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| **PRODUCT STORY**      | **PRODUCT IMAGE** | **PRODUCT FEATURES & BENEFITS**      |
| **TASTE PROFILE**       | **WHAT’S YOUR OCCASION?**      |
| **PRODUCT NAME**      |
| **SERVING SUGGESTIONS**       | **IN-STORE PLACEMENT**      |
| **SERVING SUGGESTION RECIPE**      | LCBO# / PRICE       | **IN-STORE PROMOTION**      |
| **DID YOU KNOW?**      |
| StyleDescriptor | Size | /Cs | Alcohol | Sugar  |
|       |      mL |       |      % |       |
| Trade/Agency |       |
| Contact |       |
| Supplying Warehouse |       |