



PERIOD 4 MARKETING & PRODUCT GUIDE

JUNE 22 - JULY 19, 2025

My Store #



Kudos to Store #164

Period 4 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 4

Building on the launch of LCBO's new brand platform, "We're All In" will be the foundation of our Summer Campaign. It's no secret that Ontarians do everything they can to maximize summer—whether enjoying time at the cottage, the campground, or the backyard. This season, we'll show customers how LCBO is All In on elevating summer moments and occasions with the largest selection of refreshing products, including RTDs that are new, trending and local to Ontario. No matter what moments our customers are enjoying this season, we've got the products, ideas and solutions to curate it, elevate it and make it easier to pull off.



Signage Ship Date

The Period 4 signage components will be shipped to stores beginning **June 13, 2025**. 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 and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

In-store 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 no longer 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.

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 promotional Period.

Key Dates: June 22 - July 19, 2025

Participating Stores: All Stores

Signage Components & Merchandising Instructions

Components

Image (example only)

Aeroplan Exterior Banners

- The P12 Aeroplan RTR Exterior Banner can remain up. It can be removed once the banner looks weathered.



NEW Aeroplan Shelf Talkers

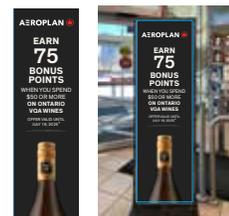
- Install the Aeroplan shelf talkers in-section and on applicable displays. Use the blank Aeroplan Shelf Talker when in store reprint is required
- Pre-Printed Aeroplan Shelf Talkers BIL (Re-order# AIM-26P4-ANS)
Blank Aeroplan Shelf Talkers ENG/BIL (Re-order# 2303)



Example only

NEW Aeroplan Seasonal Banner Inserts

- Install the Aeroplan seasonal banner insert.
- ENG (Re-order# 26P4-SB1) / BIL (Re-order# 26P4-SB2)
- NOTE: From June 26 - July 2, 2025 please install the Super Sale Seasonal Banner Insert sign over top for the Aeroplan message. Please do not dispose of the Aeroplan sign as it will be reused once the Super Sale is over.**



Operational Aeroplan Bin Tag Pop-Out

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



P4 Aeroplan Combo Offers (LF)

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

Key Dates (June 23 - July 20, 2025)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offers	LTO
	2527	Mouton Cadet Bordeaux White Aoc	750	38	\$2.00
	10177	Old Pulteney 12 Year Old Single Malt	750	200	\$5.00
	11868	Whitley Neill Rhubarb & Ginger	750	100	\$2.00
	11933	The Black Shiraz	750	50	\$2.00
	12195	Grand Marnier Cordon Rouge	375	50	\$2.00
	20979	Juliet Prosecco Rose Doc	750	50	\$2.00
	25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	40	\$10.00
	25839	Barramundi Cabernet Sauvignon	750	30	\$1.00
	32656	Marques De Riscal Rioja Reserva	750	50	\$3.00
	33268	Collingwood Double Barreled Whisky	750	75	\$3.00
	33340	Collavini Pinot Grigio	750	50	\$2.00
	36436	Swish Gin	750	25	\$3.00
	39488	Baileys Birthday Cake	750	75	\$2.00
	40373	Smoky Bay Buttery Chardonnay	750	50	\$1.00
LF	42339	Hendrick's Oasium	750	160	\$2.00
	43939	Milagro Silver Tequila	750	80	\$3.00
	107359	Auchentoshan 12 Year Old Single Malt Scotch	750	100	\$5.00
	181388	Lindemans Bin 95 Sauvignon Blanc	750	40	\$1.50
	217125	Sauza Silver	1140	100	\$3.00
	254631	Elit Vodka	750	200	\$3.00
	277202	Bottega Rose Vino Dei Poeti Sparkling	750	50	\$1.50
	302679	Hayman's Sloe Gin	700	60	\$3.00
	314856	Fireball Whisky Shooter	1140	65	\$4.00
	322586	>Montes Alpha Cabernet Sauvignon	750	100	\$2.00
	397109	Forty Creek Honey Spiced Whisky	750	50	\$1.00
	428409	Powers Gold Irish Whiskey	750	150	\$5.00
	491811	Southern Comfort	750	120	\$3.00
	491829	Southern Comfort	1140	65	\$4.00
	556951	Chateau Des Charmes Cabernet Merlot VQA	750	75	\$1.00
	604926	Prince Igor Extreme Vodka (P.E.T)	750	60	\$1.00

P4 Aeroplan Bundling Pair Offers (LD)

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

Key Dates (June 22 - July 19, 2025)

Participating Products

Promo code	LCBO#	Description	Size (mL)	BAP Offer	Offer Code
	32568	Cellier Du Chateau De La Chaume Chablis	750	100	D0010093
LD	32624	Cellier Du Chateau De La Chaume Beaujolais	750	100	

Buy both items and earn an additional 50 BAP.

LD Offers: Customers are awarded based on each pair of the bundle without a limit.

P4 Canadian-Made Spirits Aeroplan Offer

Earn 500 bonus points when you spend \$75 or more on participating Canadian-made spirits until July 19, 2025.

Key Dates (June 22 - July 19, 2025)

Participating Products

LCBO#	Description	Size (mL)	Offer
33267	Collingwood Whisky	750	BAP
33268	Collingwood Double Barreled Whisky	750	LTO, BAP
216978	Seagrams V.O. Whisky	1140	BAP
314856	Fireball Cinnamon Whisky	1140	LTO, BAP
398016	Dr. McGillicuddy's Intense Peach	750	BAP
491829	Southern Comfort	1140	LTO, BAP

Signage Components

Components

Image (example only)

Perpendicular Shelf Talker

- Install the Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips.
- Merchandise in front of the participating product in the spirits section.
- ENG (Re-order# AIME-26P4-DDD1) / BIL (Re-order# AIMB-26P4-DDD2)



Bin Tag Underlay

- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel. Ensure the underlays message is still visible.
- Merchandise in front of the participating product in the spirits section.
- ENG/BIL (Re-order# AIMC-26P4-DDD3)



Block Pile C Generic Pricer Card

- Merchandise with the participating products alongside the branded pricer cards on the Block Pile C.
- ENG / BIL (Re-order# AIMC-26P4-DDD4)



P4 Ontario Craft Cider Offer

Earn 100 bonus points when you buy 6 or more participating Ontario Craft Ciders, until July 19, 2025.

Key Dates (June 22 - July 19, 2025)

Participating Products

Display	LCBO#	Description	Size (mL)	Offer
	13681	Collective Arts Local Press Apple & Cherry Cider	473	LTO
	16150	Niagara Cider Rose Gold Berry Soaked Cider	473	LTO
	24890	Cowbell Brewing Co. Original Cider	473	LTO
EA10/MTC	107342	Reinhart's Red Apple Strong Cider	473	
*Refer to Page 44 (Mini Thematic C) for more information.	333583	Thornbury Village Craft Apple Cider	473	LTO
	405241	Ironwood Hard Cider	473	LTO
	407668	Shiny Apple Cider	473	LTO
	418582	Pommies Farmhouse Cider	473	LTO
	466292	Ernest Dry Cider	473	LTO

Signage Components

Components

Image (example only)

Perpendicular Shelf Talker

- Install the Perpendicular Shelf Talker in section and on End Aisle 10 (MTC) using the Perpendicular Shelf Talker Clips.
- Perpendicular Shelf Talkers should be merchandised on the shelf at the edges of where the participating products are merchandised.
- ENG (Re-order# AIME-26P4-CCA1) / BIL (Re-order# AIMB-26P4-CCA2)



Bin Tag Underlay

- Install the Bin Tag Underlays in section only.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel.
- Ensure the underlays message is still visible.
- ENG/BIL (Re-order# AIMC-26P4-CCA3)



End Aisle 10 Blade Sign

- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.
- ENG (Re-order# 26P4-BS10) / BIL (Re-order# 26P4-BS20)



P4 Ontario VQA Wine Offer

Earn 75 bonus points when you spend \$50 or more of Ontario VQA wines (GL & Vintages), until July 19, 2025.

Key Dates (June 22 - July 19, 2025)

Participating Products

All General List, Vintages Ontario VQA Wines including fortified and sparkling wines.

Signage Components

Components

Image (example only)

Category Sign Overlay

- Install the Category Sign Overlays on applicable displays. Slide the overlay on the end of the Category sign.
- ENG/BIL (Re-order# 26VQA-AP5)



Magnetic Category Sign Overlay (Select Stores)

- Install the Magnetic Sign Category Sign Overlays on applicable displays. Slide the overlay on the end of the Category sign.
- BIL (Re-order# 26VQA-AP6)

Category Sign Extenders

- Install the Category Sign Extenders on applicable displays. Slide the extender behind the category sign on either the right or left side.
- Category Sign Extender Right Facing
ENG (Re-order# 26VQA-AP1) / BIL (Re-order# 26VQA-AP2)
- Category Sign Extender Left Facing
ENG (Re-order# 26VQA-AP3) / BIL (Re-order# 26VQA-AP4)



Perpendicular Shelf Talker

- Install the Perpendicular Shelf Talker using the Perpendicular Shelf Talker Clips. Perp Shelf Talkers should be merchandised on the shelf at the edges of where the participating products are merchandised.
- The Shelf Talkers can also be merchandised in front of Ontario VQA products on the Feature Fixture A and Feature Fixture B displays.
- ENG (Re-order# 26P4-AP7) / BIL (Re-order# 26P4-AP8)



Period 4: We're All In SIGNAGE GALLERY

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

English Stores Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

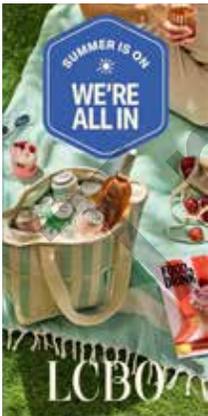
PRIORITY OF EXTERIOR BANNERS:

- 1 We're All In
- 2 Aeroplan Real-Time Redemption
(Keep the P12 Aeroplan banner in place)
- 3 Beer Large Packs
(For Beer Large Pack stores)

*There will only be two exterior banners sent to stores. Please leave all other banner inserts blank.



1 We're All In



Re-order# 26P3-EB1
(English)

2 Aeroplan Real-Time Redemption



The P12 Aeroplan RTR Banner can remain up. It can be removed once the banner looks weathered.

3 Beer Large Packs



For Beer Large Pack Stores: Exterior Beer Large Pack Banners can remain up. It can be removed once the banner looks weathered.

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

Bilingual Stores Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

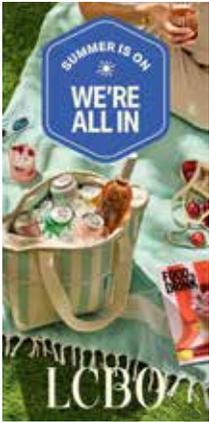
PRIORITY OF EXTERIOR BANNERS:

- 1 We're All In (English)
- 2 We're All In (French)
- 3 Aeroplan Real-Time Redemption
(Keep the P12 Aeroplan banner in place)

*There will only be two exterior banners sent to stores.
Please leave all other banner inserts blank.



1 We're All In (English)



Re-order#
26P3-EB1
(English)

2 We're All In (French)



Re-order#
26P3-EB2
(French)

3 Aeroplan Real-Time Redemption



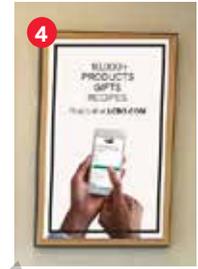
The P12 Aeroplan RTR Banner can remain up. It can be removed once the banner looks weathered.

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

Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.



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

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

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

1 Information Board



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

2 Responsible Service



Re-order# 220P-RSP1
(Bilingual)

3 Seasonal Thematic



Re-order# 26P3-WS1
(Bilingual)

For stores that have more than
3 window show card frames

4 Same Day



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

Generic Ecomm



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

P3-6 Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar

ENG/BIL (Re-order # 26P3-TB1)



NEW P4 Blade Signs

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

Recycle the P3 Blade signs and install the new P4 versions below.



EA 1AB
ENG (26P4-BS1)
BIL (26P4-BS7)



EA 2A
ENG (26P4-BS2)
BIL (26P4-BS8)



EA 2B
ENG (26P4-BS3)
BIL (26P4-BS9)



EA 3AB
ENG (26P4-BS4)
BIL (26P4-BS10)



EA 4A
ENG (26P4-BS5)
BIL (26P4-BS11)



EA 4B
ENG (26P4-BS6)
BIL (26P4-BS12)



EA 10
ENG (26P4-BS10)
BIL (26P4-BS20)

NEW P4 End Aisles Backer Cards

Recycle the P3 Backer cards and install the new P4 versions below.

26P4-BC1



EA 1AB

26P4-BC2A



EA 2A

26P4-BC2B



EA 2B

26P4-BC3



EA 3AB

26P4-BC4A



EA 4A

26P4-BC4B



EA 4B

26P4-BC5



EA 5AB

26P4-BC6



EA 6AB

26P4-BC7



EA 7AB

26P4-BC8



EA 8AB

26P4-BC9



EA 9AB

26P4-BC10



EA 10

26P4-BC11



EA 11

26P4-BC12



EA 12

26P4-BC13



EA 13

26P4-BC14



EA 14

*Use an existing Eh List or Generic Backer Card for EA15



EA 15

26P4-BC16



EA 16

26P4-BC17



EA 17

26P4-BC18



EA 18

26P4-BC19



EA 19

26P4-BC20



EA 20

P3-6 Generic Backer Cards

26P3-BC-GEN1



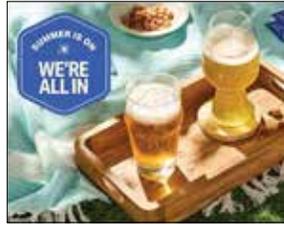
NOTE: Use this backer card with any products.

26P3-BC-GEN2



NOTE: Use this backer card with Wine products.

26P3-BC-GEN3



NOTE: Use this backer card with Beer products.

26P3-BC-GEN4



NOTE: Use this backer card with Spirit or RTD products.

26P3-BC-GEN5



NOTE: Use this backer card with any products.

26P3-BC-GEN6



Stores being allocated the Summer Cooler Bag will receive a Backer Card to display on a Discretionary End Aisle. More information can be found on page 72.

Trade Copy Only

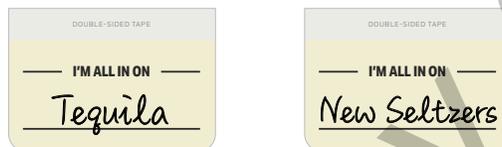
EMPLOYEE ENGAGEMENT

Employee Name Badge Stickers

Name Badge Stickers (All Stores)

This period is the perfect time to let customers know that the LCBO has everything they need this summer season. To help them discover the perfect drink, we're asking LCBO employees to customize their badge backers and let them know that We're All In.

Below you will find an example of the upcoming badge backers that attaches to your employee name tag. For Periods 3 and 4, we are asking you to fill in the blanks so you can let customers know what you are "All In" on.



For this period's badge backers, we're encouraging you to fill in the blanks with what products have you excited for summer. Whether you're all about tequila, caesars, new seltzers or you're an expert in VQA wines, it is your chance to get creative and let customers know that "We're All In" on a variety of new, trending, and local products at the LCBO.

Whatever it is, let customers know that "We're All In".



- Encourage all team members to engage with customers and offer to help them find a specific product 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".
- ENG (Re-order# 26P3-NT1) / BIL (Re-order# 26P3-NT2)

NEW PRODUCT BIN TAG UNDERLAYS

All Stores

Overview

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

Each new product will be highlighted with a “NEW” bin tag underlay that communicates its recent availability to our customers.

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

Key Dates (June 22 - July 19, 2025)

Participating Stores

All Stores

Signage Components

- “NEW” Bin Tag Underlays will be sent to all stores prior to launch. They are to be used for all new spring products coming into the store, including Seasonal Rosés, new Beers, Cider and OCB.
- “NEW” Bin Tag Underlay English/Bilingual (Re-order # AIM-26P1-DYKS1)
*** These are to be used until the end of Period 6.**
- Bilingual designated stores must display the bilingual bin tag underlays



Merchandising Instructions

- Install “NEW” underlays to highlight products that are in-stock and new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays in the plastic channel.
- Ensure the underlay message is still visible.
- **NOTE:** “NEW” bin tag underlays should not be displayed for longer than 60 days.
- **NOTE:** Stores should also use the yellow NEW Bin Tag Underlay on Seasonal Roses, Wines and new Beers/Ciders/Craft Beers as they arrive.



Example Only

Period 4 New Products

LCBO#	Description	Sub Set	Product Type
15566	Duvel Triple Hop Cashmere Belgian Ale	Craft Beer	One Shot
39150	Pendleton Original	Whisky Canadian	One Shot
33856	Plavac Hvar, South Dalmatia, Island Hvar	Europe Red Other	Regular
36725	Just Because Pinot Gris VQA	Ontario White VQA	Regular
43707	Is This It Gruner Veltliner	Europe White Other	Regular
43958	Batasiolo Langhe Nebbiolo Doc	Italy Red	Regular
44192	El Tocador Old Vines	Spain Red	Regular
44276	Konzelmann Lakefront Series Baco Noir VQA	Ontario Red VQA	Regular
44351	Waupoos Cider	Cider	Regular
31702	Espolon Anejo	Tequila	Seasonal
43088	Los Arango Blanco Tequila	Tequila	Seasonal
481226	Hibiki Harmony	New World Whiskey	Seasonal

Continue to merchandise the New Product Underlays for the following P3 SKUs:

LCBO#	Description	LCBO#	Description
37427	Schneider Hopfenweisse	578419	Jura 18 YO
15566	Duvel Triple Hop Cashmere Belgian Ale	30868	Monte Velho Red
18765	Mr. Sam Tribute Whiskey	33320	Terras Lusas White Regional Alentejano
19432	FRAMBOOS	33856	Plavac Hvar, South Dalmatia, Island Hvar
20368	Hatozaki Pure Malt Whisky boxed	36725	Huff Estates Just Because Pinot Gris VQA
23743	KRIEK BOON	36842	Bicycle Thief Pouch Portugal White
36769	Ardbeq 25 YO v5	41114	La Trappe Blonde
37427	Schneider Hopfenweisse	43705	Giovinello Pinot Grigio
38655	Crown Royal Single Malt	43706	Kutjevo Empress Red
39150	Pendleton Original	43707	Is This It Gruner Veltliner
39983	The Glenlivet Fusion Cask	43741	Dab Ur-Bock
43391	Loch Lomond Brewery Bravehop IPA	43948	Rocca Delle Macie Sasyr Rosso Toscana Igt
43932	3 Lakes Grapefruit & Rosemary Gin	43949	Truffle Hunter Barbera D'asti
43955	Voga Still Prosecco Doc	43951	Briccotondo Piemonte Barbera Organic
44162	Meukow Wildberry Liqueur	43954	Doppio Passo Appasimento Puglia Rosso Igt
44496	Del Maguey Wild Jabali	43957	Piccini Slim Chianti
44865	Stampede Canadian Rye Whisky	43958	Batasiolo Langhe Nebbiolo Doc
45282	Ardbeq Smokiverse	43961	Orso Bruno Old Vine Zinfandel
492371	Original Ritterguts Gose	43962	Mare Di Sirena Sangiovese
546663	Eau Claire Distillery Parlour Gin	43963	Mare Di Sirena Pinot Grigio
551697	Saison Dupont	43981	Agua Do Sol Vinho Regional Lisboa Red

**Continue to merchandise
the New Product Underlays for the following P3 SKUs:**

LCBO#	Description
44011	One Pound Per Acre Shiraz
44192	El Tocador Old Vines
44193	Arbolencia Tempranillo Syrah Organic
44194	111 Cabernet Sauvignon Do Navarra
44351	Waupoos Cider
44524	Bodegas Lan Verdejo Do Rueda
44525	Caminos Del Puerto Rueda Verdejo
44526	Beronia Viura Rioja
44527	Marques De Caceres Blanco Rioja Doc
44530	Boyante Rueda Verdejo
44591	Mesta Tempranillo D.o. Ucles Organic
44968	Kingsgate Cream Apera Reserve Vidal VQA
435917	Delirium
583401	Gemma Di Luna Moscato

LCBO#	Description
31456	Muskoka Brewery Pineapple Ninja Wheat Ale 473
31702	Espolon Anejo
32125	Flecha Azul Blanco
36841	Bottega Lemon Spritz Veneto
38279	Fog Distillery Co. Vodka
43078	Teremana Tequila Blanco
43088	Los Arango Blanco Tequila
44147	Luxardo Del Santo
44150	Forty Creek Cinnamon Bun Cream
44154	99 Bananas
44399	Collective Arts Strawberry Lemonade (Sour 33)
481226	Hibiki Harmony

REMOVE the New Product Underlays from the following SKUs:

LCBO#	Description
37577	Bask Red Sangria Wine Spritz
42072	Franc Terrior Cabernet Sauvignon
43730	Veuve Clicquot Rich
43955	Voga Still Prosecco Doc
44158	Phillips Peach
44159	Leroux Watermelon Liqueur
44645	Pineapple Habanero Mixer
44646	Blueberry Lavender Mixer
44647	Strawberry Basil Mixer
45037	Jolly Cut Old Fashioned Syrup
45040	Jolly Cut Juniper & Cedar Tonic
45041	Jolly Cut Espresso & Spice Syrup
45084	Old Fashioned And Vermilion Syrups-Set Of 2
45085	Tonic-Honey Sour-Spritz Syrups- Set Of
45130	Lime Syrup
45131	Ginger Syrup
45132	Lychee Syrup
45133	Mojitos Mix
45134	Margarita Mix

FOOD & DRINK

Summer 2025

The Summer 2025 issue should be distributed in stores starting Wednesday, June 25.

PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO JUNE 25.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at 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

Additional Copies

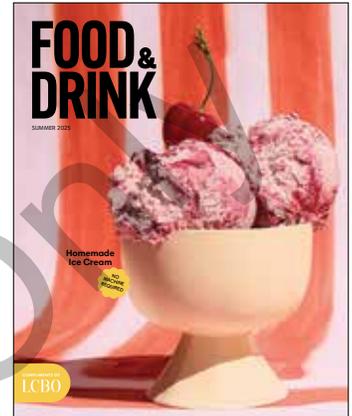
- To request additional copies once your original supply has run out, please email foodanddrink@lcbo.com with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the 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

- Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #26P4-FD1)
- Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #26P4-FD2)
- Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #26P4-FD3)



LOOKING AHEAD

The next issue, Autumn 2025, will be released on September 10, 2025.

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): Summer is On

B Block Pile B (SBB): Juicy Mixed Packs

C Block Pile C (SBC): Aeroplan

D Block Pile D (FSG-A): Campari

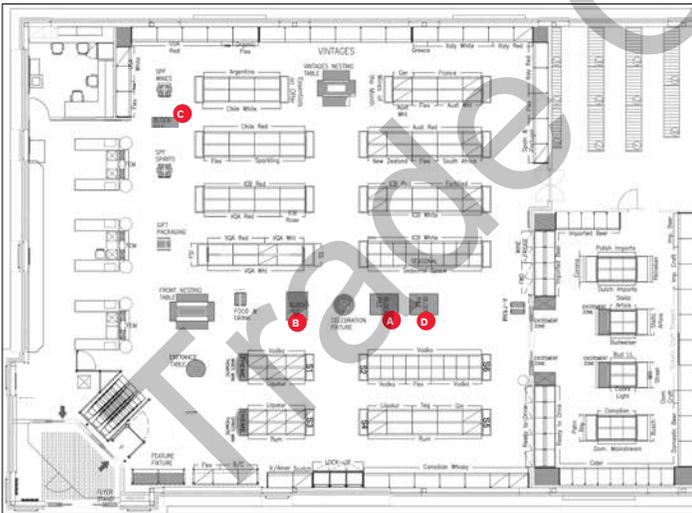
Block Pile D (XBP): Smirnoff

Block Pile D (FSO-A): Jackson Triggs

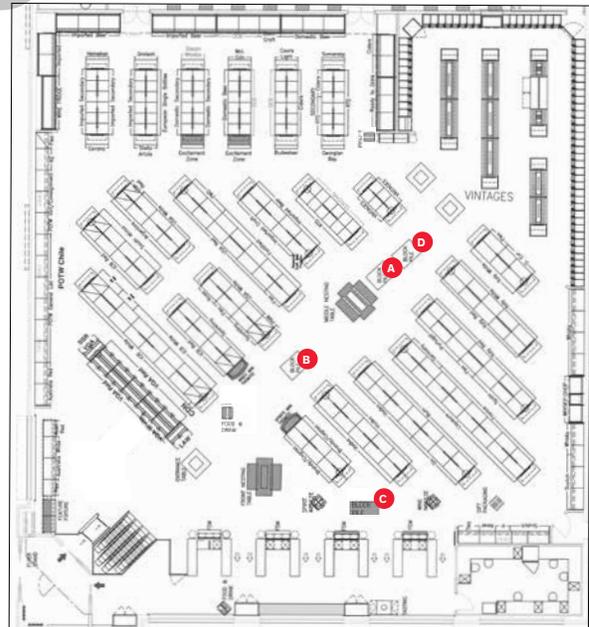
(P4-P8) Fireball (FSO-B)

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 changed if required.

P4 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 (June 22 - July 19, 2025)

Participating Stores

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

Promotional Display	ORIGINAL SKU			REPLACE WITH		
	LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
Shelf Extender D9: Discovery Spirits 3	662379	Ciroc Watermelon	750	456095	Ketel One Vodka	750
	95935	Grey Goose Vodka	750	319673	Bombay Sapphire East London Dry Gin	750
End Aisle 2A	116327	Grey Goose La Poire Vodka	750	316844	Bombay Sapphire London Dry**	750
	417196	Grey Goose Vodka	1140	217281	Bombay Sapphire East London Dry Gin	1140
End Aisle 2B	398479	1800 Reposado	750	267187	Jose Cuervo Especial Gold	750
	492454	1800 Coconut Tequila	750	10899	Jose Cuervo Tradicional Plata	750
Mini Thematic A (Spirits)	25136	818 Tequila Blanco	750	25141	Lobos 1707 Tequila Reposado	750
Shelf Extender R5: Vodka E	604934	Grey Goose Vodka	375	637058	Bombay Sapphire East London Dry Gin	375

SEASONAL READY-TO-DRINK PROGRAM

Overview

The Ready-To-Drink (RTD) category continues to see impressive growth, and we're excited to introduce over 120 new Coolers and Pre-mixed (Ready to Serve) Cocktails in 2025. Additionally, we have new signage options this year which will help highlight what's new for customers, as well as products that are "Only at the LCBO".

As we move through Periods 1 to 6, which represent the peak season for RTDs, we'll maintain a strong focus on promotional programs that drive visibility and sales. We will also focus key display programs in each period showcasing products which are unique to the LCBO.

To align with consumer shopping habits, we'll continue to merchandise our assortment by category—such as Seltzers, Cocktails, Coolers, and Teas—to create a more seamless shopping experience. In addition, we'll continue to merchandise our large pack assortments within their respective brand families. This strategy is designed to drive up-sell opportunities and enhance overall customer engagement.

Our key objectives with the RTD merchandising strategy are:

- **Enhancing the Customer Experience**
- **Improving the Shopper's Journey & Encouraging Browsing**
- **Building Basket Size**
- **Fostering Customer Loyalty**

We're excited about these changes and confident they will elevate the RTD shopping experience in stores and help showcase the wide breadth of assortment we have to offer!

Participating Stores

Seasonal Gondola (at least 24'): 1, 3, 4, 5, 6, 7, 8, 9, 10, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 31, 33, 34, 35, 36, 38, 40, 41, 43, 44, 45, 46, 47, 49, 50, 51, 52, 54, 55, 57, 58, 59, 60, 61, 62, 63, 64, 65, 68, 69, 70, 72, 73, 74, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 88, 90, 93, 95, 96, 97, 98, 99, 101, 102, 103, 106, 107, 110, 112, 113, 115, 116, 118, 119, 125, 126, 130, 132, 139, 140, 143, 144, 145, 148, 149, 150, 153, 154, 156, 161, 163, 164, 165, 166, 167, 168, 171, 175, 177, 179, 181, 182, 183, 187, 188, 190, 191, 192, 195, 196, 198, 199, 200, 201, 202, 205, 207, 208, 209, 210, 211, 212, 213, 214, 216, 217, 218, 221, 223, 224, 225, 226, 227, 228, 229, 230, 233, 234, 236, 237, 238, 242, 243, 244, 245, 249, 250, 251, 252, 253, 254, 255, 260, 262, 263, 265, 266, 268, 269, 270, 273, 276, 278, 279, 284, 286, 287, 288, 294, 295, 298, 300, 303, 304, 310, 311, 312, 313, 314, 321, 325, 326, 328, 329, 330, 334, 340, 341, 343, 344, 346, 351, 353, 355, 358, 359, 360, 361, 366, 367, 368, 370, 371, 372, 373, 378, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 400, 401, 402, 404, 406, 407, 408, 411, 412, 413, 415, 416, 417, 419, 420, 425, 427, 428, 431, 432, 434, 436, 437, 438, 441, 442, 443, 444, 445, 448, 449, 450, 452, 453, 454, 456, 457, 458, 459, 462, 465, 466, 467, 469, 470, 471, 477, 481, 484, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 510, 511, 516, 521, 522, 523, 529, 533, 534, 536, 537, 539, 540, 542, 544, 545, 546, 548, 549, 550, 551, 552, 553, 554, 555, 556, 559, 563, 564, 566, 568, 569, 571, 573, 575, 578, 579, 580, 584, 585, 586, 587, 589, 590, 593, 594, 595, 596, 598, 599, 601, 602, 605, 609, 612, 613, 616, 617, 618, 619, 621, 623, 624, 626, 627, 629, 630, 631, 632, 633, 634, 635, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 649, 651, 652, 653, 654, 655, 658, 660, 661, 665, 667, 669, 670, 671, 672, 673, 675, 677, 679, 680, 684, 685, 686, 691, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 706, 741, 743, 744, 747, 748, 749, 752, 753, 755, 756, 759, 761, 762, 771, 772, 776, 778, 779, 784, 789

Discretionary End Aisles: All stores (at the Manager's discretion)

Resources

2025 RTD Products

- Search "RTD 2025" on LCBO Central and filter the list by your store to view products being forced for the seasonal RTD program.

