

# ENJOYFUL GIFTS



**PERIOD 9 MARKETING & PRODUCT GUIDE**

NOVEMBER 10 - 30, 2024

My Store #



Kudos to Store #385

# Period 9 Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 9



## Promotional Programs

Holiday Gifting

Period 9 Aeroplan Offers

Holiday Gift Guide

Feature Fixtures

Seasonal Gondola

Entrance Table

Cocktail of the Month: Rum Negroni  
Sbagliato Punch

Gifting Display A: Enjoyful Gifts that Impress

Gifting Display B: Vintages: Enjoyful Gifts  
That Impress

Local Beer & Cider Display: Local Craft Beer

Front Nesting Table

Middle Nesting Table

Block Pile A: Enjoyful Gifts for the Sports Fan

Block Pile B: Holiday-Ready Mixed Packs

Block Pile C: Aeroplan

Block Pile D: Patron

Enhanced Block Pile Display: Baileys

Pop-Up Activation

Flagship Spotlight

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

# Holiday 2024 GIFT PACKAGING

Please refer to the Seasonal Inventory Site for distribution details on the amount of boxes and gift bags your store will receive. **All inventory has been allocated to stores, no additional inventory will be available to order.** For up-to-date Quantity & Delivery Schedules, please visit: <https://lcbo.sharepoint.com/sites/marketing/SitePages/Holiday-Hub-2024.aspx>



**2024 Holiday Gift Guide:** Watch for the 2024 Holiday Gift Guide in your mailbag. The guide includes information on all the holiday gift products and packaging.

You can also view all the gifting details on the LCBO Holiday Portal Site: <https://lcbo.sharepoint.com/sites/marketing/SitePages/Holiday-Hub-2024.aspx>

## Holiday 2024 Gift Packaging:

LCBO#	Component	Case Pack	Retail
39308	<b>NEW</b> Seasonal Everyday Gift Bag \$1.50	100	\$1.50
39473	<b>NEW</b> Seasonal Gift Bag \$2.95	50	\$2.95
39474	<b>NEW</b> Seasonal Gift Bag \$3.95	24	\$3.95
39309	<b>NEW</b> Seasonal Gift Box \$5.95	24	\$5.95
39249	<b>NEW</b> Reusable Bag \$1.25	50	\$1.25
39523	<b>NEW</b> 12 Days Of Cheer Box (For Beer, Cider, and RTD single cans)	24	\$4.95
41612	<b>NEW</b> Holiday Gift Bag (Large)	50	\$4.95

## Vintages Year-Round Gift Packaging

35051	Vintages 1 Bottle Folding Gift Box	24	\$5.95
34381	Vintages Enhanced Bag	50	\$2.95
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	4	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95
39989	<b>NEW</b> Vintages Dish Towels	12	\$19.95

# HOLIDAY 2024 GIFT PACKAGING

Please refer to the Seasonal Inventory Site for distribution details on the amount of boxes and gift bags your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order.

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Holiday-Hub-2024.aspx>



## NEW! Seasonal Everyday Gift Bag

Case packed 100 • \$1.50  
LCBO# 39308



## NEW! Seasonal Gift Bag \$2.95

Case packed 50 • \$2.95  
LCBO# 39473



## NEW! Seasonal Gift Bag \$3.95

Case packed 24 • \$3.95  
LCBO# 39474



## NEW! Reusable Bag \$1.25

Case packed 50 • \$1.25  
LCBO# 39249



## NEW! Seasonal Gift Box \$5.95

Case packed 24 • \$5.95  
LCBO# 39309



## NEW! Holiday Gift Bag (Large)

Case packed 50 • \$4.95  
LCBO# 41612  
(NOTE: Only allocated to  
Glassware Stores)



## NEW! 12 Days of Cheer Box

Case packed 24 • \$4.95  
LCBO# 39523  
(For Beer, Cider, and RTD single cans)

# VINTAGES GIFT PACKAGING

Merchandise Vintages Gift Packaging in-section and on Vintages Nesting Tables in with appropriate products.



## Vintages Folding Gift Box

Case packed 24 • \$5.95  
LCBO# 35051



## Vintages Enhanced Gift Bag

Case Packed 50  
LCBO# 34381 • \$2.95



## Vintages Year-Round Wooden Box (1 Bottle)

Case Packed 12 • \$12.95  
LCBO# 17373



## Vintages Year-Round Wooden Box (2 Bottles)

Case Packed 6 • \$17.95  
LCBO# 17377



## Vintages Year-Round Wooden Box (3 Bottles)

Case Packed 4 • \$22.95  
LCBO# 17374



## Vintages Year-Round Wooden Box (6 Bottles)

Case Packed 2 • \$30.95  
LCBO# 17378



## **NEW** Vintages Dish Towels

Case Packed 12 • \$19.95  
LCBO# 39989

# MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Packaging Fixture	Reusable Hanging Bag Stand	Mini Thematic A&B	Nesting Tables	Small Acrylic Gift Card Merchandiser
<b>Gifting Items</b>								
+39308 Seasonal Everyday Gift Bag \$1.50	✓	✓	✓					
+ 39249 Reusable Bag \$1.25					✓			
+39473 Seasonal Gift Bag \$2.95	✓		✓				✓	
+39474 Seasonal Gift Bag \$3.95			✓				✓	
+39309 Seasonal Gift Box \$5.95			✓			✓	✓	
+39523 12 Days Of Cheer Box					✓			
+35051 Vintages Folding Gift Box			✓				✓	
+16679 Vintages Gift Box			✓				✓	
+17373 Vintages Year-Round Wooden Box (1 Bottle)							✓	
+17377 Vintages Year-Round Wooden Box (2 Bottles)							✓	
+17374 Vintages Year-Round Wooden Box (3 Bottles)							✓	
+17378 Vintages Year-Round Wooden Box (6 Bottles)							✓	
<b>Gift Cards &amp; Carriers</b>								
+40173 Holiday Gift Card (Red)			✓					✓
+40174 Holiday Gift Card (Green)			✓					✓
+40175 Holiday Gift Card (Pink)								
+40179 Holiday Gift Card Presenter (Green)			✓					✓
+40178 Holiday Gift Card Presenter (Red)			✓					✓
+33823 Vintages Gift Card								✓
+33824 Vintages Gift Card Presenter								✓

## Residual Gift Packaging

Locate ALL residual inventory from previous years and use this to set-up your store for the season.

- 33668 HOLIDAY GIFT BAG RED 2023
- 33669 HOLIDAY GIFT BAG GREEN 2023
- 34585 HOLIDAY GIFT BAG WARM WHITE 2023
- 33671 HOLIDAY ENHANCED GIFT BAG RED 2023
- 33672 HOLIDAY ENHANCED GIFT BAG WARM WHITE 2023
- 33673 HOLIDAY ENHANCED 2 BOTTLE BAG RED 2023
- 33674 HOLIDAY ENHANCED 2 BOTTLE BAG GREEN 2023
- 33721 HOLIDAY 1 BOTTLE GIFT BOX 2023 RED
- 33722 HOLIDAY 1 BOTTLE GIFT BOX 2023 GREEN



## Markdown Residual Holiday Packaging

- Any residual Holiday packaging that is on markdown is to be displayed on a condensed display with sale signage to encourage sell-through.

# HOW TO MERCHANDISE

## The Holiday \$1.50 Gift Bags

This versatile gift bag is ideal for a variety of festive occasions. Packaging is available in multiple designs and colours.

The 2024 Holiday Gift Bag will be merchandised in three (3) areas:

- Front facing End Aisles
- Cash Ends
- Wooden Gift Packaging Fixture

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

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

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email [storecare@lcbo.com](mailto:storecare@lcbo.com).

Description	Reorder #
Seasonal Everyday Gift Bag \$1.50	25P9-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102



### Seasonal Everyday Gift Bag

Case packed 100 • \$1.50  
LCBO# 39308



Holiday Bag \$1.50 Hot Button

### Merchandising Options:

#### Cash Ends: (all stores)



#### Front Facing End Aisles: (all stores)



#### Wooden Gift Packaging Fixture: (select stores)



# HOW TO MERCHANDISE

## Holiday 1 Bottle Enhanced Gift Bag

This versatile gift bag is ideal for a variety of festive occasions. Packaging is available in multiple designs and colours.

Holiday Paper Bag will be merchandised in three (3) areas:

- Cash Ends
- Wooden Gift Packaging Fixture
- Nesting Tables

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

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

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email [storecare@lcbo.com](mailto:storecare@lcbo.com).

Description	Reorder #
Seasonal Gift Bag \$2.95 Hot Button	25P9-GFT2
Hot Button Sign Clip (bundles of 10)	NIHK102

### Merchandising Options:

#### Cash Ends: (all stores)



#### Wooden Gift Packaging Fixture: (select stores)



#### Nesting Tables



Middle Nesting Table



Front Nesting Table



#### Seasonal Gift Bag \$2.95

Case packed 50 • \$2.95  
LCBO# 39473



Holiday Bag \$2.95 Hot Button

# HOW TO MERCHANDISE

## Holiday 2 Bottle Enhanced Gift Bag

Designed to hold two bottles, this gift bag comes with matching tissue and gift tag. Packaging is available in multiple designs and colours.



### Seasonal Gift Bag \$3.95

Case packed 24 • \$3.95  
LCBO# 39474

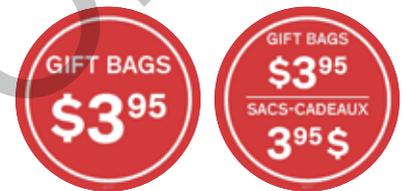
Holiday Gift Bags will be merchandised in four (4) areas:

- Wooden (Wall or Floor) Gift Packaging Fixtures
- Nesting Tables

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

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

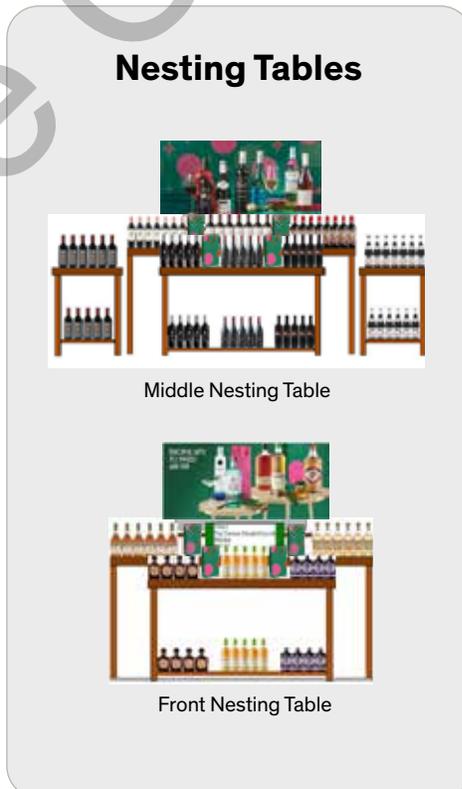
Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email storecare@lcbo.com.



Holiday Bag \$3.95 Hot Button

Description	Reorder #
Seasonal Gift Bag \$3.95 Hot Button	25P9-GFT3
Hot Button Sign Clip (bundles of 10)	NIHK102

### Merchandising Options:



# HOW TO MERCHANDISE Holiday Folding Gift Box

Just add a bottle to this sturdy box for a fantastic gift. A matching gift tag is included. Each colour is case packed separately and stores will be allocated accordingly.

Holiday Gift Boxes will be merchandised in the following areas:

- Wooden Gift Packaging Fixtures
- Mini Thematic A & B
- Nesting Tables (Front, Middle and/or Vintages)

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

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

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email [storecare@lcbo.com](mailto:storecare@lcbo.com).

Description	Reorder #
Seasonal Gift Box \$5.95 Hot Button	25P9-GFT4
Hot Button Sign Clip (bundles of 10)	NIHK102



**Seasonal Gift Box \$5.95**

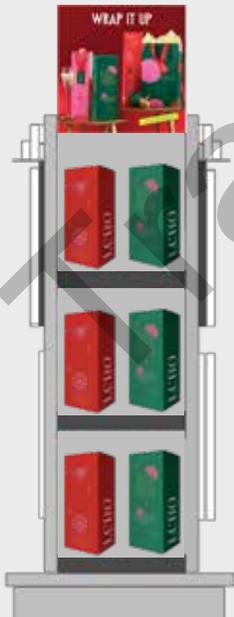
Case packed 24 • \$5.95  
LCBO# 39309



Holiday Bag \$5.95 Hot Button

## Merchandising Options:

### Wooden Gift Packaging Fixture: (select stores)



### Mini Thematic A & B



### Nesting Tables



Middle Nesting Table



Front Nesting Table

## HOW TO MERCHANDISE 12 Days of Cheer Box

This exclusive countdown carrier holds twelve 500 mL cans of beer, cider or ready-to-drink coolers. It's the holiday gift that keeps on giving.

Merchandise flat boxes on the following areas:

- Reusable/Hanging Bag Stand
- 8-Pack Beer Carrier Stand
- Discretionary End Aisle

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

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email [storecare@lcbo.com](mailto:storecare@lcbo.com).

Description	Reorder #
12 Days of Cheers Box \$4.95 Hot Button	25P9-GFT6
Hot Button Sign Clip (bundles of 10)	NIHK102



### 12 Days of Cheer Box

Case packed 24 • \$4.95

LCBO# 39523

(For Beer, Cider, and RTD single cans)



Holiday Bag \$4.95 Hot Button

## HOW TO MERCHANDISE Large Red Shopper

This large gift bag comes with everything you need for hassle-free gifting and wrapping! Tissue paper and a gift tag are included.

**This item will only be allocated to stores receiving glassware.**



### Holiday Gift Bag (Large)

Case packed 50 • \$4.95

LCBO# 41612

## HOW TO MERCHANDISE Vintages Dish Towels

Elevate your space with this stylish set of two Italian-made, 100% cotton dish towels.

Vintages Dish Towels will be merchandised in the following areas:

- Middle Nesting Table (in Period 10).



### Vintages Dish Towels

Case Packed 12 • \$19.95

LCBO# 39989

# HOW TO MERCHANDISE

## Reusable/Hanging Bag Stand

A Pole Topper sign will be shipped to all participating stores for the fixture. Remove the existing Year-Round Pole Topper sign and replace with the holiday version. **Store the year-round sign in a safe place to be reused in Period 11.**

Merchandise Holiday Gift Bags and 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.

**REMINDER:** Stores with residual inventory of Holiday 2023 Gift Packaging may merchandise those items in addition to 2024 designs. **Ensure 2024 designs are merchandised at the TOP of any merchandiser.**

### 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 #
Pole Topper Sign for Metal Gift Fixture	ENG 25P9-GFT10 BIL 25P9-GFT11



**NEW!** Holiday Reusable Bag  
Case packed 50  
LCBO# 39249 • \$1.25



**NEW!** 12 Days of Cheer Gift Box  
Case packed 24  
LCBO# 39523 • \$4.95



Year Round Enhanced Bag White 2024  
(LCBO# 37524) • \$4.95  
Year Round Enhanced Bag Black 2024  
(LCBO# 37525) • \$4.95



Double Bottle Reusable Gift Bag  
LCBO# 35421 • \$1.25



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



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



**NOTE:** Residual 2023 Holiday Gift Packaging should be brought to the floor and merchandised on lower sections of the merchandiser.

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

Remove the year-round sign and packaging currently merchandised on the fixture and replace with Holiday packaging and the Holiday sign insert. Store the year-round gift packaging and signs in a safe place to be used in Period 11.

**REMINDER:** Stores with residual inventory of Holiday 2023 Gift Packaging may merchandise those items in addition to 2024 designs. Ensure 2024 designs are merchandised at the top of any merchandiser.

### Signage Re-order Codes

Description	Re-order #
Gift Packaging Shelf Talker Eng Price/No Price	25P9-GST1
Gift Packaging Shelf Talker Bilingual Price/No Price	25P9-GST2
Wrap It Up LCBO/Vintages Gift Packaging Floor Merchandiser Sign (ENG)	ENG/ENG 25P9-GFT12
Wrap It Up LCBO/Vintages Gift Packaging Floor Merchandiser Sign (BIL)	BIL/BIL 25P9-GFT13

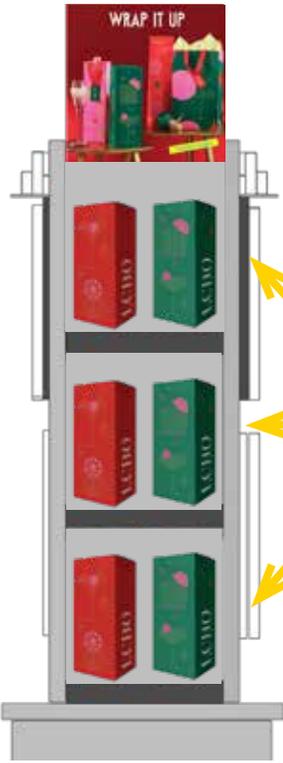


Front/Back View

Side 1 View

Side 2 View

**SIDE A:**



Holiday Folding Gift Boxes  
Case packed 24  
LCBO# 39309  
\$5.95

**SIDE B:**



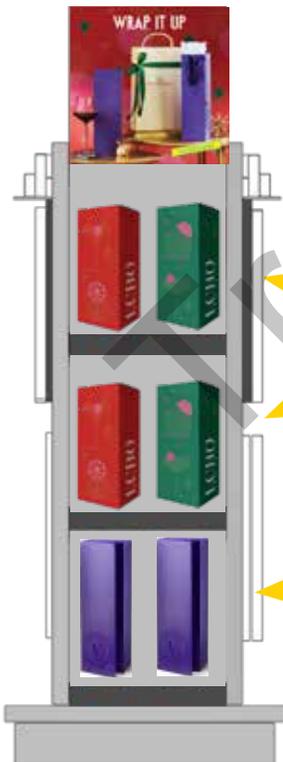
Holiday Gift Cards  
& Presenters  
LCBO# 40713 (Red)  
LCBO# 40714 (Green)  
LCBO# 40715 (Pink)  
LCBO# 40718 Carrier (Red)  
LCBO# 40719 Carrier (Green)

Seasonal Everyday Gift Bag  
Case packed 100  
LCBO# 39308  
\$1.50

Seasonal Gift Bag  
Case packed 50  
LCBO# 39473  
\$2.95

Vintages Enhanced Gift Bag  
Case Packed 50  
LCBO# 34381  
\$2.95

**SIDE C:**



Seasonal Gift Boxes  
Case packed 24  
LCBO# 39309  
\$5.95

Vintages Folding Gift  
Boxes  
Case packed 24  
LCBO# 35051 • \$5.95

**SIDE D:**



Holiday Gift Cards  
& Presenters  
LCBO# 40713 (Red)  
LCBO# 40714 (Green)  
LCBO# 40715 (Pink)  
LCBO# 40718 Carrier (Red)  
LCBO# 40719 Carrier (Green)

Seasonal Everyday Gift Bag  
Case packed 100  
LCBO# 39308  
\$1.50

Seasonal Gift Bag  
Case packed 24  
LCBO# 39474  
\$3.95

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Metal)

There will not be holiday signage for this fixture. Stores can 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](mailto:storecare@lcbo.com).

Description	Reorder #
 <p>Reusable Bags Insert Sign</p>	<p>ENG/ENG: OP22-GFT9 BIL/BIL: OP22-GFT11</p>
 <p>Reusable Bags Metal Stand Bottom (solid black)</p>	<p>OP22-GFT10</p>



# INCREMENTAL SALES OPPORTUNITY!

## LCBO Gift Cards

Make holiday gift-giving easy and convenient with an LCBO holiday gift card. Tuck an LCBO holiday gift card into a matching envelope for a simple, upscale gift.

For customers who aren't sure of what to buy – don't let them leave empty-handed. Recommend an LCBO or Vintages gift card. When customers redeem our gift cards, they spend an average of 50% more than the value of the card and often splurge by buying higher priced premium brands. It is also a great opportunity to increase the customer's basket size, while minimizing returns at the end of the Holiday season.

- This year's holiday themed gift cards and presenters will arrive in stores the week of **October 23rd**. The holiday gift card merchandising signage will arrive by the start of Period 9.
- **All Stores will receive the new Holiday LCBO gift cards. Stores with residual gift cards and carriers from Holiday 2023 may merchandise those as well.**
- Please ensure that gift cards and presenters are merchandised properly and are continuously replenished to keep them fully stocked at all times.
- Please refer to the online worksheets for Holiday gift card distribution details.
- For additional inventory contact [ordergiftcards@lcbo.com](mailto:ordergiftcards@lcbo.com) with the sku number(s) and quantity requested.

LCBO#	Gift Card Theme and Presenters
40173	Holiday Gift Card (Red)
40174	Holiday Gift Card (Green)
40175	Holiday Gift Card (Pink)
40178	Holiday Gift Card Presenter (Red)
40179	Holiday Gift Card Presenter (Green)
	
33823	Vintages Gift Card
33824	Vintages Gift Card Presenter
	

### Merchandising Options:

Merchandise Gift Cards and presenters on the following fixtures:

- Small Acrylic Gift Card Merchandisers (on Cash Ends)
- Wooden Gift Packaging Floor Merchandiser (if your store has one).
- **NOTE:** Stores with Vintages Gift Cards and Carriers should merchandise them in the acrylic gift card merchandiser with the LCBO Gift Card insert signs (Vintages insert signs will not be provided this holiday).

Signage Component	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT-105
Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	25P9-GFT9

### Gift Card Allocations & Receivals

Receive gift cards and presenters into inventory as you would any other Vendor Direct Receivals using **Givex distributor 6230**. Vendor Direct Receivals procedures are available on the intranet portal (search "Vendor Direct Receivals")

### Gift Card Batch Activations

Gift Card Batch Activation is available for customers purchasing large orders. Complete batch activation instructions are available on the intranet portal. Search "Gift Card Program", select "Article after URL", and then select "Batch Activation Form" on the right hand side of the Gift Card Program Page. Alternatively, customers can conveniently order gift cards online in bulk quantities for a nominal fee at [www.lcbo.com/giftcards](http://www.lcbo.com/giftcards).



# HOW TO MERCHANDISE

## Holiday Bottle Neck Gift Tag

Help create visual impact in-store and make it easy for employees to highlight products as gifts.

Use the LCBO Holiday Bottle Neck Gift Tag to highlight Gifts on key displays in store.

Holiday moments will be made even more special thanks to meaningful gifts from the LCBO. Because the right wine, spirit or festive beer isn't just another gift, it's the gift of time together.

Please refer to the P9 Worksheets for distribution information.

### Participating Stores

All Stores

### Merchandising Instructions

- Merchandise the gift tags on premium giftable products in the following locations (**on single bottles with necks compatible with the neck tag design**):
  - Mini-Thematic, Front & Middle Nesting Tables, Seasonal Gondolas and on Feature Fixtures.
  - In-section highlighting premium and deluxe giftable SKUs.
- For visual presentation, gift tags should be merchandised in pairs of two or three, horizontally or vertically.
- **Stores should replenish gift tags as they sell through ensuring all tags are out on the sales floor no later than December 3rd (start of week 37)**
- Stores should merchandise tags on product on the salesfloor for program launch and maintain quantities on gifting displays throughout the day.

**NOTE: All necktag inventory will be forced out ahead of Period 9. No additional inventory will be available.**



Example of 2023 Holiday Necktag on Display

# 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: November 10 - 30, 2024**

**Participating Stores: All Stores**

## Signage Components & Merchandising Instructions

### Components

Image (example only)

#### P9 Aeroplan Exterior Banners

- Install the Aeroplan Exterior Banner in the placement outside the store.
- ENG (Re-order# 25P9-EB3) / BIL (Re-order# 25P9-EB4)



#### P9 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-25P9-ANS)  
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 2303)



Example only

#### P9 Aeroplan End Aisle Backer Card

- Install the Aeroplan generic backer card on end aisles with Aeroplan offers.
- ENG/BIL (Re-order# 25P9-BC-GEN9)



#### P9 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P9-SB1) / BIL (Re-order# 25P9-SB2)



ARTWORK NOT FINAL

#### 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 # 230P-AP20)
- **NOTE:** These Bin Tag Pop-Outs are to be reused for every period. They are NOT to be disposed of.



