Kamora 50 mL	Shelf Extender
234369	Apothic Red	750	Apothic Pet	Flex Space
240150	Polar Ice Vodka	1140	Polar Ice Blizzard 50 mL	Seasonal Block Pile C, BAP
275933	Jameson Irish Whiskey	1750	Flask	End Aisle
277954	Campari Aperitivo	750	Negroni Glass	
309773	St Remy VSOP (P.E.T)	1750	St Remy XO 50 mL	BAP
318683	The Kraken Black Spiced Rum	1140	Kraken Toque	End Aisle
350629	Forty Creek Barrel Select Whisky	1140	FC Copper Bold 50 mL	
357145	Open Smooth Red VQA	750	Reuseable Produce Bag	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Howler Head 2 × 50 mL	
363770	Ketel One Vodka	1140	Baileys Espresso 50 mL	End Aisle
387050	Open Smooth White VQA	750	Reuseable Produce Bag	
392654	Apothic Dark Red	750	Apothic Pet	Flex Space
398479	1800 Reposado	750	1800 Toque	
398552	Bacardi Limon	750	Branded Halloween Light Up Cup	LTO
405845	Evan Williams Black Label Bourbon Whiskey	750	Elijah Craig 50 mL	BAP
410803	D'Usse VSOP	750	Branded Bottle Stopper	Shelf Extender
454710	The Kraken Black Spiced Rum	1750	Jose Cuervo Silver 50 mL	
477836	Malibu Coconut Rum	750	Monin Grenadine & Cocktail Recipe card	Shelf Extender
483255	Casillero Del Diablo Reserva Pinot Grigio	750	Hallowine Socks	
487694	La Marca Prosecco Doc	750	Rossi D Asiago Limoncello 50 mL	FSN, Wine Fridge

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
491829	Southern Comfort	1140	Rocks Glass	
494492	Woodbridge By Robert Mondavi Merlot	750	Customizable Charcuterie Labels	
519298	Wayne Gretzky Cream Whisky	750	Red Cask Whisky 50 mL	
520353	Bacardi Spiced Rum	750	Branded Halloween Light Up Cup	LTO
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	Customizable Charcuterie Labels	
541011	Wayne Gretzky Red Cask Whisky	375	Ice Storm Vodka 50 mL	BAP
545160	Tito's Handmade Vodka	1750	Tito's 50 mL	End Aisle
557108	St Remy XO Brandy	750	St Remy Signature 50 mL (Week 1)	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Flor de Cana 50 mL	
628404	Open Pinot Grigio VQA	750	Reuseable Produce Bag	
633305	Woodbridge By Robert Mondavi Chardonnay	1500	Customizable Charcuterie Labels	

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
14409	Catrina Reposado Tequila	750	Day of the Dead	
24528	Hounds Black Vodka Ddp	750	Halloween themed	LTO
30632	Jack Daniel's Triple Mash Blended Straight Whisky	700	Bottled in Bond	End Aisle, BAP
30633	Jack Daniel's Bonded Tennessee Whisky	700	Bottles in Bond	End Aisle, LTO
38704	Jack Daniels Bonded Rye	700	Bottled in Bond	End Aisle, BAP
41384	Jack Daniel's Tennessee Whiskey	750	Jack Daniels Process	End Aisle, LTO
377994	Gentleman Jack Tennessee Whiskey	750	Jack Daniels Process	End Aisle, LTO
403519	Crown Royal Apple	750	CR Custom Label Necktag	Middle Nesting Table
426601	Villa Maria Private Bin Sauvignon Blanc	750	Accolade	Wine Fridge
438911	Crown Royal XO	750	CR Custom Label Necktag	Middle Nesting Table
476911	Crown Royal Vanilla	750	CR Custom Label Necktag	Middle Nesting Table
480616	Jack Daniel's Single Barrel Whiskey	750	Jack Daniels Process	End Aisle, LTO
633271	Gosling's Bermuda Black Seal Rum	750	Dark & Stormy Necktag	Shelf Extender, LTO