New 2025 RTD New Product Flash Sheet

- Search "RTD 2025" on LCBO Central for information on new RTD Products launching this season.
- The Flash Sheet will also note products that are "Only at the LCBO" and products participating in the Ontario Cooler Program.



TIP!

Bookmark the RTD Hub for quick links to Planograms, New Seasonal Products, Product Flow, Signage Components and more!

Key Dates (P12 - P8)



Signage Components & Merchandising Instructions

Components	Image
Category Sign <ul style="list-style-type: none"> Select stores with at least 24' of seasonal space as noted on their floorplan, install the category sign in the seasonal gondola, merchandising new RTD products. NOTE: Yellow category signs should only be installed in sign holders in the seasonal space. Do not install these signs in-section where black operational signs should be used. <p>Large Category Signs ENG/BIL Re-order# AIM-25P13-RTD1 Large Sub-Category Signs ENG/BIL Re-order# AIM-25P13-RTD2 Small Category Signs ENG/BIL Re-order# AIM-25P13-RTD3 Small Sub - Category Signs ENG/BIL Re-order# AIM-25P13-RTD4 Category Sign Magnetic Overlay ENG/BIL Re-order# AIM-25P13-RTD5</p>	
End Aisle Backer Card <ul style="list-style-type: none"> Install the backer card on end aisles with new Ready-To-Drink products. <p>ENG/BIL Re-order# AIM-25P13-RTD6</p>	
On-Shelf “Only At The LCBO” Pop-out <ul style="list-style-type: none"> Install the RTD “Only At The LCBO” Pop-out sign in the bin tag channel to highlight products that are exclusive to the LCBO. Search “RTD 2025” on LCBO Central for the list of new 2025 RTD Innovation Products for LCBO exclusive SKUs. <p>ENG Re-order # AIM-25P13-RTD7 / BIL Re-order# AIM-25P13-RTD8</p>	
Bin Ticket Underlay <ul style="list-style-type: none"> Install the “New” bin ticket underlay in the bin tag channel to highlight new products. NOTE: The Bin ticket underlays are meant for double parked SKUs. They are to be placed on promotional end aisles, in the regular RTD section, and fridge sections. They are not to be used in the Seasonal Gondola sections. <p>ENG/BIL Re-order # AIM-25P13-RTD10</p>	
RTD Shelf Talker Shells <ul style="list-style-type: none"> Store should print shelf talkers at store level using the AccessVia Web dSign Shop for products as they arrive. Install the shelf talkers with products merchandised on End Aisles and in the Seasonal Space. <p>ENG/BIL Re-order # 2327</p>	

Ready To Serve Box Sign

"Ready to Serve" is a new sub-category to be placed at the end of the seasonal gondola run beside cocktails.

Participating Stores

1, 10, 22, 23, 25, 31, 36, 38, 40, 44, 55, 57, 58, 68, 82, 95, 106, 115, 140, 145, 148, 149, 164, 179, 187, 195, 200, 209, 212, 217, 227, 233, 244, 279, 288, 298, 310, 311, 334, 344, 346, 359, 361, 367, 370, 373, 378, 385, 387, 390, 393, 394, 397, 407, 412, 415, 416, 417, 428, 438, 459, 465, 470, 490, 499, 505, 511, 522, 528, 536, 545, 549, 551, 553, 559, 573, 575, 579, 587, 590, 593, 602, 609, 617, 619, 624, 630, 631, 632, 633, 641, 643, 652, 654, 667, 675, 700, 771, 776



*** NOTE: Please refer to the RTD Hub on LCBO Central for complete product, signage and merchandising information.**

LOCAL ONTARIO RTD MERCHANDISING

Overview

Expanding on our strategy from 2023 and 2024, 100 select RTD stores will merchandise Ontario produced RTD products in a location designated on their floorplans.

New this year, 25 innovation products for 2025 will be merchandised with 8 existing SKUs, including mixed and large packs.

Please merchandise products as they arrive.

Participation is mandatory.

Participating Stores

1, 23, 25, 27, 31, 33, 35, 40, 44, 57, 64, 68, 82, 83, 90, 93, 115, 130, 132, 139, 150, 154, 187, 196, 200, 217, 221, 227, 228, 229, 233, 237, 252, 263, 270, 278, 287, 288, 298, 300, 310, 325, 329, 334, 340, 344, 346, 351, 359, 360, 361, 367, 370, 373, 378, 387, 391, 393, 407, 412, 417, 431, 432, 438, 459, 465, 470, 481, 484, 489, 490, 494, 495, 522, 536, 539, 545, 556, 559, 575, 579, 586, 602, 605, 609, 617, 619, 624, 627, 630, 632, 634, 641, 652, 653, 667, 684, 741, 771, 776

*** NOTE: Please refer to the RTD Hub on LCBO Central for complete product, signage and merchandising information.**



COCKTAIL MIXERS

Overview

An assortment of new non-alcoholic Cocktail Mixers launched in select stores in Period 1.

These new flavours will be merchandised with existing SKUs at the end of the Seasonal Gondola adjacent to the new Ready to Serve Cocktail products.

NOTE: This is not intended to be a non-alc product section. Some SKUs may include alcohol (i.e. some bitters), but stores are to merchandise all participating products in this section as per the planogram provided.

Participation is mandatory.

Key Dates (March 30 - ongoing)

Pilot Program Participating Stores

1, 5, 10, 15, 23, 38, 115, 148, 149, 164, 200, 217, 233, 346, 359, 367, 490, 511, 522, 528, 536, 586, 623, 624, 632, 639

Product Replenishment

Order product from your supplying warehouse as required.

Please DO NOT ORDER INVENTORY if you are not listed as a participating store. Inventory in WHS is reserved for participating stores only as a part of their replenishment.

Participating Products

LCBO#	Description	Size (mL)	Retail	Tasting Note	Image
45531	NEW Maison Perrier Chic Mojito	4 × 250	\$9.95	Inspired by the iconic Mojito. Citrus and natural aromas, revealing subtle notes of mint and honey. Whenever you are in the mood for a tasty and low-calorie experience. Taste Maison Perrier® Mojito.	
45532	NEW Maison Perrier Chic Pina Colada	4 × 250	\$9.95	Discover MAISON PERRIER Chic Pina Colada, a sophisticated Pineapple and Coconut non-alcoholic sparkling beverage. Inspired by the iconic Pina Colada, this mocktail has a touch of sweet pineapple juice combined with natural coconut aroma and a hint of ginger. An artful combination of bursting bubbles, concentrated juice, and natural flavours, it is an invitation to French chic. Tasty and low calorie, you can feel good about sipping on this irresistible reinvention of a timeless French icon.	
45535	NEW San Pellegrino Aranciata Rossa	6 × 330	\$7.95	San Pellegrino Aranciata Rossa is a celebration of the prince among oranges, the blood orange, that gets its colour from the juices of its 100% natural ingredients.	

LCBO#	Description	Size (mL)	Retail	Tasting Note	Image
45536	NEW San Pellegrino Limonata	6 × 330	\$7.95	Bursting with sunshine and all the magic of a Sicilian summer, San Pellegrino Limonata is the authentic lemon drink from Italy made with 100% natural ingredients	
45537	NEW San Pellegrino Pompelmo	6 × 330	\$7.95	Made with 100% natural, sun-ripened fruit from the citrus groves of the Mediterranean, San Pellegrino Pompelmo is the authentic sparkling grapefruit drink from Italy.	
45923	NEW La Presserie Paloma	500	\$9.95	Cold-pressed pink grapefruit and lime juice deliver a bright burst of tangy citrus, balanced by a touch of cane sugar for a smooth, refreshing finish. Enjoy on its own or add tequila for a classic Paloma. Crisp and invigorating, it pairs perfectly with grilled seafood, tacos, ceviche, fresh guacamole, or citrus-marinated shrimp.	
45924	NEW La Presserie Strawberry Daiquiri	500	\$9.95	A vibrant blend of fresh muddled strawberries and cold-pressed lime juice brings juicy sweetness and zesty brightness. A hint of cane sugar rounds it out with a clean finish. Enjoy as a mocktail or add white rum for a classic cocktail. Pairs well with light salads, grilled chicken, summer dishes, or desserts like lemon tarts and vanilla cheesecake.	
46050	NEW Matteo's Cosmopolitan	750	\$8.95	Crafted in Canada, our Sugar-Free Cosmopolitan Mixer is an easy-to-use, flavorful blend that brings the iconic Cosmo to life. Featuring a vibrant combination of tart cranberry, zesty lime, and a hint of orange, it's carefully crafted to deliver a bold, bar-quality taste in every sip. Whether you're mixing up cocktails or mocktails, this versatile mixer makes it simple to craft delicious Cosmopolitans for your guests in seconds. Just add vodka or soda and serve over ice.	

Trade

Existing SKUs

LCBO#	Description	Size (mL)	Retail
43842	Fever-Tree Sicilian Lemonade	4 × 200	\$7.95
43841	Fever-Tree Pink Grapefruit Soda	4 × 200	\$7.95
44108	Fever-Tree Club Soda	4 × 200	\$7.95
44645	Simply Cocktails Pineapple Habanero	240	\$7.95
44647	Simply Cocktails Strawberry Basil	240	\$7.95
44646	Simply Cocktails Blueberry Lavender	240	\$7.95
45134	WAW Margarita Mix	500	\$9.95
45133	WAW Mojito Mix	500	\$9.95
45131	Monsieur Cocktails Ginger Syrup	250	\$9.95
45132	Monsieur Cocktails Lychee Syrup	250	\$9.95
45130	Monsieur Cocktails Lime Syrup	250	\$9.95
43613	Dillon's Bitters Trio Hot Pepper, Lemon and Rhubarb	3 × 100	\$29.95
45041	Jolly Cut Espresso & Spice Syrup	237	\$9.95
45040	Jolly Cut Juniper & Cedar Tonic	237	\$9.95
45037	Jolly Cut Old Fashioned Syrup	237	\$9.95
45084	3-4oz. Old Fashioned & Vermilion	2 × 120	\$16.95
45085	3-4oz. Honey Sour-Spritz Syrups	3 × 120	\$24.95
44506	Abiding Citizen Grapefruit Shrub	235	\$9.95
41909	Fever-Tree Distillers Cola	4 × 200	\$7.95
41910	Fever-Tree Ginger Beer	4 × 200	\$7.95
42330	Fever-Tree Mediterranean Tonic	4 × 200	\$7.95
540229	Angostura Bitters	100	\$9.95
45490	Dillon's Classic Simple Syrup	250	\$14.95
45493	Dillon's Niagara Grenadine Syrup	250	\$15.95
463398	Dillon's Bitters Orange	100	\$14.95
463406	Dillon's Bitters Lime	100	\$14.95
574871	Dillon's Bitters Ginger	100	\$14.95

NEW Metal Riser for Cocktail Mixers

The Visual Merchandising Team has developed a new metal riser that can be positioned at the back of the top shelf of the seasonal gondola “Cocktail Mixers” 4ft section, allowing an additional row of products to be merchandised and seen easily by customers. The risers also have signage channels to accommodate product bin tags.

Risers shipped to participating pilot stores the week of March 10, 2025 in Period 1.



4ft - 4 Tier Gondola



4ft - 3 Tier Gondola



Close up view of products on Riser

Pilot Program Signage Components & Merchandising Instructions

Note: Signage is intended to be displayed from P1 through P6. Only shelf talkers will be reprinted each period, if required.

Components	Image
<p>“Cocktail Mixers” Category Sign</p> <ul style="list-style-type: none">The full assortment of Cocktail Mixers will be merchandised at the end of the Seasonal Gondola adjacent to Ready-To-Serve products and the rest of the RTD Innovation products. <p>ENG Re-order# AIM-26P1-FTM2 BIL Re-order# AIM-26P1-FTM3</p>	
<p>Perpendicular Shelf Talker</p> <ul style="list-style-type: none">Install the “Did you know?” Perpendicular Shelf Talker in the Spirits section to direct customers to find the new home for Cocktail Mixers on the Seasonal Gondola. <p>ENG Re-order # AIM-26P1-FTM5 BIL Re-order # AIM-26P1-FTM6</p>	
<p>Product Shelf Talker</p> <ul style="list-style-type: none">Merchandise shelf talkers in front of the correct product in the designated Cocktail Mixers section at the end of the Seasonal Gondola. <p>ENG Re-order # AIM-26P4-FTM1 BIL Re-order # AIM-26P4-FTM2</p>	

Cocktail Mixers End Aisle

Select stores will merchandise select Cocktail Mixers on a Promotional End Aisle.

Participation is mandatory.

Key Dates (P1 - Ongoing)

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, 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
43842	Fever-Tree Sicilian Lemonade	4 × 200
43841	Fever-Tree Pink Grapefruit Soda	4 × 200
44108	Fever-Tree Premium Soda Water	4 × 200
45531	Maison Perrier Chic Mojito	4 × 250
45532	Maison Perrier Chic Pina Colada	4 × 250
45535	San Pellegrino Aranciata Rossa	6 × 330
45536	San Pellegrino Limonata	6 × 330
45537	San Pellegrino Pompelmo	6 × 330

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# AIM-26P1-FTM1)
- **NEW** Shelf Talkers ENG (Re-order# AIM-26P4-FTM1)
BIL (Re-order# AIM-26P4-FTM2)
- Perpendicular Shelf Talkers ENG (Re-order# AIM-26P1-FTM5)
BIL (Re-order# AIM-26P1-FTM6)

Merchandising Instructions

- Please set-up on the Promo End Aisle. Refer to your store map for location.
- Install the backer card and shelf talkers.
- Merchandise the Perpendicular Shelf Talkers throughout the Spirits sections of the store.



Key Display (FFA-A)

FEATURE FIXTURE A

Chill-And-Serve Summer Flavours

This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

Participating Stores

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

This display will feature a variety of trending flavoured wines, perfect for summer entertaining.

Participating Products

LCBO#	Description	Size (mL)	Offers
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	LTO
16858	Malivoire Che Bello Sparkling VQA	750	LTO
18412	D'Ont Poke The Bear Red VQA 3L	3000	BAP
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO
20259	Grow Wild Enchanting White VQA	750	LTO
20264	Popcorn Chardonnay VQA	750	LTO
20899	>(V)Closson Chase The Brock Chardonnay VQA	750	LTO
32182	Lola Light Rosé VQA	750	LTO
44967	D'Ont Poke The Bear Moscato VQA	750	BAP
44970	Jack Pine White VQA	750	BAP
44971	Jack Pine Red VQA	750	BAP
57349	Chateau Des Charmes Gamay Noir VQA	750	LTO
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	LTO
110031	Sandbanks Estate Dunes White VQA	750	LTO
147504	>13th St Cuvee Rose Brut (13th Street Wine Co)	750	LTO
219543	Inniskillin Late Autumn Riesling VQA	750	LTO
228551	Cave Spring Chardonnay VQA	750	BAP
233635	Cave Spring Riesling Dry VQA	750	LTO
260372	Pondview Dragonfly Pinot Grigio VQA	750	LTO
270926	Henry Of Pelham Baco Noir VQA	750	LTO
413732	23 Vidal Icewine VQA (Chateau Des Charmes)	375	LTO
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	BAP
435784	Vieni Estates Momenti Sparkling VQA	750	LTO
452169	Vieni Bruce Trail Red VQA	750	LTO
492314	Vieni Bruce Trail White VQA	750	LTO
492959	Rosehall Run Pixie Sparkling Rosé VQA	750	LTO
518746	D'Ont Poke The Bear Red VQA	750	LTO
518753	D'Ont Poke The Bear White VQA	750	LTO
522672	> (V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	LTO
526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO

Signage Components

- Category Sign ENG/BIL (Re-order # 26P4-FF1)
- Solid Colour Category Sign (Re-order # 26P4-FF2)
- Bin Strip (Re-order # 26P4-FF3)
- Shelf Talkers ENG (Re-order # 26P4-FF11) / BIL (Re-order # 26P4-FF12)
- Perp Shelf Talkers ENG (Re-order # 26P4-FF13) / BIL (Re-order # 26P4-FF14)

Merchandising Instructions

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

8ft. Feature Fixture



Rosé SKUs

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

12ft. Feature Fixture



Rosé SKUs

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

NEW & SEASONAL FIXTURE

Happy Rosé Season!

This is a sold program. Participation is mandatory.

Overview

Rosé wines continue to be a customer favourite during the warmer months. This refreshing, versatile wine pairs well with everything. Encourage your customers to explore and Drink Pink this season! Rosés are also a fantastic solution for spring/summer entertaining and gift giving occasions.

This year we have 39 Rosés from around the world, 11 of which are new to the program. Seasonal Rosés will be merchandised on Flex Space #1 and discretionary ends as products arrive in P13 and then Flex Space #1 and Feature Fixture B promo displays in P1 through to the duration of the season (or until sold through).

Key Dates (P13– P7)

Participating Stores

All stores

Participating Products

LCBO#	Description	Size (mL)	Retail
14867	Sandbanks Summer Rosé VQA	750	\$15.95
15568	Listel Gris Rosé	750	\$12.95
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	\$11.00
19062	Sandbanks Sparkling Rosé VQA	750	\$17.95
23757	S De La Sablette - Coteaux Varois Rosé	750	\$18.10
23760	Doppio Passo Primitivo Rosato IGT Puglia	750	\$13.55
24080	Jacob's Creek Moscato Rosé Lower Sugar	750	\$14.95
24084	Kim Crawford Illuminate Rosé	750	\$21.95
24085	Santa Carolina Collection Series Rosé	750	\$13.95
27148	Thalia Rosé	750	\$12.95
31710	The Beach By Whispering Angel	750	\$23.95
32025	Keep Calm and Love Pinot Grigio Rosé	750	\$11.95
32031	Fresh Rosé VQA	1500	\$25.95
37190	Vignes De Nicole Paul Mas Rosé	750	\$15.95
37193	Cellier Des Dauphins Prestige Rose Côtes du Rhône	750	\$13.95
37213	Squealing Pig Rosé	750	\$19.95
38548	Calvet Rose Igp Terres Du Midi(Pouch)	1500	\$21.95
42429	Fonjoya Expression du Sud Rosé	750	\$13.95
42433	Estandon Baie Doree Rose IGP Mediterranee	750	\$12.95
42434	Julia Florista Rosé	750	\$9.95
43057	Ramblers Dreamer Rosé VQA	750	\$14.95

FFB

	LCBO#	Description	Size (mL)	Retail
Flex Space A	48819	Creekside Rosé VQA	750	\$15.95
	164343	The Beachhouse Rosé	750	\$12.95
	603795	Muga Rosé	750	\$17.95
	13907	Jackson-Triggs Proprietors Selection Light Rosé	750	\$12.95
	14145	Toro Bravo Shiraz Garnacha Rosado	750	\$10.45
	24086	Smoky Bay Rosé	750	\$11.95
	31471	Protea Rosé	750	\$14.95
	32178	Saintly The Good Sparkling Rosé VQA	200	\$5.95
	37352	Honest Lot Rosé	750	\$13.95
	42427	Romeo Monastrell Rosé	750	\$10.95
	42428	Fuori Porta Sangiovese Rosato IGP Rubicone	750	\$11.75
	42430	Rose Nave De Oro Organic	750	\$14.95
	42468	Graffigna Elixio Rosé	750	\$11.95
	42858	French Pool Toy Organic Rosé	750	\$14.95
	43056	Peller Family Vineyards Rosé PET	200	\$3.95
	452573	Mimi en Provence Grande Réserve Rosé	750	\$20.45
950576	Mas des Bressades Cuvée Tradition Rosé	750	\$18.95	

* Prices subject to change

Merchandising Instructions

- Stores with Feature Fixture B and Wines Flex Space #1 will have these sections noted on their store floorplan, available on the Dashboard.
- Please maintain an impactful display throughout the duration of the season (P13-P7). In the event of stock out, increase the facings of the best-selling SKUs.

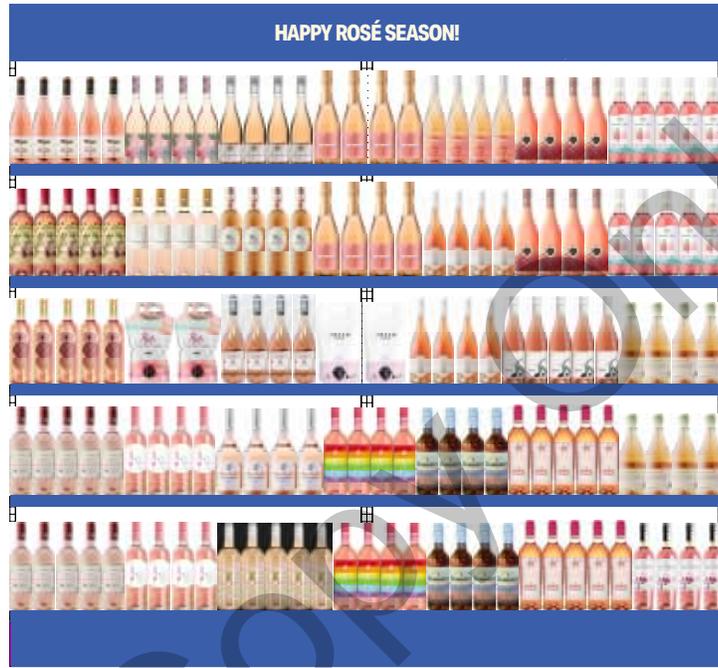
Signage Components

- Category Sign ENG/BIL (Re-order # 26P3-NS1) (*Display until the end of P6)
- Solid Colour Category Sign (Re-order # 26P3-NS2) (*Display until the end of P6)
- Bin Strip (Re-order # 26P3-NS3) (*Display until the end of P6)
- **NEW** Shelf Talkers ENG (Re-order # 26P4-NS1) / BIL (Re-order # 26P4-NS2)

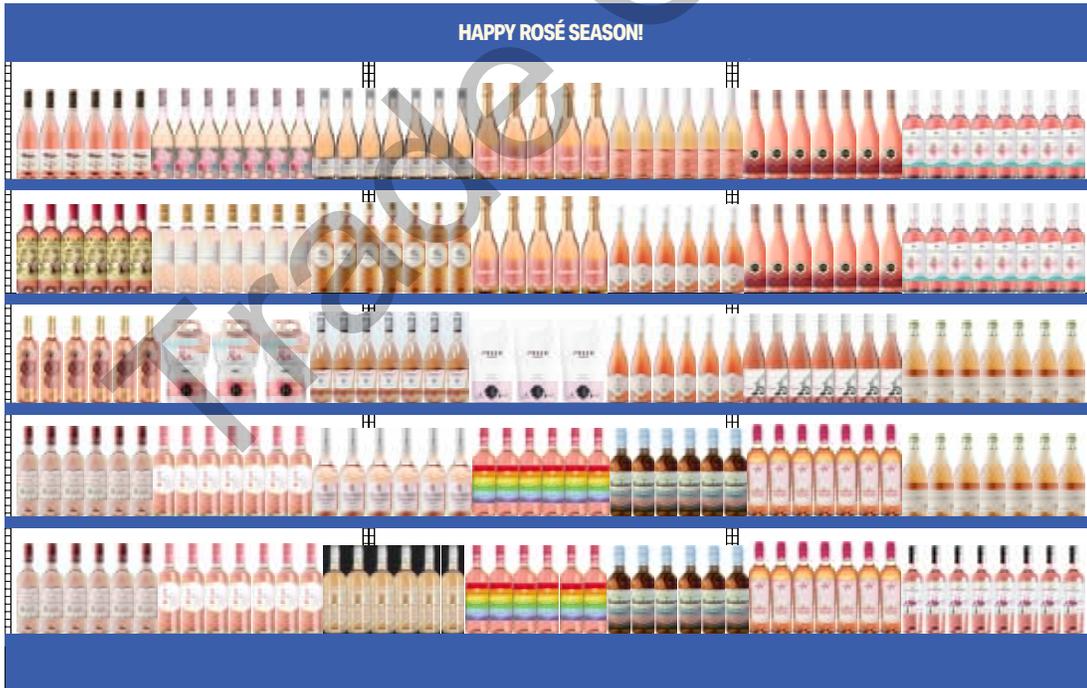
4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



SEASONAL WINES PROGRAM

Please note: This communication includes important information for the following Programs:

- Seasonal Flavoured Wines & Wine Spritzers
- Seasonal Wine in Cans
- Other Seasonal Wines

Each program is mandatory for the participating stores noted in each section. Please review carefully.

Seasonal Flavoured Wines & Wine Spritzers

Flavoured wine beverages are a popular category among customers looking for refreshment, trendy flavours and innovative formats in the wines category. With easy-drinking styles and appealing taste profiles, flavoured wine beverages also represent an opportunity to introduce new customers to the Wines category.

This year, our seasonal program will also capitalize on the growing popularity of refreshing wine-based spritzers, including classic wine spritz, fruit flavours, and popular cocktail styles such as sangria and mimosa spritz.

Stores will be forced a selection of the seasonal flavoured wine beverages and wine spritzers, to be merchandised in section.

This is a sold program. Participation is mandatory.

Key Dates

P13 – P7

Participating Stores

All stores

NOTE: Stores may be included in multiple Groups. Please refer to the store lists carefully.

Group 1 Participating Stores

1, 5, 13, 19, 21, 23, 27, 33, 38, 43, 48, 49, 51, 55, 57, 58, 68, 70, 74, 79, 84, 86, 88, 95, 99, 101, 106, 115, 116, 130, 132, 140, 144, 145, 150, 153, 154, 155, 156, 163, 164, 166, 171, 175, 179, 187, 191, 193, 195, 200, 202, 209, 214, 218, 225, 227, 228, 233, 234, 236, 239, 243, 244, 248, 250, 252, 265, 278, 279, 287, 288, 295, 300, 310, 312, 325, 326, 329, 334, 343, 344, 345, 346, 354, 358, 359, 361, 362, 368, 370, 378, 385, 387, 391, 392, 394, 398, 402, 411, 412, 416, 427, 432, 438, 452, 453, 458, 459, 470, 481, 484, 491, 494, 495, 497, 499, 505, 522, 523, 532, 534, 537, 538, 542, 545, 549, 553, 554, 555, 556, 573, 575, 580, 586, 587, 590, 601, 602, 616, 617, 618, 619, 624, 627, 629, 630, 632, 637, 638, 639, 640, 646, 647, 649, 652, 658, 660, 661, 667, 670, 679, 684, 698, 700, 706, 741, 751, 754, 761, 771

Participating Products

LCBO#	Product Name	Size (mL)	Case Pack
36801	Barefruit Fruitscato Blueberry	750	12
42511	Romeo Aperitivo Lime	750	12
43085	Bodacious Sangria	750	12
43127	Resort Rose Spritzer - Elderflower Citrus Twist	355	24

Group 2 Participating Stores

1, 5, 12, 13, 14, 19, 21, 23, 25, 27, 32, 33, 34, 38, 51, 55, 57, 58, 59, 60, 64, 68, 70, 72, 82, 83, 84, 95, 99, 106, 115, 130, 140, 145, 153, 154, 156, 163, 164, 171, 187, 192, 193, 195, 196, 200, 208, 209, 214, 218, 225, 226, 228, 233, 234, 236, 242, 243, 244, 250, 266, 268, 278, 279, 287, 288, 295, 300, 310, 312, 324, 325, 326, 327, 329, 334, 344, 345, 346, 358, 359, 360, 361, 370, 371, 378, 382, 385, 387, 391, 393, 397, 398, 401, 402, 408, 411, 412, 420, 426, 432, 437, 438, 444, 452, 453, 458, 470, 481, 484, 494, 495, 497, 499, 505, 509, 515, 522, 532, 536, 537, 542, 545, 549, 554, 555, 556, 559, 571, 573, 575, 586, 590, 601, 605, 616, 617, 618, 619, 624, 627, 629, 630, 632, 638, 639, 640, 646, 647, 649, 652, 657, 660, 661, 667, 670, 672, 684, 685, 686, 695, 698, 741, 746, 748, 754, 758, 761, 771, 776

Participating Products

LCBO#	Product Name	Size (mL)	Case Pack
36795	Uptown Cocktails Pina Colada Wine Beverage	750	12
42512	Toro Bravo Premium Red Sangria	750	12
43087	Girls' Night Out Cotton Candy Margarita	2000	6
43053	Bask Black Tea, Goji & Blackberry	355	24

Group 3 Participating Stores

1, 5, 7, 11, 19, 21, 22, 23, 25, 26, 32, 38, 51, 55, 57, 58, 63, 65, 68, 70, 74, 82, 83, 84, 90, 95, 99, 106, 115, 116, 130, 140, 143, 145, 150, 153, 154, 155, 156, 171, 187, 190, 192, 193, 195, 196, 198, 199, 200, 207, 208, 211, 214, 218, 221, 225, 226, 227, 233, 234, 238, 242, 250, 252, 253, 265, 269, 270, 278, 279, 287, 288, 295, 300, 310, 311, 313, 321, 325, 329, 334, 343, 344, 346, 361, 362, 371, 378, 382, 383, 385, 386, 387, 397, 398, 400, 402, 408, 412, 420, 426, 427, 431, 432, 437, 438, 444, 459, 470, 481, 484, 491, 494, 495, 497, 499, 501, 505, 509, 511, 515, 522, 536, 542, 545, 551, 554, 555, 556, 568, 571, 573, 575, 582, 586, 601, 605, 616, 617, 618, 619, 624, 627, 630, 632, 633, 634, 639, 640, 645, 646, 647, 652, 654, 655, 657, 660, 665, 667, 672, 675, 684, 686, 698, 741, 746, 748, 760, 771, 776

Participating Products

LCBO#	Product Name	Size (mL)	Case Pack
42460	Tododia Habanero Peach Punch Wine Beverage	750	12
43086	Girls' Night Out Paloma	750	12
24999	Bask Green Tea Sparkling Water	355	24

Group 4 Participating Stores

1, 4, 5, 6, 10, 21, 22, 23, 25, 33, 35, 38, 51, 55, 57, 58, 63, 65, 68, 70, 74, 82, 83, 90, 95, 115, 116, 126, 140, 143, 144, 145, 150, 153, 154, 155, 156, 165, 171, 187, 190, 193, 195, 196, 198, 200, 207, 208, 211, 216, 218, 221, 225, 227, 233, 234, 242, 248, 252, 265, 269, 270, 279, 287, 288, 300, 310, 311, 312, 313, 321, 326, 329, 334, 340, 343, 344, 346, 351, 353, 361, 362, 367, 368, 378, 382, 383, 385, 386, 387, 398, 400, 406, 408, 417, 425, 426, 427, 432, 434, 436, 438, 445, 456, 459, 470, 484, 486, 490, 494, 495, 497, 499, 501, 505, 509, 511, 515, 521, 522, 533, 536, 545, 546, 552, 555, 556, 568, 571, 573, 586, 601, 616, 617, 619, 623, 624, 627, 630, 632, 634, 638, 640, 641, 647, 652, 655, 657, 660, 665, 667, 672, 675, 676, 679, 684, 686, 691, 694, 698, 706, 741, 748, 759, 760, 761, 762, 771, 974

Participating Products

LCBO#	Product Name	Size (mL)	Case Pack
42578	Croft Twist British Aperitif	750	6
19304	Cipriani Bellini	750	12
32175	Lively Peach Cherry	341	24
43974	Lively Pineapple Mango	341	24

Group 5 Participating Stores

1, 4, 5, 6, 10, 19, 20, 21, 23, 27, 33, 35, 38, 51, 55, 57, 58, 65, 68, 70, 74, 79, 82, 83, 84, 88, 91, 95, 115, 116, 123, 132, 140, 144, 145, 148, 150, 153, 154, 155, 164, 166, 171, 179, 187, 191, 195, 196, 200, 211, 218, 227, 228, 233, 234, 244, 248, 250, 252, 265, 269, 270, 279, 287, 288, 300, 310, 312, 325, 326, 329, 334, 343, 344, 345, 346, 351, 358, 361, 362, 368, 370, 378, 385, 394, 398, 406, 408, 412, 425, 427, 432, 434, 436, 438, 445, 452, 453, 457, 459, 467, 470, 474, 484, 490, 494, 495, 497, 499, 505, 509, 522, 523, 532, 533, 534, 537, 542, 545, 546, 547, 555, 556, 568, 573, 579, 580, 586, 616, 617, 618, 619, 624, 627, 630, 632, 637, 638, 640, 641, 646, 647, 649, 652, 660, 661, 667, 672, 676, 679, 684, 698, 699, 700, 706, 741, 743, 747, 748, 749, 751, 754, 759, 761, 771, 974

Participating Products

LCBO#	Product Name	Size (mL)	Case Pack
36841	Bottega Lemon Spritz	750	6
38734	Bodacious Peach Fizz	750	12
43052	Collective Arts White Sangria Spritz	355	24
44717	Darling Mimosa Red Sangria	355	24
32181	Darling Mimosa Sunshine Pack	6 × 355	4

Merchandising Instructions

- Stores will be forced a selection of the seasonal flavoured wine beverages and wine spritzers
- Adjust your sections as soon as you can and add the new seasonal SKUs into the section as they arrive.
- New planograms that include the new SKUs are now loaded to the [Store Performance Dashboard](#). Products will begin to arrive in stores starting in P13.