## P9 Aeroplan Combo Offers (LF)

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

**Key Dates (November 11 - December 1, 2024)**

### Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	10946	Fireball 6 Pack Carrier	6 × 50	80	\$1.50
	11194	Sand Point Chardonnay	750	40	\$2.00
	11927	La Linda Malbec	750	30	\$2.00
	14754	Whitley Neil Handcrafted Blood Orange Gin	750	50	\$4.00
	16767	Saintly Sparkling Rose VQA	750	50	\$2.00
	17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	99	\$3.00
	17900	J. Lebegue Lussac St-Emilion	750	80	\$2.00
	19951	Ezra Brooks 99	750	100	\$2.00
	20710	Duca Di Saragnano Chianti Governo	750	50	\$2.00
	20979	Juliet Prosecco Rose Doc	750	50	\$2.00
	25621	The Glenlivet 14 YO Single Malt Scotch Whisky	750	80	\$8.00
	30104	Malibu Coconut Rum	1750	40	\$3.00
	30603	Larceny Kentucky Straight Bourbon	750	150	\$5.00
	32160	Golden Gufo Primitivo Puglia Igp	750	50	\$2.00
	36885	Bearface Triple Oak Canadian Whisky	750	150	\$3.00
	37162	Las Ninas Ella Reserva Chardonnay Organic	750	40	\$2.00
	37267	Bunnahabhain 12 YO Old Malt Whisky (Burn Stew)	750	50	\$5.00
	63966	Wayne Gretzky Merlot VQA	750	50	\$2.00
	84988	>Beringer Napa Valley Chardonnay	750	60	\$3.00
	114967	Finlandia Vodka	1750	50	\$1.00
	149047	> 20 Year Old Tawny Port (Taylor Fladgate)	750	70	\$7.00
	207126	Lagavulin 16 Yr Malt	750	40	\$6.00
	207639	JP Wiser's 18YO Canadian Whisky	750	40	\$6.00
	228569	Cave Spring Gamay VQA	750	30	\$2.00
	243055	Beronia Tempranillo Rioja	750	25	\$2.00
	248997	Laphroaig 10 Year Old	750	200	\$10.00
	254631	Elit Vodka	750	200	\$5.00
	282277	Pimm's No. 1 Cup	750	75	\$2.00
	340570	Val D'Oca Prosecco Docg	750	50	\$2.00
	419770	>Wines Of Substance Cabernet Sauvignon	750	25	\$2.00
	457572	Gibson's Finest Bold 8 YO	750	100	\$3.00
	464214	Anciano No. 7 Reserva Rioja	750	100	\$2.00
	464388	Sogrape Vila Regia, Douro	750	25	\$1.00

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	477836	Malibu Coconut Rum	750	40	\$1.50
	491118	Radio Boka Tempranillo Vdespana Bib	3000	150	\$3.00
	535641	Vicente Faria Animus Douro, Do	750	40	\$2.00
	557827	Stoli Gold Vodka	750	150	\$4.00
	590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	40	\$1.00
LF	601484	Amaro Montenegro Liqueur	750	40	\$2.50
	606624	>Ringbolt Cabernet Sauvignon Marg River	750	60	\$2.00
	620617	Collavini Pinot Grigio	1500	50	\$3.50
	634402	Vina Tarapaca Reserva Sauvignon Blanc	750	30	\$2.00
	636209	Roku Gin	750	100	\$4.00
	661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	40	\$2.00
	894014	El Dorado Demerara 5 Year Old Rum	750	25	\$2.50

## P9 Anniversary Contest

Buy any product on Aeroplan bonus offer to be entered for a chance to win one of 2 grand prizes: a round-trip ticket for two anywhere Air Canada® flies.

Details can be found at [LCBO.com/anniversarycontest](http://LCBO.com/anniversarycontest)

### Participating Products

All products with Aeroplan Offers

### Signage Components & Merchandising Instructions

#### Components

Image (example only)

#### Aeroplan Anniversary Contest Perpendicular Shelf Talker

- Install the Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.
- ENG (Re-order# AIM-25P9-AAC1) / BIL (Re-order# AIM-25P9-AAC2)



ARTWORK NOT FINAL

#### Aeroplan End Aisle Backer Card

- Install the Aeroplan generic contest backer card on end aisles with Aeroplan offers.
- ENG/BIL (Re-order# 25P9-BC-GEN9)



#### P9 Aeroplan Seasonal Banner Insert

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 25P9-SB1) / BIL (Re-order# 25P9-SB2)



# P9 Greek Wines Aeroplan Offer

Earn 200 bonus points when you spend \$25 or more on ALL Wines of Greece (GL, Vintages, Destination Collection).

## Participating Products

All Wines of Greece

## Signage Components & Merchandising Instructions

### Components

### Image (example only)

#### Category Sign Extender

- (Store 4 & 619)
- BIL (Re-order # AIM-25P9-GWS1)



ARTWORK NOT FINAL

#### Perpendicular Shelf Talker

- ENG (Re-order # AIM-25P9-GWS2)
- BIL (Re-order # AIM-25P2-GWS3)



ARTWORK NOT FINAL

## Aeroplan Real-Time Redemption

Currently, customers who wish to use their Aeroplan points at the LCBO must first purchase an LCBO gift card at the Aeroplan eStore. Starting November 20, 2024\*, customers will be able to redeem their points directly on LCBO.com and in LCBO retail stores.

More information will be provided closer to launch date in the Retail Pulse.

\*Date subject to change

## Signage Components & Merchandising Instructions

### Components

### Image (example only)

#### P9 Aeroplan Real-Time Redemption Banner Insert

- Install the banner insert.
- ENG (Re-order# 25P9-SB3) / BIL (Re-order# 25P9-SB4)



# Period 9: Enjoyful Gifts

## SIGNAGE GALLERY

From traditionalists to social trend-experimenters, those who go full festive to those who live by the latke: everyone has their own traditions, customs and styles of bringing joy to the holiday season. And there's no retailer better positioned to help Ontarians bring more enjoyment to celebrations than the LCBO.

So, this holiday season, let's celebrate the amazingly diverse worlds of holiday enjoyment, by making it easy to find Enjoyful Gifts for everyone on your list, and Enjoyful Ideas to elevate celebrations of any type, size and tradition.

For Gifting this means curating products to make it easy to find gifts that vibe with recipients tastes and interests.

For Hosting this means exciting entertainers with inspired pairings and cocktail ideas designed to elevate their signature style, enhance their cultural observations or simply discover fresh ways to ignite the holiday spirit.



### Signage Ship Date

The Period 9 signage components will be shipped to stores beginning **November 1, 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 Retail Store Support: 416-864-6787 or email [storecare@lcbo.com](mailto: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.

### Instore Music Program

We are excited to now have all Stingray Music Players connected through your store's Wi-Fi network. This upgrade is designed to streamline your music management, improve efficiency, and reduce electronic waste.

CDs and USBs are will no longer be provided. New shows will upload at the start of each period.

*We would like to hear your comments about this Period's music. Please provide your feedback to Store Care.*

Signage is to remain in place for the duration of P9-10

## Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

- 1 Enjoyful Gifts
- 2 Aeroplan Rewards
- 3 Same-Day Pickup  
(Stores with Same-Day Pickup service)

\* Repeat 'Enjoyful Gifts' Thematic Banner in the fourth banner spot



#### 1 Bring Home Ontario



Re-order#  
25P9-EB1  
(English)

Re-order#  
25P9-EB2  
(Bilingual)

#### 2 Aeroplan Rewards



Re-order#  
25P9-EB3  
(English)

Re-order#  
25P9-EB4  
(Bilingual)

#### 3 Same-Day Pickup



Re-order#  
25P9-EB5  
(English)

Re-order#  
25P9-EB6  
(Bilingual)

Signage is to remain in place for the duration of P9-10

## 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-INF0B  
(English + Bilingual)

#### 2 Responsible Service



Re-order# 22OP-RSP1  
(Bilingual)

#### 3 Seasonal Thematic



Re-order# 25P9-WS1  
(Bilingual)

#### 4 Same Day

#### Generic Ecomm



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

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

# Signage is to remain in place for the duration of P9-10

## Transparencies

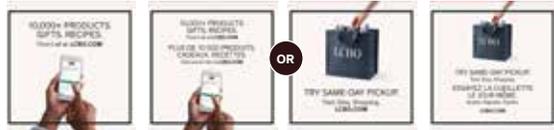
### Square Transparencies ENG/BIL

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

# P9 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# 25P9-TB1



## NEW! P9 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 P8 blade signs and replace with the new Period 9 versions below.



EA 1AB  
ENG (25P9-BS1)  
BIL (25P9-BS11)



EA 2AB  
ENG (25P9-BS2)  
BIL (25P9-BS12)



EA 3AB  
ENG (25P9-BS3)  
BIL (25P9-BS13)



EA 4AB  
ENG (25P9-BS4)  
BIL (25P9-BS14)



EA 5AB  
ENG (25P9-BS5)  
BIL (25P9-BS15)



EA 6AB  
ENG (25P9-BS6)  
BIL (25P9-BS16)



EA 7AB  
ENG (25P9-BS7)  
BIL (25P9-BS17)



EA 8AB  
ENG (25P9-BS8)  
BIL (25P9-BS18)



EA 9AB  
ENG (25P9-BS9)  
BIL (25P9-BS19)



EA 10  
ENG (25P9-BS10)  
BIL (25P9-BS20)

# NEW! P9 End Aisles Backer Cards

Remove the P8 backer cards and replace with the new Period 9 versions below.

25P9-BC1



EA 1AB

25P9-BC2



EA 2AB

25P9-BC3A



EA 3A

25P9-BC3B



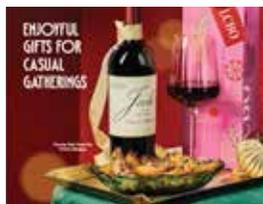
EA 3B

25P9-BC4



EA 4AB

25P9-BC5



EA 5AB

25P9-BC6



EA 6AB

25P9-BC7



EA 7AB

25P9-BC8



EA 8AB

25P9-BC9



EA 9AB

25P9-BC10



EA 10

25P9-BC11



EA 11

25P9-BC12



EA 12

25P9-BC13



EA 13

25P9-BC14



EA 14

25P9-BC15



EA 15

25P9-BC16



EA 16

25P9-BC17



EA 17

25P9-BC18



EA 18

25P9-BC19



EA 19

25P9-BC20



EA 20

## P9 Generic Backer Cards

Remove the P8 Generic Backer Cards and replace with the Period 9 version below.

25P9-BC-GEN1



NOTE: Use this backer card with any product.

25P9-BC-GEN2



NOTE: Use this backer card with Wine products.

25P9-BC-GEN3



NOTE: Use this backer card with Spirit products.

25P9-BC-GEN4



NOTE: Use this backer card with Beer & RTD products.

25P9-BC-GEN5



NOTE: Use this backer card with any product.

25P9-BC-GEN6



NOTE: Use this backer card on End Ailes that also merchandise LCBO Glassware

25P9-FTM1



NOTE: Use this backer card on the Mixers End Aisle.

25P9-BC-GEN8



NOTE: Use this backer card on the De-Alcoholized Wines End Aisle.

25P9-BC-GEN9



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

# EMPLOYEE ENGAGEMENT

## Employee Name Badge Stickers

### Name Badge Stickers (All Stores)

Display the new name badge stickers for the duration of Period 9.

- Encourage all team members to engage with customers and offer to help them find a Gifting Solution by wearing the sticker on their name badge.
- The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5”.
- Badge Stickers: ENG (Re-order # 25P9-NT1) / BIL (Re-order # 25P9-NT2)



# FOOD & DRINK

## Holiday Release Date

The Holiday issue of *Food & Drink* should be distributed in stores starting Wednesday, November 6, 2024.

**PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO NOVEMBER 6.**

## Digital/Online Edition

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

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

## Social Media

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

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

## Additional Copies

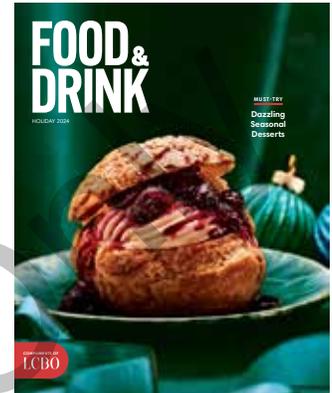
- To request additional copies once your original supply has run out, please email [foodanddrink@lcbo.com](mailto:foodanddrink@lcbo.com) with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request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

## Merchandising Instructions

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

## Signage

- Holiday *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #25P9-FD1)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #25P9-FD2)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #25P9-FD3)



## LOOKING AHEAD

The next issue, our first-ever travel-themed issue, will be released March 5, 2025.

# HOLIDAY GIFT GUIDE

## Enjoyful Gifts

### Overview

The LCBO “Enjoyful Gifts” Holiday Gift Guide will highlight premium and unique holiday gifts for everyone on your list.

### Gifts for...

- For pop culture trendsetters
- Gifts for music lovers that hit all the right notes
- For dessert lovers
- For the ultimate sports fan
- For the world traveller
- For mixers and shakers
- For the fa-la-la-la-la-er
- For the festivities that pop
- For worldly wine lovers
- For celebrating heritage
- For those who just can't wait for the Holidays
- For those keeping it neat
- For tequila enthusiasts
- For hopheads and malt masters
- For Holiday parties
- For stuffing stockings

### Gifts By Price Point

- Enjoyful gifts under \$30, under \$50, under \$75, over \$75

### Drop Date: Early November 2024

### Participating Products

Refer to the [P9 Worksheets](#) posted on the Portal for complete product information.

### Distribution:

- Canada Post (direct to homes)
- All stores - 10 per store for employee use



Cover image is not final

# 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

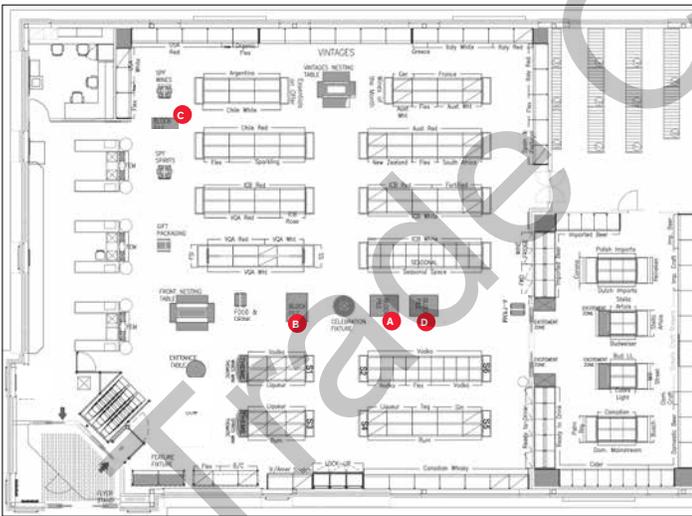
Feature Fixture A: FF - FFA

Feature Fixture B: FF - FFB

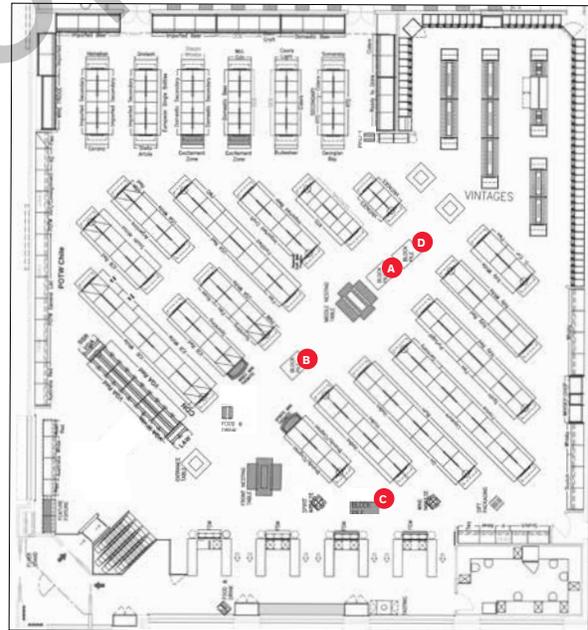
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture: DD

- A** Block Pile A (SBA): Enjoyful Gifts for the Sports Fan
- B** Block Pile B (SBB): Holiday-Ready Mixed Packs
- C** Block Pile C (SBC): Aeroplan
- D** Block Pile D (XBP): Patron  
Baileys (FSO-A)  
Pop-up Activation (FSM-A)  
Flagship Spotlight (FSN-A)



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.

# P9 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 (November 10 - 30, 2024)

### Participating Stores

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

Promotional Display	LCBO#	ORIGINAL SKU		REPLACE WITH		
		Description	Size (mL)	LCBO#	Description	Size (mL)
End Aisle 14	7880	Johnnie Walker Black 12 Yr	750	1099	Johnnie Walker Red	750
	422006	Johnnie Walker Black Label Scotch.	1750	33168	Johnnie Walker Red	1750
	217802	Johnnie Walker Black Label	1140	217794	Johnnie Walker Red	1140
Front Nesting Table	417295	Ciroc Original Unflavoured	750	456095	Ketel One Vodka	750
	386789	Casamigos Tequila Blanco	750	Empty Product Boxes will be provided for the display.		
	388694	Casamigos Tequila Reposado	750			
	425686	Casamigos Tequila Anejo	750			
Shelf Extender R3: Vodka C	334110	Ciroc Peach	750	640995	Ketel One Botanical Peach and Orange Blossom	750
Shelf Extender R4: Vodka D	95935	Grey Goose Vodka	750	316844	Bombay Sapphire London Dry Gin	750
Shelf Extender R5: Vodka E	417196	Grey Goose Vodka	1140	319673	Bombay Sapphire East London Dry Gin	750

# HOLIDAY GIFT PACKS

The intent behind our gift pack merchandising strategy is to tell a story while keeping it simple, focused and easy to navigate for our customers.

This strategy will help accomplish the following goals:

- Create an *ease of shopability* for our customers
- Create an *ease of execution* for retail
- Create *displays that are maximized* based on inventory
- Create *compelling displays* (moments) that drive average basket value and units per transaction

Just as in previous years stores have been grouped into Clusters based on their size, architecture and sales history. These clusters determine the assortment and allocation of Holiday Gift Packs each store will receive.

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Holiday-Hub-2024.aspx>

Refer to the Holiday Gifting Portal for more information on Gifting Allocation, Assortment and Delivery.

The following pages will provide details on the direction stores should use to merchandise Holiday Gift Packs on various display points.

## Merchandising Instructions:

### Spirit Gifts:

- Feature Fixture
- Seasonal Gondola
- Discretionary ends around the perimeter of the store

**\*If stores do not have any of the above fixtures, they should implement on discretionary ends around the perimeter of the store.**

### Beer Gifts:

- Seasonal Gondola

### Wine Gifts:

- Feature Fixture
- Seasonal Gondola
- Discretionary ends around the perimeter of the store.



Gift packs will start arriving in stores in WEEK 29.

Start setting them up in their DESIGNATED AREAS based on the store merchandising plan. Mapping your store ahead of Period Changeover will help with this.

# Feature Fixture

During Period 9 the Feature Fixture will transition into the Holiday Gifts fixture. Unless Holiday Gifts are sold-down sooner, stores should begin to transition to Sparkling Wines in week 38.

**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. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.

**Launch Date: November 1, 2024**

**Flip the P8 Category sign to show the red holiday version.**

## Participating Stores

All Feature Fixture Stores

## Participating Products

Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Holiday-Hub-2024.aspx>

## Signage

**All P8 Feature Fixture signage was printed double-sided. One side is for P8, and the other side is for P9/P10 (red). No new signage will be shipped in P9 or 10.**

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

Front Side: P8



Back Side: P9 / P10



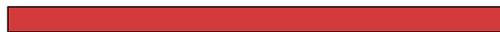
**This sign will remain up for the entire holiday season.**

- Bin Strips - Solid Colour - Double-sided (Re-order # 25P8-FF5)

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)

## Merchandising Tips

### The Feature Fixture is for displaying our Premium Gift Packs

- Larger facings to *Top Gift Items* (SKUs with the highest quantities)
- Keep business units together and merchandise White Spirits, Brandy and Dark Spirits together
- Keep White Spirits gifts together, and further up, as certain SKUs will only fit on the top shelf of the Feature Fixture
- Once the Feature Fixture has sold through the products with smaller quantities, replenish with our *top sellers* / expand the facings of the driving SKUs.



Please refer to your store's holiday gifting allocation for each business unit to determine which of these products your store will carry and adjust the planoguide as required. Based on your store fixture size and product assortments, please increase or decrease product facings to create an impactful display during the holiday season.

Once the Feature Fixture has sold through the products with smaller quantities, replenish with **top sellers** / expand the facings of the driving SKUs.

## Spirit Gifts

### 4ft. Feature Fixture



### 8ft. Feature Fixture



## Wine Gifts

### 4ft. Feature Fixture



### 8ft. Feature Fixture



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. Products shown are not to scale.

# Seasonal Gondola

## Key Dates (November 10 - December 31, 2024)

### Participating Stores

Stores with a Convertible Seasonal Gondola

### Participating Products

Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order

<https://lcbo.sharepoint.com/sites/marketing/SitePages/Holiday-Hub-2024.aspx>

### Signage Components

**The P8 Seasonal Gondola signage was printed double-sided. One side is for P8 (purple), and the other side is for P9/P10 (red). No new signage will be shipped during P9 or 10.**

Additional signage kits are available for re-order:

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

Front Side: P8



Back Side: P9 /P10



- Gift Pack Shelf Talkers ENG (Re-order # 25P8-GP1) / BIL (Re-order # 25P8-GP2)
- Pre-printed supplier gift pack shelf talkers ENG (Re-order # 25P8-GST1) / BIL (Re-order # 25P8-GST2)

### Merchandising Instructions

- Please remove all newly released products and place in appropriate locations within your store.
- Flip the P8 category sign to show the red holiday version. Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their Seasonal Gondolas to merchandise Holiday gifts.
- **It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively. Ensure Beer gifts are merchandised with Beer gifts, Wines with Wines, and Spirits with Spirits.**



The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display. Products shown are not to scale.

### Beer Gifts



### Spirit Gifts



### Wine Gifts



**NOTE: To fill spaces, please merchandise holiday gift packaging.**

# Suggested Discretionary Ends - Wines

These are suggested product groupings that stores should implement on discretionary ends around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

## Merchandising Instructions

- Merchandise products on an available Discretionary End along the perimeter of the store close to the category section (i.e. Wine Gifts near the Wines section).

## Signage Components

- Enjoyful gifts - All Drinks ENG/BIL (Re-order # 25P9-BC-GEN1)
- Enjoyful gifts - Wines ENG/BIL (Re-order # 25P9-BC-GEN2)
- Enjoyful gifts - Gift Bag ENG/BIL (Re-order # 25P9-BC-GEN5)

25P9-BC-GEN1



NOTE: Use this backer card with any product.

25P9-BC-GEN2



NOTE: Use this backer card with Wine products.

25P9-BC-GEN5



NOTE: Use this backer card with any product.

### Holiday Wines



Holiday Wines

Example Only

### New World Wine Gifts



New World Wine Gifts

Example Only

### Specialty Wine Gifts



Specialty Wine Gifts

Example Only

### Sparkling Gifts



Sparkling Gifts

Example Only

### VQA Wine Gifts



VQA Wine Gifts

Example Only

# Suggested Discretionary Ends - Spirits

These are suggested product groupings that stores should implement on discretionary ends around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

## Merchandising Instructions

- Merchandise products on an available Discretionary End along the perimeter of the store close to the category section (i.e. High End Spirits near the Spirits section).

## Signage Components

25P9-BC-GEN1



NOTE: Use this backer card with any product.

25P9-BC-GEN3



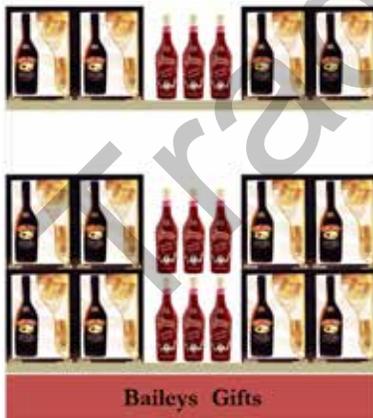
NOTE: Use this backer card with Spirit products.

25P9-BC-GEN5



NOTE: Use this backer card with any product.

### Baileys Gifts



Baileys Gifts

Example Only

### Crown Royal Gifts



Crown Royal Gifts

Example Only

# GLASSWARE & MIXERS

New LCBO Glassware and Fever-Tree Mixers will be merchandised on Feature Fixture A & B and on a Discretionary End Aisle.

