

LCBO

FY27 PROMOTIONAL OPPORTUNITIES (PERIODS 9-11)

Overview & Application Process

NEW

Key Program Changes & Updates

CONDENSED FY27 (P9-P11) DOCUMENT

Moving forward, this document will provide Seasonal Summaries along with product allocations and overviews of the displays available only. This should simplify the information for Promotional Opportunities.

Please continue to refer to doingbusinesswithlcbo.com for complete information on each Program, including [Participating Stores](#).

Holiday End Aisle Update: Periods 9 & 10

Flighting Overview: End Aisles 2-9 will be flighted across Premium and Standard stores during Periods 9 and 10. This approach creates stronger opportunities to curate the right products for each store type and maximize Holiday performance. Preference is to hold the same brands on end aisles over both P9 and P10.

Premium Store Strategy

Premium stores will feature Deluxe and Premium SKUs, reinforcing a premiumized shopping experience for customers who over-index in these locations.

- These stores have a higher concentration of Aeroplan customers, making them ideal for pairing Aeroplan offers with premium SKUs to drive loyalty and incremental value.
- The focus is on elevating the Holiday shop with high-quality, trade-up items that resonate with these customer segments.

Standard Store Strategy

Standard stores will merchandise core customer favourites and value-driven SKUs, including LTOs that support strong seasonal demand.

- This ensures customers continue to find the trusted items they expect, while still benefiting from compelling seasonal features.
- Select seasonal SKUs will be appropriate for both flights and will be placed accordingly.

What You Need to Do

Please plan and align your applications to support this curated product strategy across both Premium and Standard flights.

Holiday Entertaining & Gifting Packages



NEW

A multi-channel Holiday program designed to drive consideration and conversion for a curated set of premium products across print, digital, social and in-store touchpoints. Participating SKUs will benefit from high-impact storytelling anchored in entertaining and gifting occasions - supported by *Food & Drink* expert pairings and cocktail solutions.

We're developing an integrated package for up to 28 SKUs. The program delivers premium placement across LCBO-owned channels, including *Food & Drink* (Holiday issue), the printed Holiday Entertaining & Gifting Guide, LCBO.com and social—plus key in-store promotional displays and digital signage.

This program will inspire shoppers, amplify brands and deliver strong Holiday visibility at key decision points.

Program at a Glance

- In-store visibility: Pop-Up Shop (9 stores); Front Nesting Table (Spirits) and Middle Nesting Table (Wines) (270 stores); Digital Signage
- *Food & Drink* Holiday advertorial: distribution 435K; audience reach 3.275M
- Printed Holiday Entertaining & Gifting Guide: 900K copies distributed to homes targeting top-selling stores and priority LCBO customer segments
- Priority placement in LCBO.com Digital Gift Guide
- Prominent exposure across LCBO and *Food & Drink* organic social (Meta) with a combined social following of over 430K.

This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.

Package includes

Food & Drink Holiday Advertorial

- Turn-key creative and production. LCBO will coordinate photography and full production of an 8–10 page advertorial insert in the Holiday 2026 issue of *Food & Drink*.
- Participating SKUs will be positioned as entertaining staples, brought to life with expert food pairings and signature cocktail recipes from the *Food & Drink* team.
- The Holiday issue is highly sought after by home entertainers (distribution 435K; audience reach 3.275M readers).
- In market: Wednesday, November 4, 2026.

**Note SKUs will share pages. Multiple SKUs and/or multiple agents may be featured on the same page (minimum four products per page).*

Printed Entertaining & Gifting Guide

- Guide will be distributed to target homes near top-selling LCBO stores and priority customer segments
- The *Food & Drink* advertorial will be resized to run as a section within the larger printed Holiday Guide.
- In Market: first week of November 2026

Digital Gift Guide on LCBO.com & LCBO Social Media

- Prominent placement across our LCBO and *Food & Drink* organic Meta channels, ensuring elevated visibility. With a combined social following of 430,000+ and additional audience amplification, participating brands will be spotlighted in strategic holiday moments designed to maximize reach and engagement.
- Priority placement in the LCBO.com Digital Gift Guide.

