

# Promotional Calendars 2009/10

*Planning Together to Build Our Brands Profitably*



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# Merchandising Programs 2009/10

Dear Trade Partners,

This edition of the Promotion Planning Calendar summarizes our promotion plans beginning in Period 4, 2009 and ending with Period 2, 2010.

The promotion themes are consistent with our goal to provide our customers with an engaging experience while highlighting the diverse and exciting products that we carry.

The programs' structure is a continuation of last year's plan with a few modifications to the fees, an enhanced Mini-Thematic program and a refined Pod Display program. Please refer to <http://www.lcbotrade.com> for full details.

It will be a very exciting upcoming year for us as we take our customers to a new engagement level.

We look forward to planning our promotional activities with you to grow our business together.

Yours sincerely,

A handwritten signature in black ink that reads "Bob Downey". The signature is written in a cursive, flowing style.

**Bob Downey**  
Senior Vice President,  
Sales and Marketing Division

Turn 1



### Spain & Portugal: March 29 - April 25, 2009

The chilly days of winter's end will soon be behind us, so why not give spring a head start with a selection of glorious wines from warmer climes? Welcome to the pride of Spain and Portugal, countries that brim with warmth – in weather and culture alike. With an impressive array of reds, whites, rosés and sparkling Cavas, it's time to experience what you've been missing – quality and style to make every occasion shine.

Turn 2



### Open for Summer: April 26 - May 23, 2009

Throw open the windows, turn down the heat and prepare for spring with the LCBO's Open For Summer promotion. Whether stocking the cottage or gathering friends for an early season event, you'll find everything you need to open for summer – from great wines to summer savvy spirits and an unbeatable selection of beers and ready to drink.

Turn 3



### White Spirits: May 24 - June 20, 2009

Want to know what's white hot this summer? Spirits. They're versatile, sophisticated and crowd-pleasing; ready to serve straight over ice or as the base of many a stunning cocktail. Customer interest is growing faster than you can say 'Cosmo'. Prepare to be wowed by the best products, recipes and beverage trends.

Turn 4



### Ready to Drink: June 21 - July 18, 2009

Summer is never more colourful, flavourful or full of life. It's the perfect time to discover the latest and greatest from the Ready to Drink category. New flavours, fashions and fabulous variety for everyone, everywhere from the cottage deck to urban patio. It's time to get in the swing for summer, with a coming out party for a host of new products and current crowd favourites.

Turn 5



### Beer: July 19 - August 15, 2009

With the best selection of beers from the four corners of the world to our very own Ontario doorstep, from Singapore to San Francisco and Glasgow to Guelph, you'll discover the world's best right here. Where else can you find over 340 beers from more than 40 countries? Welcome to the LCBO: your headquarters for beer.

Turn 6



### Local Restaurateurs: August 16 - September 12, 2009

A brand new promotion, Local Restaurateurs celebrates great local cuisine and wonderful beverage pairings from all categories. Taking an exciting opportunity to satisfy Ontario's growing "locavore" population, and capitalizing on increasing public interest in all things local, our journey will uncover great local recipes sourced from around the province and expertly offer the perfect match, from food-friendly beer, surprising cocktail pairings and, of course, heavenly wine matches.

Turn 7



### Ontario Wines: September 13 - October 10, 2009

Ontario never had it so good! The local wine industry's golden run continues, and winemakers and consumers alike are enjoying local produce like never before. Coupled with the runaway trend for local produce – from travel to food to furniture, the stage is truly set for another great year to be in Ontario. The promotion will continue to leverage consumer interest in buying 'local' and attracting more New World wine drinkers to the gem on our doorstep.



**Whisky: October 11 - November 7, 2009**

Nothing makes a statement like whisky. Following a series of breakthrough promotions for the category, the strategy of positioning whisky as the spirit of character, quality and outstanding versatility to new and existing audiences will continue. Spanning traditional tastes and contemporary culture, whisky basks in a unique place that captures the imagination. From the Canadian classics to Highland Scotches, whisky in all its guises will be celebrated in unmistakable fashion in one of the best category retail showcases in the world.