## Key Dates (P9 - P10)

### Participating Stores

#### Glassware Stores:

4, 5, 10, 15, 19, 21, 25, 31, 36, 38, 40, 83, 106, 148, 149, 154, 156, 164, 187, 212, 217, 243, 252, 265, 278, 288, 298, 310, 326, 344, 355, 360, 367, 371, 392, 393, 394, 398, 401, 404, 407, 412, 415, 432, 437, 438, 443, 445, 452, 481, 483, 486, 495, 497, 499, 511, 522, 528, 545, 553, 556, 569, 573, 579, 590, 609, 619, 623, 624, 630, 631, 632, 641, 686, 696, 702, 741, 757, 759, 772, 776, 778, 779, 784

#### Fever-Tree Mixer Stores:

1, 3, 4, 5, 6, 10, 15, 18, 19, 21, 22, 23, 25, 26, 27, 31, 34, 35, 36, 38, 40, 41, 44, 45, 51, 57, 58, 62, 64, 65, 68, 82, 83, 84, 90, 95, 106, 115, 130, 132, 143, 145, 148, 149, 150, 154, 156, 163, 164, 167, 171, 187, 195, 198, 200, 201, 207, 209, 211, 212, 214, 217, 221, 226, 227, 228, 233, 234, 242, 243, 249, 250, 252, 253, 263, 265, 269, 278, 279, 287, 288, 295, 298, 300, 310, 311, 325, 326, 329, 334, 340, 344, 346, 351, 355, 358, 359, 360, 362, 367, 370, 371, 373, 378, 381, 383, 384, 385, 387, 388, 390, 391, 392, 393, 394, 397, 398, 401, 404, 407, 412, 415, 416, 417, 425, 428, 431, 432, 434, 437, 438, 443, 444, 445, 452, 453, 459, 465, 470, 481, 485, 486, 490, 491, 494, 495, 497, 499, 501, 505, 511, 522, 523, 528, 534, 536, 537, 542, 544, 545, 549, 551, 553, 554, 555, 556, 559, 566, 569, 573, 575, 579, 586, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 641, 652, 653, 655, 661, 667, 670, 675, 684, 694, 698, 702, 703, 706, 741, 751, 771, 776

## Participating Products

	LCBO#	Description	Size (mL)
Beverage Alcohol	893	J.P. Wiser's Deluxe Whisky	750
	2691	Tanqueray London Dry Gin	750
	10212	Kahlua Coffee Flavoured Liquor	375
	10322	Cointreau	375
	103747	Maker's Mark Kentucky Bourbon	750
	11143	Chambord Royale	750
	11850	Buffalo Trace Bourbon	375
	12195	Grand Marnier Cordon Rouge	375
	13054	The Macallan 12YO Double Cask	375
	225243	Stoli Vodka	750
	245688	Hennessy VS Cognac	375
	252312	Glenfiddich Single Malt 12 Year Old Scotch Whisky	375
	265199	Absolut Vodka	375
	313817	J. Lohr Seven Oaks Cabernet Sauvignon	375
	316844	Bombay Sapphire London Dry Gin	750
	388694	Casamigos Tequila Reposado	375
	453076	Moët & Chandon Brut Imperial	375
	474502	The Glenlivet Founder's Reserve Scotch Whisky	375
	482729	Bulleit Bourbon	375
	540229	Angostura Bitters	100
597559	Tito's Handmade Vodka	750	
656561	J. Lohr Seven Oaks Cabernet Sauvignon	750	
Glassware	40851	Beau Crystal Coupe Glasses (Set of 2)	
	40852	Seneca Diamond Crystal Wine Glasses (Set of 2)	
	40853	Gatsby Crystal Lowball Glasses (Set of 2)	
	40855	Seneca Diamond Martini Glasses (Set of 2)	
	40858	Raye Angled Crystal Prosecco Glasses (Set of 2)	
	40860	Raye Angled Crystal Nick & Nora Glasses (Set of 2)	
	36472	Whisky Tasting Glass	
Mixers	41909	Fever-Tree Distillers Cola	4 × 200
	41910	Fever-Tree Ginger Beer	4 × 200
	42330	Fever-Tree Mediterranean Tonic	4 × 200
Gift Bag	41612	Holiday Gift Bag (Large)	

## Feature Fixture

Stores being allocated LCBO Glassware will merchandise these new products on their Feature Fixture with beverage alcohol, mixers and the Holiday Gift Bag (Large) (LCBO# 41612). These stores should relocate their Holiday Gift packs from the Feature Fixture and merchandise those products on a Seasonal Gondola instead (refer to the Seasonal Gondola section for more details).

### Participating Glassware:

40851	Beau Crystal Coupe Glasses (Set of 2)
40852	Seneca Diamond Crystal Wine Glasses (Set of 2)
40853	Gatsby Crystal Lowball Glasses (Set of 2)
40855	Seneca Diamond Martini Glasses (Set of 2)
40858	Raye Angled Crystal Prosecco Glasses (Set of 2)
40860	Raye Angled Crystal Nick & Nora Glasses (Set of 2)
36472	Whisky Tasting Glass

### Signage Components

- Category Sign ENG (Re-order # 25P8-FF1) / BIL (Re-order # 25P8-FF2)
- Category Sign Filler - Solid Colour (Re-order # 25P9-FF3)
- Bin Strips - solid colour (Re-order # 25P8-FF4)
- Box Sign - Glassware (Re-order # 25P9-FF5)
- Box Sign - Large Shopper (Re-order # 25P9-FF4)
- Box Sign - Fever-Tree Mixers (Re-order # 25P9-FTM4)
- Glassware Shelf Talkers ENG (Re-order # 25P9-GFT14) / BIL (Re-order # 25P9-GFT15)
- Beverage Alcohol Shelf Talkers - print using the AccessVia Web Sign Shop Application.

### Merchandising Instructions:

- Merchandise Glassware as shown in the planogram provided.
- Install shelf talkers on the display in front of participating products.



LCBO# 41612  
Holiday Gift  
Bag (Large)

# Fever-Tree Mixers End Aisle

In addition to the expanded assortment of Glassware, we will introduce a limited assortment of Fever-Tree Mixers to provide customers with everything they need to make their complete cocktail solution. Participating stores will support by merchandising these mixers with complementary beverage alcohol on an End Aisle for the duration of the Holiday promotion.

**Participation is mandatory.**

## Key Dates (P9-P10)

### Participating Stores

1, 3, 4, 5, 6, 10, 15, 18, 19, 21, 22, 23, 25, 26, 27, 31, 34, 35, 36, 38, 40, 41, 44, 45, 51, 57, 58, 62, 64, 65, 68, 82, 83, 84, 90, 95, 106, 115, 130, 132, 143, 145, 148, 149, 150, 154, 156, 163, 164, 167, 171, 187, 195, 198, 200, 201, 207, 209, 211, 212, 214, 217, 221, 226, 227, 228, 233, 234, 242, 243, 249, 250, 252, 253, 263, 265, 269, 278, 279, 287, 288, 295, 298, 300, 310, 311, 325, 326, 329, 334, 340, 344, 346, 351, 355, 358, 359, 360, 362, 367, 370, 371, 373, 378, 381, 383, 384, 385, 387, 388, 390, 391, 392, 393, 394, 397, 398, 401, 404, 407, 412, 415, 416, 417, 425, 428, 431, 432, 434, 437, 438, 443, 444, 445, 452, 453, 459, 465, 470, 481, 485, 486, 490, 491, 494, 495, 497, 499, 501, 505, 511, 522, 523, 528, 534, 536, 537, 542, 544, 545, 549, 551, 553, 554, 555, 556, 559, 566, 569, 573, 575, 579, 586, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 641, 652, 653, 655, 661, 667, 670, 675, 684, 694, 698, 702, 703, 706, 741, 751, 771, 776

### Participating Products

LCBO#	Description	Size (mL)
41909	Fever-Tree Distillers Cola	4 × 200
41910	Fever-Tree Ginger Beer	4 × 200
42330	Fever-Tree Mediterranean Tonic	4 × 200
893	J.P. Wiser's Deluxe Whisky	750
2691	Tanqueray London Dry Gin	750
103747	Maker's Mark Kentucky Bourbon	750
225243	Stoli Vodka	750
316844	Bombay Sapphire London Dry Gin	750
597559	Tito's Handmade Vodka	750

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P9-FTM1)
- Shelf Talkers ENG (Re-order# 25P9-FTM2)  
BIL (Re-order# 25P9-FTM3)

### Merchandising Instructions

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



# Key Display (EA-S1)

## ENTRANCE TABLE

Enjoyful Gifts that Hit the Right Note

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

**Key Dates (November 10 - 30, 2024)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
32404	Empress Cocktail Gin	750	BAP
36440	Empress Elderflower Rose Gin	750	BAP
557470	Empress 1908 Gin	750	LTO, VA

Value-Add (VA) - Rep Applied: Lavender Honey Syrup

This display boasts a one-stop shop for those Swifties looking to re-create their idol's go-to cocktail of late the Empress Lavender Haze. This opportunity promotes trendy, approachable cocktailing and will be perfectly timed with Swift's "The Eras Tour" concerts in Toronto during November.

### 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

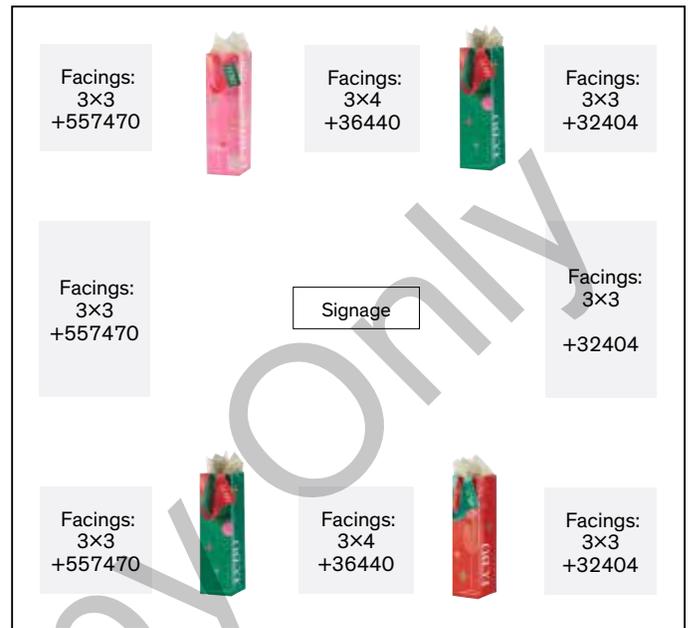
- Entrance Table Sign with Extension ENG (Re-order # 25P9-ET3) / BIL (Re-order # 25P9-ET4)
- Shelf Talkers ENG (Re-order # 25P9-ET5) / BIL (Re-order # 25P9-ET6)

#### Holiday Gift Packaging Merchandising Integration

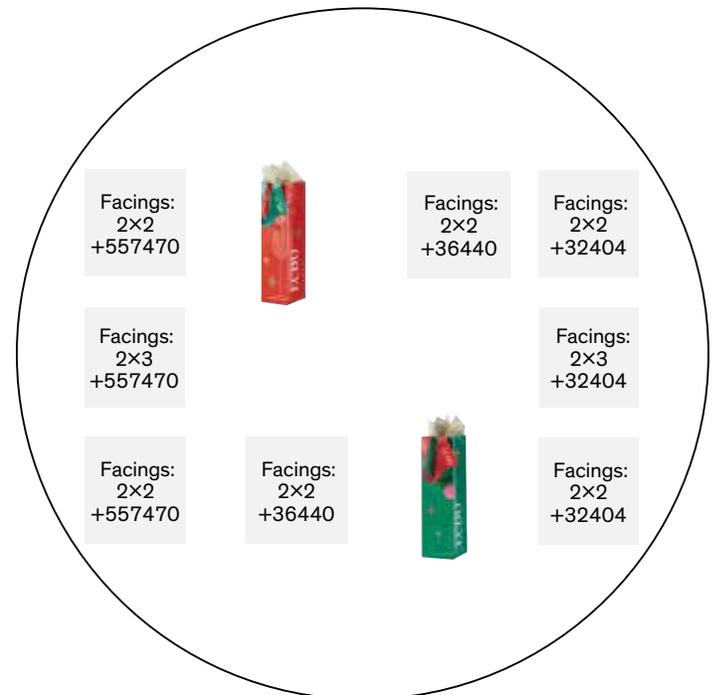


Holiday Gift Packaging should be added to this display. Choose from the 1 Bottle Enhanced Bag, 2 Bottle Enhanced Bag or the Folding Boxes to enhance the presentation and highlight gifting options to customers.

## Planogram - Square Table



## Planogram - Round Table



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

Rum Negroni Sbagliato Punch



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

## Key Dates (November 10 - November 30, 2024)

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

## Participating Stores

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

## Participating Products

LCBO#	Description	Size (mL)	Offers
32274	The Kraken Gold Spiced Rum	750	LTO
443903	Havana Club Anejo Reserva	750	LTO
500512	Captain Morgan Original Spiced Rum	750	BAP
894014	El Dorado Demerara 5 Year Old Rum	750	LTO

## 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# 25P9-BC1)
- Blade Sign ENG (Re-order# 25P9-BS1) / BIL (Re-order# 25P9-BS11)
- End Aisle Shelf Talker Bundle  
ENG (Re-order# 25P7-ST1) BIL (Re-order# 25P7-ST2)

Give the classic Negroni the holiday treatment by swapping in rich rum in place of gin and topping with freshly squeezed orange juice and bubbly. The big batch makes it excellent for entertaining.



# Spirits (MI-A)

## GIFTING DISPLAY A

Enjoyful Gifts that Impress

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

**Key Dates (November 10 - 30, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
4101	Remy Martin VSOP	750	LTO
25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	LTO, BAP
38971	Glenmorangie Original Highland Single Malt Scotch	750	LTO
60608	El Dorado 12 Year Old Rum	750	LTO
173559	Don Julio Reposado	750	VA
207126	Lagavulin 16 Yr Malt	750	LTO, BAP
207639	J.P. Wiser's 18YO Canadian Whisky	750	LTO
243824	Oban 14 Yr Old Single Malt	750	
352104	Aberlour 12YO Single Malt Scotch Whisky	750	LTO
387209	Centennial 10 Year Old Limited Edition Rye	750	LTO
425686	Casamigos Tequila Anejo	750	BAP
479881	Lagavulin 8 YO	750	LTO

**Value-Add (VA) - Rep Applied:** Holiday Bow

### Signage Components

- Category sign ENG/BIL (Re-order # 25P9-MTA1)
- Backer card ENG/BIL (Re-order # 25P9-MTA2)
- Shelf talkers ENG (Re-order # 25P9-MTA3) / BIL (Re-order # 25P9-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.

A Multi-brand selection of Premium Cognacs, Rums, Tequila and Whiskies including AP, LTO or Aerosave support.



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

# Wines (MI-B)

## GIFTING DISPLAY B

Vintages: Enjoyful Gifts That Impress

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

**Key Dates (November 10 - 30, 2024)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
40137	>Stoneleigh Latitude Sauvignon Blanc	750	LTO
69377	>(V) Monte Antico Igt (Empson)	750	LTO
408310	Pinot Noir Ursulines Bourgogne (J.C. Boisset)	750	LTO
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	LTO
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	LTO
652883	>Belle Glos Clark & Telephone Pinot Noir	750	BAP
942151	>Seghesio Zinfandel Sonoma County	750	BAP, VA

**Value-Add (VA) - Rep Applied:** Gift Box with Accolade

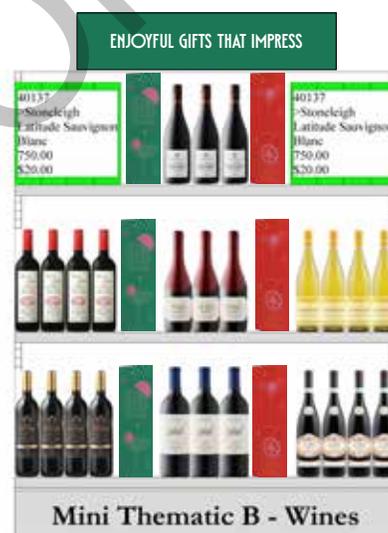
### Signage Components

- Category sign ENG/BIL (Re-order # 25P9-MTB7)
- Backer card ENG/BIL (Re-order # 25P9-MTB8)
- Shelf talkers ENG (Re-order # 25P9-MTB9) / BIL (Re-order # 25P9-MTB10)
- Value Add Perpendicular Shelf talkers ENG (Re-order # 25P9-MTB11)  
BIL (Re-order # 25P9-MTB12)

### 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.

Gift fixture will highlight big brand Vintages Essentials for gifting. Popular brands and wine styles from around the world will showcased with compelling offers (5 NW, 4 EW- Red Wines)



**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 (November 10 - 30, 2024)**

### Participating Stores

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

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

### Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473		6309 - Flying Monkeys Craft Brewery
28735	Beau's Lug Lite	473	LTO	275 - The Beer Store
37425	Lotw Lago Cerveza Mexican Style Lager	473	LTO	4277 - Lake Of The Woods Brewing Comp
37641	Muskoka Brewery IPA Mixer Pack 2024	6 x 473	LTO	LCBO Warehouse
37781	Burdock Ducks IPA	473	LTO	2837 - Burdock Brewery
38997	Bench Brewing Old School Light Lager	473		798 - Bench Brewing Company
41112	Hazy Roy, A Hazy Boy, Neipa	473		5732 - Refined Fool Brewing Company
275172	Nickel Brook Head Stock West Coast-Style IPA	473		6699 - Nickel Brook Brewing Company
508580	Wellington Upside IPA	473	LTO	4826 - Wellington County Brewery Inc.

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 25P9-BC10)
- Shelf Talkers ENG (Re-order # 25P9-ST1) / BIL (Re-order # 25P9-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

Enjoyful Gifts to Swizzle and Stir

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

**Key Dates (November 10 - 30, 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 # 25P9-FNT9) / BIL (Re-order # 25P9-FNT10)
- Premium Flight Shelf Talkers ENG (Re-order # 25P9-FNT13) / BIL (Re-order # 25P9-FNT14)
- Standard Table Sign (Re-order # 25P9-FNT17) / BIL (Re-order # 25P9-FNT18)
- Standard Flight Shelf Talkers ENG (Re-order # 25P9-FNT21) / BIL (Re-order # 25P9-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.

This display is flighted and will showcase deluxe spirits, taking the guesswork out of seasonal gifting.

### Holiday Gift Packaging Merchandising Integration



Holiday Gift Packaging should be added to this display. Choose from the 1 Bottle Enhanced Bag, 2 Bottle Enhanced Bag or the Folding Boxes to enhance the presentation and highlight gifting options to customers.

## Participating Product

	LCBO#	Description	Size (mL)	Offers	
<b>Premium</b>	13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	BAP	
	26979	Don Julio Anejo	750	LTO	
	27467	Glenfiddich Orchard Experiment	750	BAP	
	36443	Hendrick's Grand Cabaret	750	LTO	
	39061	The Deacon Blended Scotch Whisky	750	BAP	
	39488	Baileys Birthday Cake	750		
	250134	Sortilege	750	LTO	
	388694	Casamigos Tequila Reposado	750	BAP	
	417295	Ciroc Original Unflavoured	750	VA	
	428409	Powers Gold Irish Whiskey	750	BAP	
	439075	Bulleit Bourbon 10 YO	750		
	557827	Stoli Gold Vodka	750	LTO	
	<b>Value-Add (VA) - Rep Applied:</b> Tanqueray Rangpur 50 mL				
<b>Standard</b>	10357	Crown Royal Peach	750		
	12197	Five Farms Single Batch Irish Cream Liqueur	750	BAP	
	19750	Teremana Reposado Tequila	750	BAP	
	54866	Bulleit Bourbon Frontier Whiskey	750	VA	
	129940	Aviation Gin	750	LTO	
	173542	Don Julio Blanco	750	LTO	
	333070	Islay Mist Scotch 8 Year Old	750	LTO	
	386789	Casamigos Tequila Blanco	750	BAP	
	414334	Monkey Shoulder Blended Malt Scotch Whisky	750	VA	
	456095	Ketel One Vodka	750	VA	
	600163	Tanqueray No. Ten Gin	750	VA	
	<b>Value-Add (VA) - Rep Applied:</b> LCBO# 54866: Bulleit Flask LCBO# 414334: Syrup LCBO# 456095: 2 Bears Espresso Martini Mixer LCBO# 600163: Ciroc 50 mL				

# Premium Flight

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

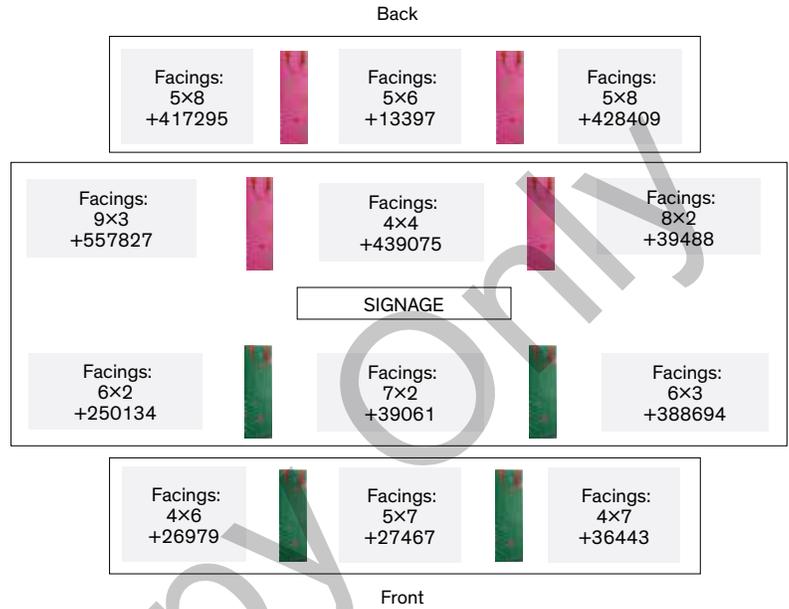
\*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



# Standard Flight

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

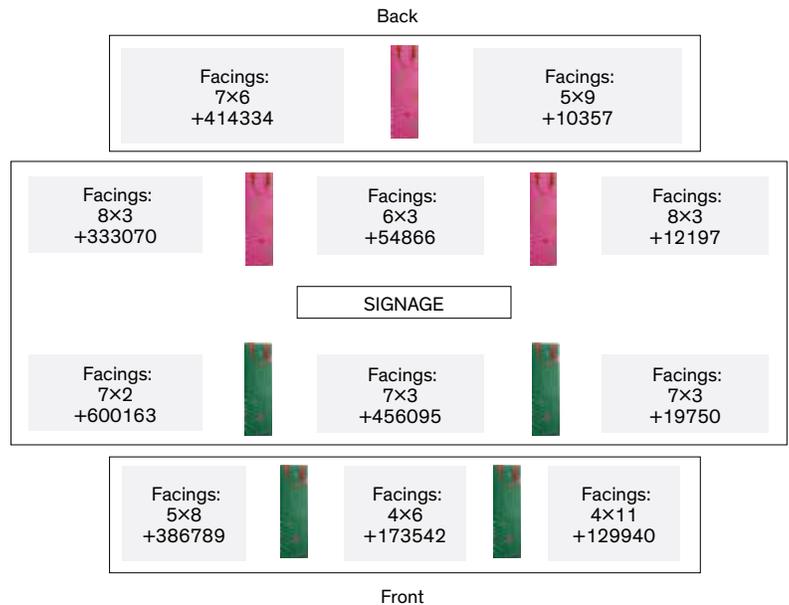
\*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



A

# Display Program (BP-SBA)

## BLOCK PILE A

Enjoyful Gifts for the Sports Fan

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

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

**Key Dates (November 10 - 30, 2024)**

### Participating Stores

Please refer to the Participation Lookup page for information

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
14400	Coors Original (275/TBS)	6 × 473	LTO
37300	Blue Moon Mango Wheat (275/TBS)	473	BAP
300681	Coors Light (275/TBS)	6 × 473	BAP, VA
541243	Creemore Springs Premium Lager (275/TBS)	6 × 473	
906628	Coors Light (275/TBS)	6 × 355	VA
906669	Coors Light (275/TBS)	473	

**Value-Add (VA) - Merchandiser:** Celebrate the Toronto Raptors 30th anniversary when you buy two Coors Light 6pks (906628 or 300681), choice between drawstring bag and a basketball.

### Signage Components

- Pole Topper Sign ENG (Re-order# 25P9-BPA1)  
BIL (Re-order# 25P9-BPA2)
- Riser Wrap - solid colour (Re-order# 25P9-BPA3)
- Pricer Cards ENG (Re-order# 25P9-BPA4)  
BIL (Re-order# 25P9-BPA5)
- Shelf Talkers ENG (Re-order# 25P9-BPA6)  
BIL (Re-order# 25P9-BPA7)
- End Aisle Backer Card BIL (Re-order# 25P9-BPA8)
- Metal Frame Insert Sign ENG (Re-order# 25P9-BPA9)  
BIL (Re-order# 25P9-BPA10)

### Merchandising Instructions

- Install supplier-provided value-add and merchandiser.
- 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.