In-store Visibility

- Premium placement on key promotional displays, integrated with the LCBO Holiday Accessory Collection to complete the entertaining and gifting story.
 - P9 Pop Up Shop (9 Stores)
 - P9 Front (Spirits) and Middle (Wines) Nesting Table (270 Stores combined)
Average Total P9 Transactions per Store: 714,700

Eligible Products

- Spirits and Wines: 24 total SKUs (12 Spirits / 12 Wines), with a focus on limited-edition and gift-forward products.
- Beer/RTD: up to 4 SKUs may participate in media placements; in-store displays are not included.

Investment

- \$35,000 per Wines & Spirits SKU
- \$15,000 for Beer/RTD (Media inclusion only)

Fiscal 2026/27 Deadlines

To express interest in any Excel Applied programming, please complete the promotional application form in Excel available on doingbusinesswithlcbo.com

The deadline for Agents to submit revised promotional forecasts for approved programs is immediately after approvals/declines are published for select periods.

APPLICATION DEADLINES (ALL CATEGORIES)				
Period	Promotional Turn Dates	Agent deadline for Excel & MPTS Promotional Applications	Category deadline for Excel & MPTS Approvals/ Declines	Agent Deadline for Revised Forecasts (based on approvals)
1	March 29 - April 25	05-Sep-25	10-Oct-25	17-Oct-25
2	April 26 - May 23	(October 3, 2025 for RTD)	(October 17, 2025 for RTD)	14-Nov-25
3	May 24 - June 20	17-Oct-25	28-Nov-25	5-Dec-25
4	June 21 - July 18	19-Dec-25	30-Jan-26	6-Feb-26
5	July 19 - August 15	13-Feb-26	27-Mar-26	2-Apr-26
6	August 16 - September 12	10-Apr-26	22-May-26	19-Jun-26
7	September 13 - October 10	03-Jul-26	14-Aug-26	21-Aug-26
8	October 11 - November 7	18-Sep-26		18-Sep-26
9	November 8 - November 28			29-May-26
10	November 29 - January 2, 2027			
11	January 3 - January 30*			24-Jul-26
12	January 31 - February 27			
13	February 28 - March 27			

*P11 applications will be due with P9/P10.

Holiday Summary

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
Feature Fixture A	Holiday Gifts (Not Sold)	Holiday Gifts (Not Sold)
Feature Fixture B (New & Seasonal)	Holiday Gifts (Not Sold)	Holiday Gifts (Not Sold)
Cocktail Feature End (EA 1)	Spirits	Spirits
Entrance Table	Spirits	Spirits
Spirits Gifting Display	Spirits	Spirits
Wines Gifting Display	Wines	Sparkling Wines
Front Nesting Table	Spirits (tied to Entertaining Package)	Spirits
Middle Nesting Table	Wines for Entertaining (tied to Entertaining Package)	Wines for Gifting (Essentials)
Beer Block Pile (A)	Beer	Beer
RTD Block Pile (B)	RTD	RTD
Wines/BCRTD Loyalty Block Pile (C)	Wines	Wines
Local Beer & Cider Display (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer	Beer
Beer Excitement Zone D	Beer	RTD
Beer Excitement Zone C	RTD	Beer
Spirits Cold Room	Spirits	
Spirited Picks	Spirits	Spirits
Front End Merchandiser 1	Spirits Impulse	Spirits Impulse
Front End Merchandiser 2	Wines Impulse	Wines Impulse
Front End Merchandiser 3	Spirits Impulse	Spirits Impulse
RTD Impulse Risers (1-4)	RTD with BAP	RTD with BAP
Pop Up Shops	Spirits (tied to Entertaining Package)	Spirits

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
Flagship Spotlight	All categories eligible	All categories eligible
Digital Display EA Package	All categories eligible	All categories eligible
Aeroplan Promotion(s)*	TBC	TBC

*Please visit doingbusinesswithlcbo.com for additional Aeroplan activity.

DISPLAY	END AISLE PRODUCT FOCUS	
	Period 9	Period 10
End Aisle 2	Flighted A/B: Spirits	Flighted A/B: Spirits
End Aisle 3	Flighted A/B: Wines	Flighted A/B: Wines
End Aisle 4	Flighted A/B: Spirits	Flighted A/B: Spirits
End Aisle 5	Flighted A/B: Wines	Flighted A/B: Wines
End Aisle 6	Flighted A/B: Spirits	Flighted A/B: Spirits
End Aisle 7	Flighted A/B: Wines	Flighted A/B: Wines
End Aisle 8	Flighted A/B: Spirits	Flighted A/B: Spirits
End Aisle 9	Flighted A/B: Spirits	Flighted A/B: Spirits
End Aisle 11	Spirits	Spirits
End Aisle 12	Spirits	Spirits
End Aisle 13	Spirits	Spirits
End Aisle 14	Spirits	Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Spirits	Spirits
End Aisle 17	Wines	Wines
End Aisle 18	Spirits	Spirits
End Aisle 19	Spirits	Spirits
End Aisle 20	Spirits	Spirits
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)	Vintages Essentials on offer (LTO/BAP)
Discovery End Aisle (EA W5)	Theme: TBD	Theme: TBD