Turn 8



**Holiday I: Nov. 8 - 28 2009 / Holiday II: Nov. 29 - Jan. 2, 2009/10**

From premium beers from home and afar, wines red and white that'll make you the star, to inspirational spirits both classic and new, and gifting solutions made just for you. Ideas abound at the LCBO – from inspirational premium gift ideas to seasonal staples; for cocktail and dinner parties to gatherings cosy or glamorous, you'll find all you need under one roof. So deck the halls and prepare for great company and the year's best celebrations – we've got it all covered at the LCBO.

Turn 10

Turn 9



**Value All Play: January 3 - January 30, 2010**

Shake off the winter blues and enjoy great value at the LCBO! In the first promotion of its kind, a host of LTOs, BAMs and great offers will keep consumers buzzing with excitement throughout January. With products in all categories showcased, with a special focus on large formats and gift card redemption, there will be something for everyone to enjoy.

Turn 11



**Medal Winners: January 31 - February 27, 2010**

As Canada shines under the international spotlight and golden glow of the Olympic torch, what better time is there to celebrate the best of the best? Medal winning wines, beers and spirits from around the world will be summoned for a promotion that guarantees quality, pride and genuine excitement.

Turn 12



**White Wines: February 28 - March 27, 2010**

Building on the spectacular success of 2008's Wine 101 promotion, White Wines will focus solely on this wide ranging and highly popular category. Bringing straightforward and engaging information to the ready-whetted appetite of Ontario consumers just in time for summer, this promotion will see us equipped with everything we need to navigate a summer of entertaining with deliciously chilled glasses of white!

Turn 13



**Liqueurs: March 28 - April 24, 2010**

A simple splash of an exotic liqueur can be all it takes to add some red carpet glamour to a regular cocktail. But fashion isn't the only place to find these renaissance spirits. Liqueurs are as versatile as they are varied: In cocktails, as after-dinner sippers, baked into recipes and sauces or glamourizing desserts, liqueurs are a simple and instant style upgrade. This promotion will make liqueurs more accessible than ever, helping people to understand their variety and many uses.

Turn 1



**France: April 25 - May 22, 2010**

To take in the scents of lavender and herbs in Provence, to wonder at the sight of Paris by night, or bask among the rolling vineyards of Burgundy is to experience the uniqueness of a life like no other. France is more than a country, and its wines are more than the product of its legendary vines. The limelight shines on France and its wonderful wines, spirits and liqueurs. Vive la France!

Turn 2

FISCAL YEAR 2010/11

		PT 1: Spain & Portugal				PT 2: Open for Summer				PT 3: White Spirits			
		March 29 - April 25				April 26 - May 23				May 24 - June 20			
Programs		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Display Programs	Hero Display	Spanish/Portuguese Wine				Ready to Drink				Spirits			
	Pod Display 1	Spanish/Portuguese Wine				Beer & Ready to Drink				Spirits			
	Pod Display 2	Spanish/Portuguese Wine				Spirits				Spirits			
	Pod Display 3	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 1	Spanish/Portuguese Wine				Beer				Spirits			
	End Aisle 2 ☉	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 3 ☉	Spanish/Portuguese Wine				Beer				Spirits			
	End Aisle 4 ☉☉	Spanish/Portuguese Wine				Wines				Spirits			
	End Aisle 5 ☉	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 6 ☉	Spanish/Portuguese Wine				Ready to Drink				Spirits			
	End Aisle 7	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 8 ☉	Spanish/Portuguese Wine				Beer				Spirits			
	End Aisle 9 ☉	Spanish/Portuguese Wine				Ready to Drink				Spirits			
	End Aisle 10	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 11	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 12 ☉	Spanish/Portuguese Wine				Ready to Drink				Spirits			
	End Aisle 13	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 14	Spanish/Portuguese Wine				Spirits				Spirits			
	End Aisle 15	Spanish/Portuguese Wine				Ready to Drink				Spirits			
	End Aisle 16	Spanish/Portuguese Wine				Spirits				Spirits			
End Aisle 17	Spanish/Portuguese Wine				Ready to Drink				Spirits				
End Aisle 18	Spanish/Portuguese Wine				Spirits				Spirits				
End Aisle 19	Spanish/Portuguese Wine				Beer				Spirits				
End Aisle 20	Spanish/Portuguese Wine				Spirits				Spirits				
Shelf Extenders	Regular Shelf Extenders	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
	Discovery Shelf Extenders	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
	Community Shelf Extenders	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
Mini-Thematics	Spirits	Spirits				New Flavours				Special Occasions			
	Wines									Special Occasions			
	Beer & Special Markets					Ready to Drink				Special Occasions			
Special Promotions	Tactical Occasions		Easter					Mother's Day	Victoria Day				Father's Day
	Seasonal Blockpile				Beer & Special Markets								
	Multi-Cultural Events				Passover								
Advertising	FOOD & DRINK Magazine					Early Summer Issue In store: April 29							
	Newspaper Free Standing Insert (FSI)	Spain & Portugal	Easter			Open For Summer				White Spirits	Father's Day		
	Radio	LCBO will advertise on this media. There will be no sold opportunities.											