Kick off the NBA season by celebrating the 30th anniversary of the Toronto Raptors with sponsor Coors Light



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

# Display Program (BP-SBB)

## BLOCK PILE B

### Holiday-Ready Mixed Packs

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

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

**Key Dates (November 10 - 30, 2024)**

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	LTO
33972	Cottage Springs Punched Up Vodka Soda Mixed 8 Pack	8 × 355	
36579	Casa Del Rey Tequila Cocktail Mixed 6 Pack	6 × 355	
36602	High Noon Tequila Variety Pack	8 × 355	LTO
36605	White Claw Vodka Smash 8 Pack	8 × 355	BAP
36618	Simply Spiked Peach Variety Pack	12 × 355	BAP
36654	Smirnoff Vodka & Soda Party Pack	12 × 355	BAP
36659	Twisted Tea Island Pack	12 × 355	LTO

#### Signage Components

- Pole Topper Sign ENG (Re-order # 25P9-BPB1)  
BIL (Re-order # 25P9-BPB2)
- Riser Wrap - solid colour (Re-order # 25P9-BPB3)
- Pricer Cards ENG (Re-order # 25P9-BPB4)  
BIL (Re-order # 25P9-BPB5)
- Shelf Talkers ENG (Re-order # 25P9-BPB6)  
BIL (Re-order # 25P9-BPB7)
- End Aisle Backer Card BIL (Re-order # 25P9-BPB8)
- Metal Frame Insert Sign ENG (Re-order # 25P9-BPB9)  
BIL (Re-order # 25P9-BPB10)

#### Merchandising Instructions

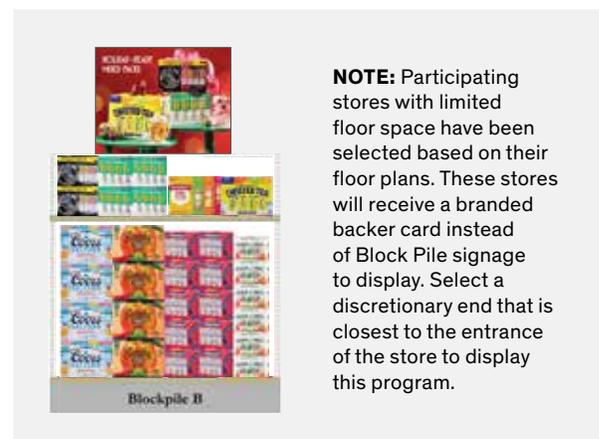
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **NOTE:** Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

These Ready-to-Drink cocktails are proven customer favourites which make them the perfect entertaining solution.



Front View

Back View



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

C

# Display Program (BP-SBC) BLOCK PILE C

Aeroplan

EARN  
**BONUS POINTS**  
ON THESE PRODUCTS\*

Until November 30

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.**

Spirits and Wines with  
great Aeroplan offers.

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

## Key Dates (November 10 - 30, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information

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

### Signage Components

- Pole Topper Sign ENG (Re-order # 25P9-BPC1) / BIL (Re-order # 25P9-BPC2)
- Riser Wrap (Re-order # 25P9-BPC3)
- Pricer Cards ENG (Re-order # 25P9-BPC4) / BIL (Re-order # 25P9-BPC5)
- Metal Frame Insert Sign ENG (Re-order # 25P9-BPC6) BIL (Re-order # 25P9-BPC7)

### Merchandising Instructions

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

## Block Pile Wines: Participating Products

LCBO#	Description	Size (mL)	Offer
16767	Saintly Sparkling Rosé VQA	750	LTO, BAP
25515	Saintly Sparkling Brut VQA	750	BAP, VA
326728	>Oyster Bay Chardonnay Marlborough	750	BAP
426601	Villa Maria Private Bin Sauvignon Blanc	750	BAP
504340	Santa Carolina Merlot	1500	BAP
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	LTO, BAP

Value-Add (VA) - Rep Applied: Bottle Puffer Jacket



Front View

Back View

## Block Pile Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
114967	Finlandia Vodka	1750	LTO, BAP
217166	Gordons Gin	1140	BAP
379032	O'Casey's Irish Cream	750	BAP
380303	Smirnoff Blueberry Flavoured Vodka	750	BAP
398016	Dr. McGillicuddy Intense Peach	750	BAP
605931	Grant's Triple Wood Blended Scotch Whisky	1140	BAP



Front View

Back View

# Display Program (XBP)

## BLOCK PILE D

Patron

### 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 (November 10 - 30, 2024)

#### Participating Store

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, 416, 437, 438, 443, 445, 499, 500, 505, 522, 523, 545, 573, 590, 619, 624, 630, 631, 632, 641, 698, 703, 741, 776

#### Participating Products

LCBO#	Description	Size (mL)	Offers
32743	Patron El Cielo	700	BAP
34595	Patron Silver Tequila	750	VA
34603	Patron Anejo Tequila	750	VA
50088	Patron Reposado Tequila	750	VA, LTO

Value-Add (VA) - Merchandiser: Branded Pina Pattern Coasters

#### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 25P9-BPD1)  
BIL (Re-order # 25P9-BPD2)

#### Merchandising Instructions

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



Supplied by Agent

# Display Program (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 (P9 - P10)

#### Participating Stores

1, 17, 19, 22, 23, 25, 31, 34, 36, 38, 41, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 132, 145, 148, 149, 150, 156, 168, 171, 187, 191, 198, 209, 211, 212, 221, 226, 227, 233, 243, 250, 252, 253, 263, 287, 298, 300, 310, 325, 329, 334, 346, 351, 359, 361, 373, 381, 383, 385, 386, 387, 390, 391, 394, 401, 404, 407, 412, 416, 417, 427, 428, 431, 437, 438, 443, 445, 457, 459, 481, 485, 491, 497, 499, 501, 511, 523, 534, 536, 544, 545, 551, 554, 555, 556, 566, 569, 573, 575, 590, 602, 609, 616, 617, 619, 624, 627, 630, 631, 632, 633, 634, 640, 641, 648, 655, 670, 694, 699, 700, 703, 706, 741, 748

#### Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	VA
39488	Baileys Birthday Cake	750	
193490	Baileys Irish Cream	1750	LTO
605956	Baileys Irish Cream Liquor	1140	VA

#### Value-Add (VA) - Rep Applied:

LCBO# 5959: Baileys 50 mL

LCBO# 605956: \$5 Tim Horton's Gift Card

#### Baileys Tim Horton's Gift Card Value-Add

- Reps will deliver and apply bottle necktags to communicate the Gift Card offer to participating products. The necktags contain the Gift Card Value-add.
- These Value-adds are to be physically applied to participating products with the necktag and are not to be kept behind the cash desk. Please ensure gift cards/necktags are attached to the product for the duration of the promotion.
- Gift cards in P9 are pre-loaded with a \$5 value. No activation is necessary.
- Reps will collect any remaining Value-add gift cards at the end of Period 9.
- Please note: This display will run for the entire Holiday Campaign (P9-P10). Stores are not to dispose of the display at the end of Period 9.

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order #25P9-BPD3) / BIL (Re-order #25P9-BPD4)

## Merchandising Instructions

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



(Example only)  
Supplied by Agent

# POP-UP ACTIVATION (FSM-A)

Bread & Butter - Maple Leafs Partnership

## Overview

A pop-up shop featuring Bread & Butter products will be taking place at stores 164, 217, and 511 during P9.

## Key Dates (November 10 - 30, 2024)

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

## Participating Products

LCBO#	Description	Size (mL)	
13686	Bread & Butter Pinot Noir	750	LTO
18486	Bread & Butter Rosé	750	
19261	Bread & Butter Chardonnay	750	LTO
21474	Bread & Butter Cabernet Sauvignon	1500	
21621	Bread & Butter Prosecco Doc	750	
22612	Bread & Butter Sauvignon Blanc	750	LTO
28558	Bread & Butter Merlot	750	
31472	Bread & Butter Rosé Can	250	
34432	Bread & Butter Chardonnay	1500	VA
38411	Bread & Butter Pinot Grigio	750	
38937	Bread & Butter Cabernet Sauvignon	375	
38938	Bread & Butter Chardonnay	375	
647644	Bread & Butter Cabernet Sauvignon	750	

**Value-Add (VA) - Rep Applied:** Maple Leafs Glass

## Signage and Merchandising Instructions

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

### Store 164 & 217



### Store 511



# FLAGSHIP SPOTLIGHT (FSN-A)

## Beam Suntory Whiskies

### Overview

The Flagship Spotlight fixture will showcase an assortment of Whisky products. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P9.

### Key Dates (November 10 - 30, 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
10393	Legent	750	
19158	Laphroaig Quarter Cask Single Islay Malt	750	
28587	Suntory World Whisky Ao	700	BAP, LTO
38878	Canadian Club Classic 18 Year Old High Proof	750	
39978	Alberta Premium Batch 10 Legacy Reserve	750	BAP
103747	Maker's Mark Kentucky Bourbon	750	
225565	Maker's Mark 46	750	
248997	Laphroaig 10 Year Old	750	LTO
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	LTO
326025	Basil Hayden Straight Bourbon	750	
330803	Bowmore 12 Year Old Islay Single Malt	750	
395582	Auchentoshan American Oak, Lowland	750	BAP
465484	Toki	750	LTO
478222	Laphroaig Select	750	BAP
503649	Bowmore 15 YO Islay	750	LTO
720532	Auchentoshan Three Wood (Morrison Bowmore)	750	LTO

### 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 # 25P9-FSS1) / BIL (Re-order # 25P9-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 25P9-FSS5) / BIL (Re-order # 25P9-FSS6)

Store 164 & 217



Right View



Left View

Store 511



Flagship Spotlight Table (Nesting Table)



Front



Back

# Key Display (DD)

## MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Popular Holiday Wines

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

### Key Dates (November 10 - 30, 2024)

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
212480	Georges Duboeuf Beaujolais Aoc	750	LTO
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO
225920	Sandbanks Baco Noir Reserve VQA	750	LTO
302380	Mezzacorona Pinot Grigio Trentino	750	LTO
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
341743	Trius Rosé VQA	750	LTO
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	LTO
405175	>Michael David Freakshow Cabernet Sauvignon	750	LTO
478727	>Catena Malbec Mendoza	750	LTO
479766	>(V) Ripassa Valpolicella Sup (Zenato)	750	LTO
619452	Matua Sauvignon Blanc Hawke's Bay	750	LTO
738823	>Liberty School Cabernet Sauvignon	750	BAP

#### Signage Components

- Table Sign ENG (Re-order # 25P9-MNT1) / BIL (Re-order # 25P9-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 25P9-MNT5) / BIL (Re-order # 25P9-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 25P9-MNT7)
- Shelf Talkers ENG (Re-order # 25P9-MNT8) / BIL (Re-order # 25P9-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: 5×8 +225920		Facings: 5×8 +479766		Facings: 5×8 +392225
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Facings: 8×3 +405175		Facings: 7×2 +478727		Facings: 7×3 +738823
SIGNAGE				
Facings: 12×3 +326090		Facings: 12×3 +341743		

Facings: 7×8 +212480
----------------------------

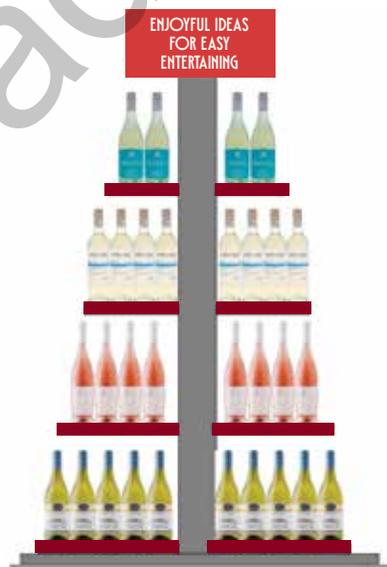
Facings: 6×8 +225086
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Facings: 8×8 +619452		Facings: 8×9 +302380
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**Holiday Gift Packaging  
Merchandising Integration**

Holiday Gift Packaging should be added to this display. Choose from the 1 Bottle Enhanced Bag, 2 Bottle Enhanced Bag or the Folding Boxes to enhance the presentation and highlight gifting options to customers.

## Celebration Fixture Planograms



Front View



Back View

# Period 9

## END AISLES

### IMPORTANT NOTES:

- **End Aisle# 3** is **Flighted Premium & Standard**. Ensure you display the participating product that your store is grouped in. It is not flighted for P10.
- **End Aisle# 2, 4, 6, 8, 13, 14, 16, 18, 19** have the same participating products for P9 and P10. Please maintain the display for **the duration of P9 and P10**.
- **End Aisle # 1, 3, 5, 7, 9, 10, 11, 12, 15, 17** all products will change in P10.
- **Cocktail Blade Signs:**  
Display the blade signs on end aisles 1 - 9 to help customers and employees easily understand the recipe solutions. A QR code will direct customers to the recipe pages on LCBO.com.
- **LCBO Holiday Paper Bag & 1 Bottle Enhanced Bag:**  
Merchandise the LCBO Holiday Paper Bag and the 1 Bottle Enhanced Bag on front facing Wines and Spirits end aisles.
- **Supplier Gift Pack End Aisle Merchandising:**  
Supplier Gift Packs may also be merchandised on End Aisles with Brand Family SKUs.  
(i.e. Absolut Gift Pack may be merchandised on End Aisle 2AB with participating Absolut products.)



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

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

LCBO#	Description	Size (mL)	Offers
32274	The Kraken Gold Spiced Rum	750	LTO
443903	Havana Club Anejo Reserva	750	LTO
500512	Captain Morgan Original Spiced Rum	750	BAP
894014	El Dorado Demerara 5 Year Old Rum	750	LTO



**Cocktail Blade Sign**

ENG (Re-order# 25P9-BS1) / BIL (Re-order# 25P9-BS11)

- 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.

**Rum Negroni Sbgaliato Punch Backer Card**

ENG / BIL (Re-order# 25P9-BC1)

All products on this end will change in P10.



**End Aisle #2  
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	VA
38505	Smirnoff Vodka (P.E.T)	1750	
216929	Smirnoff Vodka	1140	VA

Value-Add (VA) - Rep Applied: Branded hand warmed



**Cocktail Blade Sign**

ENG (Re-order# 25P9-BS2) / BIL (Re-order# 25P9-BS12)

- 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.

**Enjoyful gifts for shaking and stirring Backer Card**

ENG / BIL (Re-order# 25P9-BC2)



**End Aisle #3A**  
**Premium**

LCBO#	Description	Size (mL)	Offers
19954	Tommasi Valpolicella Doc	750	LTO
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO
356220	>(V) Amarone Classico Docg (Tommasi)	750	LTO
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO



**Blade Sign**  
ENG (Re-order# 25P9-BS3) / BIL (Re-order# 25P9-BS13)

- 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.

**Enjoyful gifts for la dolce vita - Tommasi Backer Card**  
ENG / BIL (Re-order# 25P9-BC3A)

All products on this end will change in P10.



**End Aisle #3B**  
**Standard**

LCBO#	Description	Size (mL)	Offers
30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	BAP



**Blade Sign**  
ENG (Re-order# 25P9-BS3) / BIL (Re-order# 25P9-BS13)

- 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.

**Enjoyful gifts for la dolce vita - Chianti Reserva Backer Card**  
ENG / BIL (Re-order# 25P9-BC3A)

All products on this end will change in P10.



**End Aisle #4**  
**(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal	750	VA
114694	Crown Royal	1750	
217950	Crown Royal	1140	LTO



**Value-Add (VA) - Rep Applied:** Crown Royal Hockey Glass

**Cocktail Blade Sign**

ENG (Re-order# 25P9-BS4) / BIL (Re-order# 25P9-BS14)

- 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.

**Flavourful gifts for mixing and mingling Backer Card**

ENG / BIL (Re-order# 25P9-BC4)



**End Aisle #5**

LCBO#	Description	Size (mL)	Offers
15754	Josh Cellars Pinot Grigio	750	LTO, Wine Fridge
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	LTO
461053	Josh Cellars Cabernet Sauvignon	750	VA



**Value-Add (VA) - Rep Applied:** Branded Holiday Gift Box

**Cocktail Blade Sign**

ENG (Re-order# 25P9-BS5) / BIL (Re-order# 25P9-BS15)

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

**Enjoyful gifts for casual gatherings Backer Card**

ENG / BIL (Re-order# 25P9-BC5)



All products on this end will change in P10.

**End Aisle #6**  
**(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	VA
193490	Baileys Irish Cream	1750	LTO
605956	Baileys Irish Cream Liquor	1140	VA



**Value-Add (VA) - Rep Applied:** LCBO# 5959: Baileys 50 mL  
LCBO# 605956: \$5 Tim Horton's Gift Card

**Cocktail Blade Sign**

ENG (Re-order# 25P9-BS6) / BIL (Re-order# 25P9-BS16)

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

**Enjoyful gifts for the crème de la coffee Backer Card**

ENG / BIL (Re-order# 25P9-BC6)



## End Aisle #7

LCBO#	Description	Size (mL)	Offers
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO
589028	Peller Family Vineyards Rosé Bag In Box	4000	LTO



### Cocktail Blade Sign

ENG (Re-order# 25P9-BS7) / BIL (Re-order# 25P9-BS17)

- Install Cocktail Blade Sign on End Aisle 7.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

### Enjoyful gifts for fuss-free activities Backer Card

ENG / BIL (Re-order# 25P9-BC7)

All products on this end will change in P10.



## End Aisle #8 (P9 - P10)

LCBO#	Description	Size (mL)	Offers
893	J.P. Wiser's Deluxe	750	VA
33928	J.P. Wiser's Deluxe	1750	VA
216689	J.P. Wiser's Deluxe	1140	LTO



**Value-Add (VA) - Rep Applied:** LCBO# 893: Glass Coffee Mug  
LCBO# 33928: Wiser's 10YO 2 x 50 mL

### Cocktail Blade Sign

ENG (Re-order# 25P9-BS8) / BIL (Re-order# 25P9-BS18)

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

### Enjoyful gifts for a holiday brunch Backer Card

ENG / BIL (Re-order# 25P9-BC8)



## End Aisle #9

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	VA
1206	Bacardi Gold Rum	750	
520353	Bacardi Spiced Rum	750	VA



**Value-Add (VA) - Rep Applied:** Branded Pina Glass

### Cocktail Blade Sign

ENG (Re-order# 25P9-BS9) / BIL (Re-order# 25P9-BS19)

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

Enjoyful gifts for holiday hosting  
Enjoyful gifts for holiday hosting  
Backer Card ENG / BIL (Re-order# 25P9-BC9)

Some products on this end will change in P10.



LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>			
24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	
28735	Beau's Lug Lite (275/TBS)	473	LTO
37425	Lotw Lago Cerveza Mexican Style Lager (4277)	473	LTO
37641	Muskoka Brewery IPA Mixer Pack 2024 (LCBO Warehouse)	6 × 473	LTO
37781	Burdock Ducks IPA (2837)	473	LTO
38997	Bench Brewing Old School Light Lager (798)	473	
41112	Hazy Roy, A Hazy Boy, Neipa (5732)	473	
275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	
508580	Wellington Upside IPA (4826)	473	LTO



**Blade Sign**

**ENG (Re-order# 25P9-BS10) / BIL (Re-order# 25P9-BS20)**

- Install Cocktail Blade Sign on End Aisle 10.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Enjoyful Ideas that Spread Holiday Cheer Backer Card**

**ENG / BIL (Re-order# 25P9-BC10)**

All products on this end will change in P10.

LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>			
217653	Captain Morgan Original Spiced Rum	1140	VA
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	BAP
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO

**Value-Add (VA) - Rep Applied: Smirnoff 50 mL**

**Sweet Savings on Rum Backer Card ENG / BIL (Re-order# 25P9-BC11)**

Some products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	10213	Kahlua Coffee Liquor	750	BAP, VA
	110056	Absolut Vodka	750	VA
	209221	Absolut Vodka	1140	

**Value-Add (VA) - Rep Applied:**  
 LCBO# 10213: Hot Chocolate  
 LCBO# 110056: Stainless Steel Martini Tumbler

**Festive Shaking and Stirring Backer Card**  
 ENG / BIL (Re-order# 25P9-BC12)

Some products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> <b>(P9 - P10)</b>	42	Canadian Club Premium	750	VA
	34637	Canadian Club Premium	1750	VA
	217687	Canadian Club Premium	1140	VA

**Value-Add (VA) - Rep Applied:**  
 LCBO# 42: Northern Keep 50 mL  
 LCBO# 34637: Canadian Club 1858 200 mL  
 LCBO# 217687: Maple Syrup

**Merry Mixing Backer Card** ENG / BIL (Re-order# 25P9-BC13)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b> <b>(P9 - P10)</b>	7880	Johnnie Walker Black 12 Yr	750	VA
	217802	Johnnie Walker Black Label	1140	LTO
	422006	Johnnie Walker Black Label Scotch	1750	VA

**Value-Add (VA) - Rep Applied:**  
 LCBO# 7880: Singleton 50 mL  
 LCBO# 422006: Gift Card

**Deluxe Whisky for Less Backer Card** ENG / BIL (Re-order# 25P9-BC14)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	20214	Fontanafredda Barolo Docg	750	LTO
	243055	Beronia Tempranillo Rioja	750	LTO
	404012	Graham's 10 Year Old Tawny Port	750	LTO

Cheers-worthy savings Backer Card ENG / BIL (Re-order# 25P9-BC15)

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b> <b>(P9 - P10)</b>	33377	Forty Creek Cream Butter Tart	750	
	350629	Forty Creek Barrel Select Whisky	1140	
	550715	Forty Creek Barrel Select	750	LTO

The Spirit of Saving Backer Card ENG / BIL (Re-order# 25P9-BC16)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	LTO
	275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO
	304022	Santa Carolina Chardonnay Reserva	750	LTO

Festive wine deals Backer Card ENG / BIL (Re-order# 25P9-BC17)

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	10157	Jameson Irish Whiskey	750	VA
<b>(P9 - P10)</b>	207613	Jameson Irish Whiskey	1140	LTO
	292615	Jameson Black Barrel	750	BAP
<b>Value-Add (VA) - Rep Applied: Flask</b>				
<b>Smooth saving Backer Card ENG / BIL (Re-order# 25P9-BC18)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	BAP
<b>(P9 - P10)</b>	12385	Glenfiddich Single Malt 12 Year Old	750	LTO
	605972	Glenfiddich Single Malt 15 Year Old	750	LTO
<b>Holiday deals on single malt Backer Card ENG / BIL (Re-order# 25P9-BC19)</b>				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	225243	Stoli Vodka	750	LTO
	254631	Elit Vodka	750	LTO
	272716	Stoli Vodka	1750	LTO, VA
<b>Value-Add (VA) - Rep Applied: Tia Maria 50 mL</b>				
<b>Shop savings and rewards Backer Card ENG / BIL (Re-order# 25P9-BC20)</b>				



All products on this end will change in P10.

# 12 Days of Cheer (Beer Advent Calendar Box) End Aisle

This exclusive countdown carrier holds twelve 500 mL cans of beer, cider or ready-to-drink coolers. It's the holiday gift that keeps on giving. Participating stores will support by merchandising the boxes with complementary beer, cider and/or RTD single cans on an End Aisle for the duration of the Holiday promotion. **Participation is mandatory.**

## Key Dates (P9-P10)

### Participating Stores

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 36, 38, 40, 41, 43, 44, 45, 47, 49, 51, 55, 57, 58, 60, 62, 64, 65, 68, 70, 72, 73, 74, 82, 83, 84, 85, 90, 93, 95, 97, 99, 101, 106, 115, 125, 130, 132, 139, 140, 143, 145, 148, 149, 150, 153, 154, 155, 156, 163, 164, 167, 168, 169, 171, 175, 177, 179, 182, 183, 186, 187, 188, 190, 191, 192, 195, 198, 200, 201, 205, 207, 209, 210, 211, 212, 214, 217, 218, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 248, 249, 250, 252, 253, 255, 260, 263, 265, 266, 269, 270, 276, 278, 279, 287, 288, 295, 297, 298, 300, 310, 311, 312, 321, 324, 325, 326, 329, 334, 340, 343, 344, 345, 346, 351, 354, 355, 358, 359, 360, 361, 362, 366, 367, 368, 370, 371, 373, 378, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 402, 404, 406, 407, 408, 411, 412, 415, 416, 417, 419, 420, 424, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 441, 443, 444, 445, 446, 452, 453, 454, 456, 457, 458, 459, 461, 465, 467, 469, 470, 481, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 511, 512, 515, 521, 522, 523, 526, 528, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 551, 553, 554, 555, 556, 559, 564, 566, 568, 569, 571, 573, 575, 579, 580, 584, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 651, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 668, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 685, 691, 693, 694, 695, 696, 697, 698, 699, 702, 703, 706, 741, 743, 748, 749, 751, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 771, 772, 776

### Signage Components

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

### Merchandising Instructions

- Merchandise single 500 mL cans of Beer, Cider and/or RTD on an available End Aisle.
- Include an open 12 Days of Cheer Calendar Box in the middle of the top shelf to inspire customers on how to assemble their own Advent Calendar gift.
- Unopened boxes may be placed on the top shelf for easy customer access.
- Print shelf talkers at store level using AccessVia Web dSign Shop.
- Install the backer card and shelf talkers.