Signage Components

- Operational Flavoured Wine Beverages Category Sign ENG/BIL (Re-Order # CATSIGN-36)
- Operational Flavoured Wine Beverages SHORT Category Sign ENG/BIL (Re-Order #CATSIGN-S37)

Seasonal Wine In Cans

For the season we are expanding the assortment of wine in cans to include popular favourites sparkling rosé and refreshing dry and sweeter whites, single cans and multi-packs.

These items are to be placed in the Impulse Zone's Special Promotions Fixture adjacent to other small format wines.

This is a sold program. Participation is mandatory.

Key Dates

P13 – P7

Participating Stores

1, 4, 5, 8, 17, 19, 21, 22, 23, 25, 26, 31, 38, 41, 44, 51, 55, 58, 62, 65, 74, 82, 83, 90, 95, 97, 102, 106, 115, 130, 132, 145, 148, 149, 150, 154, 156, 168, 171, 187, 195, 198, 200, 209, 211, 214, 221, 226, 227, 233, 243, 244, 250, 252, 253, 263, 265, 279, 288, 298, 300, 310, 325, 326, 329, 334, 344, 346, 351, 355, 359, 360, 361, 367, 371, 373, 378, 381, 383, 385, 386, 390, 391, 393, 394, 397, 398, 400, 404, 407, 411, 412, 427, 428, 431, 432, 436, 437, 438, 443, 445, 452, 457, 459, 470, 481, 485, 489, 490, 491, 495, 497, 499, 500, 501, 505, 511, 523, 528, 534, 536, 542, 544, 545, 551, 554, 566, 569, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 630, 631, 632, 634, 640, 641, 649, 652, 653, 655, 658, 667, 670, 691, 694, 698, 699, 700, 702, 703, 706, 741, 748, 751, 760, 771, 776, 974

Participating Products

Purchase Type	LCBO#	Description	Size (mL)
Seasonal	42579	Boujee Sparkling Rosé Can	250
Seasonal	42510	Bollicini Sparkling Rosé Can	4 × 250
Seasonal	42509	Bartenura Moscato Now You Can	4 × 250
Seasonal	42508	Casal Garcia Vinho Verde Can	250

Merchandising Instructions

- Stores will be forced a selection of these canned wines.
- These are to be placed on the (CE) Special Promotions Fixture (Spirits & Wines)
- Adjust your sections as soon as you can and add the new seasonal SKUs into the section as they arrive.

Other Seasonal Wines

Two other wines will be available for the summer season only. A selection of stores will receive forced quantities, and other stores can list at the store manager's discretion.

This is a sold program. Participation is mandatory.

Key Dates

P13 – P7

FitVine Participating Stores

4, 6, 8, 10, 15, 19, 20, 21, 22, 25, 31, 38, 40, 49, 51, 55, 57, 62, 64, 74, 90, 95, 102, 106, 130, 145, 148, 149, 150, 153, 154, 156, 164, 171, 187, 191, 195, 198, 207, 209, 217, 221, 227, 228, 237, 243, 248, 252, 253, 263, 265, 269, 279, 288, 298, 300, 310, 312, 326, 334, 344, 358, 360, 367, 370, 371, 381, 383, 385, 390, 391, 392, 394, 397, 398, 404, 411, 412, 417, 427, 428, 437, 443, 453, 456, 457, 459, 481, 484, 485, 486, 491, 495, 499, 500, 511, 523, 536, 539, 542, 544, 546, 549, 551, 554, 564, 566, 575, 580, 585, 587, 590, 602, 609, 617, 619, 623, 627, 630, 632, 633, 634, 640, 641, 643, 648, 649, 652, 654, 655, 658, 660, 667, 670, 675, 680, 686, 698, 699, 702, 703, 706, 741, 743, 747, 748, 751, 753, 761, 776, 974

Participating Product

LCBO#	Product Name	Size mL
42466	FitVine Sauvignon Blanc	750

Merchandising Instructions

- These are to be merchandised in the California White, Sauvignon Blanc section.
- Please adjust the placement of your current assortment in the set to accommodate the new item; eye-level shelving is preferred.

Pierre Zero 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, 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, 974

Participating Product

LCBO#	Product Name	Size mL
42920	Pierre Zero Spritz	750

Merchandising Instructions

- These are to be merchandised on the De-Alcoholized End Aisle.
- Please adjust the placement of your current assortment in this location to accommodate the new item; eye-level shelving is preferred.

Key Display (EA-S1)

ENTRANCE TABLE

Ontario Made Whisky

This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

Participating Stores

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

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

Participating Products

LCBO#	Description	Size (mL)	Offers
3558	Gibson's Finest Rare 12 Years Old	750	LTO, VA
189217	Gibson's Finest Sterling Edition	750	VA
139667	Gibson's Finest Rare 12 Years Old Whisky	375	LTO, VA
457572	Gibson's Finest Bold 8YO	750	LTO, VA

Value-Add (VA) - Rep Applied: Golf balls

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

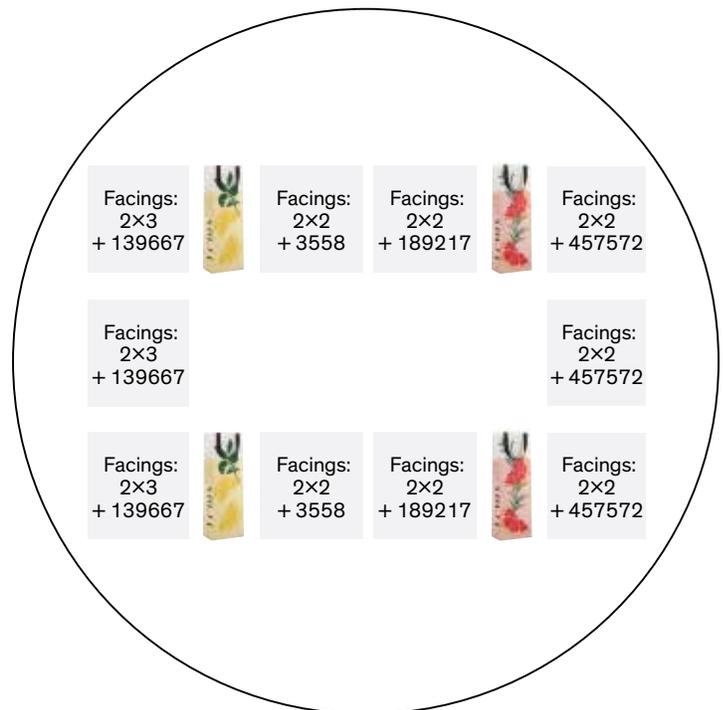
- Entrance Table Sign ENG (Re-order # 26P4-ET1) / BIL (Re-order # 26P4-ET2)
- Shelf Talkers ENG (Re-order # 26P4-ET3) / BIL (Re-order # 26P4-ET4)

Featuring the Gibson's Finest collection, this display includes limited-time promotions and a can't-miss value add for every golf enthusiast.

Planogram - Square Table



Planogram - Round Table



End Aisle #1 (BS-BSE)

COCKTAIL OF THE MONTH

Whisky Tropic



This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
984	Alberta Premium Whisky	750	BAP
30834	Canadian Club Classic 12 Year Old	1140	LTO
217687	Canadian Club Premium	1140	BAP
311928	Canadian Club Classic 12 Year Old	750	BAP
311944	Canadian Club Classic 12 Year Old	1750	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# 26P4-BC1)
- Blade Sign ENG (Re-order# 26P4-BS1) / BIL (Re-order# 26P4-BS7)
- End Aisle Shelf Talker Bundle ENG (Re-order# 26P4-ST1)
BIL (Re-order# 26P4-ST2)

Bright, zesty, and refreshingly tropical, the Whisky Tropic cocktail blends whisky with pineapple and lime for a vibrant twist. Finish with a splash of ginger beer for just the right kick.



Spirits (MI-A)

GIFTING DISPLAY A

Tequila Gifts for Summer

This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
25136	818 Tequila Blanco	750	
38911	Casamigos Cristalino	750	LTO
42521	Pantalones Tequila Blanco	750	BAP
50088	Patron Reposado Tequila	750	LTO
143040	Hornitos Reposado Tequila	750	LTO
173542	Don Julio Blanco	750	LTO
173559	Don Julio Reposado	750	
271643	Tequila Tromba Blanco	750	LTO
401307	Maestro Dobel Tequila	750	LTO

Signage Components

- Category sign ENG/BIL (Re-order # 26P4-MTA1)
- Backer card ENG/BIL (Re-order # 26P4-MTA2)
- Shelf talkers ENG (Re-order # 26P4-MTA3) / BIL (Re-order # 26P4-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.

Multi-brand tequila gifts to celebrate summer occasions. Supported with Aeroplan & LTO's.



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

Wines (MI-B)

GIFTING DISPLAY B

Sparkling Gifts

This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
9118	Henkell Trocken Piccolo	3 x 200	LTO
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	LTO
21621	Bread & Butter Prosecco Doc	750	LTO
37965	Henry Of Pelham Sparkling VQA	750	LTO
85316	Blu Giovello Prosecco	750	LTO
155341	Perrier Jouet Grand Brut Champagne	750	LTO
384529	Champagne Special Cuvee Brut (Bollinger)	750	BAP
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	LTO

Signage Components

- Category sign ENG/BIL (Re-order # 26P4-MTB1)
- Backer card ENG/BIL (Re-order # 26P4-MTB2)
- Shelf talkers ENG (Re-order # 26P4-MTB3) / BIL (Re-order # 26P4-MTB4)

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.

The Gifting Display will highlight a variety of sparkling wine styles from around the world with LTO or AP offers, and are perfect for weddings and celebrations.



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 (June 22 - July 19, 2025)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

LCBO#	Description	Size (mL)	Offers	Distributor
13681	Collective Arts Local Press Apple Cherry Cider	473	LTO	LCBO Warehouse
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	LTO	798 - Bench Brewing Company
24890	Cowbell Brewing Co. Original Cider	473	LTO	458 - Cowbell Brewing Co.
107342	Reinhart's Red Apple Strong Cider	473		LCBO Warehouse
333583	Thornbury Premium Apple Cider	473	LTO	LCBO Warehouse
405241	Ironwood Hard Cider	473	LTO	LCBO Warehouse
407668	Shiny Apple Cider	473	LTO	LCBO Warehouse
418582	Pommies Farmhouse Cider	473	LTO	6580 - Mad Bee Collective Inc.
466292	Ernest Dry Cider	473	LTO	LCBO Warehouse

Local craft beers with limited time offering support.

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 26P4-BC10)
- Shelf Talkers ENG (Re-order # 26P4-ST1) / BIL (Re-order # 26P4-ST2)
- Blade Sign ENG (Re-order# 26P4-BS10) / BIL (Re-order# 26P4-BS20)

Merchandising Instructions

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

P4 Ontario Craft Cider Aeroplan Offer

Earn 100 bonus points when you buy 6 or more participating Ontario Craft Ciders, until July 19, 2025.

***Refer to Page 6 for more information.**



Key Display (BS - BSF)

FRONT NESTING TABLE

Flight A: Love Pairs with Everything
Flight B: Patio-Ready Mixers

This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

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, 411, 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, 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 # 26P3-FNT1) / BIL (Re-order # 26P3-FNT2)
- **NEW** Premium Shelf Talkers ENG (Re-order # 26P4-FNT1) / BIL (Re-order # 26P4-FNT2)
- **NEW** Standard Table Sign ENG (Re-order # 26P4-FNT3) / BIL (Re-order # 26P4-FNT4)
- **NEW** Standard Shelf Talkers ENG (Re-order # 26P4-FNT5) / BIL (Re-order # 26P4-FNT6)

Merchandising Instructions

*** NOTE: For Period 4, Front Nesting Table Flight A stores will continue to merchandise the P3 FNT Pride Table Sign. Flight B stores will receive new signage to display.**

- 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.
- **Flight A Only: Merchandise the Amber Duralux Picardie Glasses (LCBO# 43440), Sapphire Duralux Picardie Glasses (LCBO# 43442), Summer Cocktail Napkins (LCBO# 43616), and Summer Ribbed Pitcher (LCBO# 44143).**

Premium Flight:

Continued from P3. A round up of top picks to sip including Good Partner products that give back. Let's raise a glass to Pride!

Standard Flight:

Showcasing a curated selection of Diageo brands, this display inspires at-home cocktail creation while emphasizing the outstanding value of each bottle.

Premium Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	BAP, VA
35623	Squealing Pig Sauvignon Blanc	750	
225243	Stoli Vodka	750	BAP
266049	Adobe Reserva Sauvignon Blanc Organic	750	LTO
272716	Stoli Vodka	1750	
581256	Absolut Rainbow Limited Edition Bottle	750	
582411	Gato Negro Merlot	1500	
639732	Gato Negro Cabernet Merlot	1500	
Value-Add (VA) - Rep Applied: Smirnoff Cooling Towels			

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

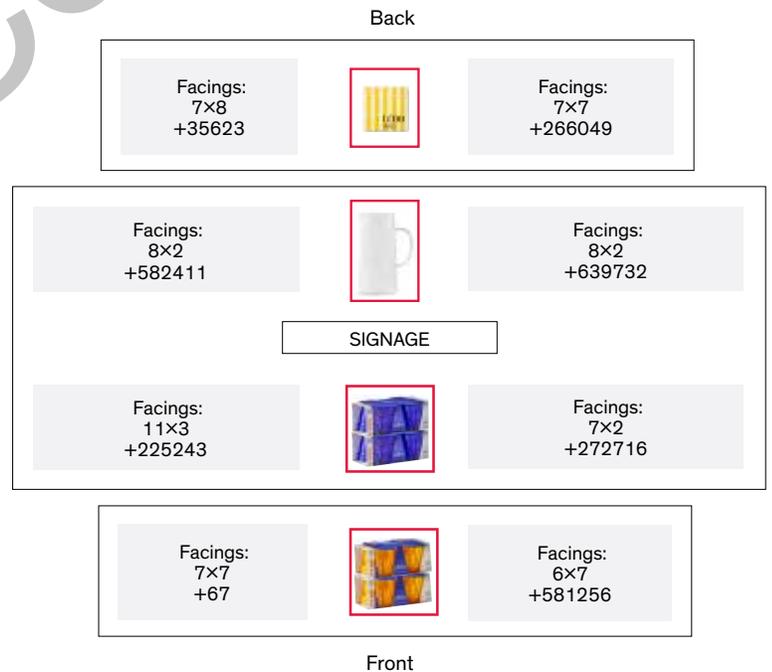
*Please flex products according to the size and configuration of your table using the planogram below for direction.



Front View



Back View



Merchandise the Amber Duralex Picardie Glasses (LCBO# 43440), Sapphire Duralex Picardie Glasses (LCBO# 43442), Summer Cocktail Napkins (LCBO# 43616), and Summer Ribbed Pitcher (LCBO# 44143).

Standard Flight

Participating Products

LCBO#	Description	Size (mL)	Offers
935	Captain Morgan White Rum	750	VA
1487	Crown Royal	750	VA
10357	Crown Royal Peach	750	LTO, VA
22017	Smirnoff Vodka (P.E.T.)	750	BAP, VA
37474	Smirnoff Berry Blast	750	VA
38622	Crown Royal Blackberry	750	VA
131391	Smirnoff Vodka (P.E.T.) 1.14L	1140	VA
216929	Smirnoff Vodka	1140	VA
318709	Captain Morgan Original Spiced Rum (P.E.T.)	750	LTO, VA
403519	Crown Royal Apple	750	VA
454686	Captain Morgan 100 Proof	750	LTO, VA
500512	Captain Morgan Original Spiced Rum	750	LTO, VA

Value-Add (VA) - Rep Applied: Acrylic Glass

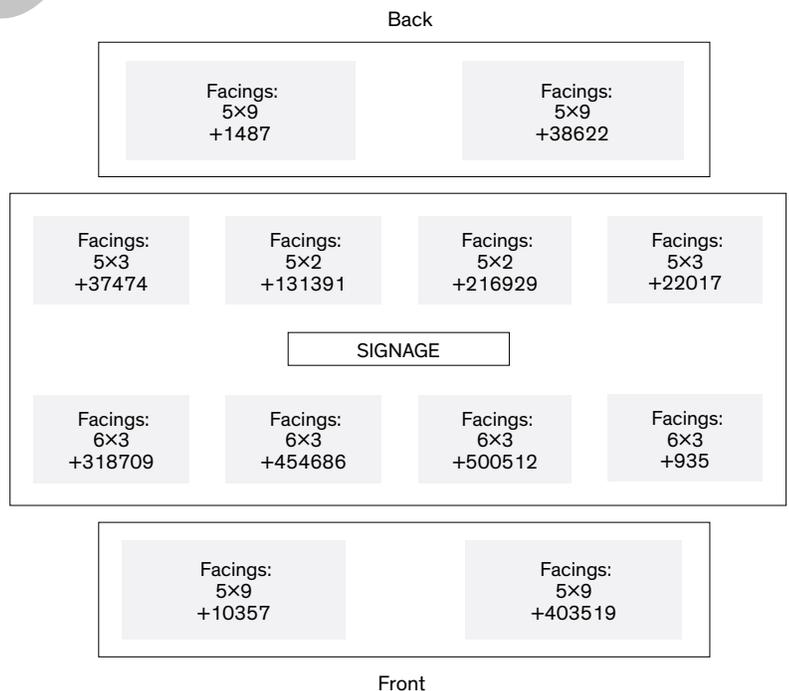
7Ft Nesting Table Planogram (For stores that do not have end tables)

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



Front View

Back View



Display Program (BP-SBA)

BLOCK PILE A

Summer is On

This is a sold program. Participation is mandatory.

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

Key Dates (June 22 - July 19, 2025)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

LCBO#	Description	Size (mL)	Offers
15852	Miller Lite (275/TBS)	12 × 473	
32165	Molson Cold Shots 6.0 (275/TBS)	473	BAP
300699	Molson Canadian (275/TBS)	6 × 473	LTO
558940	Miller Lite (275/TBS)	6 × 473	BAP
568188	Molson Canadian (275/TBS)	12 × 473	VA

Value-Add (VA) - Merchandiser: Twigz Pretzels

Signage Components

***Riser wraps will no longer be produced.**

- Pole Topper Sign ENG (Re-order# 26P4-BPA1)
BIL (Re-order# 26P4-BPA2)
- Pricer Cards ENG (Re-order# 26P4-BPA3)
BIL (Re-order# 26P4-BPA4)
- Shelf Talkers ENG (Re-order# 26P4-BPA5)
BIL (Re-order# 26P4-BPA6)
- End Aisle Backer Card BIL (Re-order# 26P4-BPA7)
- Metal Frame Insert Sign ENG (Re-order# 26P4-BPA8)
BIL (Re-order# 26P4-BPA9)

Merchandising Instructions

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

This display will feature Molson products perfect for summer festivities.



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

B

Display Program (BP-SBB)

BLOCK PILE B

Juicy 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 (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
36592	Nutrl 7 Mixed Pack	12 x 355	LTO
39681	Happy Dad Hard Seltzer Variety Pack	12 x 355	
42276	Cottage Spring Rocket Pop	4000	LTO
42322	Tahiti Treat Paradise	8 x 355	LTO
42355	White Claw Gin Smash	8 x 355	
42363	Willibald Mixed Spritz 12 Pack	12 x 355	LTO
42403	Twisted Tea Tropical Party Pack	12 x 355	LTO
42835	Simply Spiked Limeade	12 x 355	LTO, VA

Value-Add (VA) - Rep Applied: Branded Colour Changing Refresher Cup

Signage Components

***Riser wraps will no longer be produced.**

- Pole Topper Sign ENG (Re-order # 26P4-BPB1)
BIL (Re-order # 26P4-BPB2)
- Pricer Cards ENG (Re-order # 26P4-BPB3)
BIL (Re-order # 26P4-BPB4)
- Shelf Talkers ENG (Re-order # 26P4-BPB5)
BIL (Re-order # 26P4-BPB6)
- End Aisle Backer Card BIL (Re-order # 26P4-BPB7)
- Metal Frame Insert Sign ENG (Re-order # 26P4-BPB8)
BIL (Re-order # 26P4-BPB9)

Merchandising Instructions

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

This display will feature a variety of RTD products for summer.



Front View

Back View



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

C

Display Program (BP-SBC)

BLOCK PILE C

Aeroplan

EARN
BONUS POINTS
ON THESE PRODUCTS*

Until July 19

AEROPLAN 

This is a sold program. Participation is mandatory.

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

Wine and Spirit products
with great Aeroplan offers.

Key Dates (June 22 - July 19, 2025)

Participating Stores

Please refer to the Participation Lookup page for information

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

Signage Components

***Riser wraps will no longer be produced.**

- Pole Topper Sign ENG (Re-order # 26P4-BPC1) / BIL (Re-order # 26P4-BPC2)
- Canadian-Made Spirits & Generic Pricer Cards ENG (Re-order # 26P4-BPC3) / BIL (Re-order # 26P4-BPC4)
- Metal Frame Insert Sign ENG (Re-order # 26P4-BPC5) / BIL (Re-order # 26P4-BPC6)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign.
(NOTE: Spirits Block Pile Pole Topper/Metal Frame signage has "Canadian-Made" call out.)
- Merchandise the pricer cards in front of the participating products.
- Merchandise the Spirits Generic pricer card in front of each of the spirits products.
- NOTE: Select stores will use the new Metal Frame for Block Piles using the Metal Frame Insert sign.

Spirits: Participating Products

LCBO#	Description	Size (mL)	Offer
33267	Collingwood Whisky	750	BAP
33268	Collingwood Double Barreled Whisky	750	LTO, BAP
216978	Seagrams V.O.	1140	BAP
314856	Fireball Whisky Shooter	1140	LTO, BAP
398016	Dr. McGillicuddy Intense Peach	750	BAP
491829	Southern Comfort	1140	LTO, BAP



Front View



Back View

Wines: Participating Products

LCBO#	Description	Size (mL)	Offer
20896	Ruffino Prosecco Rosé Doc	750	BAP
253948	Martini Asti	750	BAP
326728	>Oyster Bay Chardonnay	750	BAP
594168	Pelee Island Merlot	1500	BAP
609875	Eastdell Black Cab VQA	750	BAP



Front View



Back View

Display Program (XBP)

ENHANCED BLOCK PILE DISPLAY

Smirnoff

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 (June 22 - July 19, 2025)

Participating Store

1, 195, 198, 253, 346, 385, 398, 632, 698, 703

Participating Products

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	BAP
32006	Smirnoff Creamsicle Blast	750	BAP
37876	Smirnoff Peach Lemonade	750	
381970	Smirnoff Lime Flavoured Vodka	750	BAP
382002	Smirnoff Raspberry Flavoured Vodka	750	
382028	Smirnoff Vanilla Flavoured Vodka	750	BAP

Value-Add (VA) - Rep Applied: Smirnoff Cooling Towel

Signage Components

- Backer Card BIL - Supplied by Agent
- Pricer Cards ENG (Re-order # AIM-26P4-BPD1)
BIL (Re-order # AIM-26P4-BPD2)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSG-A)

ENHANCED BLOCK PILE DISPLAY

Campari

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 (June 22 - July 19, 2025)

Participating Store

21, 22, 31, 115, 130, 148, 154, 156, 171, 187, 226, 243, 263, 288, 329, 334, 371, 393, 394, 404, 412, 416, 437, 438, 443, 445, 499, 500, 505, 522, 523, 545, 573, 590, 619, 624, 630, 631, 641, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
1784	Grand Marnier Cordon Rouge	750	LTO, VA
15806	Skyy Vodka	750	BAP, VA
176834	Aperol	750	LTO, VA
177808	Appleton Estate V/X Signature Blend	750	VA
324855	Espolon Tequila Reposado	750	LTO, VA
350629	Forty Creek Barrel Select Whisky	1140	VA

Value-Add (VA) - Merchandiser: Carafe

Signage Components

- Backer Card BIL - Supplied by Agent
- Pricer Cards ENG (Re-order # AIM-26P4-BPD3) / BIL (Re-order # AIM-26P4-BPD4)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSO-A)

ENHANCED BLOCK PILE DISPLAY

Jackson Triggs

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 (June 22 - July 19, 2025)

Participating Store

21, 22, 31, 36, 58, 65, 95, 130, 148, 156, 187, 195, 198, 200, 228, 243, 244, 263, 288, 298, 310, 371, 385, 387, 394, 398, 404, 412, 437, 438, 443, 445, 499, 522, 545, 556, 573, 579, 609, 616, 619, 624, 630, 641, 652, 653, 667, 741, 759, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	LTO
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
328518	Jackson-Triggs Chardonnay	750	VA
328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
619791	Jackson-Triggs Rosé	750	VA
637710	Jackson-Triggs Shiraz	750	VA

Value-Add (VA) - Merchandiser: Stemless Wine Glass with Silicone Wine Sleeve

Signage Components

- Backer Card BIL - Supplied by Agent
- Pricer Cards ENG (Re-order # AIME-26P4-BJT1) / BIL (Re-order # AIME-26P4-BJT2)

Merchandising Instructions

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



Supplied by Agent

Display Program (FSO-B)

ENHANCED BLOCK PILE DISPLAY

Fireball (P4-P8)

Participation is mandatory.

Overview

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

Key Dates (P4-P8)

Participating Stores

1, 4, 23, 25, 31, 33, 40, 44, 51, 55, 57, 65, 74, 82, 83, 84, 93, 115, 130, 144, 150, 156, 179, 187, 195, 198, 208, 211, 227, 228, 229, 233, 237, 244, 250, 252, 263, 278, 279, 287, 288, 298, 300, 310, 329, 334, 351, 359, 360, 387, 389, 394, 401, 404, 407, 417, 425, 427, 443, 453, 459, 470, 481, 485, 490, 491, 495, 497, 500, 522, 536, 554, 556, 564, 566, 569, 580, 587, 602, 605, 627, 640, 641, 643, 644, 649, 652, 653, 654, 655, 661, 667, 670, 672, 694, 695, 741, 748, 771

Participating Products

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

Signage Components

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

Merchandising Instructions

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



Supplied by Agent

BIG SAVINGS (SSL) CANADA DAY SUPER SALE

June 26 - July 2, 2025

Participation is mandatory.

Overview

Celebrate Canada Day with exceptional deals on select products perfect for festivities. **All stores will implement in-section**, with select stores also implementing a block pile display.