☉ = Solution End Aisles ☉ = also in Community Stores

PT 4: Ready to Drink				PT 5: Beer				PT 6: Local Restaurateurs				PT 7: Ontario Wines			
June 21 - July 18				July 19 - August 15				August 16 - September 12				September 13 - October 10			
Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Wines				Ontario Wines			
Ready to Drink				Beer				Wines				Ontario Wines			
Ready to Drink				Beer				Beer				Ontario Wines			
Ready to Drink				Beer				European Wines				Ontario Wines			
Ready to Drink				Beer				New World Wines				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Ontario Wines				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Ready to Drink				Ontario Wines			
Ready to Drink				Beer				New World Wines				Ontario Wines			
Ready to Drink				Beer				European Wines				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				New World Wines				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				New World Wines				Ontario Wines			
Ready to Drink				Beer				Spirits				Ontario Wines			
Ready to Drink				Beer				Ontario Wines				Ontario Wines			
Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.															
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VQA				Gin				Rum				Ontario Beers			
	Canada Day					Civic Holiday				Labour Day					
Beer & Special Markets															
				Caribana								Rosh Hashanah	Yom Kippur		
Summer Issue In store: June 24												Autumn Issue In store: September 9			
Ready to Drink				Beer				Local Restaurateurs				Ontario Wines			Thanksgiving
LCBO will advertise on this media. There will be no sold opportunities.															

		PT 8: Whisky				PT 9: Holiday I			PT 10: Holiday II				
		October 11 - November 7				November 8 - 28			November 29 - January 2				
Programs		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 1	Week 2	Week 3	Week 4	Week 5
Display Programs	Hero Display	Spirits				New World Wines			Spirits				
	Pod Display 1	Spirits				-			-				
	Pod Display 2	Spirits				-			-				
	Pod Display 3	Spirits				-			-				
	End Aisle 1	Spirits				European Wines			Spirits				
	End Aisle 2 ☉	Spirits				Ontario Wines			Spirits				
	End Aisle 3 ☉	Spirits				New World Wines			Spirits				
	End Aisle 4 ☉☉	Spirits				Spirits			Spirits				
	End Aisle 5 ☉	Spirits				Spirits			Spirits				
	End Aisle 6 ☉	Spirits				European Wines			Spirits				
	End Aisle 7	Spirits				Ready to Drink			Spirits				
	End Aisle 8 ☉	Spirits				Spirits			Spirits				
	End Aisle 9 ☉	Spirits				New World Wines			Ontario Wines				
	End Aisle 10	Spirits				Spirits			Ontario Wines				
	End Aisle 11	Spirits				European Wines			Spirits				
	End Aisle 12 ☉	Spirits				New World Wines			New World Wines				
	End Aisle 13	Spirits				Spirits			Beer				
	End Aisle 14	Spirits				Spirits			Beer				
	End Aisle 15	Spirits				New World Wines			Ontario Wines				
	End Aisle 16	Spirits				Ontario Wines			Ready to Drink				
End Aisle 17	Spirits				Spirits			Spirits					
End Aisle 18	Spirits				European Wines			Spirits					
End Aisle 19	Spirits				Ontario Wines			European Wines					
End Aisle 20	Spirits				Beer			European Wines					
Shelf Extenders	Regular	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
	Discovery	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
	Community	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
Category In-Section	Spirits					Cognac/Brandy							
	Wines	Bordeaux											
	Beer & Special Markets	Ciders				Ultra Premium Beer							
Special Promotions	Tactical Occasions	Thanks-Giving				Nouveau						Christmas	New Year's
	Seasonal Blockpile	B&SM (continued)				Holiday Gifts							
	Multi-Cultural Events												
Advertising	FOOD & DRINK Magazine					Holiday Issue In store: November 11							
	Newspaper Free Standing Insert (FSI)	Whisky				Holiday Gift Catalogue	Holiday Entertaining Guide			Holiday Dinner	New Year's Eve		
	Radio	LCBO will advertise on this media. There will be no sold opportunities.											