Winter Summary

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
Feature Fixture A	Spirits		
Feature Fixture B (New & Seasonal)	Spirits		
Cocktail Feature End (EA 1)	Spirits		
Entrance Table	Spirits		
Spirits Gifting Display	Spirits		
Wines Gifting Display	Low-Alc/De-Alc Wines		
Front Nesting Table	Spirits		
Middle Nesting Table	Low Sugar Wines		
Beer Block Pile (A)	Beer		
RTD Block Pile (B)	RTD		
Wines/BCRTD Loyalty Block Pile (C)	RTD		
Local Beer & Cider Display (EA 10)	Beer		
Block Pile D Activation Area	Spirits		
Beer Excitement Zone A	Beer		
Beer Excitement Zone D	Beer		
Beer Excitement Zone C	RTD		
Spirits Cold Room	Spirits		
Spirited Picks	Spirits		
Front End Merchandiser 1	Spirits Impulse		
Front End Merchandiser 2	Wines Impulse		
Front End Merchandiser 3	Spirits Impulse		
RTD Impulse Risers (1-4)	RTD with BAP		
Pop Up Shops	All categories eligible		

Information on Periods 12 & 13 will be shared at a later date.

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
Flagship Spotlight	All categories eligible		
Digital Display EA Package	All categories eligible		
Aeroplan Promotion(s)*	TBC	TBC	

*Please visit doingbusinesswithlcbo.com for additional Aeroplan activity.

DISPLAY	END AISLE PRODUCT FOCUS		
	Period 11	Period 12	Period 13
End Aisle 2	Spirits		
End Aisle 3	Wines		
End Aisle 4	Spirits		
End Aisle 5	Wines		
End Aisle 6	Spirits		
End Aisle 7	Spirits		
End Aisle 8	Spirits		
End Aisle 9	Spirits		
End Aisle 11	Spirits		
End Aisle 12	Spirits		
End Aisle 13	Spirits		
End Aisle 14	Wines		
End Aisle 15	Spirits		
End Aisle 16	Spirits		
End Aisle 17	Wines		
End Aisle 18	Spirits		
End Aisle 19	Spirits		
End Aisle 20	Spirits		
Vintages End Aisle (EA VL1)	Vintages Essentials on offer (LTO/BAP)		
Discovery End Aisle (EA W5)	Theme: TBD		

FOOD&DRINK Opportunities For FY2026-27

A reminder that *Food & Drink* is now working with a new advertising sales agency, **Finally Content**. To request a 2026 Media Kit and connect with our new sales team, please contact Laura Maurice, laura.maurice@finallycontent.com

Your Print & Digital Media Partner

We have flexible advertising options to build awareness and purchase intent for your product or brand, including:

Run of Press Advertising

Showcase your product or brand to an engaged audience in our print and digital editions

Advertorial, Custom & Integrated Content

We can help you create engaging, custom quality content to strategically present your products in a unique context.

Digital Packages!

Extend the reach and impact of in-magazine advertising with one of our digital packages across web, e-newsletter and social media.

Publishing Schedule for 2026

Summer 2026 (Period 4): *Ad closing Apr. 24, Material due May 8*

In-store & Online June 24

Themes: Outdoor Living • Eating in Season • Effortless Entertaining and Product Solutions

Packed with ideas that celebrate the dog days of summer. Think: Grilling and chilling, laid back entertaining, easy recipes, summer staples and twists on seasonal classics.

Autumn 2026 (Period 7): *Ad closing July 10, Material due July 24*

In-store & Online Sept. 9

Themes: Focus on Local • Fall Harvest • Cozy Gatherings

An ode to all things local. Highly seasonal ingredients, classic flavours, local products and recipes that celebrate the harvest. It's everything we crave when that first chill is in the air.