### NEW! 12 Days of Cheer Box

Case packed 24 • \$4.95

LCBO# 39523

(For Beer, Cider, and RTD single cans)



# De-Alcoholized Wines End Aisle

Merchandise the participating products on an available End Aisle. Install the backer card and shelf talkers on the display. **Products will be forced allocated to participating stores.**

## Key Dates (P9-P10)

### Participating Stores

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

### Participating Products

**NOTE: Only de-alc wines can be merchandised on this end aisle. Please do not include beer SKUS. These live inline in the non-alc section in beer.**

LCBO#	Description	Size (mL)
19251	Henkell De-Alcoholised Sparkling Wine	750
28152	Nozeco - De-Alcoholized	750
28153	Luna De Murviedro Spk Rse - De-Alcoholized	750
28557	Tarapaca De-Alcoholized Sauvignon Blanc	750
36461	Nozeco Rose- De-Alcoholized	750
38886	Natureo White	750
38887	Natureo Red	750
38986	Not Guilty De-alcoholized Pinot Grigio	750

### Signage Components

- Backer Card ENG / BIL (Re-order # 25P9-BC-GEN8)
- Shelf Talkers - print at store level

### Merchandising Instructions

- Merchandising the products as well as other De-Alcoholized wines (at manager's discretion) on an available End Aisle.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.



# Promotional End Aisle - Captain Morgan (FSO-B)

Merchandise the participating products on an available End Aisle. Install the backer card and shelf talkers on the display. **Products will be forced allocated to participating stores.**

## Key Dates (P9 - P10)

### Participating Stores

3, 4, 6, 13, 14, 15, 18, 26, 33, 35, 44, 49, 59, 60, 62, 63, 64, 68, 70, 80, 84, 85, 95, 97, 125, 139, 140, 143, 144, 153, 154, 165, 167, 182, 188, 192, 196, 201, 208, 210, 214, 218, 234, 242, 244, 249, 265, 270, 278, 295, 311, 312, 321, 324, 340, 343, 345, 353, 355, 358, 360, 368, 371, 384, 388, 389, 398, 400, 411, 415, 434, 444, 452, 456, 465, 469, 486, 495, 500, 521, 526, 532, 533, 537, 539, 540, 547, 559, 563, 564, 568, 579, 580, 584, 589, 593, 601, 614, 618, 623, 635, 639, 642, 644, 645, 646, 652, 653, 654, 657, 660, 661, 671, 676, 677, 680, 684, 686, 693, 698, 702, 747, 749, 751, 755, 758, 771

### Participating Products

LCBO#	Description	Size (mL)	Offers
217653	Captain Morgan Original Spiced Rum	1140	VA
318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	BAP
500546	Captain Morgan Original Spiced Rum (P.E.T.)	1750	LTO

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

### Signage Components

- Backer Card ENG / BIL (Re-order# 25P9-BC-GEN3)
- Shelf Talkers - print at store level

### Merchandising Instructions

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



# Promotional End Aisle - Johnnie Walker Squid Games (W1)

Merchandise the participating products on an available End Aisle. Install the backer card and shelf talkers on the display. **Products will be forced allocated to participating stores.**

## Key Dates (November 10 - 30, 2024)

### Participating Stores

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)
39984	Johnnie Walker Black Squid Games	750

### Signage Components

**No additional signage will be provided for this display.**

Stores are asked to use one of the generic P9 End Aisle Backer Cards and print shelf talkers using the AccessVia Web Sign Shop Application.

### Merchandising Instructions

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



# Discovery End Aisle - Beaujolais Nouveau (W5)

Merchandise the participating products on a Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Products will be forced allocated to participating stores.**

## Key Dates (November 10 - 30, 2024)

### Participating Stores

4, 10, 15, 38, 132, 156, 214, 243, 278, 310, 355, 359, 385, 393, 404, 452, 494, 497, 511, 523, 551, 573, 590, 602, 609, 623, 631, 702, 741, 776

### Participating Products

LCBO#	Description	Size (mL)	Offer
32569	Albert Bichot Beaujolais Selection Parcelaire	750	LTO
32624	Cellier Du Chateau De La Chaume Beaujolais	750	BAP
37208	Moillard Beaujolais	750	
122077	Georges Duboeuf Beaujolais-Villages	750	LTO

### Signage Components

- Backer Card ENG / BIL (Re-order# AIM-25P9-DBC1)
- Shelf Talkers - print at store level

### Merchandising Instructions

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



# Discovery End Aisle - Taste France (W6)

Merchandise the participating products on a Discretionary End Aisle. Install the backer card and shelf talkers on the display. **Products will be forced allocated to participating stores.**

## Key Dates (November 10 - 30, 2024)

### Participating Stores

1, 19, 21, 31, 35, 148, 149, 154, 164, 187, 212, 217, 288, 326, 329, 346, 367, 371, 391, 394, 398, 407, 412, 417, 437, 438, 443, 445, 481, 486, 499, 522, 556, 569, 579, 619, 624, 630, 632, 641

### Participating Products

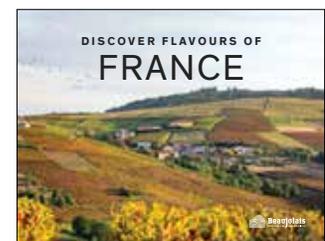
LCBO#	Description	Size (mL)	Offer
31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	
279661	L'Orangerie Rosé Pays D'Oc	750	
289124	Laroche Saint Martin Chablis	750	
373373	>(V) Pierre Sparr Gewurztraminer	750	BAP
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	BAP
542548	> (V)Baronnes Sancerre (Henri Bourgeois Fils	750	
569095	Ogier Cotes Du Ventoux Aoc	750	

### Signage Components

- Backer Card ENG / BIL (Re-order# AIM-25P9-DBC2)
- Shelf Talkers - print at store level

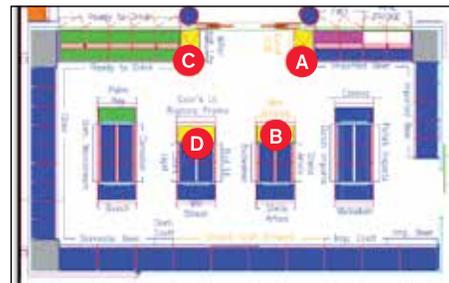
### Merchandising Instructions

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



# 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 (November 10 - 30, 2024)

### Participating Stores

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

### Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	19894	Cracked Canoe	6 × 473	275 - The Beer Store	
	422345	Moosehead Lager	6 × 473	275 - The Beer Store	VA
	<b>Value-Add/Merchandiser:</b> Moosehead Holiday Glassware				
<b>B</b> Plinth (EA - EZB)	28633	Great Lakes Brewery - Winter Ale	473	1929 - Great Lakes Brewing Co. Inc.	
	41220	Collective Arts IPA Pack	6 × 473	LCBO Warehouse	
<b>C</b> Plinth (EA - EZH)	17817	Corona Extra	6 × 473	275 - The Beer Store	LTO
	17818	Corona Extra	6 × 330	275 - The Beer Store	
	24899	Corona Sunbrew	6 × 330	275 - The Beer Store	
<b>Contest:</b> A chance to win a trip to Corona Island with the purchase of select packs of Corona.					
<b>D</b> End Aisle (EA - EZD)	36635	SVNS Hard 7UP Original	355		VA
	37117	SVNS Hard 7UP Lemonade	355		VA
<b>Value-Add/Merchandiser:</b> Ruffles Chips					

**Beer Excitement Zone A:** Free Moosehead signature glass with purchase of one Moosehead Lager 6 X 473 mL pack (422345)

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

**Beer Excitement Zone C:** Offering customers a chance to win a trip to Corona Island with the purchase of select packs of Corona.

**Beer Excitement Zone D:** Free bag of Ruffles Chips with purchase of three cans of SVNS Hard 7UP products (36635 or 37117)

## Signage Components

- A. Backer Card ENG/BIL (Re-order # 25P9-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 25P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 25P9-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 25P9-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 25P9-BEZ5) / BIL (Re-order # 25P9-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 25P9-BEZ7) / BIL (Re-order # 25P9-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. The backer Card for this display will remain up through P9 and P10.



# BEER BRANDED ENDS (P9-P10)

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 (P9-P10)

### Participating Stores

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

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 25P9-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 25P9-BBE2)
- Heineken Card ENG/BIL (Re-order # 25P9-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 (November 10 - 30, 2024)

## Participating Stores

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

## Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
11871	Lake Of The Woods Nautical Disaster DIPA	473	4277 - Lake Of The Woods Brewing Comp
14812	Great Lakes Brewery - Haze Mama	473	1929 - Great Lakes Brewing Co. Inc.
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	6309 - Flying Monkeys Craft Brewery
33238	Grand River Brewing Pale Ale	473	8469 - Grand River Brewing
37003	Mascot Brewery Juicy J IPA	473	687 - Mascot Brewery
38010	Cameron's Good Trip IPA	473	413 - Cameron's Brewing Co.

## 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-25P9-OCB1)  
BIL (Re-order #AIM-25P9-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

### Key Dates (P9)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)
21056	Tynt Meadow	330
21058	Founders Porter	355
38135	Biere Des Amis Cr(H)Azy IPA	330
38367	St. Ambroise Baltic Porter	473
38370	Mikkeller Beer Geek Breakfast Stout	473
38373	Trappistes Rochefort 6	330
38374	Brouwerij Van Steenberge Gulden Draak Brewmaster	330
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-25P9-ICB1) / BIL (Re-order #AIM-25P9-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 (November 10 - 30, 2024)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
32189	D'Ont Poke The Bear Big Baco VQA	750	LTO
346445	Sandbanks Dunes Red VQA	750	LTO
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	LTO
587956	Trius Cabernet Sauvignon VQA	750	LTO

#### Participating Stores

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

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order #AIM-25P9-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-25P9-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order #AIM-25P9-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-25P9-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 (November 10 - 30, 2024)**

### **Participating Stores**

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

### **Participating Products**

LCBO#	Description	Size (mL)	Offers
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	BAP
582825	Peller Family Reserve Chardonnay VQA	750	BAP



### **Signage Components**

- Shelf Talkers ENG/BIL (Re-order # 25P9-OWP1)
- Ontario Buyer's Pick Gondola Backer Card ENG (Re-order # 25P9-OWP2) / BIL (Re-order # 25P9-OWP3)

### **Merchandising Instructions**

#### **End Aisle Display Stores:**

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

#### **Shelf Talker Only Stores:**

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

# Our Wine Country Boutiques TURN 2 (P6 - P12)

## Standout Selections & Style Spotlight (VQA)

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

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

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

### Key Dates (P6 - P12)

#### Participating Stores

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

#### Participating Products

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



**Standout Selections**



**Style Spotlight: Riesling**

#### Signage Components

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

#### Merchandising Instructions

- 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 (November 10 - 30, 2024)

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	\$2.00 LTO
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	\$3.00 LTO

#### Signage Components

- Shelf Talker Bundle (Re-order# AIM-25P9-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-25P9-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-25P9-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 (October 19 & November 2, 2024 Release)

#### Mandatory Participating Stores

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

#### Important Note

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

#### Participating Products

LCBO#	Description	Size (mL)
<b>October 19 Release</b>		
39678	Chloe Monterey County Pinot Noir 2022	750
39769	Cave du Château des Loges Les 3 Madones Côte de Brouilly 2022	750
<b>November 2 Release</b>		
39419	Château Lamothe-Bergeron 2016	750
48470	Teusner The Riebke Shiraz 2021	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 (November 10 - 30, 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-25P9-VLTO1)

### Participating Products

#### LTO Offers:

LCBO#	Description	Size (mL)	LTO
378257	Banfi Brunello Di Montalcino	750	\$4.00
84988	Beringer Napa Valley Chardonnay	750	\$3.00
661892	Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00
951319	Bollini Pinot Grigio	750	\$2.00
660241	Bonanza California Cabernet Sauvignon	750	\$3.00
342436	Bonterra Organic Chardonnay	750	\$2.00
478727	Catena Malbec	750	\$2.00
681643	Château Argadens Bordeaux Supérieur	750	\$1.00
304469	Cloudy Bay Sauvignon Blanc	750	\$4.00
571133	Dillon'S Vermouth	750	\$2.00
636613	Duca Di Saragnano Alchymia Primitivo	750	\$3.00
286278	Flat Rock Cellars Chardonnay Vqa	750	\$2.00
68817	Hidden Bench Estate Organic Chardonnay	750	\$2.00
274753	Hidden Bench Estate Organic Pinot Noir	750	\$3.00
412320	Josh Cellars Reserve Paso Robles Cabernet Sauvignon	750	\$2.00
369686	Kendall-Jackson Vintner'S Reserve Chardonnay	750	\$2.00
158550	Laurent-Perrier Cuvée Brut Rosé Champagne	750	\$10.00
162073	Louis Jadot Bourgogne Pinot Noir	750	\$2.00
933077	Louis Jadot Chardonnay Bourgogne	750	\$2.00
573147	Malivoire Estate Grown Chardonnay	750	\$2.00
591313	Malivoire Farmstead Gamay	750	\$2.00
256735	Mcmanis Zinfandel	750	\$2.00
130138	Meiomi Pinot Noir	750	\$3.00
405175	Michael David Freakshow Cabernet Sauvignon	750	\$3.00
69377	Monte Antico	750	\$2.00
650713	Monte Zovo Sa' Solin Valpolicella Ripasso Superiore	750	\$2.00
326090	Oyster Bay Pinot Grigio	750	\$3.00
606624	Ringbolt Cabernet Sauvignon	750	\$2.00
111641	Rocca Delle Macie Riserva Chianti	750	\$2.00
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$2.00
149047	Taylor Fladgate 20-Year-Old Tawny Port	750	\$7.00
66738	The Black Chook Shiraz/Viognier	750	\$2.00
104299	The Prisoner Red Blend	750	\$5.00
356220	Tommasi Amarone Della Valpolicella Classico	750	\$5.00
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00

**LTO Offers:**

LCBO#	Description	Size (mL)	LTO
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$2.00
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00
419770	Wines Of Substance Cabernet Sauvignon	750	\$2.00
311258	Wits End Luna Shiraz	750	\$2.00
479766	Zenato Ripassa Valpolicella Ripasso Superiore	750	\$3.00

**Aeroplan Offers:**

LCBO#	Description	Size (mL)	BAP
38021	Baron Philippe De Rothschild Mouton Cadet X Nathan	750	50
652883	Belle Glos Clark & Telephone Pinot Noir	750	200
367698	Boschendal 1685 Chardonnay	750	100
710426	Cakebread Cellars Cabernet Sauvignon	750	400
224766	Château Des Charmes Brut Sparkling	750	75
164491	Fielding Unoaked Chardonnay	750	40
738823	Liberty School Cabernet Sauvignon	750	100
82024	Monasterio De Las Viñas Gran Reserva	750	100
326728	Oyster Bay Chardonnay	750	100
373373	Pierre Sparr Gewurztraminer	750	30
255513	Robert Mondavi Winery Napa Valley Cabernet Sauvignon	750	120
942151	Seghesio Zinfandel	750	150

**Combo Offers:**

LCBO#	Description	Size (mL)	BAP	LTO
606624	>Ringbolt Cabernet Sauvignon Marg River	750	60	\$2.00
661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	40	\$2.00
84988	>Beringer Napa Valley Chardonnay	750	60	\$3.00
419770	>Wines Of Substance Cabernet Sauvignon	750	25	\$2.00

## Vintages Ontario Our Buyer's Picks Program (SS)

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 (November 10 - 30, 2024)

### Participating Stores

Please refer to the Participation Lookup page for information

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

### Participating Product

LCBO#	Description	Size (mL)	Offers
571133	>Dillon's Vermouth	750	\$2.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-25P9-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)

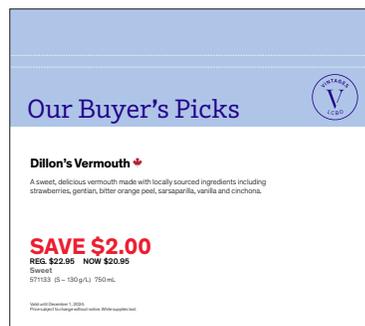
- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by the end of the promotion.

#### 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

# 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 (November 10 - 30, 2024)

### Participating Stores

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

### Merchandising Instructions

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

### Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 25P9-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 25P9-FS2)
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 25P9-FS3)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 25P9-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 25P9-FS5)
- Shelf Talkers ENG (Re-order # 25P9-FS6) / BIL (Re-order # 25P9-FS7)
- Bin Strip ENG/BIL (Re-order # 25P9-FS8)
- Perpendicular Shelf Talker ENG (Re-order # 25P9-FS9) / BIL (Re-order # 25P9-FS10)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "Enjoyful Gifts for Sparkling Occasions"</b>				

**Print FSA Shelf Talkers at store level.**

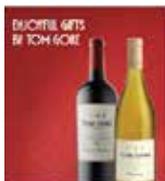
**IMPORTANT: Stores must maintain the top performing sparkling skus for the duration of the promo.**



	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 "Enjoyful Gifts by Tom Gore"**

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



	34425	Tom Gore Farmer's Red Blend	750	VA
	451336	Tom Gore Cabernet Sauvignon	750	VA
	458810	Tom Gore Chardonnay	750	VA

**Value-Add (VA) - Rep Applied: Cork gift box**

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSC) Europe - Italy/SE Flex Space "Feast-Worthy Italian Wines"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	31753	Cantina Di Illasi Amarone Della Valpolicella Docg	750	LTO
	162073	>(V) Bourgogne Pinot Noir (Jadot)	750	LTO
	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO
	219816	Catedral Reserva Dao	750	BAP
	378257	>(V) Brunello Di Montalcino (Banfi)	750	LTO
	471318	Remy Pannier Sauvignon Blanc Igp Val De Loire	750	LTO
	933077	>(V)Bourgogne Chardonnay (Jadot)	750	LTO
	951319	>(V) Pinot Grigio Bollini (Empson)	750	LTO

<b>(FSD) Australia/New Zealand Flex Space "Holiday Wines"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	66738	>The Black Chook Shiraz Viognier	750	LTO
	326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
	350504	Yellow Tail Big Bold Red	750	LTO
	406843	Jacob's Creek Moscato	1500	LTO
	426601	Villa Maria Private Bin Sauvignon Blanc	750	BAP
	506691	Wolf Blass Yellow Label Shiraz	750	LTO
	606624	>Ringbolt Cabernet Sauvignon Marg River	750	LTO
	620054	Babich Sauvignon Blanc	750	LTO

<b>(FSE) Chile/Argentina Flex Space "Enjoyful Wines to Entertain"</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	11927	La Linda Malbec	750	LTO
	36815	Leyda Reserva Sauvignon Blanc	750	LTO
	36824	Santa Julia Reserva Pinot Grigio	750	LTO
	37162	Las Ninas Ella Reserva Chardonnay Organic	750	LTO
	135475	Fuzion Alta Reserve Malbec	750	LTO
	365205	Cono Sur Sparkling Rosé	750	BAP
	545707	Cigar Box Pinot Noir	750	LTO



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

**Sparkling/Rosé Flex Space**



**USA Flex Space**



**EUROPE Italy/SE Flex Space**



**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 (November 10 - 30, 2024)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
10212	Kahlua Coffee Liquor	375	LTO
265199	Absolut Vodka	375	VA

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

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-25P9-SP2) / BIL (Re-order #AIM-25P9-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-25P9-SP4) / BIL (Re-order #AIM-25P9-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 (November 10 - 30, 2024)**

## Participating Stores

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

## Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	42911	Patron Silver Tequila	375	LTO
	363812	Tito's Handmade Vodka	375	LTO
Wines/Wine in Cans (FEM2)	38937	Bread & Butter Cabernet Sauvignon	375	
	38938	Bread & Butter Chardonnay	375	
Brown Spirits/Liqueurs (FEM3)	74393	Baileys Irish Cream	375	LTO
	482729	Bulleit Bourbon	375	LTO

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-25P9-FEM1) / BIL (Re-order #AIM-25P9-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-25P9-FEM3) / BIL (Re-order #AIM-25P9-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-25P9-FEM5) / BIL (Re-order #AIM-25P9-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)

# HOLIDAY STOCKING STUFFERS

## Key Dates (Period 9-10)

### Participating Stores

Please refer to the Participation Lookup page for information

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

### Wines Participating Products

LCBO#	Description	Size (mL)
11223	Freixenet Sparkling Italian Rosé	200
11224	Freixenet Prosecco DOC Extra Dry	200
26797	Meiomi Pinot Noir	375
33961	Bread & Butter Prosecco	200
34104	Saintly Sparkling White	200
39232	Bonanza Cabernet Sauvignon	375
39319	Bottega Poeti Prosecco DOC Brut Veneto	200
39331	Mionetto Prestige Prosecco Rosé	200
463281	Mateus Rosé Original	250

### Merchandising Instructions

- Merchandise the participating products on the FEMs or Special Promotions Fixture at managers discretion.
- Shelf Talkers - print at store level

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE (CE2)

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

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

### Key Dates (ongoing)

### Participating Stores

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

### Merchandising Instructions

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

### Signage Components

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



## Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

### Participating Products

	LCBO#	Description	Size (mL)
Brown Spirits	9522	J.P. Wiser's Deluxe	375
	10212	Kahlua Coffee Liquor	375
	12195	Grand Marnier Cordon Rouge	375
	15537	Woodford Reserve Distiller's Select Bourbon	375
	74393	Baileys Irish Cream	375
	110221	St Remy Brandy	375
	187047	Johnnie Walker Black 12 Yo	375
	245688	Hennessy Vs Cognac.	375
	252312	Glenfiddich Single Malt 12 Year Old	375
	482729	Bulleit Bourbon	375
White Spirits	10232	1800 Silver Tequila	375
	267161	Jose Cuervo Especial Gold	375
	363812	Tito's Handmade Vodka	375
	486217	Prince Igor Extreme Vodka (P.E.T.)	375
	637058	Bombay Sapphire London Dry Gin	375



Examples Only

## Wine Impulse - Half Bottles/Cans:

### Participating Products

LCBO#	Description	Size (mL)
11234	Cote des Roses Rosé	375
16938	La Marca Prosecco D.O.C.	375
19296	Pelee Island Lola Sparkling Blush VQA	250
20717	>Joel Gott 815 Cabernet Sauvignon	375
21632	Bottega ROSE GOLD Spumante	200
36423	Cave Spring Riesling Dry VQA	375
38810	Chateau des Charmes Cabernet Merlot	375
38882	BRILLA Prosecco DOC Spumante (3 pack)	600
38883	La Vieille Ferme Ventoux Rouge	375
38888	Chateau Timberlay	375
38937	Bread & Butter Cabernet Sauvignon	375
38938	Bread & Butter Chardonnay	375
38949	Stoneleigh Sauvignon Blanc	375
38951	Casillero del Diablo Reserva Cabernet Sauvignon	375
38973	Castiglioni Chianti Frescobaldi	375
39010	Taylor Fladgate Late Bottled Vintage Port	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 (November 10 - 30, 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-25P9-RTD7) / BIL (Re-order #AIM-25P9-RTD8)

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

CE3



LCBO# 36601  
Storyteller Singapore Sling  
355 mL | 10 BAP

CE4



LCBO# 31206  
French 75 Gin Cocktail  
355 mL | 10 BAP

CE5



LCBO# 37821  
Mott's Clamato Extra Spicy  
Caesar  
458 mL | 15 BAP

CE6



LCBO# 19347  
Founder's Original Bourbon  
Sour  
355 mL | 7 BAP

# THE COLD ROOM SPIRITS DISPLAY (CM)

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

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

## Key Dates (November 10 - 30, 2024)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 6 Pack Carrier	6 × 50	LTO, BAP
314856	Fireball Whisky Shooter	1140	VA, BAP
398776	Fireball Whisky Shooter	375	BAP
447953	Fireball Whisky Shooter	750	VA, BAP

#### Value-Add (VA) - Rep Applied:

LCBO# 314856: Seagram VO 50 mL

LCBO# 447953: Soco 50 mL

### Signage Components

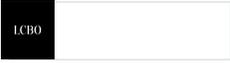
- A-Frame Sign ENG (Re-order# 25P9-AF1) / BIL (Re-order# 25P9-AF2)
- Shelf Talkers English Bundle (Re-order# 25P9-AF3)  
Shelf Talkers Bilingual Bundle (Re-order# 25P9-AF4)

### 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: 25P9-ST1 BIL: 25P9-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P9-ST12 BIL: 25P9-ST13	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 25P9-ST14 BIL: 25P9-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P9-ST3 BIL: 25P9-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P9-ST5 BIL: 25P9-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P9-ST7 BIL: 25P9-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 25P9-ST9 BIL: 25P9-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	2309	
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	2313	
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-25P9-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-25P9-AS1 BIL: AIM-25P9-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-25P9-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>