Key Dates (June 26 - July 2, 2025)

Participating Store

In-Section: All Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO Offer
22199	Jacob's Creek Double Barrel Shiraz	750	\$4.00
26979	Don Julio Anejo	750	\$10.00
31361	Mikes Core Mixer Pack	12 x 355	\$6.00
33377	Forty Creek Cream Butter Tart	750	\$4.00
35473	Honest Lot Sauvignon Blanc	4000	\$7.00
36494	Ramsbury Gin	700	\$7.00
42315	Isla Tequila Matador	355	\$0.80
42645	Jelli Shooters Multi Pack	480	\$5.00
42992	Honest Lot Pinot Grigio	4000	\$7.00
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$10.00
634410	Yellow Tail Pinot Grigio	1500	\$6.00



Front View

Back View

Signage Components

- Pole Topper Sign ENG / BIL
- Pricer Cards ENG / BIL
- Seasonal Banner Stand Insert ENG / BIL
- Shelf Talkers ENG / BIL **(All stores will receive shelf talkers to merchandise in section.)**
- Bin Tags Underlay (Re-order # AIM-26P1-BPSS1) **(Keep Bin Tags Underlay safe after the super sale. These will be reused for each Super Sale event.)**



Merchandising Instructions

- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- **Install the Super Sale Seasonal Banner Insert OVER the Aeroplan Seasonal Banner Insert at the store entrance for the super sale promotion dates. Revert back to the Aeroplan Insert when the super sale over.**

DIGITAL SCREENS (FSK-A)

Aperol

Digital screen fixtures have been installed in participating stores on the end of gondolas at the front of store - allowing for maximum customer engagement. The displays will also feature built-in touch screen LCBO product search capabilities.

Participating stores will also support by merchandising participating products on a dedicated "Digital" End Aisle.

This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

Participating Stores

5, 15, 164, 217, 511, 528, 758, 784

Participating Products

LCBO#	Description	Size (mL)	Offers
176834	Aperol	750	LTO, VA
897702	Bottega Vino Dei Poeti Prosecco Doc	750	BAP
Value-Add (VA) - Merchandiser: Carafe			

Signage Components

- End Aisle Backer Card
- Shelf Talkers - print at store level

Merchandising Instructions

- Merchandise the participating products on the End Aisle identified as "Digital" or "Digital Product" on the most recent Store Floorplan posted on the Dashboard.
- Install the backer card.
- Print shelf talkers at store level using AccessVia Web dSign Shop.

Support Documents

- Digital versions of these documents can be found on LCBO Central by searching "Digital Screens"
 - Display Cleaning Instructions
 - Digital Signage Onsite Troubleshooting Checklist
 - Kiosk Guide



Floorplan Example

POP-UP ACTIVATION (FSM-A)

Summer RTDs

Overview

A pop-up shop featuring an assortment of products will be taking place at stores 5, 15, 164, 217, 511, and 528 during P4.

Key Dates (June 22 - July 19, 2025)

Participating Store: 5, 15, 164, 217, 511, 528

Participating Products

LCBO#	Description	Size (mL)	Offers
14484	Arizona Hard Green Tea	473	
24344	Arizona Hard Lemon Iced Tea	473	
28636	Vizzy Signature Variety Pack	12 × 355	LTO, VA
31225	Simply Spiked Lemonade Variety Pack	12 × 355	LTO, VA
36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	VA
36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	LTO, VA
36618	Simply Spiked Peach Variety Pack	12 × 355	LTO, VA
42679	Coors Seltzer Cherry Slushie	473	
42680	Coors Seltzer Pineapple Colada	473	
42691	Vizzy Orange Cream Pop	473	
42835	Simply Spiked Limeade	12 × 355	LTO, VA

Value-Add (VA) - Rep Applied: Branded Colour Changing Refresher Cup

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 5, 15, 164, 217, 528



Store 511



FLAGSHIP SPOTLIGHT (FSN-A)

Ontario Made for Canada Day

Overview

The Flagship Spotlight fixture will showcase a variety of local products. It will be taking place at stores 10, 38, 149, 164, 217, 355, 452, 486, and 511 during P4.

Key Dates (June 22 - July 19, 2025)

Participating Store: 164, 217, 511

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

Participating Products

LCBO#	Description	Size (mL)	Offers
1578	>(V)Twisted (Flat Rock Cellars)	750	LTO
20899	>(V)Closson Chase The Brock Chardonnay VQA	750	LTO
27998	John Sleeman & Sons Trad Straight Whisky Ddp	750	LTO
38437	Sleeman & Sons Sherry Finished Sgl Malt Ddp	750	LTO
38922	Reid's Gin	750	
43061	Bellwoods Jelly King Pink Lemonade	500	
43095	Burdock Classic	473	
43326	Bench Brewing Summer Mix Pack	6 × 473	
43591	Shiny Apple Cider Cherry Limeade	473	
43602	Thornbury Craft Co. Cider Mixer Pack	6 × 473	
43904	Flying Monkeys Alien Mastermind Triple IPA	473	
44034	Muskoka Brewery Margarita Gose	473	
44039	Great Lakes Brewery - Summer Wheat Ale	473	
46129	Spring Mill John Sleeman & Sons Rye Whisky	750	LTO
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	LTO
390351	>(V) Vidal Icewine (Pondview Estate Winery)	200	LTO
413732	>(V) Vidal Icewine Vqa (Chateau Des Charmes)	375	LTO
417642	>Cave Spring Pinot Noir VQA	750	LTO
563247	>(V) Vidal Icewine VQA Niag (Kittling Ridge)	375	LTO
591313	>Gamay VQA (Malivoire Wine Co.)	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 # 26P4-FSS1) / BIL (Re-order # 26P4-FSS2)
- Shelf Talkers Bundle ENG (Re-order # 26P4-FSS3) / BIL (Re-order # 26P4-FSS4)

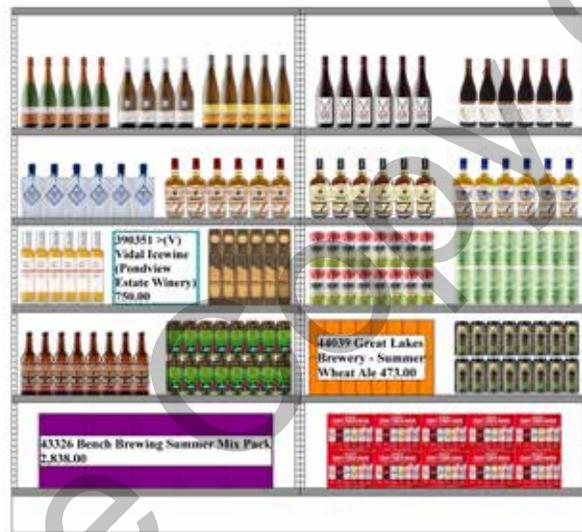
Store 164 & 217



Left View

Right View

Store 511



Flagship Spotlight Table (Nesting Table)



Front

Back

Key Display (DD)

MIDDLE NESTING TABLE / CELEBRATION FIXTURE

Summer-Ready Italian Whites

This is a sold program. Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
19953	Tommasi Le Rosse Pinot Grigio	750	LTO
26906	Danzante Pinot Grigio Delle Venezie Igt	750	LTO
30947	Doppio Passo Grillo Sicilia Doc	750	LTO
30948	Latte Miele Pecorino Igt Terre Abruzzo	750	LTO
30960	Sistina Pecorino Terre Di Chieti Igt	750	LTO
33340	Collavini Pinot Grigio	750	LTO, BAP
82636	Pasqua Soave Doc	1500	LTO
250498	Castello Del Poggio Moscato Frizzante	750	BAP
363622	Bolla Pinot Grigio Delle Venezie	750	LTO
573683	>(V)Pecorino Ferzo Superiore Abr Dop (Riun)	750	LTO
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO
707158	>(V) Lugana San Benedetto Doc (Zenato)	750	LTO

Signage Components

- Table Sign ENG (Re-order # 26P4-MNT1) / BIL (Re-order # 26P4-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 26P4-MNT3) / BIL (Re-order # 26P4-MNT4)
- Celebration Fixture Bin Strip - solid colour (Re-order # 26P4-MNT5)
- Shelf Talkers ENG (Re-order # 26P4-MNT6) / BIL (Re-order # 26P4-MNT7)
- Food and Drink Merchandiser ENG (Re-order # 26P4-MNT8) / BIL (Re-order # 26P4-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.
- Display the Food and Drink Merchandiser.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- **Merchandise the Amber Duralex Picardie Glasses (LCBO# 43440), Sapphire Duralex Picardie Glasses (LCBO# 43442), Summer Cocktail Napkins (LCBO# 43616), and Carafe (LCBO# 44088).**

This display highlights a curated selection of Italian white wines, from Pinot Grigio to indigenous varieties of Italy, great for Summer get-togethers or cottage restocks.

A range of price points and size formats are available for small or large entertaining.

To complete the customer's summer occasion/moment, a variety of accessories and a summer gift bag will be merchandised on the table.

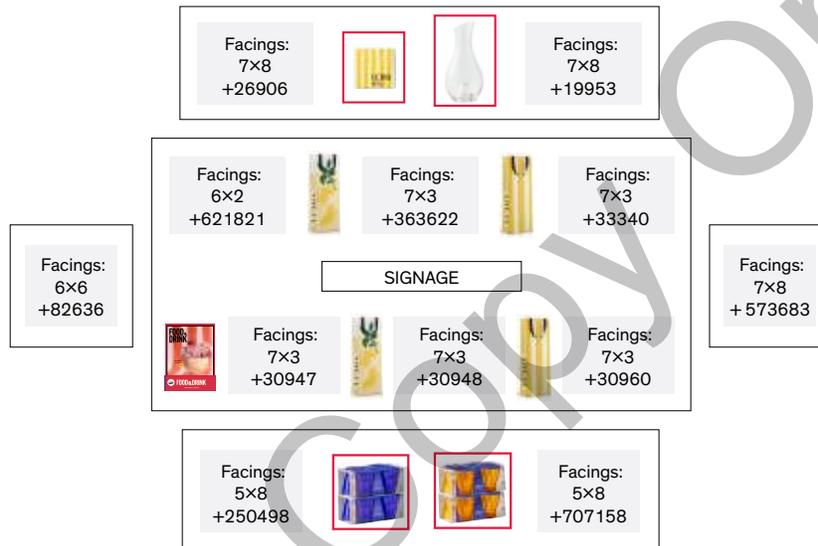
This will also be highlighted in the Summer edition of Food & Drink.

Middle Nesting Table Planograms



Front View

Back View



Merchandise the Amber Duralex Picardie Glasses (LCBO# 43440), Sapphire Duralex Picardie Glasses (LCBO# 43442), Summer Cocktail Napkins (LCBO# 43616), and Carafe (LCBO# 44088).

Celebration Fixture Planograms



Front View

Back View

Period 4 END AISLES

The Cocktail of the Month program is now merchandised on End Aisle 1. You will find the participating SKUs under Promo Code BS-BSE. There will NOT be any products listed under EA1 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
984	Alberta Premium Whisky	750	BAP
30834	Canadian Club Classic 12 Year Old	1140	LTO
217687	Canadian Club Premium	1140	BAP
311928	Canadian Club Classic 12 Year Old	750	BAP
311944	Canadian Club Classic 12 Year Old	1750	LTO



Cocktail Blade Sign

ENG (Re-order# 26P4-BS1) / BIL (Re-order# 26P4-BS7)

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

Backer Card ENG / BIL (Re-order# 26P4-BC1)



End Aisle #2A Premium

LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	VA
116327	Grey Goose La Poire Vodka	750	VA
417196	Grey Goose Vodka	1140	BAP, VA

Value-Add/Near Pack: 1664 Rose Beer 4 x 355 mL

Cocktail Blade Sign

ENG (Re-order# 26P4-BS2) / BIL (Re-order# 26P4-BS8)

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

Backer Card ENG / BIL (Re-order# 26P4-BC2A)



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B Standard	227678	1800 Silver Tequila	750	VA
	398479	1800 Reposado	750	BAP
	492454	1800 Coconut Tequila	750	VA



Value-Add/Rep Applied: Speaker

Cocktail Blade Sign

ENG (Re-order# 26P4-BS3) / BIL (Re-order# 26P4-BS9)

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

Backer Card ENG / BIL (Re-order# 26P4-BC2B)



	LCBO#	Description	Size (mL)	Offers
End Aisle #3				

Please merchandise Wine products on EA3 at manager's discretion.

Priority is given to Ontario products:

1. VQA Wines
2. Canadian Wines
3. International Domestic Blend Wines

Blade Sign ENG (Re-order# 26P4-BS4) / BIL (Re-order# 26P4-BS10)

- Install 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.

Backer Card ENG / BIL (Re-order# 26P4-BC3)



Merchandise Wine products on EA3 at manager's discretion.

Priority is given to Ontario products.

3

	LCBO#	Description	Size (mL)	Offers
End Aisle #4A Premium	27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO
	33928	J.P. Wiser's Deluxe	1750	
	216689	J.P. Wiser's Deluxe	1140	LTO



Value-Add/Rep Applied: T-Shirt - NHL x Wisers

Cocktail Blade Sign

ENG (Re-order# 26P4-BS5) / BIL (Re-order# 26P4-BS11)

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

Backer Card ENG / BIL (Re-order# 26P4-BC4A)



4A

End Aisle #4B
Standard

LCBO#	Description	Size (mL)	Offers
10937	Forty Creek Double Barrel Reserve Whisky	750	VA
285254	Forty Creek Copper Bold Whisky	750	VA
550715	Forty Creek Barrel Select	750	VA

Value-Add/Merchandiser: Barbeque Sauce

Cocktail Blade Sign

ENG (Re-order# 26P4-BS6) / BIL (Re-order# 26P4-BS12)

- 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.

Backer Card ENG / BIL (Re-order#26P4-BC4B)



End Aisle #5

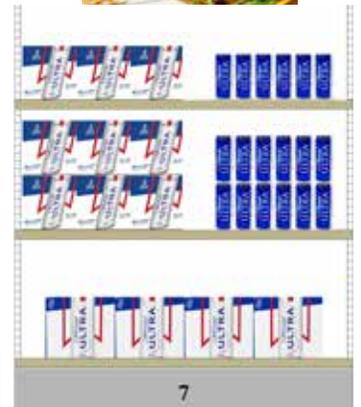
LCBO#	Description	Size (mL)	Offers
42304	Shore Shakers Tropical Citrus	355	LTO
42311	Seagram 13 Last Word	355	LTO
42573	Malibu Strawberry Daiquiri	1000	BAP
42574	Polar Ice Blue Hawaiian	1000	LTO
42684	Wayne Gretzky Peach Whisky Smash Premixed Cocktail	750	

Backer Card ENG / BIL (Re-order# 26P4-BC5)



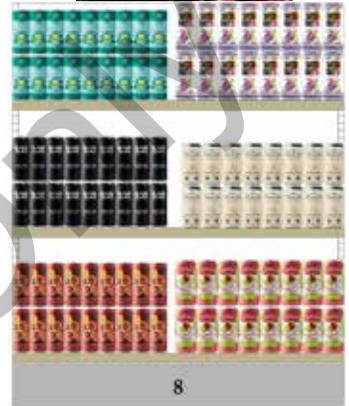


	LCBO#	Description	Size (mL)	Offers
End Aisle #6	15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO
	31290	Mott's Clamato Caesar Variety Pack	12 × 341	LTO
	34822	Mott's Clamato Caesar Original	6 × 341	BAP
	34823	Mott's Clamato Caesar Extra Spicy	6 × 341	BAP
	42401	Matt & Steve's Cayenne Spice Caesar	458	BAP
	43490	1858 Premium Caesar Feeling Dill	458	
Backer Card ENG / BIL (Re-order# 26P4-BC6)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	36306	Michelob Ultra (275/TB)	12 × 473	
	496968	Michelob Ultra (275/TB)	6 × 473	
	697623	Michelob Ultra (275/TB)	6 × 355	
Backer Card ENG / BIL (Re-order# 26P4-BC7)				

	LCBO#	Description	Size (mL)	Offers
End Aisle #8	41676	Turtle Bay Carnival Rum Punch	473	LTO
	42362	Thornbury Craft Co. Raspberry Wave Hard Seltzer	473	LTO
	42402	Jamaican Mule	355	LTO
	42690	Blank Slate Double Vodka Soda	355	
	42797	Pelican Club Limoncello Spritz	355	LTO
	42798	Donna Blood Orange Italian Spritz	355	
Backer Card ENG / BIL (Re-order# 26P4-BC8)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	31454	Muskoka Brewery Tread Lightly (275/TBS)	568	BAP
	242545	Great Lakes Canuck Pale Ale (1929)	473	LTO
	275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	
Backer Card ENG / BIL (Re-order# 26P4-BC9)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	13681	Collective Arts Local Press Apple Cherry Cider (LCBO Warehouse)	473	LTO
	16150	Niagara Cider Rose Gold Berry Soaked Cider (798)	473	LTO
	24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
	107342	Reinhart's Red Apple Strong Cider (LCBO Warehouse)	473	
	333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
	405241	Ironwood Hard Cider (LCBO Warehouse)	473	LTO
	407668	Shiny Apple Cider (LCBO Warehouse)	473	LTO
	418582	Pommies Farmhouse Cider (6580)	473	LTO
	466292	Ernest Dry Cider (LCBO Warehouse)	473	LTO



P4 Ontario Craft Cider Aeroplan Offer: Earn 100 bonus points when you buy 6 or more participating Ontario Craft Ciders, until July 19, 2025.



Blade Sign ENG (Re-order# 26P4-BS10) / BIL (Re-order# 26P4-BS20)

- Install 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.

Backer Card ENG / BIL (Re-order# 26P4-BC10)

	LCBO#	Description	Size (mL)	Offers
End Aisle #11	1487	Crown Royal	750	VA
	114694	Crown Royal	1750	LTO
	217950	Crown Royal	1140	VA

Value-Add/Rep Applied: Mini Mason Jar

Backer Card ENG / BIL (Re-order# 26P4-BC11)





	LCBO#	Description	Size (mL)	Offers
End Aisle #12	2253	Disaronno Amaretto	750	VA
	491811	Southern Comfort	750	LTO, BAP
	605881	Disaronno Originale Amaretto	1140	LTO
Value-Add/Rep Applied: Southern Comfort 50 mL				
Backer Card ENG / BIL (Re-order# 26P4-BC12)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	36440	Empress Elderflower Rose Gin	750	BAP
	42338	Empress Cucumber Lemon Gin	750	BAP
	557470	Empress 1908 Gin	750	LTO
Backer Card ENG / BIL (Re-order# 26P4-BC13)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	400754	Iceberg Vodka	750	VA
	446567	Iceberg Vodka (P.E.T)	750	VA
	544155	Iceberg Vodka (P.E.T)	1750	BAP
Value-Add/Rep Applied:				
LCBO# 400754: 50 mL Stalk & Barrel				
LCBO# 446567: Campfire roasting stick				
Backer Card ENG / BIL (Re-order# 26P4-BC14)				

***Use an existing Eh List or Generic Backer Card for EA15**



End Aisle #15

Please merchandise Spirit, Beer + RTD, Cider products on EA15 at manager's discretion.

Priority is given to Ontario products:

1. Craft Ontario products
2. Ontario-made products
3. Canadian-made products

Backer Card ENG / BIL (Re-order# 26P4-BC15)

Merchandise Spirit, Beer + RTD, Cider products on EA15 at manager's discretion.

Priority is given to Ontario products.

15



16

End Aisle #16

LCBO#	Description	Size (mL)	Offers
37252	Campo Viejo Ecologico	750	LTO
137810	Campo Viejo Rioja Reserva	750	BAP
342006	Campo Viejo Rioja Tempranillo	750	LTO

Backer Card ENG / BIL (Re-order# 26P4-BC16)



17

End Aisle #17

LCBO#	Description	Size (mL)	Offers
31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
120626	Bobcaygeon Brewing Northern Lights Hazy IPA (462)	473	LTO
513036	Henderson Brewing Co. Food Truck Beer (798)	473	LTO

Backer Card ENG / BIL (Re-order# 26P4-BC17)

	LCBO#	Description	Size (mL)	Offers
End Aisle #18	1040	Gordons Gin	750	VA
	2691	Tanqueray London Dry Gin	750	LTO
Value-Add/Rep Applied: Gin Copa Glass				
Backer Card ENG / BIL (Re-order# 26P4-BC18)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	16767	Saintly Sparkling Rosé VQA	750	LTO
	25515	Saintly Sparkling Brut VQA	750	VA
	34259	Bask Lightly Sparkling Rosé	750	BAP
	217679	Jackson-Triggs Sparkling Reserve VQA	750	LTO
Value-Add/Rep Applied: Bucket Bag				
Backer Card ENG / BIL (Re-order# 26P4-BC19)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	24899	Corona Cero (275/TBS)	6 × 330	
	39449	1664 Kronenb Blanc 0.0 (LCBO Warehouse)	6 × 330	
	39451	Bellwoods Jelly King Non-Alc Sour (2990)	473	
	39454	Pommies Anytime Cider Non Alc (6580)	355	
	39482	Muskoka Veer Non-Alc Lager With Lime (LCBO Warehouse)	4 × 355	
	44173	Sapporo Premium Alcohol Free 0.0% (275/TBS)	6 × 355	
Backer Card ENG / BIL (Re-order# 26P4-BC20)				



Promo End Aisle - Baileys (FSH-A)

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

Participation is mandatory.

Key Dates (June 22 - July 19, 2025)

Participating Stores

1, 3, 4, 5, 6, 10, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 109, 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, 326, 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, 458, 459, 465, 469, 470, 485, 486, 490, 491, 494, 495, 497, 500, 501, 505, 511, 521, 522, 526, 528, 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, 690, 693, 694, 698, 699, 700, 702, 703, 741, 747, 748, 749, 751, 755, 758, 771, 773, 776, 784, 793

Participating Products

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

Signage Components

- Use a discretionary backer card.
- Shelf Talkers - check pricing before printing at store level

Merchandising Instructions

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



Discovery End Aisle - Ontario Made Sparkling (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 (June 22 - July 19, 2025)

Participating Stores

25, 35, 57, 83, 84, 154, 243, 252, 300, 392, 394, 401, 417, 481, 497, 509, 522, 624, 641, 679

Participating Products

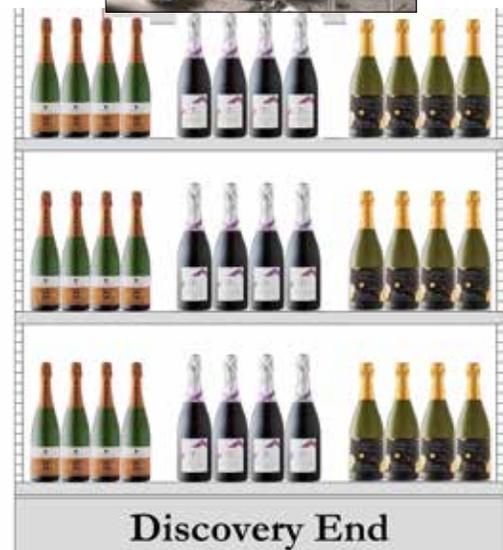
LCBO#	Description	Size (mL)	Offer
28420	>13th Street Blanc De Blanc	750	BAP
224766	(V)Brut Methode Traditionelle (Chateau Des C	750	LTO
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	LTO

Signage Components

- Backer Card ENG / BIL (Re-order# AIM-26P4-DBC2)
- Shelf Talkers - check pricing before printing 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 - Discover German Rieslings (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 (June 22 - July 19, 2025)

Participating Stores

10, 31, 38, 55, 62, 64, 65, 132, 149, 156, 329, 334, 367, 391, 398, 412, 438, 443, 486, 490, 494, 499, 523, 540, 542, 556, 569, 609, 627, 630

Participating Products

LCBO#	Description	Size (mL)	Offer
41403	Oh Riesling Dry	750	BAP
41404	Peter & Peter Riesling	750	LTO
42255	White Rabbit Landwein Rhein Riesling	750	LTO

Signage Components

- Backer Card ENG / BIL (Re-order# AIM-26P4-DBC1)
- Shelf Talkers - check pricing before printing 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.



Summer Gifting End Aisle

Provide customers with an easy solution to their summer entertainment needs with a one-stop shopping experience!

Merchandise the summer glassware, cooler bags, and any products of your choosing, at managers discretion, on a Discretionary End Aisle. Install the backer card and shelf talkers on the display.

Participation is mandatory.

Key Dates (P3-P6)

This Discretionary End Aisle should run for the entire summer or until the Canvas Cooler Bag and Picardie Glasses have been depleted.

Participating Stores

1, 3, 4, 5, 6, 10, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 95, 97, 102, 106, 109, 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, 326, 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, 458, 459, 465, 469, 470, 485, 486, 490, 491, 494, 495, 497, 500, 501, 505, 511, 521, 522, 526, 528, 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, 690, 693, 694, 698, 699, 700, 702, 703, 741, 747, 748, 749, 751, 755, 758, 771, 773, 776, 784, 793

Participating Products

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

LCBO#	Description	Retail Price
43567	Summer \$1.50 Bag	\$1.50
44462	Canvas Cooler Bag	\$12.95
43440	Duralex Picardie Glasses Amber (set of 4)	\$9.95
43442	Duralex Picardie Glasses Sapphire (set of 4)	\$9.95

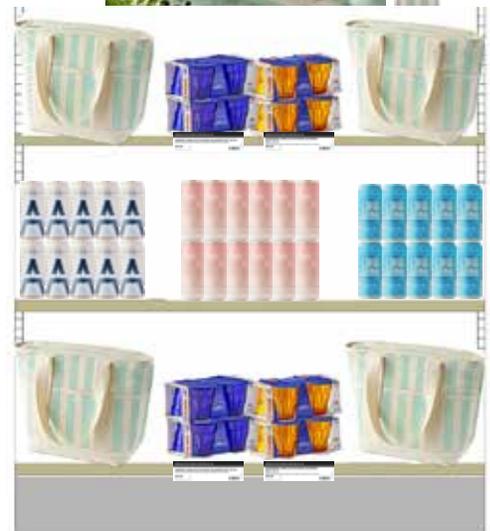
*** Please note that select stores received these items during P3.**

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order# 26P3-BC-GEN6)
- Shelf Talkers - print at store level

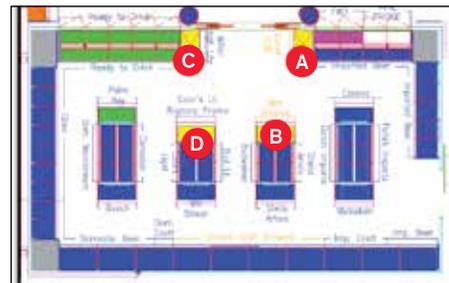
Merchandising Instructions

- Merchandise the participating products on an available Discretionary End Aisle.
- Install the backer card and shelf talkers.
- **NOTE: Pre-printed Shelf Talkers for Summer Gifting items were included in the P3 signage kits for the displays where they are being merchandised (i.e. Front Nesting Table). If stores require shelf talkers for additional displays, please print them at store level using the AccessVia Web dSign Shop Application.**



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 (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
A Plinth (EA - EZA)	19894	Cracked Canoe	6 X 473	275 - The Beer Store	VA
	422345	Moosehead Lager	6 X 473	275 - The Beer Store	LTO, VA
	Value-Add/Merchandiser: Buy two 6-packs receive a t-shirt.				
B Plinth (EA - EZB)	44039	Great Lakes Brewery - Summer Wheat Ale	473	1929 - Great Lakes Brewing Co. Inc.	
	44369	Beau's Juiced AF Citrus Blast	568	275 - The Beer Store	
C Plinth (EA - EZH)	32415	Steam Whistle Pilsner	12 x 355	275 - The Beer Store	VA
	492017	Steam Whistle	6 x 473	275 - The Beer Store	VA
	Value-Add/Merchandiser: Recieve a Retro Hat with purchase of 6 pack or 12 pack of Steam Whistle.				
D End Aisle (EA - EZD)	33972	Cottage Springs Punched Up Vod Soda Mixed 8 P	8 x 355		VA
	36583	Cottage Springs Vodka Soda Dock Day Mixed 8 Pack	8 x 355		VA
	42413	Cottage Springs Real Juice Vodka Water 8pk	8 x 355		VA
	Value-Add/Merchandiser: Recieve a Koozie with the purchase of any Value Pack.				

Beer Excitement Zone A: Free T-shirt with purchase of two 6 packs of either Moosehead Lager (422345 | 6 × 473 mL) or Cracked Canoe (19894 | 6 × 473 mL).

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

Beer Excitement Zone C: Free Retro hat with purchase of a 6 pack of Steam Whistle (492017 | 6 × 473 mL) or 12 pack of Steam Whistle (32415 | 12 × 473 mL).

Beer Excitement Zone D: Free Koozie with purchase of any participating Cottage Springs 8 pack (33972 | 8 × 355 mL), (36583 | 8 × 355 mL), or (42413 | 8 × 355 mL)

Signage Components

- A. Backer Card ENG/BIL (Re-order # 26P4-BE21)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 26P3-BE22)
(NOTE: Keep the P3 BEZB Backer card in place until the end of P6.)
- C. Backer Card ENG/BIL (Re-order # 26P4-BE22)
- D. Backer Card ENG/BIL (Re-order # 26P4-BE23)
- A, C, D Pricer Cards ENG (Re-order # 26P4-BE24) / BIL (Re-order # 26P4-BE25)
- A, C, D Shelf Talkers ENG (Re-order # 26P4-BE26) / BIL (Re-order # 26P4-BE27)

Merchandising Instructions

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



BEER BRANDED ENDS (P3-P6)

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

These are sold spaces and participation is mandatory.

Key Dates (P3-P6)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 26P3-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 26P3-BBE2)
- Heineken Card ENG/BIL (Re-order # 26P3-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 (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
17406	Side Launch Any Day Session IPA	473	3827 - Side Launch Brewing
37003	Mascot Brewery Juicy J IPA	473	687 - Mascot Brewery
43357	Silversmith Brewing Motueka Pils	473	1181 - Silversmith Brewing Co.
407650	Honest Lager	473	4643 - Walkerville Brewery
467324	Broadhead Blueberry Blonde	473	275 - The Beer Store
446955	Big Rig Alpha Bomb IPA	473	1188 - Big Rig 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:

- 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-26P4-OCB1)
BIL (Re-order #AIM-26P4-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.