Holiday 2026 (Period 9): *Ad closing Sept. 4, Material due Sept. 18*

In-store & Online Nov. 4

Our largest, most popular issue of the year goes all-out celebrating a diverse range of traditional and informal occasions, with an emphasis on gifting, pairings and seasonal recipes.

For more information, please contact our ad sales team at Finally Content to discuss the right advertising solution for you.

Laura Maurice

laura.maurice@finallycontent.com

Display Opportunities Overview

Key Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Feature Fixture A	Excel Applied	Holiday Gifts (Not Sold)	Holiday Gifts (Not Sold)	Spirits	162	15-30	P11: \$2,800 / SKU	
Feature Fixture B (New & Seasonal)	Excel Applied	Holiday Gifts (Not Sold)	Holiday Gifts (Not Sold)	Spirits	139	10-20	P11: \$2,400 / SKU	
Cocktail Feature End (EA 1)	Excel Applied	Spirits	Spirits	Spirits	388	2-4 (including VAs)	P9: \$110,000 (Prem: \$46,750 / Stand: \$63,250) P10: \$160,000 (Prem: \$68,000 / Stand: \$92,000) P11: \$88,000 (Prem: \$38,400 / Stand: \$50,600)	Paid Product Placement + Branded Collection Page – 30 Employee Led @ 10 locations
Entrance Table	Excel Applied	Spirits	Spirits	Spirits	184	1-4	P9 & P11: \$250 / store P10: \$350 / store	LCBO.com Paid Product Placement
Spirits Gifting Display	MPTS Code: MT	Spirits	Spirits	Spirits	283	9-12	\$10,250 / SKU	Placement in Gifting focused Digital Campaign
Wines Gifting Display	MPTS Code: MT	Wines	Wines	Low-Alc/De-Alc Wines	283	9-12	\$10,250 / SKU	Placement in Gifting focused Digital Campaign
Front Nesting Table	Excel Applied	Flight A: Spirits (tied to Entertaining Package) Flight B: Spirits for Entertaining	Flight A: Spirits (tied to Entertaining Package) Flight B: Spirits for Gifting	Spirits	129	8-12 (including VAs)	P9: Tied to Entertaining Package P10: \$155,000 (Prem: \$95,000 / Stand: \$60,000) P11: \$110,000 (Prem: \$68,000 / Stand: \$43,000)	Branded Collection Page – 60 Employee Led @ 20 locations
Middle Nesting Table	Excel Applied	Wines for Entertaining	Wines for Gifting (Essentials)	Low Sugar Wines	142	12	P9: Tied to Entertaining Package P10: \$10,900 (Prem: \$6,550 / Stand: \$4,350) P11: \$7,250 (Prem: \$4,350 / Stand: \$2,900)	Branded Collection Page – (Food & Drink Ad in Period 9).
(All fees are per SKU)								

Beer, Cider & RTD Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Beer Block Pile (A)	Excel Applied	Beer	Beer	Beer	170	2-8	\$500 / store (divided by the # products)	Digital Flyer inclusion
RTD Block Pile (B)	Excel Applied	RTD	RTD	RTD	186	2-8	\$500 / store (divided by the # products)	Digital Flyer inclusion
Local Beer & Cider Display (EA 10)	MPTS Code: MT	Beer	Beer	Beer	49	3-9	\$6,570 / SKU	LCBO.com Paid Product Placement
Excitement Zone A	MPTS Code: EZA	Beer	Beer	Beer	139	2-3	P9 & P11: \$250 / store P10: \$350 / store	Digital Flyer inclusion
Excitement Zone C	MPTS Code: EZH	Beer	RTD	RTD	215	2-3	P9 & P11: \$250 / store P10: \$350 / store	Digital Flyer inclusion
Excitement Zone D	MPTS Code: EZD	RTD	Beer	Beer	215	2-3	P9 & P11: \$250 / store P10: \$350 / store	Digital Flyer inclusion

Block Pile & Supplier Merchandiser Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Wines BCRTD Loyalty Block Pile (C)	Excel Applied	Wines	Wines	RTD	166	1-6	\$500 / store (divided by the # products)	Digital Flyer inclusion
Supplier Merchandiser Display (Block Pile D)	Excel Applied	Spirits	Spirits	Spirits	212	2-8	P9 & P10: \$700/ store P11: \$600/store	
Super Sale (See page 13 for Super Sale Dates)	MTPS Code: SSL	Open to all Categories	Open to all Categories	Open to all Categories	In-Section: All Block Pile: 128	Up to 12	In-Section & Block Pile : \$5,000 / SKU In-Section Only: \$2,000 / SKU	Digital Flyer inclusion & through LCBO.com & LCBO owned communication channels