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	28412	Sapporo Black Lager (275/TBS)	4 × 473	275 - The Beer Store	Store Order
	459818	Sapporo (275/TBS)	6 × 500	275 - The Beer Store	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	40730	Sawdust City - Mocha Crunch (1143)	473	1143 - Sawdust City Brewing Co.	Store Order
	41098	Cameron's Chockie Wockie Chocolate Milkshake Stout (413)	473	413 - Cameron's Brewing Co.	Store Order
	41245	Nickel Brook Double Head Stock IPA (6699)	473	6699 - Nickel Brook Brewing Company	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355		
	31224	Coors Seltzer Slushie Flavour Pack	12 × 355		
	36614	Coors Seltzer Island Breeze Variety Pack	12 × 355		
Beer Excitement Zone - 21D (End EZD)	284562	Michelob Ultra (275/TBS)	473	275 - The Beer Store	Store Order
	496968	Michelob Ultra (275/TBS)	6 × 473	275 - The Beer Store	Store Order
	697623	Michelob Ultra (275/TBS)	6 × 355	275 - The Beer Store	Store Order
Ontario Craft Beer End Aisle	13814	Shawn & Ed Lagershed Original 4-Pk Can	4 × 473	902 - Shawn & Ed Brewing Co.	Store Order
	16080	Indie Ale House Instigator IPA	473	789 - Indie Ale House	Store Order
	33237	Magnotta True North Light IPA	473	270 - Magnotta Brewery (Vaughan) Ltd.	Store Order
	409268	Broadhead Amber Ale	473	4712 - Broadhead Brewing	Store Order
	446955	Big Rig Alpha Bomb IPA+	473	1188 - Big Rig Brewing Co.	Store Order
	926964	Perth Brewery - Easy Amber	473	317 - Perth Brewery Ltd	Store Order
	14651	Lake Of Bays Low Tide 90 Cal IPA	473	8958 - Lake Of Bays Brewing	Store Order
End Aisle #10/Mini Thematic C	15116	Cowbell Brewing Co. Hazy Days IPA	473	458 - Cowbell Brewing Co.	Store Order
	19266	Beau's Lug Tread	6 × 473	275 - The Beer Store	Store Order
	37625	Muskoka Brewery Survival Pack 2024	6 × 473	275 - The Beer Store	Store Order
	39604	IPA Fun Box, 9th Edition	2838	5732 - Refined Fool Brewing Company	Store Order
	408054	Great Lakes Pompous Ass	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	569913	Lake Of The Woods Kolsch	473	4277 - Lake Of The Woods Brewing Comp	Store Order
	645416	Left Field Brewery Greenwood IPA	355	4846 - Left Field Brewery Inc.	Store Order
688507	Flying Monkeys Sparklepuff Triple IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order	

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	17488	Molson Cold Shots	4 × 222	275 - The Beer Store	Forced
	32165	Molson Cold Shots 6.0	473	275 - The Beer Store	Forced
	37284	Miller Lite	6 × 355	275 - The Beer Store	Forced
	300699	Molson Canadian	6 × 473	275 - The Beer Store	Forced
	541243	Creemore Springs Premium Lager	6 × 473	275 - The Beer Store	Forced
	558940	Miller Lite	6 × 473	275 - The Beer Store	Forced
	904144	Molson Canadian	6 × 473	275 - The Beer Store	Forced
R57: Ontario Beer A	614909	Kozel Beer	500	LCBO Warehouse	Forced
R58: Ontario Beer B	84210	Mill Street Original Organic Lager	6 × 341	275 - The Beer Store	Forced
R59: Beer 1	407650	Honest Lager	473	4643 - Walkerville Brewery	Forced
R60: Beer 2	255380	Pilsner Urquell	500	LCBO Warehouse	Forced
R61: Beer 3	29509	Thornbury Craft Pear Apple Cider	473	LCBO Warehouse	Forced
R62: Beer 4	20870	Van Full Of Weirdos IPA	473	5732 - Refined Fool Brewing Company	Forced
D4: Discovery BSM 1	25043	Lost Craft Coastal Wave IPA	473	179 - Lost Craft	Forced
D5: Discovery BSM 2	32054	Paulaner Weissbier Dunkel	500	LCBO Warehouse	Forced

Questions?

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

Trade Copy Only

PERIOD 8

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OCTOBER 13 Start of Period 8 HOLIDAY GIFT PACKS START ARRIVING IN STORES	14 THANKSGIVING DAY (Offices and Stores are closed)	15	16	17 Postal Code Survey (October 17-20)	18	19 Vintages Release
20	21	22	23	24	25	26
27	28 Poppy Campaign in support of the Royal Canadian Legion beings (Oct 28 - Nov 11)	29	30	31 HAPPY HALLOWEEN!	NOVEMBER 1	2 Vintages Release
3	4	5	6 Holiday Food & Drink Issue Drop 	7	8	9 End of Period 8
10 Start of Period 9	11 REMEMBRANCE DAY (Offices are closed; Stores open at noon)	12	13	14	15	16 Vintages Release