Craft Beer Imported

SHELF TALKERS

Key Dates (P3-P6)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
15566	Duvel Triple Hop Cashmere	330
19432	Framboos	375
23743	Kriek Boon	375
32712	Trou Du Diable les Quatre Surfeurs de L'Apocalypso	473
37427	Schneider Hopfenweisse	500
43767	To OI Brewery #DIPA	440
44314	Andechser Weissbier Hell	500
44316	Achel Tripel	330
44317	Oude Kriek Vieille	375
492371	Original Ritterguts Gose	500
551697	Saison Dupont	330

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-26P4-ICB1) / BIL (Re-order #AIM-26P4-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 (June 22 - July 19, 2025)

Participating Products

LCBO#	Description	Size (mL)	Offers
4705	20 Bees Chardonnay Unoaked VQA	750	\$2.00 LTO
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$8.00 LTO
469304	13th Street Burger Blend Riesling P. Grigio VQA	750	\$2.00 LTO
613471	Henry Of Pelham Rose VQA	750	\$2.00 LTO

Participating Stores

Please refer to the Participation Lookup page for information
http://csg084:800/aspx/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-26P4-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)



PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

Signage Components

- Our Wine Country Backer Card (Re-order# AIM-26P4-ON2)
- LTO Shelf Talkers ENG/BIL (Re-order #AIM-26P4-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 Talker.



Backer Card
(Re-order# AIM-26P4-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 (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
37961	Ramblers Chiller Unoaked Chardonnay VQA	750	100 BAP
37962	Ramblers Schmoosier Cabernet Merlot VQA	750	100 BAP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # 26P4-OWP1)
- Ontario Buyer's Pick Gondola Backer Card
ENG (Re-order # 26P4-OWP2) / BIL (Re-order #26P4-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 1 (P13 - P5)

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 (P13 - P5)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
Standout Selections		
14440	Back 10 Cellars Smitten Sparkling	750
43622	Back 10 Cellars Start From Scratch Chardonnay	750
43623	Back 10 Cellars Big Leap Cabernet Franc	750
Style Spotlight: Explore Ontario		
43619	La Vidal Loca	750
43690	Hawk's Flight Reserve Pinot Grigio	750
43617	Rosewood Estate Mead Blanc	750



Style Spotlight: Riesling



Standout Selections

Signage Components

- Standout Selections Backer Card VQA Gondola Size
ENG (Re-order #26P1-OWC1) / BIL (Re-order #26P1-OWC8)
- Style Spotlight Backer Card VQA Gondola Size
ENG (Re-order #26P1-OWC2) / BIL (Re-order #26P1-OWC9)
- Standout Selections Shelf Talker Bundle
ENG (Re-order #26P1-OWC10) / BIL (Re-order #26P1-OWC12)
- Style Spotlight Shelf Talker Bundle
ENG (Re-order #26P1-OWC11) / BIL (Re-order #26P1-OWC13)

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 (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
1578	Flat Rock Twisted White	750	\$2.00 LTO
273748	>(V) Borsao Tres Picos Garnacha	750	\$3.00 LTO

Signage Components

- Shelf Talker Bundle (Re-order# AIM-26P4-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-26P4-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-26P4-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 (July 5, 2025 & July 19, 2025 Release)

Mandatory Participating Stores

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

Important Note

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

Participating Products

LCBO#	Description	Size (mL)
July 5, 2025 Release		
454785	Toi Toi Sauvignon Blanc 2024	750
577676	Tornatore Etna Bianco 2024	750
July 19, 2025 Release		
42115	Fabre Montmayou Patagonia Barrel Selection Malbec 2022	750
168823	Burgo Viejo Reserva 2020	750

Signage Components

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

Merchandising Instructions

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



Vintages LTO/Aeroplan Program | Key Dates (June 22 - July 19, 2025)

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 Store Care 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-26P4-VLTO1)

Participating Products

LTO Offers:

LCBO#	Description	Size (mL)	LTO
147504	13th Street Cuvée Brut Sparkling Rosé	750	\$3.00
30217	Bisquertt Crazy Rows Carignan	750	\$2.00
273748	Borsao Tres Picos Garnacha	750	\$3.00
213983	Cave Spring Blanc de Blancs Brut Sparkling	750	\$3.00
417642	Cave Spring Pinot Noir	750	\$3.00
224766	Château des Charmes Brut Sparkling	750	\$3.00
413732	Château des Charmes Vidal Icewine	375	\$5.00
269357	Chateau Ste. Michelle Cabernet Sauvignon	750	\$2.00
20899	Closson Chase The Brock Chardonnay	750	\$2.00
573683	Ferzo Abruzzo Pecorino Superiore	750	\$2.00
1578	Flat Rock Twisted White	750	\$2.00
729392	Foss Marai Extra Dry Prosecco	750	\$2.00
388306	Inniskillin Vidal Icewine VQA	375	\$8.00
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$3.00
35386	Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00
563247	Kittling Ridge Vidal Icewine	375	\$2.00
522672	Lakeview Cellars Vidal Icewine	200	\$2.00
591313	Malivoire Farmstead Gamay	750	\$2.00
265983	McManis Chardonnay	750	\$2.00
256735	McManis Zinfandel	750	\$2.00
650713	Monte Zovo Sa' Solin Valpolicella Ripasso Superiore	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
741769	Rocca delle Macie Chianti Classico	750	\$2.00
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00
282996	San Felice Chianti Classico	750	\$2.00
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$3.00
370361	Tawse Spark Limestone Ridge Organic Brut Sparkling Riesling	750	\$3.00

LTO Offers Continued:

LCBO#	Description	Size (mL)	LTO
135624	Three Finger Jack East Side Ridge Cabernet Sauvignon	750	\$2.00
311258	Wits End Luna Shiraz	750	\$2.00
707158	Zenato San Benedetto Lugana	750	\$2.00

Aeroplan Offers:

LCBO#	Description	Size (mL)	BAP
28420	13th Street Blanc de Blanc	750	150
367698	Boschendal 1685 Chardonnay	750	100
621458	Bottega Gold Prosecco	750	100
326728	Oyster Bay Chardonnay	750	100
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	40

Combo Offers:

LCBO#	Description	Size (mL)	BAP	LTO
708305	>Francis Coppola Diamond Collection Chardonnay	750	50	\$2.00
322586	>Montes Alpha Cabernet Sauvignon	750	100	\$2.00

Trade Copy Only

Vintages Ontario Our Buyer's Picks Program (SS-VSS)

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 (June 22 - July 19, 2025)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
591313	>Gamay VQA (Malivoire Wine Co.)	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-26P4-VBP

***Please note, Basket Signs will no longer be printed for the Vintages Our Buyer's Pick program.**

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.

Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-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.



Pricer Card



Shelf Talker

2025 Vintages Summer Store Program (P2 - P7)

Overview

102 participating stores generated \$11.2 million in Vintages net sales between May 3 to October 12, 2024.

This year, 99 stores will offer fine wines from the Vintages Essentials Collection and will run from May 2 to Oct 11, 2025 (Week 6-28).

Participating stores were selected in collaboration with District Managers.

For questions and comments, please contact:

Dana Pencz, Product Manager

New World Wines & Ontario Wines

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

Key Dates (May 2 - October 11, 2025)

Signage Ship Date: April 25, 2025

Participating Stores

24, 28, 29, 49, 54, 56, 63, 66, 71, 77, 78, 79, 85, 87, 89, 91, 98, 101, 108, 111, 112, 113, 114, 119, 136, 137, 146, 170, 196, 205, 208, 210, 219, 222, 224, 225, 229, 230, 231, 232, 235, 236, 238, 240, 241, 251, 259, 260, 261, 266, 267, 268, 270, 276, 277, 284, 285, 293, 302, 305, 306, 312, 313, 315, 323, 330, 331, 335, 343, 363, 376, 399, 419, 446, 447, 448, 450, 451, 454, 467, 469, 474, 482, 492, 496, 507, 513, 516, 550, 552, 557, 561, 581, 582, 596, 644, 674, 744, 784

Ordering Information

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

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

When ordering Essentials, please ensure that the item is in listed status and that the distributor code reflects your supplying warehouse; this will allow SOQs to be automatically generated. Please place a min./max. against the item (system default is 4). For your initial order, please be sure to co-ordinate with your delivery schedule to ensure that the products are on the shelf no later than **May 1, 2025**.

Distributor codes are:

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

Top Essentials Collection Products

LCBO#	Description	Size (mL)	Retail	Set
35386	Kim Crawford Sauvignon Blanc	750	\$21.95	New Zealand White
106450	Santa Margherita Pinot Grigio	750	\$21.95	Italy White
215525	La Chablisienne Les Vénérables Vieilles Vignes	750	\$32.95	France White
280461	Dom Pérignon Brut Vintage Champagne	750	\$351.95	Champagne
316570	Oyster Bay Sauvignon Blanc	750	\$20.95	New Zealand White
325076	Caves d'Esclans Whispering Angel Rosé	750	\$30.95	Rose Wines European
326090	Oyster Bay Pinot Grigio	750	\$20.95	New Zealand White
326728	Oyster Bay Chardonnay	750	\$18.05	New Zealand White
373985	Gérard Bertrand Côte des Roses Rosé	750	\$19.95	Rosé Wines European
951319	Bollini Pinot Grigio	750	\$17.65	Italy White

New to the Essentials Collection Launched Last Year

LCBO#	Description	Size (mL)	Retail	Launch
28420	13th Street Blanc De Blanc	750	\$29.95	P12 2024
40137	Stoneleigh Latitude Sauvignon Blanc	750	\$23.95	P8 2024
396481	Zonte's Footstep Chocolate Factory Shiraz	750	\$19.95	P8 2024
413732	Château des Charmes Vidal Icewine	375	\$49.95	P11 2024
573683	Ferzo Abruzzo Pecorino Superiore	750	\$17.95	P13 2024
711556	Wakefield Estate Label Chardonnay	750	\$17.95	P8 2024

New to the Essentials Collection Launched This Year

LCBO#	Description	Size (mL)	Retail	Launch
42495	Alsace Willm Pinot Gris Reserve	750	\$18.95	P1 2025
42202	Chateau de Sancerre Blanc	750	\$35.50	P1 2025
42831	Sancerre Clef du Roy	750	\$37.95	P1 2025
919514	Wither Hills Sauvignon Blanc	750	\$19.95	P4 2025

Rosé Essentials

LCBO#	Description	Size (mL)	Retail
14673	Gérard Bertrand Gris Blanc Rosé Organic	750	\$16.95
325076	Caves d'Esclans Whispering Angel Rosé	750	\$30.95
342584	Miraval Rosé	750	\$25.95
367375	Domaine Lafage Mirafors Rosé	750	\$19.95
373985	Gérard Bertrand Côte des Roses Rosé	750	\$19.95
552562	Three of Hearts Rosé	750	\$19.95
559088	Malivoire Ladybug Rosé	750	\$19.95
650325	Kim Crawford Rosé	750	\$20.95
552562	>(V) Three Of Hearts Rosé	750	\$19.95

Low-Alc Essentials (Below 9% ABV)

LCBO#	Description	Size (mL)	Retail	Alcohol Content	Sugar GM
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$20.95	7%	16
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$22.95	8.4%	33
256289	Benjamin Bridge Nova 7 Sparkling	750	\$24.95	7%	53

Essentials On Offer (VL1)

LCBO#	Description	Size (mL)	Retail	Period
636613	Duca di Saragnano Alchymia Primitivo	750	\$3.00	P2
106450	Santa Margherita Pinot Grigio	750	\$2.00	P3
316570	Oyster Bay Sauvignon Blanc	750	\$2.00	P3
273748	Borsao Tres Picos Garnacha	750	\$3.00	P4
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00	P5
40137	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00	P6
964221	Le Volte dell'Ornellaia	750	\$3.00	P6

Essentials on LTOs, BAPs and Combo Offers



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

Merchandising Instructions

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

4ft Wall Option:

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

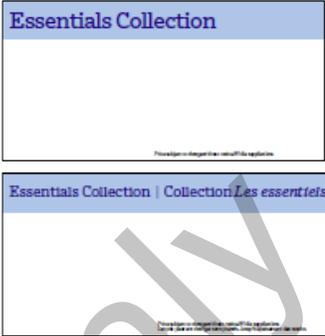
Discretionary End Aisle Option:

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



Signage Components

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

Components	Image (example only)
<p>Vintages Essentials Collection Blank Shelf Talkers Shells 3" w x 2" h</p> <p>English / Bilingual Re-order code: 2321</p> <p>Merchandise with appropriate product in designated display.</p> <p>If using with 2" wood ticket moulding, attach with 2" plastic clips.</p>	
<p>Vintages Blank Pricer Cards 8" w. x 7" h.</p> <p>English / Bilingual Re-order code: 2326</p> <p>Install on block pile display of participating product.</p>	
<p>NOTE: The Vintages Perpendicular Shelf Talkers will ship seperately on May 5th.</p>	
<p>Vintages Perpendicular Shelf Talkers 4" w. x 5" h.</p> <p>Re-order code: 26P2-VOV5</p> <p>Install at your discretion to highlight that our full collection is available to order online. It is not intended that every product have a Perpendicular Shelf Talker.</p> <p>Attach using Perpendicular Shelf Talker Clips. If using with 2" wood ticket moulding, attach with 2" plastic clips.</p>	
<p>Vintages Coloured Bin Strip 52" w. x 1.75" h.</p> <p>Re-order code: 26P2-VOV6</p> <p>Install on-shelf, behind Vintages Essentials Collection shelf talkers.</p>	

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

Components

Image (example only)

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

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

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

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



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

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

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

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



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

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

Install in gondola sign holder.



Perpendicular Shelf Talker Clip

Re-order code: **PSTC201404**

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



Clip for 2" Wood Ticket Moulding

Re-order code: **LC1506**

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



Miracle Stick

Re-order code: **692012**

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



SUMMER GIFTING

Summer Gifting shipped to participating stores during Period 3.

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

Signage Re-order Codes

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

Merchandising Options:

	Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Entrance Table	Gifting Displays	Metal Gift Fixture	Wooden Gift Fixture	Small Acrylic Gift Card Merchandiser
Gifting Items									
43358 Summer Enhanced Bag 2025 (4 versions)	✓	✓			✓	✓		✓	
43567 Summer 1 Bottle Paper Bag (6 versions)	✓	✓						✓	
43434 Summer Reusable 6 Bottle Bag (2 versions)			✓				✓		
43435 Summer Reusable 2 Bottle Bag (2 versions)			✓				✓		
44462 Canvas Cooler Bag (1 version)		✓*	✓						
44344 Jute Tote Bag (2 versions)			✓				✓		
43616 Summer Cocktail Napkins				✓					
44143 Ribbed Glass Pitcher 1.5L				✓					
44088 Carafe 1.5L				✓					
43440 Duralex Picardie Glasses Amber (set of 4)		✓*		✓					
43442 Duralex Picardie Glasses Sapphire (set of 4)		✓*		✓					
44322 Summer Gift Card 2025 Grapefruit								✓	✓
44323 Summer Gift Card 2025 Lemon								✓	✓
44324 Summer Gift Card 2025 Orange								✓	✓
44325 Summer Carrier 2025 Blue								✓	✓
44326 Summer Carrier 2025 Green								✓	✓
44327 Summer Carrier 2025 Yellow								✓	✓

* Select Stores Only

HOW TO MERCHANDISE

Summer Enhanced 1 Bottle Bag

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

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

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

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

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



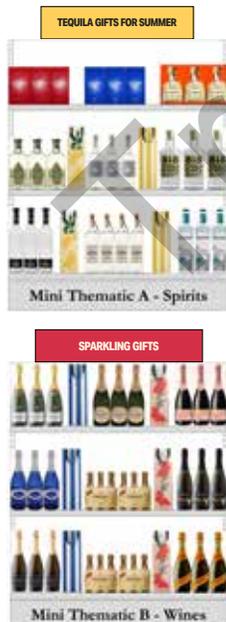
Summer Enhanced Bag (4 versions)
\$2.95 • LCBO# 43358

Description	Reorder #
\$2.95 Bag Hot Button Signs	26P3-GFT2
Hot Button Sign Clip (bundles of 10)	NIHK102
Wooden Gift Packaging Sign Insert	ENG: 26P3-GFT10 BIL: 26P3-GFT11



Merchandising Options:

Gifting Display A&B



Wooden Gift Packaging Fixture



Cash Ends



Front Facing End Aisles



HOW TO MERCHANDISE

Summer 1 Bottle Paper Bag

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

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

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

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

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



Summer 1 Bottle Paper Bag (6 versions)
\$1.50 • LCBO# 43567

Description	Reorder #	
\$1.50 Bag Hot Button Signs	26P3-GFT1	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Wooden Gift Packaging Sign Insert	ENG: 26P3-GFT10 BIL: 26P3-GFT11	

Merchandising Options:

Cash Ends



Front Facing End Aisles



Wooden Gift Packaging Fixture



Summer Gifting Discretionary End Aisle



HOW TO MERCHANDISE

Summer Reusable 6 Bottle Bag

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

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

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

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

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

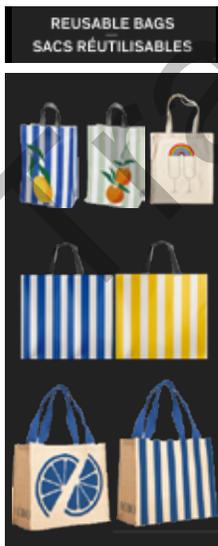


Summer Reusable 6 Bottle Bag
(2 versions) \$2.95 • LCBO# 43434

Description	Reorder #	
\$2.95 Reusable Bag Hot Button Signs	26P3-GFT5	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reusable Bag Sign	ENG: 26P3-GFT8 BIL: 26P3-GFT9	

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Summer Reusable 2 Bottle Bag

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

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

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

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

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

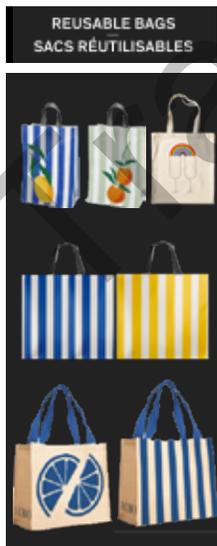


Summer Reusable 2 Bottle Bag
(2 versions) \$1.25 • LCBO# 43435

Description	Reorder #	
\$1.25 Reusable Bag Hot Button Signs	26P3-GFT4	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reusable Bag Sign	ENG: 26P3-GFT8 BIL: 26P3-GFT9	

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE Summer Canvas Cooler Bag

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

- Reusable Hanging Bag Stand
- Summer Gifting Discretionary End Aisle

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

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

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

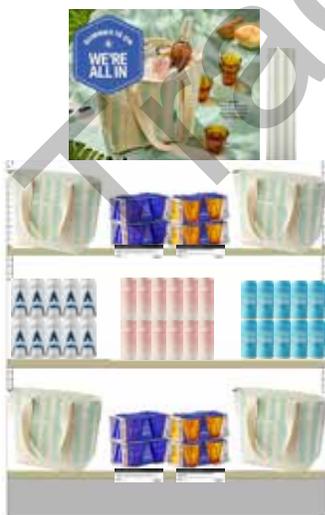


Canvas Cooler Bag (1 version)
\$12.95 • LCBO# 44462

Description	Reorder #	
\$12.95 Cooler Bag Hot Button Sign	26P3-GFT7	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reusable Bag Sign	ENG: 26P3-GFT8 BIL: 26P3-GFT9	

Merchandising Options:

Summer Gifting Discretionary End Aisle



Reusable Hanging Bag Stand



HOW TO MERCHANDISE

Jute Tote Bag

Jute Tote Bags will be merchandised in two (2) areas:

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

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

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

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

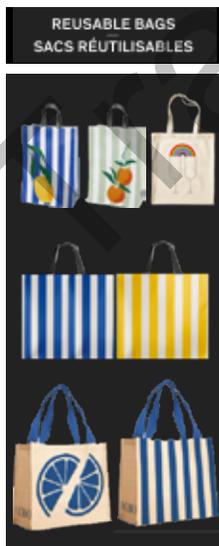


Jute Tote Bag (2 versions)
\$5.95 • LCBO# 44344

Description	Reorder #	
\$5.95 Jute Tote Bag Hot Button Signs	26P3-GFT6	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reusable Bag Sign	ENG: 26P3-GFT8 BIL: 26P3-GFT9	

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



HOW TO MERCHANDISE Pride Cotton Tote Bag

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

- Metal Flat Gift Packaging Stand
- Reusable Hanging Bag Stand

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

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

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

***NOTE: If you have residual inventory at your store, please ensure it is put out and displayed effective P3.**

Description	Reorder #	
\$12.95 Pride Tote Hot Button Sign	26P4-GFT1	
Hot Button Sign Clip (bundles of 10)	NIHK102	
Reusable Bag Sign	ENG: 26P3-GFT8 BIL: 26P3-GFT9	



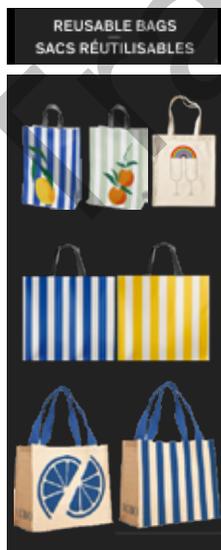
Pride Cotton Tote EN
\$12.95 • LCBO# 38068



Pride Cotton Tote FR
\$12.95 • LCBO# 38069

Merchandising Options:

Metal Flat Gift Packaging Stand



Reusable Hanging Bag Stand



***NOTE: Select stores with the Reusable Hanging Bag Stand and the Front Nesting Table (Flight A) should position the bag stand next to the Pride display.**

HOW TO MERCHANDISE Summer Cocktail Napkins

Summer Cocktail Napkins will be merchandised in two (2) areas:

- Front Nesting Table (Flight A)
- Middle Nesting Table

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

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

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



Summer Cocktail Napkins
\$1.95 • LCBO# 43616

NOTE: Pre-printed Shelf Talkers for Summer Gifting items will be included in the signage kits for the displays where they are being merchandised (i.e. Front Nesting Table). If stores require shelf talkers for additional displays, please print them at store level using the AccessVia Web dSign Shop Application.

Merchandising Options:

Front Nesting Table



Middle Nesting Table



HOW TO MERCHANDISE

Ribbed Glass Pitcher

The Ribbed Glass Pitcher will be merchandised in one (1) area:

- Front Nesting Table (Flight A)

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

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

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

NOTE: Pre-printed Shelf Talkers for Summer Gifting items will be included in the signage kits for the displays where they are being merchandised (i.e. Front Nesting Table). If stores require shelf talkers for additional displays, please print them at store level using the AccessVia Web dSign Shop Application.



Ribbed Glass Pitcher 1.5L
\$10.95 • LCBO# 44143

Merchandising Options:

Front Nesting Table



Front View



Back View

HOW TO MERCHANDISE

Summer Glass Carafe

The Summer Glass Carafe will be merchandised in one (1) area:

- Middle Nesting Table

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

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

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

NOTE: Pre-printed Shelf Talkers for Summer Gifting items will be included in the signage kits for the displays where they are being merchandised (i.e. Front Nesting Table). If stores require shelf talkers for additional displays, please print them at store level using the AccessVia Web dSign Shop Application.



Summer Glass Carafe 1.5L
\$9.95 • LCBO# 44088

Merchandising Options:

Middle Nesting Table



Front View



Back View

HOW TO MERCHANDISE Durablex Picardie Glasses

The Durablex Picardie Glasses will be merchandised in three (3) areas:

- Middle Nesting Table
- Front Nesting Table (Flight A)
- Summer Gifting Discretionary End Aisle

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

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

NOTE: Pre-printed Shelf Talkers for Summer Gifting items will be included in the signage kits for the displays where they are being merchandised (i.e. Front Nesting Table). If stores require shelf talkers for additional displays, please print them at store level using the AccessVia Web dSign Shop Application.



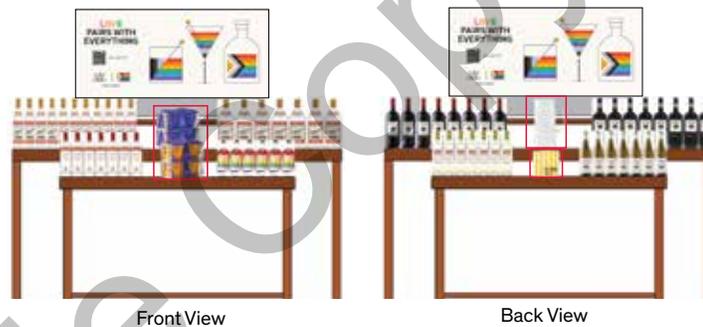
Durablex Picardie Glasses Amber
(set of 4)
\$9.95 • LCBO# 43440



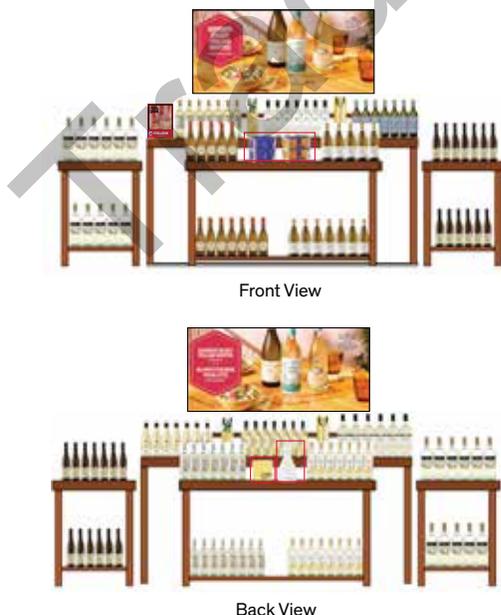
Durablex Picardie Glasses
Sapphire (set of 4)
\$9.95 • LCBO# 43442

Merchandising Options:

Front Nesting Table



Middle Nesting Table



Summer Gifting Discretionary End Aisle



YEAR-ROUND GIFTING

LCBO#	Component	Case Pack	Retail
Gift Packaging			
37524	Enhanced 2 Bottle Paper Gift Bag White	24	\$3.95
37525	Enhanced 2 Bottle Paper Gift Bag Black	24	\$3.95
35049	Year Round 1 Bottle Gift Box Black 2023	24	\$5.95
35050	Year Round 1 Bottle Gift Box Warm White 2023	24	\$5.95
27353	LCBO "Our Favourite" Bag (4 versions)	100	\$1.50
27354*	Enhanced 2 Bottle Paper Gift Bag	24	\$3.95
27355*	Year-Round 1 Bottle Rigid Box	24	\$5.95
35421	2 Bottle Reusable Bag	50	\$1.25
27396	Reusable Bag 6 Bottle	50	\$2.95
27397	Large Reusable Bag	50	\$2.95
16679*	Vintages 1 Bottle Box	24	\$5.95
34381	Vintages Enhanced Gift Bag	50	\$2.95
35051	Vintages 1 Bottle Folding Gift Box	24	\$5.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$12.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$17.95
17374	Vintages Wooden Box - 3 Bottle Box	3	\$22.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$30.95

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

MERCHANDISING OPTIONS

		Cash Ends	End Aisles	Reusable Bag Stand	Nesting Tables	Mini-Thematics	Metal Gift Fixture	Wooden Gift Fixture	Vintages Nesting Tables	Vintages End Aisles	Vintages Feature Fixture	Small Acrylic Gift Card Merchandiser
Gifting Items												
27353	LCBO "Our Favourite" Bag (4 versions)	✓	✓					✓				
37524	Enhanced 2 Bottle Paper Gift Bag White	✓		✓								
37525	Enhanced 2 Bottle Paper Gift Bag Black	✓		✓								
35049	Year Round 1 Bottle Gift Box Black 2023				✓	✓		✓				
35050	Year Round 1 Bottle Gift Box Warm White 2023				✓	✓		✓				
27355	Year-Round 1 Bottle Rigid Box				✓			✓				
35421	2 Bottle Reusable Bag	✓		✓			✓					
27396	Reusable Bag 6 Bottle			✓			✓					
27397	Large Reusable Bag			✓			✓					
16679	Vintages Gift Box							✓	✓		✓	
34381	Vintages Enhanced Gift Bag							✓	✓	✓	✓	
35051	Vintages 1 Bottle Folding Gift Box							✓	✓	✓	✓	
17373	Vintages Wooden Box - 1 Bottle Box							✓	✓		✓	
17377	Vintages Wooden Box - 2 Bottle Box							✓	✓		✓	
17374	Vintages Wooden Box - 3 Bottle Box							✓	✓		✓	
17378	Vintages Wooden Box - 6 Bottle Box							✓	✓		✓	
Gift Cards & Carriers												
27053	Soft Black Gift Card							✓				✓
27054	Warm White Gift Card							✓				✓
27055	Gift Card Carrier							✓				✓
33823	Vintages Gift Card							✓				✓
33824	Vintages Carrier							✓				✓

HOW TO MERCHANDISE LCBO Gift Cards

Gift Cards & Carriers

LCBO#	Description	Image
27053	Soft Black	
27054	Warm White	
33823	Vintages Gift Card	
44322	NEW Summer Gift Card 2025 Grapefruit	
44323	NEW Summer Gift Card 2025 Lemon	
44324	NEW Summer Gift Card 2025 Orange	

LCBO#	Description	Image
27055	LCBO Year-Round Carrier	
33824	Vintages Carrier	
44325	NEW Summer Carrier 2025 Blue	
44326	NEW Summer Carrier 2025 Green	
44327	NEW Summer Carrier 2025 Yellow	

Receiving Instructions

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

Merchandising Instructions

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

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)

NEW Summer Inserts Reorder # 26P3-GFT3

FLEX SPACE

Overview

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

Key Dates (June 22 - July 19, 2025)

Participating Stores

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

Merchandising Instructions

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and will be Promo Forced. SOOs 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 # 26P3-FS1)
***Keep the FSA Box Sign installed until the end of P6.**
- FSC Europe Flex Space Box Sign - ENG/BIL (Re-order # 26P4-FS2)
- FSD Australia/New Zealand Flex Space Box Sign - ENG/BIL (Re-order # 26P4-FS3)
- FSE Chile/Argentina/South Africa Flex Space Box Sign - ENG/BIL (Re-order # 26P4-FS4)
- Shelf Talkers ENG (Re-order # 26P4-FS5) / BIL (Re-order # 26P4-FS6)
- Bin Strip (Re-order # 26P4-FS7)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space "Happy Rosé Season!"				
Print FSA Shelf Talkers at store level.				
IMPORTANT: Stores must maintain the top performing sparkling skus for the duration of the promo.				
*Keep the FSA Box Sign installed until the end of P6.				
	13907	Jackson-Triggs Proprietors Selection Light Rosé	750	
	14145	Toro Bravo Shiraz Garnacha Rosado	750	
	24086	Smoky Bay Shiraz Rosé	750	
	31471	Protea Rosé	750	
	32178	Saintly Sparkling Rosé VQA	200	
	37352	Honest Lot Rosé	750	
	42427	Romeo Monastrell Rosé	750	
	42428	Fuoriporta Sangiovese Rosato Igp Rubicone	750	
	42430	Rosé Nave De Oro Organic	750	
	42468	Graffigna Elixio Rosé	750	LTO
	42858	French Pool Toy Organic Rosé	750	
	43056	Peller Family Vineyard Rosé (P.E.T)	200	
	452573	Mimi En Provence Grande Reserve Rosé	750	
	950576	Rosé Cuvee Tradition (Mas Des Bressade)	750	

(FSB) USA - California Flex Space

Products in Flex Space B will be merchandised at manager's discretion.