Wines & Vintages Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Wines Flex Space A	Excel Applied	Sparkling/ Rosé	Sparkling/ Rosé	Sparkling/ Rosé	86	9	P9 & P11: \$8,500 (divided between the # of SKUs) P10: \$11,000 (divided between the # of SKUs)	
Wines Flex Space B-F	Excel Applied	Wines	Wines	Wines	70	9	P9 & P11: \$8,500 (divided between the # of SKUs) P10: \$11,000 (divided between the # of SKUs)	
Wine Fridge	MTPS Code: WFP	Wines	Wines	Wines	Up to 520		Refer to DBWL	
VQA Our Buyer's Pick	MTPS Code: OWS	VQA Wines	VQA Wines	VQA Wines	314	2		
Vintages Essentials on Offer EA	MTPS: EA-VL1	Essential with LTO/BAP Offer	Essential with LTO/BAP Offer	Essential with LTO/BAP Offer	181	2	P9: \$62 / SKU per Store* P10: \$75 / SKU per Store* P11: \$51 / SKU per Store* (*plus an LTO or Aeroplan Bonus Offer)	LCBO.com Paid Product Placement & Digital Flyer inclusion

Spirits Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Spirits Cold Room	Excel Applied	Spirits	Spirits	Spirits	117	3-6	\$52,000 / Season (divided between the # of SKUs)	
Spirited Picks	MTPS Code: CE1	Spirits	Spirits	Spirits	235	2	P9: \$65 / store P10: \$80 / store P11: \$55 / store	Digital Screens display

Flagship Store Displays

DISPLAY	MTPS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Flagship Spotlight ++	Excel Applied	Open to all Categories	Open to all Categories	Open to all Categories	8	10-16	P9 & P11: \$52,400 P10: \$62,880	Branded Collection Page
Pop-Up Shop	Excel Applied	Spirits (tied to Entertaining Package)	Spirits (tied to Entertaining Package)	Open to all Categories	9	1 Brand/ Portfolio: 4-16 SKUs	P9: Tied to Entertaining Package P10: \$80,000 P11: \$50,000	Digital Screen display
Flagship Digital Screens EA	Excel Applied	Open to all Categories	Open to all Categories	Open to all Categories	13	1-3	P9: \$55,000 P10: \$60,000 P11: \$45,000	Digital Screen display

Shelf Extenders

DISPLAY	MTPS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Regular Shelf Extenders	MTPS Code: SE	All Categories	All Categories	All Categories	Up to 336	1	P9 & P11: \$90 / store P10: \$120 / store	
Discovery Shelf Extenders - Spirits	MTPS Code: SE	Spirits	Spirits	Spirits	23	1	P9 & P11: \$90 / store P10: \$120 / store	
Discovery Shelf Extenders - Wines	MTPS Code: SE	Wines	Wines	Wines	43	1	P9 & P11: \$90 / store P10: \$120 / store	
Discovery Shelf Extenders - Beer	MTPS Code: SE	Beer	Beer	Beer	31	1	P9 & P11: \$90 / store P10: \$120 / store	
Green Shelf Extenders	MTPS Code: SE	All Categories	All Categories	All Categories	36	1	P9 & P11: \$90 / store P10: \$120 / store	
Community Shelf Extenders	MTPS Code: SE	All Categories	All Categories	All Categories	Up to 256	1	P9 & P11: \$60 / store P10: \$75 / store	

Impulse Displays

DISPLAY	MPTS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES*	# OF SKUS	COST**	ADS / DIGITAL / LCBO.COM
Spirits Front End Merchandiser 1, & 3	MTPS Codes: FEM1 / FEM3	Spirits Small Format Impulse	Spirits Small Format Impulse	Spirits Small Format Impulse	127 / 62	Up to 2 ea	P9: \$60 /store /SKU P10: \$75 /store /SKU P11: \$50 /store /SKU	
Wines Front End Merchandiser 2	MTPS Code: FEM2	Wines Small Format Impulse	Wines Small Format Impulse	Wines Small Format Impulse	98	Up to 2	P9: \$60 /store /SKU P10: \$75 /store /SKU P11: \$50 /store /SKU	
Top Picks (RTD Impulse)	MPTS CODES: CE3, CE4, CE5 & CE6	RTD	RTD	RTD	Up to 176	1 ea	P9: \$65 / store P10: \$80 / store P11: \$55 / store (plus Aeroplan Bonus Offers)	