Trade Copy

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		<b>1 AB</b> (Promo code is BSE not EA 1)	32274	The Kraken Gold Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		443903	Havana Club Anejo Reserva	750	LTO
			500512	Captain Morgan Original Spiced Rum	750	BAP
			894014	El Dorado Demerara 5 Year Old Rum	750	LTO
		<b>2 AB</b>	67	Smirnoff Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	
			216929	Smirnoff Vodka	1140	Value Add
		<b>3 A</b>	19954	Tommasi Valpolicella Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO
			356220	>(V) Amarone Classico Docg (Tommasi)	750	LTO
			910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO
		<b>3 B</b>	30946	Rocca Delle Macie Moonlite Toscana Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
			269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	BAP
		<b>4 AB</b>	1487	Crown Royal	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	
			217950	Crown Royal	1140	LTO
		<b>5 AB</b>	15754	Josh Cellars Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	LTO
			461053	Josh Cellars Cabernet Sauvignon	750	Value Add
		<b>6 AB</b>	5959	Baileys Irish Cream	750	FSO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	FSO, LTO
			605956	Baileys Irish Cream Liquor	1140	FSO, Value Add
		<b>7 AB</b>	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO
			589028	Peller Family Vineyards Rosé Bag In Box	4000	LTO
		<b>8 AB</b>	893	J.P. Wiser's Deluxe	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	Value Add
			216689	J.P. Wiser's Deluxe	1140	LTO
		<b>9 AB</b>	117	Bacardi Superior White Rum	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		1206	Bacardi Gold Rum	750	
			520353	Bacardi Spiced Rum	750	Value Add

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
☐ ☐	10	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	
		28735	Beau's Lug Lite (275/TBS)	473	LTO
		37425	Lotw Lago Cerveza Mexican Style Lager (4277)	473	LTO
		37641	Muskoka Brewery IPA Mixer Pack 2024 (LCBO Warehouse)	6 x 473	LTO
		37781	Burdock Ducks IPA (2837)	473	LTO
		38997	Bench Brewing Old School Light Lager (798)	473	
		41112	Hazy Roy, A Hazy Boy, Neipa (5732)	473	
		275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	
		508580	Wellington Upside IPA (4826)	473	LTO
☐ ☐	11	217653	Captain Morgan Original Spiced Rum	1140	FSO, Value Add
		318709	Captain Morgan Original Spiced Rum (P.E.T)	750	FSO, BAP
		500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	FSO, LTO
☐ ☐	12	10213	Kahlua Coffee Liquor	750	BAP, Value Add
		110056	Absolut Vodka	750	Value Add
		209221	Absolut Vodka	1140	
☐ ☐	13	42	Canadian Club Premium	750	Value Add
		34637	Canadian Club Premium	1750	Value Add
		217687	Canadian Club Premium	1140	Value Add
☐ ☐	14	7880	Johnnie Walker Black 12 Yr	750	Value Add
		217802	Johnnie Walker Black Label	1140	LTO
		422006	Johnnie Walker Black Label Scotch	1750	Value Add
☐ ☐	15	20214	Fontanafredda Barolo Docg	750	LTO
		243055	Beronia Tempranillo Rioja	750	LTO
		404012	Graham's 10 Year Old Tawny Port	750	LTO
☐ ☐	16	33377	Forty Creek Cream Butter Tart	750	
		350629	Forty Creek Barrel Select Whisky	1140	
		550715	Forty Creek Barrel Select	750	LTO
☐ ☐	17	27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	LTO
		275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO
		304022	Santa Carolina Chardonnay Reserva	750	LTO
☐ ☐	18	10157	Jameson Irish Whiskey	750	Value Add
		207613	Jameson Irish Whiskey	1140	LTO
		292615	Jameson Black Barrel	750	BAP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		19	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		12385	Glenfiddich Single Malt 12 Year Old	750	LTO
			605972	Glenfiddich Single Malt 15 Year Old	750	LTO
		20	225243	Stoli Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		254631	Elit Vodka	750	LTO
			272716	Stoli Vodka	1750	LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	JW Squid Games (W1)	39984	Johnnie Walker Black Squid Games	750	
		Beaujolais Nouveau (W5)	32569	Albert Bichot Beaujolais Selection Parcelaire	750	W5, LTO
<input type="checkbox"/>	<input type="checkbox"/>		32624	Cellier Du Chateau De La Chaume Beaujolais	750	W5, BAP
			37208	Moillard Beaujolais	750	W5
			122077	Georges Duboeuf Beaujolais-Villages	750	W5, LTO
		Taste France (W6)	31051	Gabriel Meffre St Vincent Cotes Du Rhone	750	W6
			152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	W6
			279661	L'Orangerie Rosé Pays D'Oc	750	W6
<input type="checkbox"/>	<input type="checkbox"/>		289124	Laroche Saint Martin Chablis	750	W6
			373373	>(V) Pierre Sparr Gewurztraminer	750	W6, BAP
			429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	W6, BAP, Wine Fridge
			542548	>(V)Baronnes Sancerre (Henri Bourgeois Fils	750	W6
			569095	Ogier Cotes Du Ventoux Aoc	750	W6
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	32404	Empress Cocktail Gin	750	S1, BAP
			36440	Empress Elderflower Rose Gin	750	S1, BAP
		Gifting Display A (Mini Thematic A)	557470	Empress 1908 Gin	750	S1, LTO, Value Add
			4101	Remy Martin VSOP	750	Mini Thematic, LTO
			25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	Mini Thematic, LTO, BAP
			38971	Glenmorangie Original Highland Single Malt Scotch	750	Mini Thematic, LTO
			60608	El Dorado 12 Year Old Rum	750	Mini Thematic, LTO
			173559	Don Julio Reposado	750	Mini Thematic,VA
<input type="checkbox"/>	<input type="checkbox"/>		207126	Lagavulin 16 Yr Malt	750	Mini Thematic, LTO, BAP
			207639	J.P. Wiser's 18YO Canadian Whisky	750	Mini Thematic, LTO
		243824	Oban 14 Yr Old Single Malt	750	Mini Thematic	
		352104	Aberlour 12YO Single Malt Scotch Whisky	750	Mini Thematic, LTO	
		387209	Centennial 10 Year Old Limited Edition Rye	750	Mini Thematic, LTO	
		425686	Casamigos Tequila Anejo	750	Mini Thematic, BAP	
		479881	Lagavulin 8 YO	750	Mini Thematic, LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	<b>Gifting Display B (Mini Thematic B)</b>	36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	Mini Thematic, LTO
			40137	>Stoneleigh Latitude Sauvignon Blanc	750	Mini Thematic, LTO
			69377	>(V) Monte Antico Igt (Empson)	750	Mini Thematic, LTO
			408310	Pinot Noir Ursulines Bourgogne (J.C. Boisset)	750	Mini Thematic, LTO
			608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	Mini Thematic, LTO
			650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	Mini Thematic, LTO
			652883	>Belle Glos Clark & Telephone Pinot Noir	750	Mini Thematic, BAP
			942151	>Seghesio Zinfandel Sonoma County	750	Mini Thematic, BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Local Beer &amp; Cider Display (Mini Thematic C)</b>	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	Mini Thematic
			28735	Beau's Lug Lite (275/TBS)	473	Mini Thematic, LTO
			37425	Lotw Lago Cerveza Mexican Style Lager (4277)	473	Mini Thematic, LTO
			37641	Muskoka Brewery IPA Mixer Pack 2024 (LCBO Warehouse)	6 x 473	Mini Thematic, LTO
			37781	Burdock Ducks IPA (2837)	473	Mini Thematic, LTO
			38997	Bench Brewing Old School Light Lager (798)	473	Mini Thematic
			41112	Hazy Roy, A Hazy Boy, Neipa (5732)	473	Mini Thematic
			275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	Mini Thematic
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Flight A</b>	508580	Wellington Upside IPA (4826)	473	Mini Thematic, LTO
			13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Front Nesting Table, BAP
			26979	Don Julio Anejo	750	Front Nesting Table, LTO
			27467	Glenfiddich Orchard Experiment	750	Front Nesting Table, BAP
			36443	Hendrick's Grand Cabaret	750	Front Nesting Table, LTO
			39061	The Deacon Blended Scotch Whisky	750	Front Nesting Table, BAP
			39488	Baileys Birthday Cake	750	Front Nesting Table, FSO, Necktag
			250134	Sortilege	750	Front Nesting Table, LTO
			388694	Casamigos Tequila Reposado	750	Front Nesting Table, BAP
			417295	Ciroc Original Unflavoured	750	Front Nesting Table, Value Add
		428409	Powers Gold Irish Whiskey	750	Front Nesting Table, BAP	
		439075	Bulleit Bourbon 10 YO	750	Front Nesting Table	
		557827	Stoli Gold Vodka	750	Front Nesting Table, LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			10357	Crown Royal Peach	750	Front Nesting Table
			12197	Five Farms Single Batch Irish Cream Liqueur	750	Front Nesting Table, BAP
			19750	Teremana Reposado Tequila	750	Front Nesting Table, BAP
			54866	Bulleit Bourbon Frontier Whiskey	750	Front Nesting Table, Value Add
			129940	Aviation Gin	750	Front Nesting Table, LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Flight B</b>	173542	Don Julio Blanco	750	Front Nesting Table, LTO
			333070	Islay Mist Scotch 8 Year Old	750	Front Nesting Table, LTO
			386789	Casamigos Tequila Blanco	750	Front Nesting Table, BAP
			414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Front Nesting Table, Value Add
			456095	Ketel One Vodka	750	Front Nesting Table, Value Add
			600163	Tanqueray No. Ten Gin	750	Front Nesting Table, Value Add
			14400	Coors Original (275/TBS)	6 × 473	LTO
			37300	Blue Moon Mango Wheat (275/TBS)	473	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A</b>	300681	Coors Light (275/TBS)	6 × 473	BAP, Contest
			541243	Creemore Springs Premium Lager (275/TBS)	6 × 473	
			906628	Coors Light (275/TBS)	6 × 355	Value Add
			906669	Coors Light (275/TBS)	473	
			24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	LTO
			33972	Cottage Springs Punched Up Vod Soda Mixed 8 P	8 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile B</b>	36579	Casa Del Rey Tequila Cocktail Mixed 6 Pack	6 × 355	
			36602	High Noon Tequila Variety Pack	8 × 355	LTO
			36605	White Claw Vodka Smash 8 Pack	8 × 355	BAP
			36618	Simply Spiked Peach Variety Pack	12 × 355	BAP
			36654	Smirnoff Vodka & Soda Party Pack	12 × 355	BAP
			36659	Twisted Tea Island Pack	12 × 355	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16767	Saintly Sparkling Rosé VQA	750	LTO
			25515	Saintly Sparkling Brut VQA	750	Value Add, Wine Fridge, BAP
			114967	Finlandia Vodka	1750	LTO
			217166	Gordons Gin	1140	BAP
			326728	>Oyster Bay Chardonnay Marlborough	750	Wine Fridge, BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile C</b>	379032	O'Casey's Irish Cream	750	BAP
			380303	Smirnoff Blueberry Flavoured Vodka	750	BAP
			398016	Dr. McGillicuddy Intense Peach	750	BAP
			426601	Villa Maria Private Bin Sauvignon Blanc	750	Flex Space, Wine Fridge, BAP
			504340	Santa Carolina Merlot	1500	BAP
			605931	Grant's Triple Wood Blended Scotch Whisky	1140	
			634402	Vina Tarapaca Reserva Sauvignon Blanc	750	LTO
			32743	Patron El Cielo	700	BAP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile D (XBP)</b>	34595	Patron Silver Tequila	750	Value Add
			34603	Patron Anejo Tequila	750	Value Add
			50088	Patron Reposado Tequila	750	LTO, Value Add
			5959	Baileys Irish Cream	750	End Aisle, FSO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Baileys (FSO-A)</b>	39488	Baileys Birthday Cake	750	Front Nesting Table, FSO, Necktag
			193490	Baileys Irish Cream	1750	End Aisle, FSO, LTO
			605956	Baileys Irish Cream Liquor	1140	End Aisle, FSO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	<b>Captain Morgan (FSO-B)</b>	217653	Captain Morgan Original Spiced Rum	1140	End Aisle, FSO, Value Add
			318709	Captain Morgan Original Spiced Rum (P.E.T)	750	End Aisle, FSO, BAP
			500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	End Aisle, FSO, LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		10393	Legent	750	FSN
		19158	Laphroaig Quarter Cask Single Islay Malt	750	FSN
		28587	Suntory World Whisky Ao	700	FSN, BAP
		38878	Canadian Club Classic 18 Year Old High Proof	750	FSN
		39978	Alberta Premium Batch 10 Legacy Reserve	750	FSN, BAP
		103747	Maker's Mark Kentucky Bourbon	750	FSN
		225565	Maker's Mark 46	750	FSN
<input type="checkbox"/>	<input type="checkbox"/>		<b>Flagship Spotlight (Enhanced Occasions) (FSN-A)</b>		
		248997	Laphroaig 10 Year Old	750	FSN, LTO
		324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	FSN, LTO
		326025	Basil Hayden Straight Bourbon	750	FSN
		330803	Bowmore 12 Year Old Islay Single Malt	750	FSN
		395582	Auchentoshan American Oak, Lowland	750	FSN, BAP
		465484	Toki	750	FSN, LTO
		478222	Laphroaig Select	750	FSN, BAP
		503649	Bowmore 15 YO Islay	750	FSN, LTO
		720532	Auchentoshan Three Wood (Morrison Bowmore)	750	FSN, LTO
		13686	Bread & Butter Pinot Noir	750	FSM, LTO
		18486	Bread & Butter Rosé	750	FSM
		19261	Bread & Butter Chardonnay	750	FSM, LTO, Wine Fridge
		21474	Bread & Butter Cabernet Sauvignon	1500	FSM, Necktag Contest
		21621	Bread & Butter Prosecco Doc	750	FSM, Wine Fridge
		22612	Bread & Butter Sauvignon Blanc	750	FSM, LTO
<input type="checkbox"/>	<input type="checkbox"/>		<b>Pop-up Activation (FSM-A)</b>		
		28558	Bread & Butter Merlot	750	FSM
		31472	Bread & Butter Rosé Can	250	FSM
		34432	Bread & Butter Chardonnay	1500	FSM, Value Add
		38411	Bread & Butter Pinot Grigio	750	FSM, Wine Fridge
		38937	Bread & Butter Cabernet Sauvignon	375	FEM2
		38938	Bread & Butter Chardonnay	375	FEM2
		647644	Bread & Butter Cabernet Sauvignon	750	FSM

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			212480	Georges Duboeuf Beaujolais Aoc	750	Middle Nesting Table, LTO
			225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	Middle Nesting Table, LTO
			225920	Sandbanks Baco Noir Reserve VQA	750	Middle Nesting Table, LTO
			302380	Mezzacorona Pinot Grigio Trentino	750	Middle Nesting Table, LTO
			326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	Middle Nesting Table, Flex Space, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	341743	Trius Rosé VQA	750	Middle Nesting Table, LTO
			392225	Vint Cabernet Sauvignon By Robert Mondavi	750	Middle Nesting Table, LTO
			405175	>Michael David Freakshow Cabernet Sauvignon	750	Middle Nesting Table, LTO
			478727	>Catena Malbec Mendoza	750	Middle Nesting Table, LTO
			479766	>(V) Ripassa Valpolicella Sup (Zenato)	750	Middle Nesting Table, LTO
			619452	Matua Sauvignon Blanc Hawke's Bay	750	Middle Nesting Table, LTO
			738823	>Liberty School Cabernet Sauvignon	750	Middle Nesting Table, BAP
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	19894	Cracked Canoe (275/TBS)	6 × 473
		422345		Moosehead Lager (275/TBS)	6 × 473	EZA, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	28633	Great Lakes Brewery - Winter Ale (1929)	473	
			41220	Collective Arts IPA Pack (LCBO Warehouse)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	17817	Corona Extra (275/TBS)	6 × 473	EZH, LTO
			17818	Corona Extra (275/TBS)	6 × 330	EZH
			24899	Corona Sunbrew (275/TBS)	6 × 330	EZH
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	36635	SVNS Hard Seven Up Original	355	Value Add
			37117	SVNS Hard Seven up Lemonade	355	Value Add
			11871	Lake Of The Woods Nautical Disaster Dipa (4277)	473	
			14812	Great Lakes Brewery - Haze Mama (1929)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
			33238	Grand River Brewing Pale Ale (8469)	473	
			37003	Mascot Brewery Juicy J IPA (687)	473	
			38010	Cameron's Good Trip IPA (413)	473	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	32189	D'Ont Poke The Bear Big Baco VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>		346445	Sandbanks Dunes Red VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>		459966	Henry Of Pelham Baco Noir Old Vines VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>		587956	Trius Cabernet Sauvignon VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	58628	Peller Est. Family Series Cabernet Merlot VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>		485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	VL1, LTO
<input type="checkbox"/>	<input type="checkbox"/>		636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	VL1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: October 19	39678	Chloe Monterey County Pinot Noir 2022	750	
<input type="checkbox"/>	<input type="checkbox"/>		39769	Cave du Château des Loges Les 3 Madones Côte de Brouilly 2022	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: November 2	39419	Château Lamothe-Bergeron 2016	750	
<input type="checkbox"/>	<input type="checkbox"/>		48470	Teusner The Riebke Shiraz 2021	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	571133	>Dillon's Vermouth	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	10212	Kahlua Coffee Liquor	375	CE1, LTO
<input type="checkbox"/>	<input type="checkbox"/>		265199	Absolut Vodka	375	CE1, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	36601	Storyteller Singapore Sling	355	CE3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	31206	French 75 Gin Cocktail	355	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	37821	Motts Clamato Extra Spicy Caesar	458	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	19347	Founder's Original Bourbon Sour	355	CE6, BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	10946	Fireball 6 Pack Carrier	6 × 50	Cold Room Spirits, LTO
<input type="checkbox"/>	<input type="checkbox"/>		314856	Fireball Whisky Shooter	1140	Cold Room Spirits, Value Add, BAP
<input type="checkbox"/>	<input type="checkbox"/>		398776	Fireball Whisky Shooter	375	Cold Room Spirits, BAP
<input type="checkbox"/>	<input type="checkbox"/>		447953	Fireball Whisky Shooter	750	Cold Room Spirits, Value Add, BAP

## 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"/>	<b>Special Promotions Fixture (CE2) Spirit Impulse Skus</b>	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"/>	<b>Special Promotions Fixture (CE2) Wine Impulse Half Bottles/Can Skus</b>	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"/>	<b>FEM 1: Spirits</b>	42911	Patron Silver Tequila	375	FEM1, LTO
			363812	Tito's Handmade Vodka	375	FEM1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 2: Wines</b>	38937	Bread & Butter Cabernet Sauvignon	375	FEM2
			38938	Bread & Butter Chardonnay	375	FEM2
<input type="checkbox"/>	<input type="checkbox"/>	<b>FEM 3: Spirits</b>	74393	Baileys Irish Cream	375	FEM3, LTO
			482729	Bulleit Bourbon	375	FEM3, LTO

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R1	Vodka A	545194 Top Shelf Vodka	750	BAP											Y	Y
R2	Vodka B	400754 Iceberg Vodka	750	BAP							Y	Y	Y	Y	Y	Y
R3	Vodka C	334110 Ciroc Peach	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	95935 Grey Goose Vodka	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	417196 Grey Goose Vodka	1140	LTO, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	366609 Plantation XO 20th Anniversary	750	LTO												Y
R7	Rum B	225615 Brugal Anejo	750	LTO							Y	Y	Y	Y	Y	Y
R8	Rum C	520304 Bacardi Gold	1140	LTO							Y	Y	Y	Y	Y	Y
R9	Rum D	36225 Bacardi Caribbean Spiced	700	Value Add					Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	570366 Bacardi Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Whisky A	17885 Wayne Gretzky Maple Cask Finish Canadian Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	382861 Lot No. 40 Single Copper Pot Still Canadian Whisky	750	LTO								Y	Y	Y	Y	Y
R13	Canadian Whisky C	457572 Gibson's Finest Bold 8YO	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	403519 Crown Royal Apple	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	350207 Forty Creek Copper Bold Whisky	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	207647 Chivas Regal 12YO Scotch Whisky	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	1099 Johnnie Walker Red Label	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	1040 Gordons Gin	750	BAP			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	601484 Amaro Montenegro Liqueur	750	LTO							Y	Y	Y	Y	Y	Y
R20	Liqueurs B	605881 Disaronno Originale Amaretto	1140	BAP					Y	Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	25999 Jagermeister	1140	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	11248 Baileys Espresso	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	363978 Miguel Torres Chile Pisco El Gobernador	700	LTO												Y
R24	Brandy B	477836 Malibu	750	LTO, BAP			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	174466 Jose Cuervo Especial Silver	750	LTO							Y	Y	Y	Y	Y	Y
R26	Ontario Blend A	63826 Wayne Gretzky Chardonnay VQA	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	17472 Trius Baco Noir VQA	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	178541 Batasiolo Barolo Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	14884 Pelee Island Lola Secco Sparkling VQA	750	LTO							Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	33568 Vineland Estate Cabernet Merlot VQA	750	LTO							Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	28408 Jackson-Triggs Reserve Sauvignon BI VQA Bib	3000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	534693 Kittling Ridge White Zinfandel/Vidal	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	61101 Peninsula Ridge Merlot VQA	750	LTO										Y	Y	Y
R34	Ontario VQA B	376756 Peninsula Ridge Pinot Grigio VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	634410 Yellow Tail Pinot Grigio	1500	LTO										Y	Y	Y
R36	Australia/New Zealand B	302349 Rosemount Diamond Shiraz	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	13016 Jacob's Creek Moscato Rosé	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	624544 Yellow Tail Shiraz	750	LTO, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	541979 Three Thieves Pinot Grigio	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	383885 The Show Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders								
					15	20	30	40	45	50	55	60	65
R41 Chile A	483263	Don David Reserve Malbec	750	LTO						Y	Y	Y	Y
R42 Chile B	614651	Trapiche Reserve Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	30251	William Fevre Petit Chablis	750	LTO									Y
R44 France Blend B	141952	Pasqua Passimento Rosso Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	LTO								Y	Y
R46 France South B	30749	Paul Mas Cabernet Sauvignon	750	LTO			Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	37947	Les Jamelles Chardonnay	750	LTO							Y	Y	Y
R48 Italy Central A	215483	Harveys Bristol Cream Sherry	750	LTO								Y	Y
R49 Italy Central B	143164	Cusumano Nero D'Avola Sicilia Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	464214	Anciano No. 7 Reserva Rioja	750	LTO					Y	Y	Y	Y	Y
R51 Italy North B	253948	Martini Asti	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	649749	Castillo De Almansa Reserva	1500	LTO									Y
R53 Southern Europe B	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO							Y	Y	Y
R54 Germany A	467811	Ruffino Prosecco	750	LTO			Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	31006	Rosie Sparkling Rosé	750	LTO							Y	Y	Y
R56 Sparkling B	32537	Villa Sandi Blanc De Blancs Il Fresco Brut	750	LTO				Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	17513	Paulaner Munchner Hell Lager (LCBO Warehouse)	500	LTO								Y	Y
R58 Ontario Beer B	478909	Blue Moon (275/TBS)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	422121	Black Oak Nut Brown Ale (1181)	473										Y
R60 Beer 2	676841	Red Stripe Lager (LCBO Warehouse)	6 × 330	LTO				Y	Y	Y	Y	Y	Y
R61 Beer 3	572313	Asahi Super Dry (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y
R62 Beer 4	573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO			Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	667303	Blue Lobster Vodka Soda	473	BAP			Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	4606	Vodka Mudshake Creamy Vanilla	4 × 270	LTO				Y	Y	Y	Y	Y	Y
R65 Party Zone 3	450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	LTO		Y	Y	Y	Y	Y	Y	Y	Y

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	267187	Jose Cuervo Especial Gold	750	BAP	PROXIMO SPIRITS CANADA INC.
C2: Canadian Whisky	476911	Crown Royal Vanilla	750	LTO	DIAGEO CANADA INC.
C3: Ontario Non VQA Blend	620724	Creekside Sauvignon Blanc VQA	750	LTO	TRAJECTORY BEVERAGE PARTNERS
C4: French Blend	582775	Baf Heritage Du Conseiller Pinot Noir	750	LTO	UNIVINS AND SPIRITS CANADA INC.
C5: Fixed Store Location	25843	California Roots Cabernet Sauvignon	750	LTO	PHILIPPE DANDURAND WINES LTD.
C6: Vodka	382002	Smirnoff Raspberry Flavoured Vodka	750	BAP	DIAGEO CANADA INC.
C7: Scotch	19951	Ezra Brooks 99	750	LTO	GLAZER'S OF CANADA
C8: Liqueurs	561720	Magnum Scotch Malt Whisky Cream Liqueur	750	LTO	CHARTON HOBBS INC
C9: Ontario Blends	431106	Creekside Cabernet Merlot VQA	750	LTO	TRAJECTORY BEVERAGE PARTNERS
C10: France Red	160994	Trivento Malbec Reserve	750	LTO	ESCALADE WINES & SPIRITS