Priority is given to Ontario products:

Wines: 1. VQA Wines, 2. Canadian Wines, 3. International Domestic Blend Wines

Box signs	LCBO#	Description	Size (mL)	Offers
(FSC) Europe - Italy/SE Flex Space "Summer's Cocktail: Aperol Spritz"				

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



44108	Fever-Tree Club Soda	4 × 200	
176834	Aperol	750	LTO, VA
897702	Bottega Vino Dei Poeti Prosecco Doc	750	BAP

Value-Add/Rep Applied: Carafe

(FSD) Australia/New Zealand Flex Space "Soirées with Stoneleigh"

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



39914	Stoneleigh Lighter Sauvignon Blanc	750	BAP
40137	>Stoneleigh Latitude Sauvignon Blanc	750	VA
54353	Stoneleigh Pinot Noir	750	LTO
293043	Stoneleigh Sauvignon Blanc	750	LTO, VA

Value-Add/Rep Applied: Malfy Originale 50 mL

(FSE) Chile/Argentina Flex Space "Two Oceans: Casual Favés"

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



32542	Two Oceans Pinot Grigio	1500	LTO
43570	Two Oceans Chardonnay	750	BAP
340380	Two Oceans Sauvignon Blanc	750	BAP
340398	Two Oceans Cabernet Sauvignon Merlot	750	BAP
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	LTO
413070	Two Oceans Sauvignon Blanc	1500	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

Products in Flex Space B will be merchandised at manager's discretion.

- Priority is given to Ontario products:
- Wines:
1. VQA Wines
 2. Canadian Wines
 3. International Domestic Blend Wines

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 (June 22 - July 19, 2025)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
463	Canadian Club Premium	375	BAP

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-26P4-SP1) / BIL (Re-order #AIM-26P4-SP2)
- Perpendicular Shelf Talker ENG (Re-order #AIM-26P4-SP3) / BIL (Re-order #AIM-26P4-SP4)

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 (June 22 - July 19, 2025)

Participating Stores

Please refer to the Participation Lookup page for information

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

Participating Products

	LCBO#	Description	Size (mL)	Offers
White Spirits (FEM1)	36571	Good Day Lychee Soju	360	BAP
	42907	Good Day Hibiscus Soju	360	BAP
Wines/Wine in Cans (FEM2)	20857	Darling Mimosa Sparkling Orange	355	BAP
	44717	Darling Red Sangria	355	LTO
Brown Spirits/Liqueurs (FEM3)	10322	Cointreau	375	LTO
	423442	Courvoisier VS	375	LTO

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-26P4-FEM1) / BIL (Re-order #AIM-26P4-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-26P4-FEM3) / BIL (Re-order #AIM-26P4-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-26P4-FEM5) / BIL (Re-order #AIM-26P4-FEM6)

Merchandising Instructions

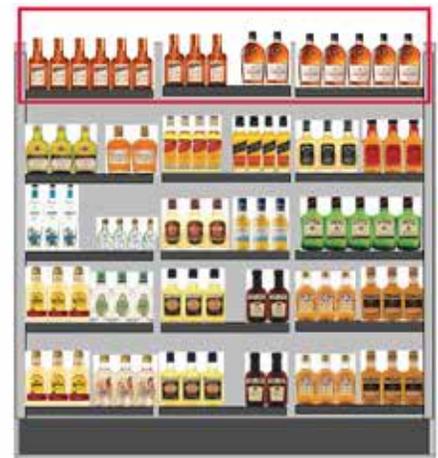
- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



White Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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

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

Key Dates (ongoing)

Participating Stores

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

Merchandising Instructions

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

Signage Components

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



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

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



Examples Only

Wine Impulse - Half Bottles/Cans:

Participating Products

	LCBO#	Description	Size (mL)
Seasonal	11234	Cote des Roses Rosé	375
	19295	Pelee Island Lola Pinot Grigio VQA	250
	19296	Pelee Island Lola Sparkling Blush VQA	250
	20857	Darling Mimosa Sparkling Orange	355
	24998	Bask Rosé Spritz	355
	31472	Bread & Butter Rose Can	250
	36423	Cave Spring Riesling Dry VQA	375
	37964	Wayne Gretzky Cabernet Merlot VQA	375
	38810	Chateau Des Charmes Cabernet Merlot VQA	375
	38949	Stoneleigh Sauvignon Blanc	375
	39010	Taylor Fladgate Late Bottled Vintage Port	375
	42463	Bread & Butter Pinot Grigio Can	250
	389858	Santa Carolina Chardonnay	375
	687558	>(V) P.Grigo Valdadige Doc (Sta Margherita)	375
	42508	Casal Garcia Can (9.5% alc)	250
	42509	Bartenura Moscato Now You Can	4 × 250
	42510	Bollicini Sparkling Rosé 4 Pack	4 × 250
	42579	Boujee Sparkling Rosé	250



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 (June 22 - July 19, 2025)

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

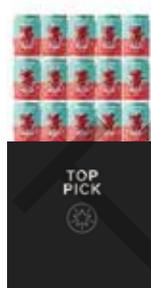
- Stores with 4 (or fewer) Cash Desks:
Merchandise the Beer/RTD Impulse Program (customer facing name is now “Top Picks”) products in cut case displays at the desk.
- Stores with 5 (or more) Cash Desks:
Alternate the Top Picks products with Staff Picks products at each Cash Desk.

Signage Components

- Pricer Card ENG (Re-order #AIM-26P4-RTD1) / BIL (Re-order # AIM-26P4-RTD2)

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



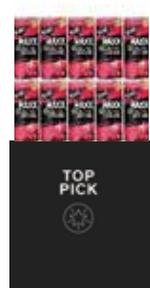
LCBO# 42702
Pocket Negroni
100 mL | 10 BAP

CE4



LCBO# 42420
Dillon's White Cranberry
Cosmopolitan
222 mL | 10 BAP

CE5



LCBO# 42318
Black Fly Maxx Cherry Bomb
250 mL | 20 BAP

CE6



LCBO# 42638
Founder's Original Spicy
Pineapple Tequila Marg
355 mL | 10 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 (P4)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	BAP
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	BAP
36455	Cottage Springs Crew Pack Flavoured Vodka	800	BAP

Signage Components

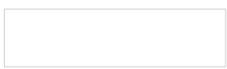
- A-Frame Sign ENG (Re-order# 26P4-AF1) / BIL (Re-order# 26P4-AF2)
- Shelf Talkers English Bundle (Re-order# 26P4-AF3)
Shelf Talkers Bilingual Bundle (Re-order# 26P4-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Install the A-frame sign.
- Merchandise the participating products according to the planogram.
- Install the pre-printed 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: 26P4-ST1 BIL: 26P4-ST2	
PREMIUM End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 26P4-ST12 BIL: 26P4-ST13	
STANDARD End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 26P4-ST14 BIL: 26P4-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 26P4-ST3 BIL: 26P4-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 26P4-ST5 BIL: 26P4-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 26P4-ST7 BIL: 26P4-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 26P4-ST9 BIL: 26P4-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 (25/pk) (Operational) Note: If stores require blank extender strips, 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 (50/pk)	Bin Tags 6" w x 1¾" h	2300	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-26P4-ANS	
Aeroplan/SAVE Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: AIM-26P4-AS1 BIL: AIM-26P4-AS2	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-26P4-LTO	

Sold Space WORKSHEETS

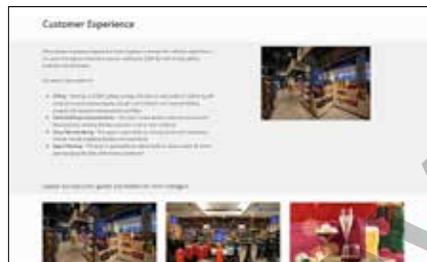
An electronic version (MS Excel format) of these worksheets is available on the Customer Experience Portal Site.

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=32QInl&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>

Shelf Extenders

*** For all Extenders noted as 'Manager's Discretion', display Wine, Spirit, Beer + RTD, Cider products. Priority is given to Ontario products: Craft Ontario products, Ontario-made products, Canadian-made products, VQA Wines, Canadian Wines, International Domestic Blend Wines.**

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders													
					15	20	30	40	45	50	55	60	65					
R1	Vodka A	446559 Georgian Bay Vodka	750	BAP										Y	Y			
R2	Vodka B	Manager's Discretion											Y	Y	Y	Y	Y	
R3	Vodka C	253302 Luksusowa Vodka	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y	Y	
R4	Vodka D	Manager's Discretion			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R5	Vodka E	604934 Grey Goose Vodka	375	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R6	Rum A	215020 El Dorado 5 Year Old Rum	1140	BAP													Y	
R7	Rum B	217745 Captain Morgan White Rum	1140	BAP									Y	Y	Y	Y	Y	
R8	Rum C	25120 Lamb's Spiced Rum	750	LTO								Y	Y	Y	Y	Y	Y	
R9	Rum D	500512 Captain Morgan Original Spiced Rum	750	Front Nesting Table, LTO							Y	Y	Y	Y	Y	Y	Y	
R10	Rum E	Manager's Discretion			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R11	Whisky A	430355 Jura Origin 10 Year Old	750	LTO												Y	Y	
R12	Canadian Whisky B	27605 Reifel Rye	750	LTO									Y	Y	Y	Y	Y	
R13	Canadian Whisky C	21097 The Glenlivet 12 Yr Malt	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y	Y	
R14	Canadian Whisky D	Manager's Discretion				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R15	Canadian Whisky E	Manager's Discretion			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R16	Scotch A	61374 Bushmills Black Bush	750	LTO								Y	Y	Y	Y	Y	Y	
R17	Scotch B	Manager's Discretion			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R18	Gin A	636068 Malfy Gin Rosa	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y	Y	
R19	Liqueurs A	22931 Jagermeister	750	LTO									Y	Y	Y	Y	Y	
R20	Liqueurs B	600981 Hpnotiq Liqueur	750	LTO								Y	Y	Y	Y	Y	Y	
R21	Liqueurs C	398032 Dr. McGillicuddy Intense Butterscotch	750	BAP		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R22	Liqueurs D	Manager's Discretion			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R23	Brandy A	38279 Fog Distillery Co. Vodka	750	LTO													Y	
R24	Brandy B	520312 Bacardi Gold (P.E.T)	1750	Value Add					Y	Y	Y	Y	Y	Y	Y	Y	Y	
R25	Tequila A	125187 Cazadores Reposado Tequila	750	LTO									Y	Y	Y	Y	Y	
R26	Ontario Blend A	21442 Honest Lot Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y	Y	
R27	Ontario Blend B	27752 Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	LTO							Y	Y	Y	Y	Y	Y	Y	
R28	Ontario Blend C	6395 20 Bees Cabernet Merlot VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R29	Ontario Non-VQA A	60707 20 Bees Pinot Grigio VQA	750	LTO									Y	Y	Y	Y	Y	
R30	Ontario Non-VQA B	582817 Peller Family Reserve Riesling VQA	750	LTO								Y	Y	Y	Y	Y	Y	
R31	Ontario Non-VQA C	667097 Peller Family Vineyards Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R32	Ontario Non-VQA D	582825 Peller Family Reserve Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R33	Ontario VQA A	522730 Strewn Chardonnay Barrel-Aged VQA	750	LTO											Y	Y	Y	
R34	Ontario VQA B	144857 Konzelmann Shiraz Barrel Aged VQA	750	BAP											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				
R35	Australia/New Zealand A	170134	Banrock Station Pink Moscato Rosé	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	619452	Matua Sauvignon Blanc Hawke's Bay	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	572164	Yellow Tail Cabernet Sauvignon	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	627802	Yellow Tail Chardonnay	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	Manager's Discretion					Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	Manager's Discretion					Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	42716	Loco De Piedra Cabernet Sauvignon	750	BAP										Y	Y	Y
R42	Chile B	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43	France Blend A	36915	Sangre De Toro Rioja	750	LTO												Y
R44	France Blend B	8094	Deinhard Green Label Riesling Mosel	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45	France South A	107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	LTO											Y	Y
R46	France South B	416487	The Wanted Zin Old Vines Zinfandel Igt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R47	France Bordeaux/ Burgundy A	28152	Nozeco - De-Alcoholized	750	LTO										Y	Y	Y
R48	Italy Central A	669200	Ciao Pinot Grigio Organic Carton	1000	BAP											Y	Y
R49	Italy Central B	302380	Mezzacorona Pinot Grigio Trentino	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50	Italy North A	372391	Leonardo Chianti Fiasco	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R51	Italy North B	425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca)	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52	Southern Europe A	38886	Natureo White Dealcoholized	750	LTO												Y
R53	Southern Europe B	43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO										Y	Y	Y
R54	Germany A	19774	Cesari Valpolicella Doc Essere	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R55	Sparkling A	213983	>Cave Spring Blanc De Blancs Brut VQA	750	LTO										Y	Y	Y
R56	Sparkling B	19276	Jacob's Creek Moscato Lower Sugar	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R57	Ontario Beer A	44309	Unibroue Serie Autre Chose New England IPA (275/TBS)	473	BAP											Y	Y
R58	Ontario Beer B	32928	Grosch Premium Pilsner (275/TBS)	6 x 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59	Beer 1	36196	Railway City Boxcar Juicy IPA (8447)	473	BAP												Y
R60	Beer 2	572313	Asahi Super Dry (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R61	Beer 3	15895	Miller High Life (275/TBS)	6 x 473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R62	Beer 4	43071	Cowbell Brewing Co. Cencerro Cerveza (458)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R63	Party Zone 1	42354	Great Big Tea Hard Iced Tea	355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R64	Party Zone 2	31296	Hijinx Raspberry Lemonade Hard Seltzer	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R65	Party Zone 3	42500	White Claw Surge Passion Fruit	473	BAP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	50088	Patron Reposado Tequila	750	Mini Thematic, LTO	BACARDI CANADA INC.
C2: Canadian Whisky				Manager's Discretion	
C3: Ontario Non VQA Blend	276501	G. Marquis The Red Line Pinot Grigio VQA	750	LTO	MAGNOTTA WINERY
C4: French Blend	741769	> (V)Chianti Classico (Rocca Delle Macie)	750	LTO	VIN VINO WINE MERCHANTS INC.
C5: Fixed Store Location	318014	Cono Sur Bicicleta Pinot Noir Rosé	750	BAP	AUTHENTIC WINE & SPIRITS MERCHANTS
C6: Vodka	42767	Prince Igor Extreme Pickle Flavoured Vodka	750	LTO	FORTY CREEK DISTILLERY LTD
C7: Scotch	193490	Baileys Irish Cream	1750	LTO	DIAGEO CANADA INC.
C8: Liqueurs	1099	Johnnie Walker Red Label	750	LTO	DIAGEO CANADA INC.
C9: Ontario Blends	39314	Magnotta Ugly Duck Red	750	LTO	MAGNOTTA WINERY
C10: France Red				Manager's Discretion	

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	36423	Cave Spring Riesling Dry VQA	375	LTO	CAVE SPRING CELLARS LTD.,
D2: Discovery Wines 2	24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	LTO	MARK ANTHONY WINE & SPIRITS
D3: Discovery Wines 3	42724	Morande Pionero Reserva Sauvignon Blanc	750	LTO	MAJESTIC WINE CELLARS
D4: Discovery BSM 1	10075	Side Launch Wheat Beer (3827)	473	BAP	EQUALS BREWING
D5: Discovery BSM 2	697797	Salvador's Original Margarita (P.E.T)	1750	LTO	GLAZER'S OF CANADA
D6: Discovery BSM 3	42359	Mascot Brewery Yard Lime Seltzer	473	BAP	MASCOT BREWERY
D7: Discovery Spirits 1				Manager's Discretion	
D8: Discovery Spirits 2	194878	White Owl Whisky	750	LTO	CHARTON HOBBS INC
D9: Discovery Spirits 3	662379	Ciroc Watermelon	750	LTO	DIAGEO CANADA INC.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	111799	Reif Riesling VQA	750	LTO	REIF ESTATE WINERY