☉ = Solution End Aisles ☉ = also in Community Stores

PT 11: Value All Play				PT 12: Medal Winners				PT 13: White Wines			
January 3 - January 30				January 31 - February 27				February 28 - March 27			
Week 1	Week 2	Week 3		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
	Beer			<b>from Canada:</b> Spirits, Spirits				Ontario Wines			
	Wine			<b>from Sponsor:</b> Molson - Beer				Wines			
	Spirits			<b>from Sponsor:</b> Vincor - Wine				Wines			
	Spirits			<b>from Sponsor:</b> TBS - Spirits				Wines			
	Spirits			<b>from Spain/Portugal:</b> Wine, Wine				European Wines			
	Spirits			<b>from Germany:</b> Beer, Beer, Spirits				New World Wines			
	New World Wines			<b>from Canada:</b> Wine, RTD, Spirits				Ontario Wines			
	Ready to Drink			<b>from USA:</b> Wine, RTD, Wine				New World Wines			
	Spirits			<b>from Scotland:</b> Spirit, Spirit, Beer				European Wines			
	Ontario Wines			<b>from Canada:</b> Wine, Beer, Wine				New World Wines			
	Beer			<b>from England:</b> RTD, Beer, Spirits				European Wines			
	Spirits			<b>from Nordique Countries:</b> Beer, Spirits, Spirits				New World Wines			
	New World Wines			<b>from Ireland:</b> Beer, Spirits, Spirits				Ontario Wines			
	Spirits			<b>from Russia:</b> Beer, Spirits, Spirits				New World Wines			
	Spirits			<b>from Canada:</b> Wine, Spirits, Spirits				New World Wines			
	Beer			<b>from Italy:</b> Wine, Wine, Wine				European Wines			
	Ontario Wines			<b>from Canada:</b> Wine, Beer, Spirits				New World Wines			
	Spirits			<b>from South Africa:</b> Wine, Spirits, Spirits				Ontario Wines			
	Ready to Drink			<b>from USA:</b> Spirits, Spirits, Beer				New World Wines			
	New World Wines			<b>from Australia:</b> Wine, Wine, Wine				Ontario Wines			
	Spirits			<b>from Chile/Argentina:</b> Wine, Wine, Wine				New World Wines			
	Beer			<b>from Canada:</b> Beer, Wine, Spirits				New World Wines			
	Ontario Wines			<b>from Poland:</b> Beer, Spirits, Spirits				European Wines			
	Spirits			<b>from England:</b> Spirits, Spirits, Spirits				Ontario Wines			
Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.											
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				Southern Italy				Argentina			
					Valentine's Day						
			Robbie Burns	Chinese New Year						St Patrick's Day	
Winter Issue In store: January 13								Spring Issue In store: March 3			
	Value All Play	Super Bowl		Medal Winners				White Wines			
LCBO will advertise on this media. There will be no sold opportunities.											