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	37954	Bella Terra Cabernet Merlot VQA	750	LTO	PONDVIEW ESTATE WINERY
D2: Discovery Wines 2	32503	Cocchi Vermouth Di Torino	750	LTO	AZUREAU WINE AGENCY
D3: Discovery Wines 3	36816	Leyda Reserva Pinot Noir	750	LTO	PHILIPPE DANDURAND WINES LTD.
D4: Discovery BSM 1	15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	LTO	LAKE OF BAYS BREWERY
D5: Discovery BSM 2	33526	Innis & Gunn Caribbean Rum Cask (LCBO Warehouse)	473	LTO	PMA CANADA LTD.
D6: Discovery BSM 3	491480	Twisted Sholtz B52	4 x 30	LTO	GLAZER'S OF CANADA
D7: Discovery Spirits 1	628339	Loch Lomond 12 Year Old Single Malt Whisky	750	LTO	IMPRESE INC.
D8: Discovery Spirits 2	481366	High River Canadian Whisky	750	LTO	PHILIPPE DANDURAND WINES LTD.
D9: Discovery Spirits 3	253302	Lukusowa Vodka	750	LTO	PMA CANADA LTD.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	LTO	AZUREAU WINE AGENCY

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
596	Bacardi Superior White Rum (P.E.T)	375	\$1.00	
1099	Johnnie Walker Red Label	750	\$2.00	Shelf Extender
2691	Tanqueray London Dry Gin	750	\$1.50	
4101	Remy Martin VSOP	750	\$10.00	Mini Thematic
4606	Vodka Mudshake Creamy Vanilla	4 × 270	\$1.00	Shelf Extender
10212	Kahlua Coffee Liquor	375	\$1.00	CE1
10232	1800 Silver Tequila	375	\$1.25	
10937	Forty Creek Double Barrel Reserve Whisky	750	\$3.00	
10946	Fireball 6 Pack Carrier	6 × 50	\$1.50	Cold Room Spirits
11194	Sand Point Chardonnay	750	\$2.00	
11248	Baileys Espresso	750	\$1.50	Shelf Extender
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	\$0.30	
11927	La Linda Malbec	750	\$2.00	Flex Space
12385	Glenfiddich Single Malt 12 Year Old	750	\$5.00	End Aisle
13016	Jacob's Creek Moscato Rosé	1500	\$3.00	Shelf Extender
13686	Bread & Butter Pinot Noir	750	\$2.00	FSM
13700	The Beachhouse Sauvignon Blanc	1500	\$2.00	
14400	Coors Original	6 × 473	\$1.55	Seasonal Block Pile A
14409	Catrina Reposado Tequila	750	\$5.00	
14754	Whitley Neil Handcrafted Blood Orange Gin	750	\$4.00	
14884	Pelee Island Lola Secco Sparkling VQA	750	\$1.00	Shelf Extender
15372	Mike's Hard Black Cherry	6 × 355	\$1.00	
15754	Josh Cellars Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
15806	Skyy Vodka	750	\$1.20	
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.30	Discovery Extender
15861	Sons Of Kent Juice Box IPA	473	\$0.50	
16546	On The Rocks Hornitos Margarita	375	\$3.00	
16767	Saintly Sparkling Rosé VQA	750	\$2.00	Seasonal Block Pile C
16778	Bask Crisp Rosé	750	\$1.00	
17468	Grand Mayan Ultra Extra Anejo	750	\$3.00	
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17513	Paulaner Munchner Hell Lager	500	\$0.20	Shelf Extender
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	\$3.00	Wine Fridge
17817	Corona Extra	6 × 473	\$1.00	EZH
17823	Stella Artois	6 × 330	\$1.00	
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	\$3.00	Shelf Extender
17900	J. Lebegue Lussac St-Emilion	750	\$2.00	
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	
18919	D'Usse VSOP	375	\$3.00	
19146	Palm Bay Rainbow Twist	473	\$0.20	
19261	Bread & Butter Chardonnay	750	\$2.00	FSM, Wine Fridge
19523	Tag No.5 Vodka (P.E.T)	375	\$1.00	
19923	Peroni Nastro Azzurro	6 × 330	\$1.00	
19951	Ezra Brooks 99	750	\$2.00	Comm. Extender
19954	Tommasi Valpolicella Doc	750	\$2.00	End Aisle
20214	Fontanafredda Barolo Docg	750	\$5.00	End Aisle
20710	Duca Di Saragnano Chianti Governo	750	\$2.00	
20857	Darling Mimosa Sparkling Orange	355	\$0.35	
20938	Red House Wine Co. Cabernet Merlot VQA	750	\$2.00	
20979	Juliet Prosecco Rosé Doc	750	\$2.00	
21200	Somersby Apple Cider	4 × 473	\$1.50	
21437	Wayne Gretzky Red Cask Whisky	1140	\$5.00	
21441	Honest Lot Sauvignon Blanc	750	\$2.00	
22297	Ck Mondavi Chardonnay	750	\$2.00	
22327	Jackson Triggs Pinot Grigio	1500	\$2.00	
22612	Bread & Butter Sauvignon Blanc	750	\$2.00	FSM
24385	Bacardi Pina Colada	355	\$0.25	
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	\$2.00	Seasonal Block Pile B
25136	818 Tequila Blanco	750	\$3.00	
25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	\$8.00	Mini Thematic
25819	Moosehead Lager	473	\$0.20	
25843	California Roots Cabernet Sauvignon	750	\$2.00	Comm. Extender
25999	Jagermeister	1140	\$3.00	Shelf Extender
26979	Don Julio Anejo	750	\$5.00	Front Nesting Table
27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	\$2.00	End Aisle
27386	Franzia Cabernet Sauvignon Bib	3000	\$3.00	
27732	High Road Cellars Cabernet Merlot	750	\$2.00	
28408	Jackson-Triggs Reserve Sauvignon BI VQA Bib	3000	\$3.00	Shelf Extender
28420	13th Street Blanc De Blanc	750	\$2.00	
28542	Lola Cabernet Franc Cabernet Sauvignon Bib	3000	\$4.00	
28735	Beau's Lug Lite	473	\$0.30	Mini Thematic
30104	Malibu Coconut Rum	1750	\$3.00	
30251	William Fevre Petit Chablis	750	\$2.00	Shelf Extender
30603	Larceny Kentucky Straight Bourbon	750	\$5.00	
30749	Paul Mas Cabernet Sauvignon	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
30946	Rocca Delle Macie Moonlite Toscana Igt	750	\$2.00	End Aisle
31006	Rosie Sparkling Rosé	750	\$2.00	Shelf Extender
31221	Twisted Tea Mango	473	\$0.20	
31246	Jack Daniel's & Ginger	473	\$0.25	
31320	Nutrl N7 Black Raspberry	473	\$0.20	
31587	Polar Ice Berry Blizzard	750	\$1.00	
31753	Cantina Di Illasi Amarone Della Valpolicella Docg	750	\$5.00	Flex Space
31820	Cincoro Tequila Blanco	750	\$15.00	
31851	Pink Gin Fizz	355	\$0.15	
32160	Golden Gufo Primitivo Puglia Igp	750	\$2.00	
32189	D'Ont Poke The Bear Big Baco VQA	750	\$2.00	goLOCAL
32274	The Kraken Gold Spiced Rum	750	\$2.00	End Aisle1 BSE
32415	Steam Whistle Pilsner	12 × 355	\$2.50	
32503	Cocchi Vermouth Di Torino	750	\$3.00	Discovery Extender
32537	Villa Sandi Blanc De Blancs Il Fresco Brut	750	\$2.00	Shelf Extender
32569	Albert Bichot Beaujolais Selection Parcellaire	750	\$2.00	W5
32656	Marques De Riscal Rioja Reserva	750	\$4.00	
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	\$1.00	
32927	Grosch Premium Pilsner	473	\$0.25	
33526	Innis & Gunn Caribbean Rum Cask	473	\$0.25	Discovery Extender
33531	Innis & Gunn Original	473	\$0.25	
33568	Vineland Estate Cabernet Merlot VQA	750	\$2.00	Shelf Extender
33579	XOXO Light Pinot Grigio	1500	\$2.00	
33777	Don Adriano 1950, Anejo, Ultra Premium Tequila	750	\$5.00	
34260	Sync Cabernet Sauvignon	750	\$2.00	
34434	Miller High Life	6 × 355	\$1.00	
36443	Hendrick's Grand Cabaret	750	\$3.00	Front Nesting Table
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	Mini Thematic
36575	Absolut Berry Vodkarita	355	\$0.20	
36578	Polar Ice Berry Blizzard	473	\$0.20	
36602	High Noon Tequila Variety Pack	8 × 355	\$2.00	Seasonal Block Pile B
36604	Crazy Uncle Strawberry Cream Soda	473	\$0.25	
36646	Jaw Drop Black Cherry Bombade	473	\$0.25	
36659	Twisted Tea Island Pack	12 × 355	\$1.50	Seasonal Block Pile B
36815	Leyda Reserva Sauvignon Blanc	750	\$2.00	Flex Space, Wine Fridge
36816	Leyda Reserva Pinot Noir	750	\$2.00	Discovery Extender
36824	Santa Julia Reserva Pinot Grigio	750	\$2.00	Flex Space
36885	Bearface Triple Oak Canadian Whisky	750	\$3.00	
36976	Bask Pinot Grigio	3000	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
37162	Las Ninas Ella Reserva Chardonnay Organic	750	\$2.00	Flex Space
37267	Bunnahabhain 12Yr Old Malt Whisky (Burn Stew)	750	\$5.00	
37425	Lotw Lago Cerveza Mexican Style Lager	473	\$0.50	Mini Thematic
37641	Muskoka Brewery IPA Mixer Pack 2024	6 × 473	\$1.25	Mini Thematic
37781	Burdock Ducks IPA	473	\$0.40	Mini Thematic
37805	Lost Craft Lost Light Lager	6 × 355	\$1.00	BAP
37819	Motts Clamato Original Caesar	458	\$0.15	
37834	Bench Brewing Ripple Effect Pale Ale	473	\$0.40	
37885	Open Smooth White VQA Bag In Box	3000	\$3.00	
37947	Les Jamelles Chardonnay	750	\$1.00	Shelf Extender
37954	Bella Terra Cabernet Merlot VQA	750	\$2.00	Discovery Extender
38412	Pacific Gate Cabernet Sauvignon	750	\$2.00	
38417	Rosé & Finch Red Blend	750	\$1.00	
38971	Glenmorangie Original Highland Single Malt Scotch	750	\$7.00	Mini Thematic
39913	Mailroom Premium Vodka Ddp	750	\$3.00	
40137	>Stoneleigh Latitude Sauvignon Blanc	750	\$3.00	Mini Thematic,
42911	Patron Silver Tequila	375	\$3.00	FEM1
50088	Patron Reposado Tequila	750	\$5.00	Seasonal Block Pile D, Value Add
60608	El Dorado 12 Year Old Rum	750	\$4.00	Mini Thematic
61101	Peninsula Ridge Merlot VQA	750	\$2.00	Shelf Extender
63826	Wayne Gretzky Chardonnay VQA	750	\$2.00	Shelf Extender
63966	Wayne Gretzky Merlot VQA	750	\$2.00	
66266	Inniskillin Unoaked Chardonnay VQA	750	\$2.00	Necktag Contest
66654	Creekside Syrah/Shiraz VQA	750	\$2.00	
66738	>The Black Chook Shiraz Viognier	750	\$2.00	Flex Space
68817	>V Chardonnay Estate (Hidden Bench)	750	\$2.00	
69377	>(V) Monte Antico Igt (Empson)	750	\$2.00	Mini Thematic
74393	Baileys Irish Cream	375	\$1.00	FEM3
84210	Mill Street Original Organic Lager	6 × 341	\$1.50	
84988	>Beringer Napa Valley Chardonnay	750	\$3.00	
85456	Colio Dry White	1500	\$1.00	
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	Wine Fridge
104299	>The Prisoner Red Blend	750	\$5.00	
109959	Jackson-Triggs Reserve Merlot VQA	750	\$2.00	
110031	Sandbanks Estate Dunes White VQA	750	\$2.00	Wine Fridge
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	End Aisle
114967	Finlandia Vodka	1750	\$1.00	Seasonal Block Pile C
122077	Georges Duboeuf Beaujolais-Villages	750	\$2.00	W5

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
127787	Lonetree Authentic Dry Cider	473	\$0.50	
129940	Aviation Gin	750	\$2.00	Front Nesting Table
130138	>Meiomi Pinot Noir	750	\$2.00	
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	
135475	Fuzion Alta Reserve Malbec	750	\$2.00	Flex Space
135939	Pelee Island Pinot Noir VQA	750	\$1.00	
141952	Pasqua Passimento Rosso Igt	750	\$2.00	Shelf Extender
143164	Cusumano Nero D'Avola Sicilia Doc	750	\$2.00	Shelf Extender
149047	> 20 Year Old Tawny Port (Taylor Fladgate)	750	\$7.00	
158550	> Cuvee Rosé Brut(Champagne Laurent Perrier)	750	\$10.00	
160994	Trivento Malbec Reserve	750	\$2.00	Comm. Extender
162073	>(V) Bourgogne Pinot Noir (Jadot)	750	\$2.00	Flex Space
173542	Don Julio Blanco	750	\$5.00	Front Nesting Table
174466	Jose Cuervo Especial Silver	750	\$2.00	Shelf Extender
178541	Batasiolo Barolo Docg	750	\$4.00	Shelf Extender
193490	Baileys Irish Cream	1750	\$2.00	End Aisle, FSO
201293	Sapporo	500	\$0.45	
207126	Lagavulin 16 Yr Malt	750	\$6.00	Mini Thematic
207613	Jameson Irish Whiskey	1140	\$3.00	End Aisle
207639	J.P. Wiser's 18YO Canadian Whisky	750	\$6.00	Mini Thematic
207647	Chivas Regal 12YO Scotch Whisky	1140	\$4.00	Shelf Extender
212480	Georges Duboeuf Beaujolais Aoc	750	\$2.00	Middle Nesting Table
215483	Harveys Bristol Cream Sherry	750	\$3.00	Shelf Extender
215988	Luxardo Amaretto Di Saschira	750	\$5.00	
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle
217760	Chateau De Montgueret Cremant De Loire Brut	750	\$3.00	Wine Fridge
217802	Johnnie Walker Black Label	1140	\$3.00	End Aisle
217950	Crown Royal	1140	\$1.00	End Aisle
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Flex Space
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	Middle Nesting Table
225243	Stoli Vodka	750	\$2.00	End Aisle
225615	Brugal Anejo	750	\$1.20	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$2.00	
225920	Sandbanks Baco Noir Reserve VQA	750	\$3.00	Middle Nesting Table
228569	Cave Spring Gamay VQA	750	\$2.00	
243055	Beronia Tempranillo Rioja	750	\$2.00	End Aisle
248997	Laphroaig 10 Year Old	750	\$10.00	FSN
250134	Sortilege	750	\$3.00	Front Nesting Table
253302	Luksusowa Vodka	750	\$1.00	Discovery Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
253948	Martini Asti	750	\$1.00	Shelf Extender
254631	Elit Vodka	750	\$5.00	End Aisle
256735	>McManis Zinfandel	750	\$2.00	
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00	End Aisle
269563	Maker's Mark Kentucky Straight Bourbon	375	\$3.00	
270439	Smithwick's Ale	500	\$0.25	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
271643	Tequila Tromba Blanco	750	\$3.00	
272716	Stoli Vodka	1750	\$3.00	End Aisle, Value
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	
275925	Santa Carolina Cabernet Sauvignon Reserva	750	\$2.00	End Aisle
282277	Pimm's No. 1 Cup	750	\$2.00	
283846	Bombardier Ale	500	\$0.25	
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
302349	Rosemount Diamond Shiraz	750	\$2.00	Shelf Extender
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Middle Nesting Table
304022	Santa Carolina Chardonnay Reserva	750	\$2.00	End Aisle
304469	>Cloudy Bay Sauvignon Blanc Marlborough	750	\$4.00	
311258	>Wits End Luna Shiraz	750	\$2.00	
312959	Ketel One	1750	\$2.00	
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	FSN
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$3.00	Middle Nesting Table, Flex Space
328518	Jackson-Triggs Chardonnay	750	\$1.00	
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
333070	Islay Mist Scotch 8 Year Old	750	\$2.00	Front Nesting Table
334110	Ciroc Peach	750	\$3.00	Shelf Extender
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	
337949	Heineken Lager	500	\$0.25	
340570	Val D'Oca Prosecco Docg	750	\$2.00	
341743	Trius Rosé VQA	750	\$3.00	Middle Nesting Table
342436	>Bonterra Chardonnay Organic	750	\$2.00	
346445	Sandbanks Dunes Red VQA	750	\$2.00	goLOCAL
350207	Forty Creek Copper Bold Whisky	1140	\$2.00	Shelf Extender
350504	Yellow Tail Big Bold Red	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
352104	Aberlour 12YO Single Malt Scotch Whisky	750	\$8.00	Mini Thematic
355933	Black Cellar Shiraz Cabernet	750	\$1.00	
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00	End Aisle
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$5.00	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	\$1.00	
363812	Tito's Handmade Vodka	375	\$1.00	FEM1
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	Shelf Extender
366609	Plantation XO 20th Anniversary	750	\$5.00	Shelf Extender
369686	>Kendall-Jackson Vintners Reserve Chardonnay	750	\$2.00	VL1
376756	Peninsula Ridge Pinot Grigio VQA	750	\$2.00	Shelf Extender
378257	>(V) Brunello Di Montalcino (Banfi)	750	\$4.00	Flex Space
379958	Kronenbourg 1664 Blanc	500	\$0.30	
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	\$4.00	Shelf Extender
383059	Sleeman Original Lager	6 × 473	\$2.00	
383711	Jackson-Triggs Merlot	750	\$1.00	
383885	The Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.00	Mini Thematic
392225	Vint Cabernet Sauvignon By Robert Mondavi	750	\$2.00	Middle Nesting Table
394015	Brickworks Batch:1904 Cider	473	\$0.30	
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
403519	Crown Royal Apple	750	\$2.00	Shelf Extender
404012	Graham's 10 Year Old Tawny Port	750	\$3.00	End Aisle
404947	Burnt Ship Bay Cabernet Merlot VQA	750	\$2.00	
405175	>Michael David Freakshow Cabernet Sauvignon	750	\$3.00	Middle Nesting Table
406843	Jacob's Creek Moscato	1500	\$3.00	Flex Space
408310	Pinot Noir Ursulines Bourgogne (J.C. Boisset)	750	\$3.00	Mini Thematic
412320	>Josh Cellars Reserve Cab Sauvignon Paso Robles	750	\$2.00	End Aisle
417196	Grey Goose Vodka	1140	\$2.00	Shelf Extender, Value Add
419770	>Wines Of Substance Cabernet Sauvignon	750	\$2.00	
429795	Bodacious Cabernet Sauvignon	750	\$1.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	End Aisle
431106	Creekside Cabernet Merlot VQA	750	\$2.00	Comm. Extender
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	
439828	Wells I.P.A.	500	\$0.25	
443903	Havana Club Anejo Reserva	750	\$2.00	End Aisle1 BSE
446559	Georgian Bay Vodka	750	\$2.50	
448597	Georgian Bay Gin	750	\$3.00	
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	\$1.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	goLOCAL
464214	Anciano No. 7 Reserva Rioja	750	\$2.00	Shelf Extender
464388	Sogrape Vila Regia, Douro	750	\$1.00	
465484	Toki	750	\$5.00	FSN
467811	Ruffino Prosecco	750	\$2.00	Shelf Extender
471318	Remy Pannier Sauvignon Blanc Igp Val De Loire	750	\$1.00	Flex Space
476911	Crown Royal Vanilla	750	\$2.00	Comm. Extender
477836	Malibu Coconut Rum	750	\$1.50	
478727	>Catena Malbec Mendoza	750	\$2.00	Middle Nesting Table
478909	Blue Moon	473	\$0.30	Shelf Extender
479766	> (V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	Middle Nesting Table
479881	Lagavulin 8 YO	750	\$5.00	Mini Thematic
481366	High River Canadian Whisky	750	\$3.00	Discovery Extender
482729	Bulleit Bourbon	375	\$1.00	FEM3
483263	Don David Reserve Malbec	750	\$2.00	Shelf Extender
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$3.00	
491480	Twisted Shotz B52	4 × 30	\$1.00	Discovery Extender
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.50	End Aisle, FSO
503649	Bowmore 15 YO Islay	750	\$15.00	FSN
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	Flex Space
508580	Wellington Upside IPA	473	\$0.30	Mini Thematic
513036	Henderson Brewing Co. Food Truck Beer	473	\$0.40	
520304	Bacardi Gold	1140	\$1.00	Shelf Extender
520320	Bacardi Superior	1140	\$1.00	
522359	Torres Brandy 10	750	\$2.00	
534693	Kittling Ridge White Zinfandel/Vidal	750	\$0.80	Shelf Extender
535641	Vicente Faria Animus Douro, Do	750	\$2.00	
541979	Three Thieves Pinot Grigio	750	\$2.00	Shelf Extender
545707	Cigar Box Pinot Noir	750	\$2.00	Flex Space
550715	Forty Creek Barrel Select	750	\$1.70	End Aisle
553537	Cottage Springs Ontario Peach	355	\$0.20	
554469	Guinness Draught	8 × 440	\$2.00	
557470	Empress 1908 Gin	750	\$1.00	S1, Value Add
557827	Stoli Gold Vodka	750	\$4.00	Front Nesting Table
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$5.00	Comm. Extender
570366	Bacardi Spiced Rum	1140	\$1.00	Shelf Extender
571133	>Dillon's Vermouth	750	\$2.00	OWS
572313	Asahi Super Dry	500	\$0.25	Shelf Extender
573147	>(V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.30	Shelf Extender
582775	Baf Heritage Du Conseiller Pinot Noir	750	\$2.00	Comm. Extender
582973	Bombay Sapphire London Dry	1750	\$2.00	
583468	Remy Martin XO Excellence Cognac	750	\$30.00	Value Add
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	goLOCAL
589028	Peller Family Vineyards Rosé Bag In Box	4000	\$2.00	End Aisle
589051	Peller Family Vineyards Dry White	4000	\$2.00	
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	\$1.00	
591313	>Gamay VQA (Malivoire Wine Co.)	750	\$2.00	
600551	Meukow Feline VSOP Cognac	750	\$8.00	
601484	Amaro Montenegro Liqueur	750	\$2.50	Shelf Extender
605600	Grand Marnier Cordon Rouge	1140	\$5.50	
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	End Aisle
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	Flex Space
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$2.00	Mini Thematic
614651	Trapiche Reserve Malbec	750	\$1.50	Shelf Extender
617647	Amsterdam Blonde	568	\$0.30	
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Middle Nesting Table
620054	Babich Sauvignon Blanc	750	\$2.00	Flex Space
620617	Collavini Pinot Grigio	1500	\$3.50	
620724	Creekside Sauvignon Blanc VQA	750	\$2.00	Comm. Extender
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender, Value Add
628339	Loch Lomond 12 Year Old Single Malt Whisky	750	\$6.00	Discovery Extender
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Seasonal Block Pile C
634410	Yellow Tail Pinot Grigio	1500	\$2.00	Shelf Extender
635227	Liberty Village Dry Cider	473	\$0.20	
636209	Roku Gin	750	\$4.00	
636613	>(V) Primitvo Alchymia Duca Di Saragnamo (Bar	750	\$3.00	VL1
648402	Bodacious Moscato	750	\$1.00	
649343	Smirnoff Ice Light Original	4 × 355	\$1.00	
649749	Castillo De Almansa Reserva	1500	\$3.00	Shelf Extender
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
660241	>Bonanza California Cabernet Sauvignon	750	\$3.00	
661892	>Bleasdale Mulberry Tree Cabernet Sauvignon	750	\$2.00	Green Extender
665299	Stormy Bay Cabernet Sauvignon	750	\$1.50	
666032	Nutrl Vodka Soda Grapefruit	473	\$0.20	
666875	Dab Original	6 × 500	\$1.00	
666883	Henninger Lager	6 × 500	\$2.00	
667071	Green Spot Irish Whiskey	750	\$6.00	
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	
676841	Red Stripe Lager	6 × 330	\$1.00	Shelf Extender
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$1.00	Shelf Extender
697623	Michelob Ultra	6 × 355	\$1.00	
720532	Auchentoshan Three Wood (Morrison Bowmore)	750	\$7.00	FSN
894014	El Dorado Demerara 5 Year Old Rum	750	\$2.50	End Aisle 1 BSE
904144	Molson Canadian	6 × 355	\$1.00	
904334	Budweiser	6 × 355	\$1.00	
904409	Molson Canadian	473	\$0.20	
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	End Aisle
933077	>(V)Bourgogne Chardonnay (Jadot)	750	\$2.00	Flex Space
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	Flex Space