Ecommerce Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P9 - P11 PRODUCT FOCUS	COST**	ADS / DIGITAL / LCBO.COM
Branded Collection Page	Excel	Open to all Categories	Included in the cost for the following displays: Cocktail Of The Month (EA1), Front Nesting Table, Middle Nesting Table, Flagship Spotlight. <i>Please contact your category partner directly for stand-alone opportunities.</i>	A branded collection page on LCBO.com
Value-Adds with Purchase	Excel	Open to all Categories	In addition to the value-add itself, participating suppliers are responsible for shipping costs to send value-adds to Trillium LCBO Warehouse at 205 Speirs Giffen Ave., Caledon, ON.	Feature placement on LCBO.com
Paid Product Placement	Included with primary display application	Open to all Categories	This opportunity is built into the following display programs every period and is included in their price: Vintages Essentials on Offer End Aisle, Entrance Table, Cocktail of the Month (EA 1), Local Beer & Cider Display (EA 10) and Top Picks (RTD Impulse Display).	Sponsored product placement on relevant pages on LCBO.com.
Free Shipping	Excel	Open to all Categories	The agent/supplier will be invoiced \$11.95 + tax for each qualifying order shipped as part of the Free Shipping promotion.	Feature placement on LCBO.com
Digital Gift Card Value-Add	Excel	Open to all Categories	The agent/supplier will be invoiced for the total dollar value of all LCBO Digital Gift Cards activated for qualifying orders	Feature placement on LCBO.com

Gifting Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P9 - P11 PRODUCT FOCUS	COST**
Promotional Coupons	Excel	Open to all categories	The agent/supplier will be charged back for the total retail value of all Promotional Coupons redeemed. Promotional Coupons are subject to a five percent administration fee charged on the retail value of every Promotional Coupon redeemed. H.S.T. is also applied to the total administration fee. The manufacturer covers all costs associated with redemption of Promotional Coupons at their full retail value.
LCBO Gift Packaging, Cards, Mixers & Accessories As Value-Adds	Excel	Open to all categories	Cost of Gift Packaging, Gift Card Mixers and/or Accessories.

In-Store Events & Tasting Opportunities

PROGRAM	MPTS CODE / EXCEL APPLIED	P9 - P11 PRODUCT FOCUS	COST**
LCBO Employee Led Tastings	https://www.lcbonet.com	Open to all categories	\$325/tasting plus product used invoiced at landed cost Includes Donation to the Spirit of Sustainability Program.
Enhanced Tasting Events	+ Application Form Site	Open to all categories	\$100/Enhanced Tasting and will be invoiced at the end of the period along with the cost of the product used at landed cost.
Store 10 Growler Station Enhanced Tasting	+ Application Form Site	Open to all categories	\$100/Enhanced Tasting and will be invoiced at the end of the period along with the cost of the product used at landed cost.

NOTES:

*Number of stores subject to change. Please refer to doingbusinesswithlcbo.com for Participating Store list by Period.

**Costs listed are valid for FY27 Periods 5-6 only.

+FY27 Super Sale Dates:

- P1 (Easter) - April 1 - April 7, 2026
- P2 (Victoria Day) - May 13 - May 19, 2026
- P3 - n/a
- P4 (Canada Day) - June 24 - June 30, 2026
- P5 (Civic Holiday) - July 29 - August 4, 2026
- P6 (Labour Day) - September 2 - 8, 2026
- P7 /P8 (Thanksgiving) - October 7 - 13, 2026
- P9/P10 (Black Friday/Cyber Monday) - November 25 - December 1, 2026
- P11 - January 13 - 19, 2027

++Flagship Spotlight

Possibility to leverage Supplier creative (printed by LCBO). Please contact your category partner for details.