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	
117	Bacardi Superior White Rum	750	\$1.00	
1099	Johnnie Walker Red Label	750	\$1.50	Comm. Extender
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	FSN
1784	Grand Marnier Cordon Rouge	750	\$5.00	FSG
2527	Mouton Cadet Bordeaux White Aoc	750	\$2.00	
2691	Tanqueray London Dry Gin	750	\$1.00	End Aisle
3558	Gibson's Finest Rare 12 Years Old	750	\$2.00	S1
4705	20 Bees Chardonnay Unoaked VQA	750	\$2.00	goLOCAL
6395	20 Bees Cabernet Merlot VQA	750	\$2.00	Shelf Extender
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Shelf Extender, Wine Fridge
9118	Henkell Trocken Piccolo	3 × 200	\$1.50	Mini Thematic
10048	Sons Of Kent- 1792 English Ale	473	\$0.30	
10177	Old Pulteney 12 Year Old Single Malt	750	\$5.00	
10322	Cointreau	375	\$1.50	FEM3
10357	Crown Royal Peach	750	\$2.00	Front Nesting Table
11868	Whitley Neill Rhubarb & Ginger	750	\$2.00	
11933	The Black Shiraz	750	\$2.00	
12195	Grand Marnier Cordon Rouge	375	\$2.00	
13488	Perrin Studio By Miraval	750	\$2.00	
13681	Collective Arts Local Press Apple Cherry Cider	473	\$0.30	Mini Thematic
13814	Shawn & Ed Lagershed Original	4 × 473	\$1.50	
14136	Coors Original 473ml Can	473	\$0.20	
14953	Amsterdam Fria Cerveza	473	\$0.25	
14989	Muskoka Brewery Mad Tom IPA	6 × 473	\$1.25	
14996	Hollandia Lager 4 Pack	4 × 500	\$1.00	
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.20	End Aisle
15895	Miller High Life	6 × 473	\$1.00	Shelf Extender
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.30	Mini Thematic
16767	Saintly Sparkling Rosé VQA	750	\$2.00	End Aisle
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00	Feature Fixture A
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00	Feature Fixture A
16859	Dixon's Wicked Blueberry Gin	750	\$4.00	
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	\$3.00	Mini Thematic
17818	Corona Extra	6 × 330	\$1.00	
17819	Stella Artois	6 × 473	\$1.00	
19276	Jacob's Creek Moscato Lower Sugar	750	\$2.50	Shelf Extender
19774	Cesari Valpolicella Doc Essere	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19821	Angostura 7 Year Old Rum	750	\$3.00	
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00	Middle Nesting Table
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00	Feature Fixture A
20259	Grow Wild Enchanting White VQA	750	\$2.00	Feature Fixture A, Wine Fridge
20264	Popcorn Chardonnay VQA	750	\$1.00	Feature Fixture A, Wine Fridge
20899	>(V)Closson Chase The Brock Chardonnay VQA	750	\$2.00	Feature Fixture, FSN
20979	Juliet Prosecco Rosé Doc	750	\$2.00	
21097	The Glenlivet 12 Yr Malt	750	\$6.00	Shelf Extender
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Shelf Extender
21621	Bread & Butter Prosecco Doc	750	\$2.00	Mini Thematic
22931	Jagermeister	750	\$2.00	Shelf Extender
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	\$1.50	Discovery Extender
24890	Cowbell Brewing Co. Original Cider	473	\$0.25	Mini Thematic
24896	Muskoka Brewery Detour	24 × 355	\$4.00	
24998	Bask Rosé Spritz	355	\$0.20	Wine Fridge
25120	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	\$3.00	
25621	The Glenlivet 14YO Single Malt Scotch Whisky	750	\$10.00	
25839	Barramundi Cabernet Sauvignon	750	\$1.00	
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$2.00	Middle Nesting Table
27344	Moosehead Lager	30 × 355	\$2.00	
27605	Reifel Rye	750	\$5.00	Shelf Extender
27728	Bask Pinot Grigio	750	\$1.00	
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	\$1.50	Shelf Extender
27768	J.P. Wiser's 10YO Canadian Whisky	750	\$3.50	End Aisle
27998	John Sleeman & Sons Trad Straight Whisky Ddp	750	\$2.00	FSN
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	
28152	Nozeco - De-Alcoholized	750	\$2.00	Shelf Extender
28564	Shelter Bay Marlborough Sauvignon Blanc	750	\$2.00	
28636	Vizzy Signature Variety Pack	12 × 355	\$2.00	FSM, Value Add
28735	Beau's Lug Lite	473	\$0.35	
30217	23 Crazy Rows Carignon	750	\$2.00	
30729	Bombay Citron Presse	750	\$2.00	
30834	Canadian Club Classic 12 Year Old	1140	\$2.00	End Aisle 1/BSE
30947	Doppio Passo Grillo Sicilia Doc	750	\$2.00	Middle Nesting Table
30948	Latte Miele Pecorino Igt Terre Abruzzo	750	\$2.00	Middle Nesting Table
30960	Sistina Pecorino Terre Di Chieti Igt	750	\$2.00	Middle Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
31225	Simply Spiked Lemonade Variety Pack	12 × 355	\$2.00	FSM, Value Add
31290	Mott's Clamato Caesar Variety Pack	12 × 341	\$2.00	End Aisle
31296	Hijinx Raspberry Lemonade Hard Seltzer	473	\$0.25	Shelf Extender
32182	Lola Light Rosé VQA	750	\$2.00	Feature Fixture A
32542	Two Oceans Pinot Grigio	1500	\$2.00	Flex Space
32656	Marques De Riscal Rioja Reserva	750	\$3.00	
32759	Athletic Brewing Run Wild Non-Alcoholic IPA	6 × 355	\$1.00	
32928	Grolsch Premium Pilsner	6 × 473	\$1.00	Shelf Extender
33268	Collingwood Double Barreled Whisky	750	\$3.00	Seasonal Block Pile C
33340	Collavini Pinot Grigio	750	\$2.00	Middle Nesting Table
33466	Keep Calm & Laugh Chardonnay	750	\$1.00	
33568	Vineland Estate Cabernet Merlot VQA	750	\$2.00	
33578	Honest Lot Pinot Grigio	750	\$1.00	
34753	Dunrobin Earl Grey Gin Ddp	750	\$3.00	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00	
36423	Cave Spring Riesling Dry VQA	375	\$1.00	Discovery Extender
36436	Swish Gin	750	\$3.00	
36592	Nutrl 7 Mixed Pack	12 × 355	\$2.00	Seasonal Block Pile B
36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	\$2.00	FSM, Value Add
36618	Simply Spiked Peach Variety Pack	12 × 355	\$2.00	FSM, Value Add
36629	Pabst Strong Iced Tea	473	\$0.25	
36718	Mighty Moose Canadian Vodka	750	\$1.50	
36815	Leyda Reserva Sauvignon Blanc	750	\$2.00	
36817	Don David Reserve Cabernet Sauvignon	750	\$2.00	
36915	Sangre De Toro Rioja	750	\$2.00	Shelf Extender
37252	Campo Viejo Ecologico	750	\$2.00	End Aisle
37547	Social Lite Wine Spritz Mixer Pack	6 × 355	\$1.50	
37834	Bench Brewing Ripple Effect Pale Ale	473	\$0.30	
37965	Henry Of Pelham Sparkling VQA	750	\$2.00	Mini Thematic
38279	Fog Distillery Co. Vodka	750	\$2.00	Shelf Extender
38437	Sleeman & Sons Sherry Finished Sgl Malt Ddp	750	\$2.00	FSN
38886	Natureo White Dealcoholized	750	\$1.00	Shelf Extender
38911	Casamigos Cristalino	750	\$5.00	Mini Thematic
39154	22 Perdera Monica Di Sardegna (Argiolas Spa)	750	\$2.00	
39314	Magnotta Ugly Duck Red	750	\$1.00	Comm. Extender
39488	Baileys Birthday Cake	750	\$2.00	FSH
40373	Smoky Bay Buttery Chardonnay	750	\$1.00	Wine Fridge
40376	The Fox And The Grapes Reserve Shiraz Cabernet	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
40750	Twin Fin Spiced Golden Rum	700	\$2.00	
41404	Peter & Peter Riesling	750	\$1.00	W6
41676	Turtle Bay Carnival Rum Punch	473	\$0.25	End Aisle
41999	Mike's Harder Mixer	12 × 355	\$5.00	
42088	Faxe Premium Lager	568	\$0.20	
42255	White Rabbit Landwein Rhein Riesling	750	\$1.00	W6
42276	Cottage Spring Rocket Pop	4000	\$1.50	Seasonal Block Pile B
42304	Shore Shakers Tropical Citrus	355	\$0.25	End Aisle
42311	Seagram 13 Last Word	355	\$0.25	End Aisle
42322	Tahiti Treat Paradise	8 × 355	\$2.00	Seasonal Block Pile B
42339	Hendrick's Oasium	750	\$2.00	
42354	Great Big Tea Hard Iced Tea	355	\$0.30	Shelf Extender
42361	Finnish Long Drink Zero Sugar	473	\$0.20	
42362	Thornbury Craft Co. Raspberry Wave Hard Seltzer	473	\$0.30	End Aisle
42363	Willibald Mixed Spritz 12 Pack	12 × 355	\$1.00	
42402	Jamaican Mule	355	\$0.20	End Aisle
42403	Twisted Tea Tropical Party Pack	12 × 355	\$2.00	Seasonal Block Pile B
42404	Sortilege Whiskey Strawberry Lemonade	355	\$0.65	
42419	Dillion's Cold Brew Espresso Martini	222	\$0.20	
42468	Graffigna Elixio Rosé	750	\$1.00	Flex Space
42497	High Noon Pool Pack	8 × 355	\$3.00	
42574	Polar Ice Blue Hawaiian	1000	\$1.00	End Aisle
42640	Founder's Original Black Cherry Whisky Sour	355	\$0.20	
42724	Morande Pionero Reserva Sauvignon Blanc	750	\$1.00	Discovery Extender
42767	Prince Igor Extreme Pickle Flavoured Vodka	750	\$1.00	Comm. Extender
42797	Pelican Club Limoncello Spritz	355	\$0.20	End Aisle
42835	Simply Spiked Limeade	12 × 355	\$2.00	Seasonal Block Pile B, Value Add
43071	Cowbell Brewing Co. Cencerro Cerveza	473	\$0.35	Shelf Extender
43566	Dunrobin Silver Pickle Vodka Ddp	750	\$2.00	
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	Shelf Extender
43870	Refined Fool, Beer League Mixed Pack	6 × 473	\$1.50	
43939	Milagro Silver Tequila	750	\$3.00	
44717	Darling Red Sangria	355	\$0.35	FEM2
46129	Spring Mill John Sleeman & Sons Rye Whisky	750	\$2.00	FSN
47316	Los Arango Reposado Tequila	750	\$5.00	
50088	Patron Reposado Tequila	750	\$5.00	Mini Thematic, Comm. Extender
54353	Stoneleigh Pinot Noir	750	\$3.00	Flex Space
57349	Chateau Des Charmes Gamay Noir VQA	750	\$2.00	Feature Fixture A
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$1.00	Feature Fixture A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
60707	20 Bees Pinot Grigio VQA	750	\$2.00	Shelf Extender
61374	Bushmills Black Bush	750	\$2.00	Shelf Extender
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$1.00	
82636	Pasqua Soave Doc	1500	\$2.00	Middle Nesting Table
85316	Blu Giovello Prosecco	750	\$2.00	Mini Thematic
88815	Tatra Beer	500	\$0.20	
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	Shelf Extender
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	
110031	Sandbanks Estate Dunes White VQA	750	\$2.00	Feature Fixture A
111799	Reif Riesling VQA	750	\$2.00	Green Extender
114694	Crown Royal	1750	\$2.00	End Aisle
114967	Finlandia Vodka	1750	\$1.00	
120626	Bobcaygeon Brewing Northern Lights Hazy IPA	473	\$0.20	End Aisle
125187	Cazadores Reposado Tequila	750	\$3.00	Shelf Extender
135475	Fuzion Alta Reserve Malbec	750	\$1.00	
139667	Gibson's Finest Rare 12 Years Old Whisky	375	\$1.00	S1
143040	Hornitos Reposado Tequila	750	\$4.00	Mini Thematic
143891	Peroni Nastro Azzurro	500	\$0.25	
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	\$3.00	Feature Fixture A
149567	Tag No. 5 Vodka	750	\$1.00	
155341	Perrier Jouet Grand Brut Champagne	750	\$6.00	Mini Thematic
165308	Colio Extra Dry White	1500	\$1.00	
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$1.00	
170134	Banrock Station Pink Moscato Rosé	750	\$2.00	Shelf Extender
173542	Don Julio Blanco	750	\$5.00	Mini Thematic
174466	Jose Cuervo Especial Silver	750	\$2.50	
175034	Girls' Night Out Strawberry Samba	750	\$1.00	
176834	Aperol	750	\$1.00	Flex Space, FSG, FSK, Value Add
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.50	
193490	Baileys Irish Cream	1750	\$3.00	Comm. Extender
194878	White Owl Whisky	750	\$5.00	Discovery Extender
213983	>Cave Spring Blanc De Blancs Brut VQA	750	\$3.00	Shelf Extender
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle
217125	Sauza Silver	1140	\$3.00	
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$2.00	End Aisle
219543	Inniskillin Late Autumn Riesling VQA	750	\$2.00	Feature Fixture A
224766	>V)Brut Methode Traditionelle (Chateau Des C	750	\$3.00	W5
226860	Wolf Blass Yellow Label Chardonnay	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
233635	Cave Spring Riesling Dry VQA	750	\$3.00	Feature Fixture A, Wine Fridge
242545	Great Lakes Canuck Pale Ale	473	\$0.30	End Aisle
244616	Sandbanks Rosé VQA	750	\$2.00	
247338	Molson Canadian	15 × 355	\$2.65	
253302	Luksusowa Vodka	750	\$1.50	Shelf Extender
254631	Elit Vodka	750	\$3.00	
260372	Pondview Dragonfly Pinot Grigio VQA	750	\$2.00	Feature Fixture A
266049	Adobe Reserva Sauvignon Blanc Organic	750	\$1.00	Front Nesting Table
267302	Crystal Head Vodka	750	\$5.00	
268011	Tennent's Export Lager	500	\$0.35	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	Seasonal Block Pile D
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	Feature Fixture A
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	Seasonal Block Pile D
271643	Tequila Tromba Blanco	750	\$3.00	Mini Thematic
273748	>(V) Borsao Tres Picos Garnacha	750	\$3.00	VL1, LTO
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	Comm. Extender
277202	Bottega Rosé Vino Dei Poeti Sparkling	750	\$1.50	
282996	>(V) Chianti Classico (San Felice)	750	\$2.00	
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	
293043	Stoneleigh Sauvignon Blanc	750	\$2.00	Flex Space, Value Add, Wine Fridge
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
300699	Molson Canadian	6 × 473	\$1.50	Seasonal Block Pile A
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Shelf Extender
302679	Hayman's Sloe Gin	700	\$3.00	
306019	Colio Extra Dry White Bag In Box	4000	\$2.00	
311258	>Wits End Luna Shiraz	750	\$2.00	
311787	Budweiser	6 × 473	\$1.00	
311944	Canadian Club Classic 12 Year Old	1750	\$4.00	End Aisle 1/BSE
314856	Fireball Whisky Shooter	1140	\$4.00	Seasonal Block Pile C
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	Front Nesting Table
322586	>Montes Alpha Cabernet Sauvignon	750	\$2.00	
324855	Espolon Tequila Reposado	750	\$2.00	FSG
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	
333583	Thornbury Premium Apple Cider	473	\$0.40	Mini Thematic
339168	Bodacious Smooth White	750	\$1.00	
342006	Campo Viejo Rioja Tempranillo	750	\$2.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	Middle Nesting Table
369819	Mount Gay Eclipse Rum	1750	\$8.00	
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$3.00	W5, FSN
371872	Girls' Night Out Sangria	750	\$1.00	
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
376756	Peninsula Ridge Pinot Grigio VQA	750	\$2.00	
382580	Meukow Cognac VS	750	\$5.00	
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	\$4.00	
383711	Jackson-Triggs Merlot	750	\$1.00	
384933	Metaxa 12 Stars	700	\$5.00	
386789	Casamigos Tequila Blanco	750	\$5.00	
387050	Open Smooth White VQA	750	\$1.00	Wine Fridge
387159	Bodacious Smooth Red	1500	\$1.50	
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$8.00	goLOCAL
390351	>(V) Vidal Icewine (Pondview Estate Winery)	200	\$1.00	FSN
391177	Sipsmith London Dry Gin	750	\$7.00	
397109	Forty Creek Honey Spiced Whisky	750	\$1.00	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
401307	Maestro Dobel Tequila	750	\$5.00	Mini Thematic
405241	Ironwood Hard Cider	473	\$0.35	Mini Thematic
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$1.00	Shelf Extender
407668	Shiny Apple Cider	473	\$0.50	Mini Thematic
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	\$2.00	Flex Space
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	Flex Space
413104	Dillon's Dry Gin	750	\$2.00	
413294	Grey Goose Le Citron	750	\$3.00	
413732	>(V) Vidal Icewine VQA (Chateau Des Charmes)	375	\$5.00	Feature Fixture A, FSN
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	Shelf Extender
417642	>Cave Spring Pinot Noir VQA	750	\$3.00	FSN
418582	Pommies Farmhouse Cider	473	\$0.25	Mini Thematic
422345	Moosehead Lager	6 × 473	\$1.00	EZA, Value Add
423442	Courvoisier Vs	375	\$2.00	FEM3
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca)	750	\$3.00	Shelf Extender
428409	Powers Gold Irish Whiskey	750	\$5.00	
430355	Jura Origin 10 Year Old	750	\$5.00	Shelf Extender
435784	Vieni Estates Momenti Sparkling VQA	750	\$1.00	Feature Fixture A
442582	Alexander Keiths IPA	6 × 473	\$1.00	
446468	Ketel One	375	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
452169	Vieni Bruce Trail Red VQA	750	\$1.00	Feature Fixture A
454686	Captain Morgan 100 Proof	750	\$2.00	Front Nesting Table
457572	Gibson's Finest Bold 8YO	750	\$2.00	S1
459818	Sapporo	6 × 500	\$2.00	
459917	Peller Family Vineyards Rosé	1500	\$2.00	
460360	El Jimador Tequila Reposado	750	\$2.00	
465385	Landshark Lager	6 × 473	\$2.00	
466292	Ernest Dry Cider	473	\$0.25	Mini Thematic
467811	Ruffino Prosecco	750	\$2.00	
469304	13th Street Burger Blend Ries. P. Grigio VQA	750	\$2.00	goLOCAL
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Mini Thematic, Wine Fridge
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.00	
491811	Southern Comfort	750	\$3.00	End Aisle
491829	Southern Comfort	1140	\$4.00	Seasonal Block Pile C
492314	Vieni Bruce Trail White VQA	750	\$1.00	Feature Fixture A
492959	Roséhall Run Pixie Sparkling Rosé VQA	750	\$2.00	Feature Fixture A
500512	Captain Morgan Original Spiced Rum	750	\$1.00	Front Nesting Table, Shelf Extender
507442	La Linda Private Selection Old Vines Malbec	750	\$2.00	
513036	Henderson Brewing Co. Food Truck Beer	473	\$0.30	End Aisle
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	
516880	Mill Street Original Organic Lager	6 × 473	\$1.45	
518746	D'Ont Poke The Bear Red VQA	750	\$1.00	Feature Fixture A
518753	D'Ont Poke The Bear White VQA	750	\$1.00	Feature Fixture A
522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$2.00	Feature Fixture A
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Shelf Extender
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$1.00	Feature Fixture A
541243	Creemore Springs Premium Lager	6 × 473	\$1.45	
546408	Dragon Stout	6 × 284	\$1.00	
549113	1800 Anejo Tequila	750	\$4.50	
554469	Guinness Draught	8 × 440	\$2.00	
556712	Girls' Night Out White Sangria	750	\$1.00	
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	
557470	Empress 1908 Gin	750	\$1.00	End Aisle
560532	Strongbow Cider	500	\$0.25	
563247	> (V)Vidal Icewine VQA Niag (Kittling Ridge)	375	\$2.00	FSN
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	Shelf Extender
572313	Asahi Super Dry	500	\$0.25	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
573683	>(V)Pecorino Ferzo Superiore Abr Dop (Riun)	750	\$2.00	Middle Nesting Table
582817	Peller Family Reserve Riesling VQA	750	\$1.00	Shelf Extender
582825	Peller Family Reserve Chardonnay VQA	750	\$1.00	Shelf Extender
582973	Bombay Sapphire London Dry	1750	\$2.00	
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
591313	>Gamay VQA (Malivoire Wine Co.)	750	\$2.00	OWS, FSN
594200	Peninsula Ridge Inox Chardonnay VQA	750	\$2.00	Wine Fridge
598102	Wolf Blass Yellow Label Cabernet Sauvignon	1500	\$4.00	
600981	Hpnotiq Liquor	750	\$2.00	Shelf Extender
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.00	
604934	Grey Goose Vodka	375	\$1.00	Shelf Extender
605881	Disaronno Originale Amaretto	1140	\$4.00	End Aisle
613471	Henry Of Pelham Rosé VQA	750	\$2.00	goLOCAL
614826	Pelee Island Pinot Grigio	1500	\$2.00	
616409	Angostura 1919 Aged 8 Years Select Rum	750	\$3.00	
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Shelf Extender
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Middle Nesting Table
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$2.00	
627802	Yellow Tail Chardonnay	750	\$2.00	Shelf Extender, Wine Fridge
636068	Malfy Gin Rosa	750	\$5.00	Shelf Extender
637058	Bombay Sapphire London Dry Gin	375	\$1.00	
637504	Hendrick's Gin	750	\$3.00	
638130	Dillon's Vodka	750	\$2.00	
638478	Driftwood Brewery Fat Tug IPA	473	\$0.30	
648402	Bodacious Moscato	750	\$1.00	
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00	
662379	Ciroc Watermelon	750	\$3.00	Discovery Extender
666867	Bavaria Premium Beer	6 × 500	\$1.50	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
669085	Blu Giovello Pinot Grigio	1500	\$3.00	
697318	Brickworks Ciderhouse Batch 1904	6 × 473	\$1.00	
697797	Salvador's Original Margarita (P.E.T)	1750	\$3.00	Discovery Extender
707158	>(V) Lugana San Benedetto Doc (Zenato)	750	\$2.00	Middle Nesting Table
729392	>Foss Marai Extra Dry Blue Bottle (Foss	750	\$2.00	
741769	> (V)Chianti Classico (Rocca Delle Macie)	750	\$2.00	Comm. Extender
906628	Coors Light	6 × 355	\$1.00	
906669	Coors Light	473	\$0.20	
921478	Pabst Blue Ribbon	6 × 355	\$1.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
67	Smirnoff Vodka	750	60
307	Seagram's V.O.	750	200
463	Canadian Club Premium	375	50
620	Silk Tassel Canadian Whisky	750	100
729	Blue Nun Rivaner	750	80
984	Alberta Premium Whisky	750	100
7369	Beefeater Dry	375	100
10075	Side Launch Wheat Beer	473	10
11945	Proper No. Twelve	750	180
12476	Prince Igor Vodka (P.E.T)	1140	200
15806	Skyy Vodka	750	100
18412	D'Ont Poke The Bear Red VQA 3l	3,000	150
18773	Nickel Brook Lager	473	10
19013	Casamigos Blanco Tequila	375	200
19442	Sol	6 × 330	30
19749	Teremana Blanco Tequila	750	110
19750	Teremana Reposado Tequila	750	125
19780	Tavernello Pinot Grigio Delle Venezie Doc	750	25
20060	Sensi Chianti Dal Campo Docg	750	80
20857	Darling Mimosa Sparkling Orange	355	10
20896	Ruffino Prosecco Rose Doc	750	100
21574	Hine H By Hine Vsop Fine Champagne Cognac	750	250
22010	Absolut Raspberri Vodka	375	40
22017	Smirnoff Vodka (P.E.T.)	750	60
22547	Castillo De Almansa Org Verdejo Sauvignon Blanc	750	75
24392	Smirnoff Ice Pink Lemonade	473	10
24493	Courvoisier Vsop Cognac	750	500
24937	Siempre Tequila Reposado	750	300
25005	Tocornal Cabernet Sauvignon	1500	130
25441	Teremana Tequila Anejo	750	175
25554	Dirty Devil Vodka	750	200
27646	Alida Tequila	750	200
28420	>13th Street Blanc De Blanc	750	150
28587	Suntory World Whisky Ao	700	500
31300	Smirnoff Ice Creamsicle Blast	473	10
31454	Muskoka Brewery Tread Lightly 568ml	568	20
31702	Espolon Anejo	750	200
31752	Cecchi Storia Di Famiglia Chianti Classico	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
31793	Collavini Villa Canlungo Cabernet Sauvignon	750	75
31810	Michele Chiarlo Palas Barolo	750	150
31826	Cottage Springs Ontario Peach Flavoured Vodka	750	60
31930	Seagram's V.O.	1750	400
32006	Smirnoff Creamsicle Blast	750	60
32165	Molson Cold Shots 6.0 473ml	473	20
32568	Cellier Du Chateau De La Chaume Chablis	750	100
32624	Cellier Du Chateau De La Chaume Beaujolais	750	100
32631	Liebfraumilch Drathen Rheinhessen	1000	50
33267	Collingwood Whisky	750	160
33581	Nickel Brook Chilly Tins New Zealand Ipa	473	10
34259	Bask Lightly Sparkling Rose	750	50
34822	Mott's Clamato Caesar Original	6 × 341	30
34823	Mott's Clamato Caesar Extra Spicy	6 × 341	30
36196	Railway City Boxcar Juicy Ipa	473	10
36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	60
36440	Empress Elderflower Rose Gin	750	150
36443	Hendrick's Grand Cabaret	750	120
36450	Alberta Pure Vodka	750	200
36455	Cottage Springs Crew Pack Flavoured Vodka	800	75
36571	Good Day Lychee Soju	360	50
36619	Captain Morgan Cocktail Collection Pack	12 × 355	80
36858	Postales Del Fin Del Mundo Patagonia Malbec	750	60
37106	Sandbagger Transfusion	355	10
37157	Ole Margarita	355	15
37158	Ole Tequila Sunrise	355	15
37301	Madri Excepcional	6 × 473	40
37953	Bella Terra Pinot Grigio VQA	750	60
37961	Ramblers Chiller Unoaked Chardonnay VQA	750	100
37962	Ramblers Schmooszer Cabernet Merlot VQA	750	100
38087	Innis & Gunn Tequila Cask Blonde Beer	473	10
38635	Disaronno Sour	355	30
39259	Carlsberg Lite	4 × 473	40
39913	Mailroom Premium Vodka	750	300
39914	Stoneleigh Lighter Sauvignon Blanc	750	80
40626	Charm Soju Liquor	360	15
41403	Oh Riesling Dry	750	100
41422	Crawler Prickly Pear	355	15
42280	Truly Peach Burst	473	15

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
42301	Black Fly Cosmopolitan Coctails In A Can	473	20
42318	Black Fly Maxx Cherry Bomb	250	20
42319	Blue Lobster Rocket	473	10
42320	Trailer Park Boys - Ricky's Lime Vodka Pop	473	20
42338	Empress Cucumber Lemon Gin	750	150
42359	Mascot Brewery Yard Lime Seltzer	473	15
42401	Matt & Steve's Cayenne Spice Caesar	458	15
42405	Seventh Heaven London Dry Gin & Tonic	355	35
42406	Two Chicks Vodka Elderflower Pear	355	35
42417	Buzzballz Cocktails Peachballz	200	25
42420	Dillon's White Cranberry Cosmopolitan	222	10
42422	Dillon's Watermelon Lime & A Hint Of Mint	473	15
42500	White Claw Surge Passion Fruit	473	15
42503	Dillon's Strawberry Rhubarb & A Zest Of Lime	473	15
42521	Pantalones Tequila Blanco	750	300
42573	Malibu Strawberry Daiquiri	1000	40
42638	Founder's Original Spicy Pineapple Tequila Marg	355	10
42641	White Claw Big Surf Variety Pack	12 x 355	60
42702	Pocket Negroni	100	10
42706	Gin & Juice By Dre And Snoop Apricot	355	40
42708	Santa Carolina Red Blend	750	85
42709	Casillero Del Diablo Devil's Carnaval Red	750	100
42710	Casillero Del Diablo Belight Sauvignon Blanc	750	100
42716	Loco De Piedra Cabernet Sauvignon	750	25
42718	Santa Rita 120 Reserva Especial Chardonnay	750	100
42722	Adobe Reserva Chardonnay Organic	750	100
42725	Montgras Organic Red Blend	750	100
42800	Bulleit Old Fashioned Cocktail	375	60
42907	Good Day Hibiscus Soju	360	50
43092	Mi Campo Blanco	750	200
43570	Two Oceans Chardonnay	750	25
44309	Unibroue Serie Autre Chose New England Ipa	473	5
44967	D'Ont Poke The Bear Moscato VQA	750	100
44970	Jack Pine White VQA	750	50
44971	Jack Pine Red VQA	750	50
49726	Yukon Jack	750	120
54213	Alberta Premium Whisky (P.E.T)	1750	400
75291	Weihenstephaner Hefeweissbier +	500	15

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
79129	Gato Negro Sauvignon Blanc	1500	80
88799	Alberta Pure Vodka (P.E.T.)	750	200
137810	Campo Viejo Rioja Reserva	750	120
144493	Montecillo Crianza Rioja	750	100
144857	Konzelmann Shiraz Barrel Aged VQA	750	100
157917	Domaine De Canton Ginger Liqueur	750	200
169052	Carmen Reserva 1850 Premier Carmenere	750	100
175349	Open Rose VQA	750	50
215020	El Dorado 5 Year Old Rum	1140	200
216226	Alberta Premium Whisky	1140	200
216903	Banff Ice Vodka.	1140	200
216978	Seagram's V.O..	1140	300
217687	Canadian Club Premium.	1140	150
217745	Captain Morgan White Rum	1140	200
219279	Konzelmann Pinot Blanc VQA	750	100
225243	Stoli Vodka	750	60
228551	Cave Spring Chardonnay VQA	750	100
234575	Terres De Saint Louis Rose Varois En Prv Aoc	750	75
237792	Icebox Long Island Iced Tea	1140	100
250480	Zonin Prosecco Brut 1821 Doc	3 x 200	50
250498	Castello Del Poggio Moscato Frizzante	750	100
253948	Martini Asti	750	100
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	80
269597	Santa Carolina Sauvignon Blanc	750	75
274399	Adobe Reserva Rose Organic	750	100
295022	Two Oceans Pinot Grigio	750	25
308288	Whitehaven Sauvignon Blanc	750	50
311928	Canadian Club Classic 12 Year Old	750	150
318014	Cono Sur Bicicleta Pinot Noir Rose	750	100
321760	Smirnoff Ice 1l Pet	1000	40
326728	>Oyster Bay Chardonnay	750	100
340380	Two Oceans Sauvignon Blanc	750	25
340398	Two Oceans Cabernet Sauvignon Merlot	750	25
341743	Trius Rosé VQA	750	50
341776	Fresh Moscato VQA	750	80
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
363978	Miguel Torres Chile Pisco El Gobernador	700	120
365312	Taittinger Brut Reserve Champagne	750	200
367698	>Boschendal 1685 Chardonnay	750	100

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
381970	Smirnoff Lime Flavoured Vodka	750	60
382028	Smirnoff Vanilla Flavoured Vodka	750	60
384529	Champagne Special Cuvee Brut (Bollinger)	750	200
393090	Monasterio De Las Vinas Crianza Carinena	1500	100
397539	Boodles Gin	750	160
397976	Dr. McGillicuddy Intense Peach Pet	375	40
398016	Dr. McGillicuddy Intense Peach	750	172
398024	Dr McGillicuddy Intense Peach	1140	260
398032	Dr. McGillicuddy Intense Butterscotch	750	172
398479	1800 Reposado	750	160
398693	Nickel Brook Naughty Neighbour Pale Ale	473	10
398776	Fireball Whisky Shooter	375	100
417196	Grey Goose Vodka	1140	100
417261	Hendrick's Gin	375	80
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	40
439661	Fireball (Pet)	200	50
446559	Georgian Bay Vodka	750	150
447953	Fireball Whisky Shooter	750	180
477885	Polar Ice Vodka (P.E.T)	1750	200
478909	Blue Moon	473	20
481366	High River Canadian Whisky	750	150
482026	Moet & Chandon Brut Rose	750	150
486001	XOXO Pinot Grigio Sangria	750	50
486456	Joiy White Sparkling	250	30
494369	Southern Comfort	200	40
518407	Blue Nun 24k Gold Edition Sparkling	750	100
527705	Bols Triple Sec	750	100
532341	Julia Florista White	750	30
535344	Santa Carolina Cabernet Sauvignon	750	75
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	50
537258	Tiger Beer	500	20
542027	Locker Room Lager	473	10
544155	Iceberg Vodka (P.E.T)	1750	150
558940	Miller Lite	6 × 473	40
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	50
589523	Argento Estate Cabernet Sauvignon	750	100
594168	Pelee Island Merlot	1500	100
601146	Glen Breton Rare Canadian Single Malt	750	300

Aeroplan Offers

LCBO#	Description	Size (mL)	BAP
605816	St Remy Brandy	1 140	200
609875	Eastdell Black Cab VQA	750	100
621458	>Bottega Gold Sparkling (Bottega Spa)	750	100
636209	Roku Gin	750	400
666883	Henninger Lager	6 × 500	100
667303	Blue Lobster Vodka Soda Lemon Lime	473	10
669002	Casamigos Reposado Tequila	375	150
669200	Ciao Pinot Grigio Organic Carton	1000	90
687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	40
897702	Bottega Vino Dei Poeti Prosecco Doc	750	60

Trade Copy Only

UPDATED Value-Added Program

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

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

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

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

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

Near Packs

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

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
Smirnoff Cooling Towels	Seasonal Block Pile D	32006	Smirnoff Creamsicle Blast	750
		37876	Smirnoff Peach Lemonade	750
		381970	Smirnoff Lime Flavoured Vodka	750
		382002	Smirnoff Raspberry Flavoured Vodka	750
		382028	Smirnoff Vanilla Flavoured Vodka	750
		67	Smirnoff Vodka	750
Acrylic Glass	Front Nesting Table (Flight B)	935	Captain Morgan White Rum	750
		1487	Crown Royal	750
		10357	Crown Royal Peach	750
		22017	Smirnoff Vodka (P.E.T)	750
		37474	Smirnoff Berry Blast	750
		38622	Crown Royal Blackberry	750
		131391	Smirnoff Vodka (P.E.T.)	1140
		216929	Smirnoff Vodka	1140
		318709	Captain Morgan Original Spiced Rum (P.E.T)	750
		403519	Crown Royal Apple	750
		454686	Captain Morgan 100 Proof	750
		500512	Captain Morgan Original Spiced Rum	750

Near Packs Continued

Value-Add Offer	Display Program	LCBO#	Description	Size (mL)
1664 Rose Beer 4 x 355 mL Cans	End Aisle #2A	95935	Grey Goose Vodka	750
		116327	Grey Goose La Poire Vodka	750
		417196	Grey Goose Vodka	1140
Barbeque Sauce	End Aisle #4B	10937	Forty Creek Double Barrel Reserve Whisky	750
		285254	Forty Creek Copper Bold Whisky	750
		550715	Forty Creek Barrel Select	750
Twigz Pretzels	Seasonal Block Pile A	568188	Molson Canadian	12 x 473
Moosehead Branded T-shirt	Beer Excitement Zone A (EZA)	422345	Moosehead Lager	6 x 473
Retro Hat	Beer Excitement Zone C (EZH)	32415	Steam Whistle Pilsner	12 x 355
		492017	Steam Whistle	6 x 473
Koozie	Beer Excitement Zone D (EZD)	33972	Cottage Springs Punched Up Vod Soda Mixed	8 x 355
		36583	Cottage Springs Vodka Soda Dock Day Mixed	8 x 355
Carafe	FSG	177808	Appleton Estate V/X Signature Blend	750
		350629	Forty Creek Barrel Select Whisky	1140
	Flex Space, FSG, FSK, LTO	176834	Aperol	750

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
1040	Gordons Gin	750	Gin Copa Glass	End Aisle
2253	Disaronno Amaretto	750	Southern Comfort 50 mL	End Aisle
8888	St Remy Brandy	750	St Remy XO 50 mL	
10715	Malfy Gin Con Arancia	750	Malfy Originale 50 mL	
14882	Saintly Rosé VQA	750	Bucket Bag	Wine Fridge
15963	Luxardo Limoncello	750	Amaretto 50 mL	
25515	Saintly Sparkling Brut VQA	750	Bucket Bag	End Aisle
28636	Vizzy Signature Variety Pack	12 x 355	Branded Colour Changing Refresher Cup	FSM, LTO
31225	Simply Spiked Lemonade Variety Pack	12 x 355	Branded Colour Changing Refresher Cup - Choose your Brand - Available in Simply, Coors Seltzer, Vizz	FSM, LTO

Value-Added Program - Sales (Rep) Applied Continued

LCBO#	Description	Size (mL)	VA Approved	Display Program
32183	Saintly The Good Sauvignon Blanc VQA	750	Bucket Bag	
33928	J.P. Wiser's Deluxe	1750	T-Shirt - NHL x Wisers	End Aisle
34579	Prince Igor Extreme Vodka (P.E.T)	1140	PIX Pickle 50 mL	
36614	Coors Seltzer Island Breeze Variety Pack	12 x 355	Branded Colour Changing Refresher Cup	FSM
36617	Vizzy Max Exotic Twist Variety Pack	12 x 355	Branded Colour Changing Refresher Cup	FSM, LTO
36618	Simply Spiked Peach Variety Pack	12 x 355	Branded Colour Changing Refresher Cup	FSM, LTO
40137	>Stoneleigh Latitude Sauvignon Blanc	750	Malfy Originale 50 mL	Flex Space
40379	Greasy Fingers Cabernet Sauvignon	750	Skip the Dishes Offer	
40380	Greasy Fingers Sauvignon Blanc	750	Skip the Dishes Offer	
42413	Cottage Springs Real Juice Vodka Water	8 x 355	Koozie	EZD
42835	Simply Spiked Limeade	12 x 355	Branded Colour Changing Refresher Cup	Seasonal Block Pile B, LTO
46030	Magnotta Stiletto Light Pinot Grigio VQA	750	Scrunchie	
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 2 x 50 ML	
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 1858 50ml	
189217	Gibson's Finest Sterling Edition	750	Golf Balls	S1
217950	Crown Royal	1140	Mini Mason	End Aisle
227678	1800 Silver Tequila	750	Speaker	End Aisle
267187	Jose Cuervo Especial Gold	750	Hot Sauce	
293043	Stoneleigh Sauvignon Blanc	750	Malfy Originale 50 mL	Flex Space, LTO, Wine Fridge
316844	Bombay Sapphire London Dry	750	St Germain 50 mL	
328518	Jackson-Triggs Chardonnay	750	Stemless Wine Glass with Silicone Wine Sleeve	Seasonal Block Pile D
399410	Jackson-Triggs Sauvignon Blanc	750	Stemless Wine Glass with Silicone Wine Sleeve	
400754	Iceberg Vodka	750	Stalk & Barrel 50 mL	End Aisle
446567	Iceberg Vodka (P.E.T)	750	Campfire Roasting Stick	End Aisle
492454	1800 Coconut Tequila	750	Speaker	End Aisle
520312	Bacardi Gold (P.E.T)	1750	Bacardi Superior 2 x 50 mL	Shelf Extender
605816	St Remy Brandy	1140	ST Remy XO 50 mL	BAP
610758	Lindemans Bin 65 Chardonnay	1500	Tote Bag	
619791	Jackson-Triggs Rosé	750	Stemless Wine Glass with Silicone Wine Sleeve	Seasonal Block Pile D
621110	Jackson-Triggs Pinot Grigio	750	Stemless Wine Glass with Silicone Wine Sleeve	
637710	Jackson-Triggs Shiraz	750	Stemless Wine Glass with Silicone Wine Sleeve	Seasonal Block Pile D

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
14867	Sandbanks Summer Rosé VQA	750	Win a Prince Edward County Getaway for Two	Feature Fixture B
19062	Sandbanks Sparkling Rosé VQA	750	Win a Prince Edward County Getaway for Two	Feature Fixture B
35623	Squealing Pig Sauvignon Blanc	750	Pride Donation Necktag	Front Nesting Table
36811	Adobe Reserva Cabernet Sauvignon	750	Rainbow Railroad Donation	
42722	Adobe Reserva Chardonnay Organic	750	Rainbow Railroad Donation	BAP
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	93 Point Accolade Neck Tag	
110049	Sandbanks Estate Baco Noir VQA	750	Win a Prince Edward County Getaway for Two	
173559	Don Julio Reposado	750	Don Julio QR Code Necktag	Mini Thematic
277954	Campari Aperitivo	750	ETW Tiff Experience	
322297	Lillet Blanc (Lillet Freres)	750	Same Lillet - New Look!	
372219	Sandbanks Pinot Grigio VQA	750	Win a Prince Edward County Getaway for Two	
414748	Sandbanks Summer White VQA	750	Win a Prince Edward County Getaway for Two	