		PT 1 (09/10): Liqueurs				PT 2 (09/10): France			
		March 28 - April 24				April 25 - May 22			
Programs		Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
Display Programs	Hero Display	Spirits				Wines			
	Pod Display 1	Spirits				Ready to Drink			
	Pod Display 2	Spirits				Wines			
	Pod Display 3	Spirits				Wines			
	End Aisle 1	Spirits				Wine			
	End Aisle 2 ☉	Spirits				Spirits			
	End Aisle 3 ☉	Spirits				Wines			
	End Aisle 4 ☉☉	Spirits				Wines			
	End Aisle 5 ☉	Spirits				Wines			
	End Aisle 6 ☉	Spirits				Wines			
	End Aisle 7	Spirits				Spirits			
	End Aisle 8 ☉	Spirits				Wines			
	End Aisle 9 ☉	Spirits				Spirits			
	End Aisle 10	Spirits				Wines			
	End Aisle 11	Spirits				Wines			
	End Aisle 12 ☉	Spirits				Wines			
	End Aisle 13	Spirits				Wines			
	End Aisle 14	Spirits				Beer			
	End Aisle 15	Spirits				Wines			
	End Aisle 16	Spirits				Wines			
End Aisle 17	Spirits				Wines				
End Aisle 18	Spirits				Wines				
End Aisle 19	Spirits				Spirits				
End Aisle 20	Spirits				Wines				
Shelf Extenders	Regular	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.							
	Discovery	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.							
	Community	Refer to <a href="http://www.lcbotrade.com">http://www.lcbotrade.com</a> for opportunities in store.							
Category In-Section	Spirits	Tequila							
	Wines								
	Beer & Special Markets					New Ready-to-Drink			
Special Promotions	Tactical Occasions	Easter					Mother's Day		Victoria Day
	Seasonal Blockpile				Beers & Special Markets				
	Multi-Cultural Events				Passover				
Advertising	FOOD & DRINK Magazine					Early Summer In store: April 28			
	Newspaper Free Standing Insert (FSI)	Liqueurs	Easter			France			
	Radio	LCBO will advertise on this media. There will be no sold opportunities.							

☉ = Solution End Aisles ☉ = also in Community Stores

Promotional Fee	
Category Specific Promotional Turns	\$265 / SKU

Hero Display	
Regular Price	\$190
Promotional Turn 10	\$242
Promotional Turn 11	\$168

Pod Displays	
New/Hot/Premium Pod	\$17,400
Advertising fee for one product per pod + 1 mandatory tasting/participating store	\$8,900

End Aisle Displays	
Regular Price	\$165
Promotional Turn 10	\$231
Promotional Turn 11	\$144
Community Stores	\$82

Shelf Extenders	
Regular	\$55
Discovery	\$55
Community	\$40

Mini Thematics	
A specific implementation plan and cost structure will be presented by Category Managers in September 2008, prior to the program's application deadline.	Per Turn

Discover Our Community	
Price per store	\$40
Fee may be waived in C&D stores if a donation to the charity tied to the community event is part of the promotion.	

Brand Hi Lites Column	
Option 1: Seven Stores	\$12,000
Option 2: Seven Stores	\$12,000
Option 3: Seven Stores	\$12,000
Option 4: Seven Stores	\$12,000
Option 5: Seven Stores	\$10,500
Option 6: Two Stores	\$3,000
Option 7: One Store	\$1,600
Option 8: One Store	\$1,600

Bonus AIR MILES® Reward Program	
Per Bonus AIR MILES® Reward Mile	\$0.30
Pre-printed shelf talker flat rate	\$525

Limited Time Offer Shelf Talkers	
Flat Rate per product	\$525

New Product Shelf Talkers	
Mandatory flat rate per product	\$550

IMAGE Shelf Talker Program	
Flat rate per product, per Turn	\$550

Contests (On-shelf)	
Ballots or On-Pack	Flat Rate \$800

Vouchers	
5% administration fee + cost of the product + GST	

Necktag Program	
Per Case*	\$4.00
*No fee for charitable donation Necktags	

Tasting Program (including Pod Display tastings)	
Bar rental fee ( per day, per store)	\$17.25 (+GST & PST)
LCBO hosted tasting ( per day, per store)	\$159 (+GST)
Flat Rate charge per tasting event*	\$9.00
*donated to charity	

Special Events Program	
Per event host*	\$9.00
*donated to charity	

Advertising FSI	
Premium FSI	Per Product \$8,900
Value FSI	\$3,500

FOOD & DRINK Magazine	
Rate card available from Sales Representatives	

For complete details on all LCBO merchandising programs and the Merchandising Promotions Tracking System please visit:

<http://www.lcbotrade.com>

Direct inquiries to the appropriate Category at:

Spirits:	(416) 365-5893 or (416) 365-5896
Wines	(416) 365-5874
Beers, Ready to Drink & Accessories:	(416) 365-5891 or (416) 864-2425



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30% POST-CONSUMER WASTE