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
1040	Gordons Gin	750	75
1925	Courvoisier VS	750	300
9522	J.P. Wiser's Deluxe	375	80
10213	Kahlua Coffee Liquor	750	120
10428	Jackson-Triggs Proprietors' Selection Rosé	1500	50
10711	Toro Bravo Verdejo Sauvignon Blanc Do La Mancha	750	10
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	400
10912	Gran Centenario Anejo	750	250
11943	Los Cardos Dona Paula Sauvignon Blanc	750	80
12197	Five Farms Single Batch Irish Cream Liqueur	750	250
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	250
14534	Twisted Tea Peach	473	10
15537	Woodford Reserve Distiller's Select Bourbon	375	100
15606	Kona Hanalei IPA	6 × 355	75
15895	Miller High Life	6 × 473	40
16361	Robertson Winery Chapel Red	750	50
16363	Cono Sur Pinot Noir Organic	750	50
16777	Bask Sauvignon Blanc	750	25
19347	Founder's Original Bourbon Sour	355	7
19750	Teremana Reposado Tequila	750	150
20054	Mare Di Sirena Pinot Grigio	750	10
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	200
21574	Hine H By Hine VSOP Fine Champagne Cognac	750	200
21876	Sheep Dog Peanut Butter Whiskey	750	120
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	90
22089	Hop Valley Bubble Stash	473	20
22192	Grant's Triplewood 12YO	750	200
22303	Barefoot Fruitscato Strawberry	750	50
24492	Lolea No2 White Sangria	750	80
25141	Lobos 1707 Tequila Reposado	750	500
25515	Saintly Sparkling Brut VQA	750	50
25621	The Glenlivet 14 YO Single Malt Scotch Whisky	750	80
25653	Our Story Pinot Grigio VQA	750	40
25698	Jacob's Creek Grenache Shiraz	750	120
26346	Smirnoff Ice Original 12 Pack	12 × 355	80
27001	Masi Modello Prosecco Doc Brut	750	100
27467	Glenfiddich Orchard Experiment	750	400
27605	Reifel Rye	750	225
27613	Top Shelf Butter Tart Liquor	375	90

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
28569	Selaks Sauvignon Blanc	750	100
28587	Suntory World Whisky Ao	700	500
30082	Carolans Irish Cream	1750	200
30331	Myers's Original Dark Rum	750	100
30591	Twin Fin Coconut Lychee Rum	700	100
30645	The Busker Triple Cask Triple Smooth	750	100
30834	Canadian Club Classic 12 Year Old	1140	300
30835	Yellow Tail Bubbles	750	80
30836	Yellow Tail Bubbles Rosé	750	80
30959	Cavit Collection Pinot Grigio Doc Venezia	1500	100
30960	Sistina Pecorino Terre Di Chieti Igt	750	40
30975	Brothers Bond Bourbon	750	250
31979	Calirosa Rosa Blanco	750	200
32182	Lola Light Rosé VQA	750	80
32404	Empress Cocktail Gin	750	100
32624	Cellier Du Chateau De La Chaume Beaujolais	750	100
32743	Patron El Cielo	700	200
32793	Red Blend Portugal	750	50
33147	Arniston Bay Sauvignon Blanc	750	80
33200	Smirnoff Spicy Tamarind	750	60
33519	Superflux Colour & Shape IPA	473	25
35170	Pascual Toso Malbec	750	50
36440	Empress Elderflower Rose Gin	750	100
36450	Alberta Pure Vodka	750	100
36605	White Claw Vodka Smash 8 Pack	8 × 355	40
36618	Simply Spiked Peach Variety Pack	12 × 355	60
36654	Smirnoff Vodka & Soda Party Pack	12 × 355	80
37252	Campo Viejo Ecologico	750	120
37300	Blue Moon Mango Wheat	473	25
37303	Kronenbourg 1664 Rose	4 × 355	50
37350	Happy Dad Hard Seltzer Fruit Punch	473	15
37805	Lost Craft Lost Light Lager	6 × 355	50
37821	Motts Clamato Extra Spicy Caesar	458	15
37949	Paul Mas Sauvignon Blanc	750	25
38021	23 Mouton Cadet Blanc X Nathan	750	50
38407	Paddleboard Pinot Grigio	750	100
38415	Pacific Gate Chardonnay	750	40
38416	The Dreaming Tree Sauvignon Blanc	750	80
39061	The Deacon Blended Scotch Whisky	750	150

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
39193	Patron El Alto	750	200
39978	Alberta Premium Batch 10 Legacy Reserve	750	300
41384	Jack Daniel's Tennessee Whiskey	750	100
49726	Yukon Jack	750	100
52050	The Famous Grouse	750	100
53140	Havana Club 7 Years Old	750	120
54213	Alberta Premium Whisky (P.E.T)	1750	300
58628	Peller Family Reserve Cabernet Merlot VQA	750	75
58677	XOXO Pinot Grigio/Chardonnay	750	80
61408	Jagermeister	375	30
64287	Cono Sur Bicicleta Viognier	750	25
65367	Eastdell Pinot Grigio VQA	750	60
71647	Polar Ice Vodka (P.E.T)	750	100
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	100
88799	Alberta Pure Vodka (P.E.T)	750	100
90860	Kittling Ridge Kingsgate Reserve Apera	750	20
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	120
106377	Jacob's Creek Shiraz Cabernet	750	100
131870	Bushmills Malt 10 Year Old	750	250
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	100
135566	Polar Ice Vodka	750	100
139667	Gibson's Finest Rare 12 Years Old Whisky	375	100
164491	>(V) Chardonnay Unoaked (Fielding Estate)	750	40
175042	Girls' Night Out Pineapple Mango Tango	750	50
178681	Open Sauvignon Blanc VQA	750	50
192922	Seagram's 83	1140	200
207126	Lagavulin 16 Yr Malt	750	40
217067	Galliano Vanilla	375	100
217166	Gordons Gin	1140	90
219816	Catedral Reserva Dao	750	50
220749	Glengoyne 10 Y.O. Single Highland Malt	750	400
224766	>(V)Brut Methode Traditionelle (Chateau Des C	750	75
230565	Cono Sur Chardonnay Organic	750	50
231571	Seagrams 83 (P.E.T)	1750	300
237792	Icebox Long Island Iced Tea	1140	120
240416	Montesor Amarone Della Valpolicella Doc	750	200
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	120
259192	Santa Carolina Chardonnay	750	75
267187	Jose Cuervo Especial Gold	750	130

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
267773	Hop City Barking Squirrel Lager	473	10
267781	Voga Moscato Frizzante	750	50
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	40
270447	Guinness Draught Beer	500	10
277202	Bottega Rosé Vino Dei Poeti Sparkling	750	60
277210	Cavit Collection Moscato Pavia Igt	750	50
292177	Phillips Butter Ripple Schnapps	750	150
292615	Jameson Black Barrel	750	240
300681	Coors Light	6 × 473	40
314856	Fireball Whisky Shooter	1140	250
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	100
318683	The Kraken Black Spiced Rum	1140	180
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	75
326728	>Oyster Bay Chardonnay Marlborough	750	100
336529	Black Tower Rivaner	1500	50
340380	Two Oceans Sauvignon Blanc	750	25
341347	Fresh Sparkling Rosé VQA	750	60
364174	Drambuie	375	60
365205	Cono Sur Sparkling Rosé	750	50
367276	Jacob's Creek Moscato Rosé	750	100
367698	>Boschendal 1685 Chardonnay	750	100
373373	>(V) Pierre Sparr Gewurztraminer	750	30
377622	Laroche Viognier De La Chevaliere	750	100
379032	O'Casey's Irish Cream	750	100
380303	Smirnoff Blueberry Flavoured Vodka	750	60
382002	Smirnoff Raspberry Flavoured Vodka	750	75
382747	Tequila Rose Strawberry Cream Liqueur	750	150
386789	Casamigos Tequila Blanco	750	200
388694	Casamigos Tequila Reposado	750	250
395582	Auchentoshan American Oak, Lowland	750	450
396671	360 Double Chocolate Vodka	375	100
397539	Boodles Gin	750	130
397976	Dr. McGillicuddy Intense Peach	375	40
398016	Dr. McGillicuddy Intense Peach	750	120
398032	Dr. McGillicuddy Intense Butterscotch	750	120
398677	St Ambroise Oatmeal Stout	473	20
398776	Fireball Whisky Shooter	375	100
400754	Iceberg Vodka	750	100
405845	Evan Williams Black Label Bourbon Whiskey	750	150

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
408286	Lolea No 1 Red Sangria Spain	750	80
411751	Peller Family Reserve Chardonnay VQA	1500	75
417261	Hendrick's Gin	375	100
425686	Casamigos Tequila Anejo	750	250
426601	Villa Maria Private Bin Sauvignon Blanc	750	100
428409	Powers Gold Irish Whiskey	750	250
428417	Gooderham & Worts Canadian Whisky	750	200
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	50
439661	Fireball (P.E.T)	200	50
441576	McGuigan Black Label Pinot Grigio	750	50
446625	Beatties Farm Crafted Vodka	750	200
447953	Fireball Whisky Shooter	750	200
478222	Laphroaig Select	750	300
479923	Stalk & Barrel Blue Blend	750	200
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	50
486001	XOXO Pinot Grigio Sangria	750	50
487181	Spier Bay View Chardonnay	750	50
487496	Leftfield Sauvignon Blanc	750	80
491811	Southern Comfort	750	120
493254	Roscato Rosso Igt Provincia Di Pavia	750	75
500512	Captain Morgan Original Spiced Rum	750	75
504340	Santa Carolina Merlot	1500	100
508721	Inniskillin Baco Noir VQA	750	50
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	50
518795	Omnipollo Zodiak IPA	473	20
519298	Wayne Gretzky Cream Whisky	750	99
545194	Top Shelf Vodka	750	100
548644	Jacob's Creek Shiraz	750	100
551416	Cabo Wabo Reposado Tequila	750	500
558940	Miller Lite	6 × 473	40
565713	Reif Estate Cabernet/Merlot VQA	750	100
570754	Casillero Del Diablo Reserva Privada Cab Sauvignon	750	100
571901	Tequila Rose Strawberry Cream	1140	250
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	50
579979	Bodacious Bubbles	750	50
582825	Peller Family Reserve Chardonnay VQA	750	75
594168	Pelee Island Merlot	1500	100
601146	Glen Breton Rare Canadian Single Malt	750	400
605881	Disaronno Originale Amaretto	1140	200

## Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
609248	Moosehead Radler	473	10
614826	Pelee Island Pinot Grigio	1500	80
621110	Jackson-Triggs Pinot Grigio	750	25
633438	19 Crimes The Uprising Red Wine	750	80
638478	Driftwood Brewery Fat Tug IPA	473	10
652883	>Belle Glos Clark & Telephone Pinot Noir	750	200
666917	Creemore Premium Lager	473	20
667303	Blue Lobster Vodka Soda	473	10
669002	Casamigos Reposado Tequila	375	100
710426	>Cakebread Cabernet Sauvignon	750	400
718940	Goats Do Roam Red	750	60
738823	>Liberty School Cabernet Sauvignon	750	100
942151	>Seghesio Zinfandel Sonoma County	750	150
981381	Glenfiddich 21YO Gran Res (William Grant)	750	800

## 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)
Raptors Drawstring Bag or Basketball	Seasonal Block Pile A	906628	Coors Light	6 × 355
		34595	Patron Silver Tequila	750
Branded Pina Pattern Coasters	Seasonal Block Pile D	34603	Patron Anejo Tequila	750
		50088	Patron Reposado Tequila	750
Moosehead Holiday Glassware	EZA	422345	Moosehead Lager	6 × 473
		36635	Svns Hard 7up Original	355
Ruffles Chips	EZD	37117	Svns Hard 7up Lemonade	355

## 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
42	Canadian Club Premium	750	Northern Keep 50 mL	End Aisle
117	Bacardi Superior White Rum	750	Branded Pina Glass	End Aisle
893	J.P. Wiser's Deluxe	750	Glass Coffee Mug	End Aisle
2253	Disaronno Amaretto	750	Busker 50 mL	
3558	Gibson's Finest Rare 12 Years Old	750	Touques	
5959	Baileys Irish Cream	750	Baileys 50 mL	End Aisle, FSO
7880	Johnnie Walker Black 12 Yr	750	Singleton 50 mL	End Aisle
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Bold 2 × 50 mL	
10157	Jameson Irish Whiskey	750	Flask	End Aisle
10213	Kahlua Coffee Liquor	750	Hot Chocolate	End Aisle, BAP
13492	Riunite Lambrusco Frizzante	750	Ice Bags	
14130	Apothic Cabernet Sauvignon	750	Apothic Pet Bandana	
14910	Bushmills Irish Whiskey	750	Gift Box	
17812	22 Cab Sauv Unshackled (Constellation Brands)	750	Gift Tin	
19670	Valley Of Mother Of God Smoked Gin Ddp	750	Gift Box	
20799	La Marca Prosecco Rosé Doc	750	La Marca Wine Stopper	
21378	Jim Beam White Label Bourbon	750	Socks	
21465	Angel's Envy	750	Bittercube Bitters 50 mL	
21825	Wayne Gretzky Estates Canadian Maple Cream	750	Red Cask 50 mL	
22192	Grant's Triplewood 12YO	750	Gift Box	BAP
22296	Ck Mondavi Cabernet Sauvignon	750	Holiday Bow & Gift Tag	
25515	Saintly Sparkling Brut VQA	750	Bottle Puffer Jacket	Seasonal Block Pile C, Wine Fridge, BAP
31930	Seagrams V.O.	1750	Southern Comfort 50 mL	
33928	J.P. Wiser's Deluxe	1750	Wiser's 10YO 2 × 50 mL	End Aisle
34425	Tom Gore Farmer's Red Blend	750	Cork Box	Flex Space
34432	Bread & Butter Chardonnay	1500	Maple Leafs Glass	FSM
34579	Prince Igor Extreme Vodka (P.E.T)	1140	Howler Head 50 mL	
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL	End Aisle
36225	Bacardi Caribbean Spiced	700	Branded Pina Glass	Shelf Extender
36494	Ramsbury Gin	700	Jute Bottle Sleeve	
38927	Jura 12 Year Old Single Malt	750	Flask	
61374	Bushmills Black Bush	750	Gift Box	
68254	Yellow Tail Pinot Grigio	750	Raptors Ltd. Edition Glass	
95935	Grey Goose Vodka	750	Branded Gift Box	Shelf Extender

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

LCBO#	Description	Size (mL)	VA Approved	Display Program
103341	Canadian Club Premium (P.E.T)	750	Northern Keep 50 mL	
110056	Absolut Vodka	750	Stainless Steel Martini Tumbler	End Aisle
131870	Bushmills Malt 10 Year Old	750	Gift Box	BAP
143040	Hornitos Reposado Tequila	750	Holiday Sweaters	
164087	Sandbanks Sleeping Giant VQA	750	Holiday Gift Box	
173559	Don Julio Reposado	750	Holiday Bow	Mini Thematic
200741	Gibson's Finest Rare 12 Years Old	1750	Touques	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	Touques	
216655	Absolut Vodka	1750	Kahlua 2 × 50 mL	
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	
216929	Smirnoff Vodka	1140	Smirnoff Mitts	End Aisle
216945	Freixenet Cordon Negro Brut Cava	750	Gold Markers	
216978	Seagrams V.O.	1140	Fireball 50 mL	
217653	Captain Morgan Original Spiced Rum	1140	Smirnoff 50 mL	End Aisle, FSO
217687	Canadian Club Premium	1140	Maple Syrup	End Aisle
255513	>Robert Mondavi Napa Valley Cab Sauvignon	750	Gift Box	BAP
265199	Absolut Vodka	375	Kahlua 50 mL	CE1
272716	Stoli Vodka	1750	Tia Maria 50 mL	End Aisle, LTO
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	Howler Head 50 mL	
285254	Forty Creek Copper Bold Whisky	750	Forty Creek Copper Bold 50 mL	
311928	Canadian Club Classic 12 Year Old	750	Gift Box	
311944	Canadian Club Classic 12 Year Old	1750	Northern Keep 2 × 50 mL	
314856	Fireball Whisky Shooter	1140	Seagram VO 50 mL	Cold Room Spirits, BAP
321208	Crown Royal Special Reserve In Gift Box	750	Holiday Bow	
324855	Espolon Tequila Reposado	750	Grand Marnier Cordon Rouge 50 mL	
379180	Vint Chardonnay By Robert Mondavi	750	Fuse & Sip Mulled Wine Kit	
380865	Rumchata	750	RumChata Peppermint Bark 50 mL	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	Stopper	
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 50 mL	
401315	Jose Cuervo Especial Silver	1140	JCE 50 mL	
417196	Grey Goose Vodka	1140	Patron Silver 50 mL	Shelf Extender, LTO
417295	Ciroc Original Unflavoured	750	Tanqueray Rangpur 50 mL	Front Nesting Table
422006	Johnnie Walker Black Label Scotch	1750	Gift Card	End Aisle
436279	Hornitos Plata	750	Holiday Bows	
447953	Fireball Whisky Shooter	750	Soco 50 mL	Cold Room Spirits, BAP
451336	Tom Gore Cabernet Sauvignon	750	Cork Box	Flex Space
454462	Banff Ice Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	

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

LCBO#	Description	Size (mL)	VA Approved	Display Program
456095	Ketel One Vodka	750	2 Bears Espresso Martini Mixer	Front Nesting Table
458810	Tom Gore Chardonnay	750	Cork Box	Flex Space
461053	Josh Cellars Cabernet Sauvignon	750	Branded Holiday Gift Box	End Aisle
464149	Vint Bourbon Barrels Cab Sauv By Robert Mondavi	750	Fuse & Sip Mulled Wine Kit	
469643	Rossi D'Asiago Limoncello Snaps	750	Rossi Limoncello 50 mL	
487694	La Marca Prosecco Doc	750	La Marca Wine Stopper	Wine Fridge
517136	Alberta Premium Whisky (P.E.T)	750	Northern Keep 50 mL	
520353	Bacardi Spiced Rum	750	Branded Pina Glass	End Aisle
557470	Empress 1908 Gin	750	Lavender Haze Syrup	S1, LTO
561100	Josh Cellars Chardonnay	750	Branded Holiday Gift Box	
583468	Remy Martin XO Excellence Cognac	750	Sleeve to cover the box to promote - free engraving of a neck ring with every purchase	LTO
594341	RH Phillip Toasted Head Chardonnay	750	Holiday Gifting Bow	
600163	Tanqueray No. Ten Gin	750	Ciroc 50 mL	Front Nesting Table
605956	Baileys Irish Cream Liquor	1140	\$5 Tim Horton's Gift Card	End Aisle, FSO
624544	Yellow Tail Shiraz	750	Raptors Ltd. Edition Glass	Shelf Extender, LTO
630913	Tia Maria	750	Stoli Vodka 50 mL	
656561	>J.Lohr Seven Oaks Cabernet Sauvignon	750	Gift Box	
686584	>J.Lohr Hilltop Cabernet Sauvignon	750	Gift Box	
942151	>Seghesio Zinfandel Sonoma County	750	Gift Box with Accolade	Mini Thematic, BAP

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
15009	New Amsterdam Pink Whitney Vodka	750	Pink Whitney Holiday NT	
17150	Josh Cellars Pinot Noir	750	QR Code Offer for Personalized Label	
21159	New Amsterdam Pink Whitney Vodka	375	Pink Whitney Holiday NT	
21474	Bread & Butter Cabernet Sauvignon	1500	Bread & Butter Contest	FSM, Necktag Contest
31062	Ruffino Orvieto Classico Doc	750	New Look	
34534	Shanky's Whip	750	QR code for Winter cocktails w. Shanky's Whip	
39488	Baileys Birthday Cake	750	Baileys Birthday Cake Neck Collar	Front Nesting Table, FSO
66266	Inniskillin Unoaked Chardonnay VQA	750	Enter-to-win a Nibbl. holiday charcuterie board!	LTO, Necktag Contest
83790	Inniskillin Dry Riesling VQA	750	Enter-to-win a Nibbl. holiday charcuterie board!	Necktag Contest
219543	Inniskillin Late Autumn Riesling VQA	750	Enter-to-win a Nibbl. holiday charcuterie board!	Necktag Contest
307025	Ruffino Aziano Chianti Classico Docg	750	New Look	
348979	Inniskillin Pinot Grigio VQA	750	Enter-to-win a Nibbl. holiday charcuterie board!	Necktag Contest, Wine Fridge
627166	Inniskillin Cabernet Merlot VQA	750	Enter-to-win a Nibbl. holiday charcuterie board!	Necktag Contest
638221	Josh Cellars Merlot	750	QR Code Offer for Personalized Label	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	19894	Cracked Canoe (275/TBS)	6 × 473	275 - The Beer Store	Store Order
	422345	Moosehead Lager (275/TBS)	6 × 473	275 - The Beer Store	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	28633	Great Lakes Brewery - Winter Ale (1929)	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	41220	Collective Arts IPA Pack (LCBO Warehouse)	6 × 473	LCBO Warehouse	Store Order
Beer Excitement Zone - 21C (Plinth EZH)	17817	Corona Extra (275/TBS)	6 × 473	275 - The Beer Store	Store Order
	17818	Corona Extra (275/TBS)	6 × 330	275 - The Beer Store	Store Order
	24899	Corona Sunbrew (275/TBS)	6 × 330	275 - The Beer Store	Store Order
Beer Excitement Zone - 21D (End EZD)	36635	SVNS Hard Seven Up Original	355		
	37117	SVNS Hard Seven up Lemonade	355		
Ontario Craft Beer End Aisle	11871	Lake Of The Woods Nautical Disaster DIPA (4277)	473		Store Order
	14812	Great Lakes Brewery - Haze Mama (1929)	473		Store Order
	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473		Store Order
	33238	Grand River Brewing Pale Ale (8469)	473		Store Order
	37003	Mascot Brewery Juicy J IPA (687)	473		Store Order
	38010	Cameron's Good Trip IPA (413)	473		Store Order
	24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473	6309 - Flying Monkeys Craft Brewery	Store Order
	28735	Beau's Lug Lite	473	275 - The Beer Store	Store Order
End Aisle #10/Mini Thematic C	37425	Lotw Lago Cerveza Mexican Style Lager	473	4277 - Lake Of The Woods Brewing Comp	Store Order
	37641	Muskoka Brewery IPA Mixer Pack 2024	6 × 473	LCBO Warehouse	Store Order
	37781	Burdock Ducks IPA	473	2837 - Burdock Brewery	Store Order
	38997	Bench Brewing Old School Light Lager	473	798 - Bench Brewing Company	Store Order
	41112	Hazy Roy, A Hazy Boy, Neipa	473	5732 - Refined Fool Brewing Company	Store Order
	275172	Nickel Brook Head Stock West Coast-Style IPA	473	6699 - Nickel Brook Brewing Company	Store Order
	508580	Wellington Upside IPA	473	4826 - Wellington County Brewery Inc.	Store Order

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Seasonal Block Pile A	14400	Coors Original (275/TBS)	6 × 473	275 - The Beer Store	Force Allocated
	37300	Blue Moon Mango Wheat (275/TBS)	473	275 - The Beer Store	Force Allocated
	300681	Coors Light (275/TBS)	6 × 473	275 - The Beer Store	Force Allocated
	541243	Creemore Springs Premium Lager (275/TBS)	6 × 473	275 - The Beer Store	Force Allocated
	906628	Coors Light (275/TBS)	6 × 355	275 - The Beer Store	Force Allocated
	906669	Coors Light (275/TBS)	473	275 - The Beer Store	Force Allocated
R57: Ontario Beer A	17513	Paulaner Munchner Hell Lager (LCBO Warehouse)	500	LCBO Warehouse	Force Allocated
R58: Ontario Beer B	478909	Blue Moon (275/TBS)	473	275 - The Beer Store	Force Allocated
R59: Beer 1	422121	Black Oak Nut Brown Ale (1181)	473	1181 - SILVERSMITH BREWING CO	Force Allocated
R60: Beer 2	676841	Red Stripe Lager (LCBO Warehouse)	6 × 330	LCBO Warehouse	Force Allocated
R61: Beer 3	572313	Asahi Super Dry (LCBO Warehouse)	500	LCBO Warehouse	Force Allocated
R62: Beer 4	573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	6699 - NICKEL BROOK BREWING COMPANY	Force Allocated
D4: Discovery BSM 1	15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	8958 - LAKE OF BAYS BREWING	Force Allocated
D5: Discovery BSM 2	33526	Innis & Gunn Caribbean Rum Cask (LCBO Warehouse)	473	LCBO Warehouse	Force Allocated

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## Questions?

Store Care: 416-864-6787 or email [storecare@lcbo.com](mailto:storecare@lcbo.com)

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## PERIOD 9

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 3	4	5	6 Holiday <i>Food &amp; Drink</i> 	7	8	9
10 Start of Period 9	11 <i>Remembrance Day</i>  (Offices are closed; Stores open at noon)	12	13	14	15	16 Vintages Release
17	18	19	20	21 Beaujolais Nouveau 2024 Postal Code Survey (November 21-24)	22	23
24 Last week of Holiday Gifting Deliveries	25	26	27	28	29 Black Friday Kettle Campaign in support of Salvation Army begins (Nov 29 - Dec 24)	30 End of Period 9 Vintages Release
DECEMBER 1 Start of Period 10	2 Cyber Monday	3	4	5	6	7

# LCBO