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
Beer Excitement Zone - 21A (Plinth EZA)	19894	Cracked Canoe	6 × 473	275 - The Beer Store	Store Order
	422345	Moosehead Lager	6 × 473	275 - The Beer Store	Store Order
Beer Excitement Zone - 21B (New/Seasonal)	44039	Great Lakes Brewery - Summer Wheat Ale	473	1929 - Great Lakes Brewing Co. Inc.	Store Order
	44369	Beau's Juiced Af Citrus Blast	568	275 - The Beer Store	Store Order
Beer Excitement Zone - 21C (End EZH)	32415	Steam Whistle Pilsner	12 × 355	275 - The Beer Store	Store Order
	492017	Steam Whistle	6 × 473	275 - The Beer Store	Store Order
Beer Excitement Zone - 21D (End EZD)	33972	Cottage Springs Punched Up Vod Soda Mixed	8 × 355		
	36583	Cottage Springs Vodka Soda Dock Day Mixed	8 × 355		
	42413	Cottage Springs Real Juice Vodka Water	8 × 355		
Ontario Craft Beer End Aisle	17406	Side Launch Any Day Session IPA	473	3827 - Side Launch Brewing	Store Order
	37003	Mascot Brewery Juicy J IPA	473	687 - Mascot Brewery	Store Order
	43357	Silversmith Brewing Motueka Pils	473	1181 - Silversmith Brewing Co.	Store Order
	407650	Walkerville Honest Lager	473	4643 - Walkerville Brewery	Store Order
	446955	Big Rig Alpha Bomb IPA	473	1188 - Big Rig Brewing Co.	Store Order
	467324	Broadhead Blueberry Blonde	473	275 - The Beer Store	Store Order
End Aisle #10 Mini Thematic C	13681	Collective Arts Local Press Apple Cherry Cider	473	LCBO Warehouse	Store Order
	16150	Niagara Cider Rose Gold Berry Soaked Cider	473	798 - Bench Brewing Company	Store Order
	24890	Cowbell Brewing Co. Original Cider	473	458 - Cowbell Brewing Co.	Store Order
	107342	Reinhart's Red Apple Strong Cider	473	LCBO Warehouse	Store Order
	333583	Thornbury Premium Apple Cider	473	LCBO Warehouse	Store Order
	405241	Ironwood Hard Cider	473	LCBO Warehouse	Store Order
	407668	Shiny Apple Cider	473	LCBO Warehouse	Store Order
	418582	Pommies Farmhouse Cider	473	6580 - Mad Bee Collective Inc.	Store Order
	466292	Ernest Dry Cider	473	LCBO Warehouse	Store Order
End Aisle #7A 7B	36306	Michelob Ultra	12 × 473	275 - The Beer Store	Force Allocated
	496968	Michelob Ultra	6 × 473	275 - The Beer Store	Force Allocated
	697623	Michelob Ultra	6 × 355	275 - The Beer Store	Force Allocated
End Aisle #9A 9B	31454	Muskoka Brewery Tread Lightly	568	275 - The Beer Store	Force Allocated
	242545	Great Lakes Canuck Pale Ale	473	1929 - Great Lakes Brewing Co. Inc.	Force Allocated
	275172	Nickel Brook Head Stock West Coast-Style IPA	473	6699 - Nickel Brook Brewing Company	Force Allocated

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Force Allocated/ Store Order
End Aisle #17	31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA	473	6309 - Flying Monkeys Craft Brewery	Force Allocated
	120626	Bobcaygeon Brewing Northern Lights Hazy IPA	473	462 - Bobcaygeon Brewing Company Limited	Force Allocated
	513036	Henderson Brewing Co. Food Truck Beer	473	798 - Bench Brewing Company	Force Allocated
End Aisle #20	24899	Corona Cero	6 × 330	275 - The Beer Store	Force Allocated
	39449	1664 Kronenb Blanc 0.0	6 × 330	LCBO Warehouse	Force Allocated
	39451	Bellwoods Jelly King Non-Alc Sour	473	2990 - Bellwoods Brewery	Force Allocated
	39454	Pommies Anytime Cider Non Alc	355	6580 - Mad Bee Collective Inc.	Force Allocated
	39482	Muskoka Veer Non-Alc Lager With Lime	4 × 355	LCBO Warehouse	Force Allocated
	44173	Sapporo Premium Alcohol Free 0.0%	6 × 355	275 - The Beer Store	Force Allocated
Seasonal Block Pile A	15852	Miller Lite	12 × 473	275 - The Beer Store	Force Allocated
	32165	Molson Cold Shots 6.0	473	275 - The Beer Store	Force Allocated
	300699	Molson Canadian	6 × 473	275 - The Beer Store	Force Allocated
	558940	Miller Lite	6 × 473	275 - The Beer Store	Force Allocated
	568188	Molson Canadian	12 × 473	275 - The Beer Store	Force Allocated
R57: Ontario Beer A	44309	Unibroue Serie Autre Chose New England IPA	473	275 - The Beer Store	Force Allocated
R58: Ontario Beer B	32928	Grolsch Premium Pilsner	6 × 473	275 - The Beer Store	Force Allocated
R59: Beer 1	36196	Railway City Boxcar Juicy IPA	473	8447 - Railway City Brewing Company	Force Allocated
R60: Beer 2	572313	Asahi Super Dry	500	LCBO Warehouse	Force Allocated
R61: Beer 3	15895	Miller High Life	6 × 473	275 - The Beer Store	Force Allocated
R62: Beer 4	43071	Cowbell Brewing Co. Cencerro Cerveza	473	458 - Cowbell Brewing Co.	Force Allocated
D4: Discovery BSM 1	10075	Side Launch Wheat Beer	473	3827 - Side Launch Brewing	Force Allocated

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		984	Alberta Premium Whisky	750	BAP
	1 AB	30834	Canadian Club Classic 12 Year Old	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/> (Promo code is BSE not EA 1)	217687	Canadian Club Premium	1140	BAP
		311928	Canadian Club Classic 12 Year Old	750	BAP
		311944	Canadian Club Classic 12 Year Old	1750	LTO
		95935	Grey Goose Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/> 2 A	116327	Grey Goose La Poire Vodka	750	Value Add
		417196	Grey Goose Vodka	1140	BAP, Value Add
		227678	1800 Silver Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/> 2 B	398479	1800 Reposado	750	BAP
		492454	1800 Coconut Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/> 3 AB		Manager's Discretion		
		27768	J.P. Wiser's 10YO Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/> 4 A	33928	J.P. Wiser's Deluxe	1750	Value Add
		216689	J.P. Wiser's Deluxe	1140	LTO
		10937	Forty Creek Double Barrel Reserve Whisky	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/> 4 B	285254	Forty Creek Copper Bold Whisky	750	Value Add
		550715	Forty Creek Barrel Select	750	Value Add
		42304	Shore Shakers Tropical Citrus	355	LTO
		42311	Seagram 13 Last Word	355	LTO
<input type="checkbox"/>	<input type="checkbox"/> 5 AB	42573	Malibu Strawberry Daiquiri	1000	BAP
		42574	Polar Ice Blue Hawaiian	1000	LTO
		42684	Wayne Gretzky Peach Whisky Smash Premixed Cocktail	750	
		15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO
		31290	Mott's Clamato Caesar Variety Pack	12 × 341	LTO
<input type="checkbox"/>	<input type="checkbox"/> 6 AB	34822	Mott's Clamato Caesar Original	6 × 341	BAP
		34823	Mott's Clamato Caesar Extra Spicy	6 × 341	BAP
		42401	Matt & Steve's Cayenne Spice Caesar	458	BAP
		43490	1858 Premium Caesar Feeling Dill	458	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	7 AB	36306	Michelob Ultra (275/TBS)	12 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		496968	Michelob Ultra (275/TBS)	6 × 473	Contest
			697623	Michelob Ultra (275/TBS)	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	8 AB	41676	Turtle Bay Carnival Rum Punch	473	LTO
			42362	Thornbury Craft Co. Raspberry Wave Hard Seltzer	473	LTO
			42402	Jamaican Mule	355	LTO
			42690	Blank Slate Double Vodka Soda	355	
			42797	Pelican Club Limoncello Spritz	355	LTO
			42798	Donna Blood Orange Italian Spritz	355	
<input type="checkbox"/>	<input type="checkbox"/>	9 AB	31454	Muskoka Brewery Tread Lightly (275/TBS)	568	BAP
			242545	Great Lakes Canuck Pale Ale (1929)	473	LTO
			275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/>	10	13681	Collective Arts Local Press Apple Cherry Cider (LCBO Warehouse)	473	LTO
			16150	Niagara Cider Rose Gold Berry Soaked Cider (798)	473	LTO
			24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
			107342	Reinhart's Red Apple Strong Cider (LCBO Warehouse)	473	
			333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
			405241	Ironwood Hard Cider (LCBO Warehouse)	473	LTO
			407668	Shiny Apple Cider (LCBO Warehouse)	473	LTO
			418582	Pommies Farmhouse Cider (6580)	473	LTO
		466292	Ernest Dry Cider (LCBO Warehouse)	473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	11	1487	Crown Royal	750	Front Nesting Table, Value Add
			114694	Crown Royal	1750	LTO
			217950	Crown Royal	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	12	2253	Disaronno Amaretto	750	Value Add
			491811	Southern Comfort	750	LTO
			605881	Disaronno Originale Amaretto	1140	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			36440	Empress Elderflower Rose Gin	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	13	42338	Empress Cucumber Lemon Gin	750	BAP
			557470	Empress 1908 Gin	750	LTO
			400754	Iceberg Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	14	446567	Iceberg Vodka (P.E.T)	750	Value Add
			544155	Iceberg Vodka (P.E.T)	1750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	15		Manager's Discretion		
			37252	Campo Viejo Ecologico	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	137810	Campo Viejo Rioja Reserva	750	BAP
			342006	Campo Viejo Rioja Tempranillo	750	LTO
			31448	Flying Monkeys Crowd Surf Motel Passionfruit IPA (6309)	473	
<input type="checkbox"/>	<input type="checkbox"/>	17	120626	Bobcaygeon Brewing Northern Lights Hazy IPA (462)	473	LTO
			513036	Henderson Brewing Co. Food Truck Beer (798)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	1040	Gordons Gin	750	Value Add
			2691	Tanqueray London Dry Gin	750	LTO
			16767	Saintly Sparkling Rosé VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	25515	Saintly Sparkling Brut VQA	750	Value Add
			34259	Bask Lightly Sparkling Rosé	750	BAP
			217679	Jackson-Triggs Sparkling Reserve VQA	750	LTO
			24899	Corona Cero (275/TBS)	6 × 330	
			39449	1664 Kronenb Blanc 0.0 (LCBO Warehouse)	6 × 330	
<input type="checkbox"/>	<input type="checkbox"/>	20	39451	Bellwoods Jelly King Non-Alc Sour (2990)	473	
			39454	Pommies Anytime Cider Non Alc (6580)	355	
			39482	Muskoka Veer Non-Alc Lager With Lime (LCBO Warehouse)	4 × 355	
			44173	Sapporo Premium Alcohol Free 0.0% (275/TBS)	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End W5	28420	>13th Street Blanc De Blanc	750	W5, BAP
			224766	>V)Brut Methode Traditionelle (Chateau Des C	750	W5, LTO
			370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	W5, FSN, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Discovery End (W6)	41403	Oh Riesling Dry	750	W6, BAP
			41404	Peter & Peter Riesling	750	W6, LTO
			42255	White Rabbit Landwein Rhein Riesling	750	W6, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table (EA-S1)	3558	Gibson's Finest Rare 12 Years Old	750	LTO
			139667	Gibson's Finest Rare 12 Years Old Whisky	375	LTO
			189217	Gibson's Finest Sterling Edition	750	Value Add
			457572	Gibson's Finest Bold 8YO	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Gifting Display A (Mini Thematic A)	25136	818 Tequila Blanco	750	Mini Thematic
			38911	Casamigos Cristalino	750	LTO
			42521	Pantalones Tequila Blanco	750	BAP
			50088	Patron Reposado Tequila	750	Comm. Extender, LTO
			143040	Hornitos Reposado Tequila	750	LTO
			173542	Don Julio Blanco	750	LTO
			173559	Don Julio Reposado	750	Necktag
			271643	Tequila Tromba Blanco	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Gifting Display B (Mini Thematic B)	401307	Maestro Dobel Tequila	750	LTO
			9118	Henkell Trocken Piccolo	3 × 200	LTO
			17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	LTO
			21621	Bread & Butter Prosecco Doc	750	LTO
			37965	Henry Of Pelham Sparkling VQA	750	LTO
			85316	Blu Giovello Prosecco	750	LTO
			155341	Perrier Jouet Grand Brut Champagne	750	LTO
			384529	Champagne Special Cuvee Brut (Bollinger)	750	BAP
		483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	LTO, Wine Fridge	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			13681	Collective Arts Local Press Apple Cherry Cider (LCBO Warehouse)	473	LTO
			16150	Niagara Cider Rose Gold Berry Soaked Cider (798)	473	LTO
			24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Local Beer & Cider Display (Mini Thematic C)	107342	Reinhart's Red Apple Strong Cider (LCBO Warehouse)	473	
			333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
			405241	Ironwood Hard Cider (LCBO Warehouse)	473	LTO
			407668	Shiny Apple Cider (LCBO Warehouse)	473	LTO
			418582	Pommies Farmhouse Cider (6580)	473	LTO
			466292	Ernest Dry Cider (LCBO Warehouse)	473	LTO
			67	Smirnoff Vodka	750	Seasonal Block Pile D, Value Add, BAP
			35623	Squealing Pig Sauvignon Blanc	750	Necktag
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Premium Flight	225243	Stoli Vodka	750	BAP
			266049	Adobe Reserva Sauvignon Blanc Organic	750	LTO
			272716	Stoli Vodka	1750	
			581256	Absolut Rainbow Limited Edition Bottle	750	
			582411	Gato Negro Merlot	1500	
			639732	Gato Negro Cabernet Merlot	1500	
			935	Captain Morgan White Rum	750	Value Add
		1487	Crown Royal	750	End Aisle, Value Add	
		10357	Crown Royal Peach	750	LTO	
		22017	Smirnoff Vodka (P.E.T)	750	BAP	
		37474	Smirnoff Berry Blast	750		
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Standard Flight	38622	Crown Royal Blackberry	750	
			131391	Smirnoff Vodka (P.E.T)	1140	
			216929	Smirnoff Vodka	1140	
			318709	Captain Morgan Original Spiced Rum (P.E.T)	750	LTO
			403519	Crown Royal Apple	750	
			454686	Captain Morgan 100 Proof	750	LTO
			500512	Captain Morgan Original Spiced Rum	750	Shelf Extender, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16792	Speck Bros. The Goat Lady Chardonnay VQA	750	LTO
			16858	Malivoire Che Bello Sparkling VQA	750	LTO
			18412	D'Ont Poke The Bear Red VQA	3000	BAP
			20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO
			20259	Grow Wild Enchanting White VQA	750	LTO, Wine Fridge
			20264	Popcorn Chardonnay VQA	750	LTO, Wine Fridge
			20899	>(V)Closson Chase The Brock Chardonnay VQA	750	FSN, LTO
			32182	Lola Light Rosé VQA	750	LTO
			44967	D'Ont Poke The Bear Moscato VQA	750	BAP
			44970	Jack Pine White VQA	750	BAP
			44971	Jack Pine Red VQA	750	BAP
			57349	Chateau Des Charmes Gamay Noir VQA	750	LTO
			58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	LTO
			110031	Sandbanks Estate Dunes White VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture A (FFA)	147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	LTO
			219543	Inniskillin Late Autumn Riesling VQA	750	LTO
			228551	Cave Spring Chardonnay VQA	750	BAP
			233635	Cave Spring Riesling Dry VQA	750	LTO, Wine Fridge
			260372	Pondview Dragonfly Pinot Grigio VQA	750	LTO
			270926	Henry Of Pelham Baco Noir VQA	750	LTO
			413732	>(V) Vidal Icewine VQA (Chateau Des Charmes)	375	FSN, LTO
			427310	Long Weekend Chardonnay Pinot Grigio VQA	750	BAP
			435784	Vieni Estates Momenti Sparkling VQA	750	LTO
			452169	Vieni Bruce Trail Red VQA	750	LTO
			492314	Vieni Bruce Trail White VQA	750	LTO
			492959	Rosehall Run Pixie Sparkling Rosé VQA	750	LTO
			518746	D'Ont Poke The Bear Red VQA	750	LTO
			518753	D'Ont Poke The Bear White VQA	750	LTO
			522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	LTO
			526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			14867	Sandbanks Summer Rosé VQA	750	Necktag Contest	
			15568	Listel Gris Rosé	750		
			17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750		
			19062	Sandbanks Sparkling Rosé VQA	750	Necktag Contest	
			23757	S De La Sablette - Coteaux Varois Rosé	750		
			23760	Doppio Passo Primitivo Rosato Igt Puglia	750		
			24080	Jacob's Creek Moscato Rosé Lower Sugar	750		
			24084	Kim Crawford Illuminate Rosé	750		
			24085	Santa Carolina Collection Series Rosé	750		
			27148	Thalia Rosé	750		
			31710	The Beach By Whispering Angel Aoc Coteaux	750		
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture B (FFB)	32025	Keep Calm And Love Pinot Grigio Blush	750		
			32031	Fresh Rosé VQA	1500		
			37190	Vignes De Nicole Paul Mas Rosé	750		
			37193	Cellier Des Dauphins Prestige Rosé Cdr	750		
			37213	Squealing Pig Rosé	750		
			38548	Calvet Rosé Igp Terres Du Midi(Pouch)	1500		
			42429	Fonjoya Expression Du Sud Rosé	750		
			42433	Estandon Baie Doree Rosé Igp Mediterranee	750		
			42434	Julia Florista Rosé	750		
			43057	Rambler Dreamer Rosé	750		
			48819	Creekside Rosé VQA	750		
			164343	The Beachhouse Rosé	750		
			603795	Rioja Rosé (Muga)	750		
			15852	Miller Lite (275/TBS)	12 × 473		
			32165	Molson Cold Shots 6.0 (275/TBS)	473	Seasonal Block Pile A, BAP	
<input type="checkbox"/>	<input type="checkbox"/>		Block Pile A	300699	Molson Canadian (275TBS)	6 × 473	Seasonal Block Pile A, LTO
				558940	Miller Lite (275/TBS)	6 × 473	Seasonal Block Pile A, BAP
		568188		Molson Canadian (275TBS)	12 × 473	Seasonal Block Pile A, Value Add	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			36592	Nutrl 7 Mixed Pack	12 × 355	LTO
			39681	Happy Dad Hard Seltzer Variety Pack	12 × 355	
			42276	Cottage Spring Rocket Pop	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	42322	Tahiti Treat Paradise	8 × 355	LTO
			42355	White Claw Gin Smash	8 × 355	
			42363	Willibald Mixed Spritz 12 Pack	12 × 355	
			42403	Twisted Tea Tropical Party Pack	12 × 355	LTO
			42835	Simply Spiked Limeade	12 × 355	LTO, Value Add
			20896	Ruffino Prosecco Rosé Doc	750	BAP
			33267	Collingwood Whisky	750	BAP
			33268	Collingwood Double Barreled Whisky	750	LTO
			216978	Seagrams V.O.	1140	BAP
			253948	Martini Asti	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	314856	Fireball Whisky Shooter	1140	LTO
			326728	>Oyster Bay Chardonnay	750	BAP
			398016	Dr. McGillicuddy Intense Peach	750	BAP
			491829	Southern Comfort	1140	LTO
			594168	Pelee Island Merlot	1500	BAP
			609875	Eastdell Black Cab VQA	750	BAP
			1784	Grand Marnier Cordon Rouge	750	FSG, LTO
			15806	Skyvodka	750	FSG, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FSG-A	176834	Aperol	750	Flex Space, FSG, FSK, LTO, Value Add
			177808	Appleton Estate V/X Signature Blend	750	FSG, Value Add
			324855	Espolon Tequila Reposado	750	FSG, LTO
			350629	Forty Creek Barrel Select Whisky	1140	FSG, Value Add
			5959	Baileys Irish Cream	750	FSH
<input type="checkbox"/>	<input type="checkbox"/>	FSH-A	39488	Baileys Birthday Cake	750	FSH, LTO
			605956	Baileys Irish Cream Liquor	1140	FSH
			270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FSO-A	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
			328518	Jackson-Triggs Chardonnay	750	Value Add
			619791	Jackson-Triggs Rosé	750	Value Add
			637710	Jackson-Triggs Shiraz	750	Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			67	Smirnoff Vodka	750	Front Nesting Table, Value Add, BAP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D (XBP)	32006	Smirnoff Creamsicle Blast	750	BAP, Value Add
			37876	Smirnoff Peach Lemonade	750	Value Add
			381970	Smirnoff Lime Flavoured Vodka	750	BAP, Value Add
			382002	Smirnoff Raspberry Flavoured Vodka	750	Value Add
			382028	Smirnoff Vanilla Flavoured Vodka	750	BAP, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Digital Screens (FSK-A)	176834	Aperol	750	Flex Space, FSG, FSK, LTO, Value Add
			897702	Bottega Vino Dei Poeti Prosecco Doc	750	Flex Space, FSK, BAP
			22199	Jacob's Creek Double Barrel Shiraz	750	SSL, LTO
			26979	Don Julio Anejo	750	SSL, LTO
			31361	Mikes Core Mixer Pack	12 × 355	SSL, LTO
			33377	Forty Creek Cream Butter Tart	750	SSL, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Super Sale Block Pile (SSL)	35473	Honest Lot Sauvignon Blanc	4000	SSL, LTO
			36494	Ramsbury Gin	700	SSL, LTO
			42315	Isla Tequila Matador	355	SSL, LTO
			42645	Jelli Shooters Multi Pack	480	SSL, LTO
			42992	Honest Lot Pinot Grigio	4000	SSL, LTO
			492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	SSL, LTO
			634410	Yellow Tail Pinot Grigio	1500	SSL, LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			1578	>(V)Twisted (Flat Rock Cellars)	750	LTO
			20899	>(V)Closson Chase The Brock Chardonnay VQA	750	Feature Fixture, LTO
			27998	John Sleeman & Sons Trad Straight Whisky Ddp	750	LTO
			38437	Sleeman & Sons Sherry Finished Sgl Malt Ddp	750	LTO
			38922	Reid's Gin	750	
			43061	Bellwoods Jelly King Pink Lemonade	500	
			43095	Burdock Classic	473	
			43326	Bench Brewing Summer Mix Pack	6 × 473	
			43591	Shiny Apple Cider Cherry Limeade	473	
<input type="checkbox"/>	<input type="checkbox"/>	Flagship Spotlight (Enhanced Occasions) (FSN-A)	43602	Thornbury Craft Co. Cider Mixer Pack	6 × 473	
			43904	Flying Monkeys Alien Mastermind Triple IPA	473	
			44034	Muskoka Brewery Margarita Gose	473	
			44039	Great Lakes Brewery - Summer Wheat Ale	473	
			46129	Spring Mill John Sleeman & Sons Rye Whisky	750	LTO
			370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	W5, LTO
			390351	>(V) Vidal Icewine (Pondview Estate Winery)	200	LTO
			413732	>(V) Vidal Icewine VQA (Chateau Des Charmes)	375	Feature Fixture A, LTO
			417642	>Cave Spring Pinot Noir VQA	750	LTO
			563247	>(V) Vidal Icewine VQA Niag (Kittling Ridge)	375	LTO
			591313	>Gamay VQA (Malivoire Wine Co.)	750	OWS, LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Pop-up Activation (FSM-A)	14484	Arizona Hard Green Tea	473	
		24344	Arizona Hard Lemon Iced Tea	473	
		28636	Vizzy Signature Variety Pack	12 × 355	LTO, Value Add
		31225	Simply Spiked Lemonade Variety Pack	12 × 355	LTO, Value Add
		36614	Coors Seltzer Island Breeze Variety Pack	12 × 355	Value Add
		36617	Vizzy Max Exotic Twist Variety Pack	12 × 355	LTO, Value Add
		36618	Simply Spiked Peach Variety Pack	12 × 355	LTO, Value Add
		42679	Coors Seltzer Cherry Slushie	473	
		42680	Coors Seltzer Pineapple Colada	473	
		42691	Vizzy Orange Cream Pop	473	
		42835	Simply Spiked Limeade	12 × 355	Seasonal Block Pile B, LTO, Value Add
		<input type="checkbox"/> <input type="checkbox"/>	Middle Nesting Table/Celebration Fixture	19953	Tommasi Le Rosse Pinot Grigio
26906	Danzante Pinot Grigio Delle Venezie Igt			750	LTO
30947	Doppio Passo Grillo Sicilia Doc			750	LTO
30948	Latte Miele Pecorino Igt Terre Abruzzo			750	LTO
30960	Sistina Pecorino Terre Di Chieti Igt			750	LTO
33340	Collavini Pinot Grigio			750	LTO
82636	Pasqua Soave Doc			1500	LTO
250498	Castello Del Poggio Moscato Frizzante			750	BAP
363622	Bolla Pinot Grigio Delle Venezie			750	LTO
573683	>(V)Pecorino Ferzo Superiore Abr Dop (Riun)			750	LTO
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone A	19894	Cracked Canoe (275/TBS)	6 × 473	EZA
		422345	Moosehead Lager (275/TBS)	6 × 473	EZA, LTO, Value Add
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone B	44039	Great Lakes Brewery - Summer Wheat Ale (1929)	473	
		44369	Beau's Juiced Af Citrus Blast (275/TBS)	568	
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone C	32415	Steam Whistle Pilsner (275/TBS)	12 × 355	EZH, Value Add
		492017	Steam Whistle (275/TBS)	6 × 473	EZH, Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	33972	Cottage Springs Punched Up Vod Soda Mixed	8 × 355	EZD, Value Add
			36583	Cottage Springs Vodka Soda Dock Day Mixed	8 × 355	EZD, Value Add
			42413	Cottage Springs Real Juice Vodka Water	8 × 355	EZD, Value Add
			17406	Side Launch Any Day Session IPA (3827)	473	
			37003	Mascot Brewery Juicy J IPA (687)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	43357	Silversmith Brewing Motueka Pils (1181)	473	
			407650	Walkerville Honest Lager (4643)	473	
			446955	Big Rig Alpha Bomb IPA (1188)	473	
			467324	Broadhead Blueberry Blonde (275/TBS)	473	
			4705	20 Bees Chardonnay Unoaked VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	388306	>(V) Vidal Icewine VQA (Inniskillin)	375	goLOCAL, LTO
			469304	13th Street Burger Blend Ries. P. Grigio VQA	750	goLOCAL, LTO
			613471	Henry Of Pelham Rosé VQA	750	goLOCAL, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	37961	Ramblers Chiller Unoaked Chardonnay VQA	750	BAP
			37962	Ramblers Schmooser Cabernet Merlot VQA	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	1578	Flat Rock Twisted White	750	VL1, LTO
			273748	>(V) Borsao Tres Picos Garnacha	750	VL1, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: July 5	454785	Toi Toi Sauvignon Blanc 2024	750	
			577676	Tornatore Etna Bianco 2024	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: July 19	42115	Fabre Montmayou Patagonia Barrel Selection Malbec 2022	750	
			168823	Burgo Viejo Reserva 2020	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	591313	>Gamay VQA (Malivoire Wine Co.)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display (CE1)	463	Canadian Club Premium	375	CE1, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 1 (CE3)	42702	Pocket Negroni	100	CE3, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 2 (CE4)	42420	Dillon's White Cranberry Cosmopolitan	222	CE4, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 3 (CE5)	42318	Black Fly Maxx Cherry Bomb	250	CE5, BAP
<input type="checkbox"/>	<input type="checkbox"/>	RTD Impulse 4 (CE6)	42638	Founder's Original Spicy Pineapple Tequila Marg	355	CE6, BAP
			31826	Cottage Springs Ontario Peach Flavoured Vodka	750	BAP
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	36424	Cottage Springs Raspberry Lemonade Flavoured Vodka	750	BAP
			36455	Cottage Springs Crew Pack Flavoured Vodka	4 × 200	BAP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			463	Canadian Club Premium	375	
			596	Bacardi Superior White Rum (P.E.T.)	375	
			3517	Wiser's Special Blend (P.E.T)	375	
			3871	Alberta Premium Whisky (P.E.T)	375	
			10322	Cointreau	375	
			119743	Jack Daniel's Tennessee Whiskey	375	
			230987	Jameson Irish Whiskey	375	
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2)	398776	Fireball Whisky Shooter	375	
		Spirit Impulse Skus	500504	Captain Morgan Original Spiced Rum (P.E.T.)	375	
			601765	Malibu Coconut Rum	375	
			240	Smirnoff Vodka (P.E.T.)	375	
			10036	Chum Churum - Strawberry	360	
			19523	Tag No.5 Vodka (P.E.T.)	375	
			32425	Tanqueray Dry Gin	375	
			267161	Jose Cuervo Especial Gold	375	
			11234	Cote des Roses Rosé	375	
			19295	Pelee Island Lola Pinot Grigio VQA	250	
			19296	Pelee Island Lola Sparkling Blush VQA	250	
			20857	Darling Mimosa Sparkling Orange	355	
			24998	Bask Rosé Spritz	355	
			31472	Bread & Butter Rose Can	250	
			36423	Cave Spring Riesling Dry VQA	375	
			37964	Wayne Gretzky Cabernet Merlot VQA	375	
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture (CE2)	38810	Chateau Des Charmes Cabernet Merlot VQA	375	
		Wine Impulse Half Bottles/Can Skus	38949	Stoneleigh Sauvignon Blanc	375	
			39010	Taylor Fladgate Late Bottled Vintage Port	375	
			42463	Bread & Butter Pinot Grigio Can	250	
			389858	Santa Carolina Chardonnay	375	
			687558	>(V) P.Grigo Valdadige Doc (Sta Margherita)	375	
			42508	Casal Garcia Can (9.5% alc)	250	
			42509	Bartenura Moscato Now You Can	4 × 250	
			42510	Bollicini Sparkling Rosé 4 Pack	4 × 250	
			42579	Boujee Sparkling Rosé	250	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	36571	Good Day Lychee Soju	360	FEM1, BAP
			42907	Good Day Hibiscus Soju	360	FEM1, BAP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	20857	Darling Mimosa Sparkling Orange	355	FEM2, BAP
			44717	Darling Red Sangria	355	FEM2, LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	10322	Cointreau	375	FEM3, LTO
			423442	Courvoisier VS	375	FEM3, LTO

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Questions?

Store Care: 416-864-6787 or email storecare@lcbo.com

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PERIOD 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JUNE 22 Start of Period 4	23	24	25	26	27	28
29	30	JULY 1 Canada Day  Offices and Stores are closed	2	3	4	5 Vintages Release
6	7	8	9	10	11	12
13	14	15	16	17	18	19 End of Period 4 Vintages Release
20	21	22	23	24	25	26

LCBO