End Aisles

- End Aisles 2-4 are Excel Applied and may accommodate Near-Pack Value-Add Merchandisers (with LCBO approval)
- End Aisles 5-9 and 11-20 are MTPS Applied (use MTPS Code: EA)
- End Aisles 2-9 and 11-20 include placement in the [Digital Flyer](#) with LTOs or Aeroplan Bonus Points
- All End Aisles will accommodate 2-6 SKUs
- End Aisles are available at the following rates: P9: \$250/store | P10: \$350/store | P11: \$200/store

DISPLAY	MTPS CODE / EXCEL APPLIED	P9 PRODUCT FOCUS	P10 PRODUCT FOCUS	P11 PRODUCT FOCUS	# OF STORES
End Aisle 2	Excel Applied	Flighted A/B: Spirits	Flighted A/B: Spirits	Spirits	388
End Aisle 3	Excel Applied	Flighted A/B: Wines	Flighted A/B: Wines	Wines	388
End Aisle 4	Excel Applied	Flighted A/B: Spirits	Flighted A/B: Spirits	Spirits	314
End Aisle 5	MTPS Code: EA	Flighted A/B: Wines	Flighted A/B: Wines	Wines	314
End Aisle 6	MTPS Code: EA	Flighted A/B: Spirits	Flighted A/B: Spirits	Spirits	251
End Aisle 7	MTPS Code: EA	Flighted A/B: Wines	Flighted A/B: Wines	Spirits	251
End Aisle 8	MTPS Code: EA	Flighted A/B: Spirits	Flighted A/B: Spirits	Spirits	251
End Aisle 9	MTPS Code: EA	Flighted A/B: Spirits	Flighted A/B: Spirits	Spirits	218
End Aisle 11	MTPS Code: EA	Spirits	Spirits	Spirits	100
End Aisle 12	MTPS Code: EA	Spirits	Spirits	Spirits	100
End Aisle 13	MTPS Code: EA	Spirits	Spirits	Spirits	100
End Aisle 14	MTPS Code: EA	Spirits	Spirits	Wines	100
End Aisle 15	MTPS Code: EA	Wines	Wines	Spirits	100
End Aisle 16	MTPS Code: EA	Spirits	Spirits	Spirits	21
End Aisle 17	MTPS Code: EA	Wines	Wines	Wines	21
End Aisle 18	MTPS Code: EA	Spirits	Spirits	Spirits	21
End Aisle 19	MTPS Code: EA	Spirits	Spirits	Spirits	21
End Aisle 20	MTPS Code: EA	Spirits	Spirits	Spirits	21
Discovery End Aisles	MTPS Code: EA-W5	Theme: TBD	Theme: TBD	Theme: TBD	Custom

Additional Resources Available on www.doingbusinesswithlcbo.com

Aeroplan Customer Loyalty

- [Aeroplan Promotional Calendar](#)
- [Bonus Offer Opportunities for Trade Partners](#)
- [Year Round Opportunities](#)
- [Aeroplan Program In Store Signage Components](#)
- [Aeroplan Program Online Program Components](#)

Other Resources:

- [LCBO Brand Guidelines](#)
- [Support Programs](#)
- [Supplier Asset Requirements](#)
- [Video Content Accessibility Checklist](#)
- [Supplier Merchandiser Guidelines](#)
- [Promotional Program FAQs](#)
- [Participating Store Lists & Period Workbooks](#)

How To Apply For Promotional Opportunities

There are two types of promotional opportunities - *Excel Applied* and *MPTS Applied Promotions*, and refer specifically to the type of application that we require submitted by Trade Partners in each case:

For **EXCEL APPLIED PROMOTIONS** noted in this document:

- Complete the application form, "F27 Promotional Opportunities Excel Application Form," that is found on doingbusinesswithlcbo.com.
- We expect to receive one file per supplier/agent.
- **Mock-ups for all supplier produced merchandisers and enhanced activations are also required at the time of application and should be included in the Excel Application form's Supporting Assets and Creative tab.**
- **Change the title of the document to include the applicant name (e.g. Agent or Vendor), and send the application file to promoapplications@lcbo.com. Do NOT use any special characters in the title of the file (e.g. "#" "+" "&")**

For **MPTS APPLIED PROMOTIONS** noted in this document, Trade partners can apply directly in **MPTS**

- Successful applicants will be notified per the deadlines on [page 3](#).

LCBO will consider several factors when reviewing applications, including but not limited to:

- Size of the brand and growth trend.
- LCBO benefit: Sales, up-sell potential, relevancy.
- Alignment with LCBO seasonal themes, evergreen themes, and key consumer occasions.
- Consumer benefit: Education, solution, engagement, value.
- Spirit of Sustainability information provided.

NOTE that promotional forecasts are mandatory at the time of your application for both Excel Applied and MPTS Applied opportunities. Applications without forecasts included will not be considered.