Colio ESTATE WINES

# PT7 2015 FEATURE PRODUCTS

## SEPT. 13 - OCT. 10 – WINES OF ONTARIO

### SHOPPING GUIDE
Lily Sparkling VQA (418657)

The Shopping guide features all the key programs taking place this promotional turn by way of product highlights.

This includes features on the Deal of the Month product, End Aisle products, a food and drink pairing (as part of the Let's Get Together occasion feature), local products, LTO and BAM offers and much more.

Reg: $16.95

### END AISLE +BAM +BBAM
Girls' Night Out Peach Raspberry Rumba (411553), Tropical Tango 1.5L (214056), Sangria (371872)

Reg: $8.95 Reg: $12.95 Reg: $12.95

**END AISLE 12 (49 STORES)**

**STORES:**
19, 23, 27, 31, 34, 62, 68, 145, 171, 179, 182, 185, 195, 200, 201, 209, 228, 244, 263, 265, 351, 362, 383, 394, 416, 428, 444, 452, 453, 470, 491, 494, 505, 536, 546, 584, 601, 602, 605, 609, 617, 623, 627, 629, 631, 634, 652, 698, 703

**+ BBAM + BAM**
- Purchase any 2 of the 3 SKUs and receive 18 Airmiles
- Purchase any 1 and receive 4 Airmiles

### VALUE ADD
Bricklayer's Pinot Grigio-Chardonnay VQA (371567)

Bricklayer's Pinot Grigio-Chardonnay Reg: $13.95

**ONTARIO-WIDE**

### FRONT END MERCHANDISER
Girls' Night Out Pinot-Grigio Riesling VQA (396598)

**FEM SOLD SPACE PROGRAM**
The Front End Merchandiser program (FEM) has proven to generate incremental sales, create consistency across the stores, and encourage customers to discover new products. This is a sold program and participation is mandatory. Signage will be shipped by LCBO to participating stores each Period.

Stores are required to use 3 shelves plus the plinth/base (i.e. The featured products should waterfall on 3 shelves). The top shelf is used to display the box sign provided.

Reg: $12.95

**SIGNAGE COMPONENTS**
- Pre-printed Shelf Talker (2 versions, 4 pieces)
- Box Sign

**STORES:**
1, 4, 5, 10, 11, 12, 14, 17, 18, 19, 20, 21, 23, 24, 26, 31, 33, 35, 36, 38, 41, 50, 51, 55, 58, 59, 63, 64, 65, 68, 70, 74, 79, 80, 82, 86, 90, 93, 95, 97, 101, 102, 106, 115, 130, 140, 143, 148, 149, 153, 154, 156, 164, 165, 185, 186, 188, 190, 192, 195, 198, 200, 201, 207, 209, 210, 211, 216, 217, 218, 221, 226, 227, 228, 233, 243, 248, 249, 250, 252, 253, 263, 270, 278, 279, 288, 295, 298, 300, 311, 312, 321, 325, 326, 334, 343, 344, 346, 351, 353, 359, 360, 362, 366, 371, 373, 378, 381, 382, 383, 384, 385, 386, 387, 391, 392, 397, 400, 401, 404, 415, 420, 427, 428, 431, 432, 434, 437, 438, 443, 444, 445, 452, 453, 456, 457, 459, 465, 481, 485, 486, 490, 491, 494, 495, 500, 501, 521, 522, 523, 528, 533, 540, 542, 544, 545, 549, 551, 554, 555, 556, 563, 564, 572, 573, 580, 587, 590, 593, 602, 605, 609, 617, 624, 627, 629, 630, 631, 633, 632, 640, 641, 643, 649, 652, 653, 655, 658, 694, 699, 741

**BONUS PROGRAMMING** (with Girls' Night Out Merlot VQA (89847)

**TASTINGS:**
21, 22, 23, 41, 63, 153, 154, 164, 171, 179, 212, 217, 233, 263, 286, 346, 371, 385, 416, 417, 434, 438, 445, 490, 495, 532, 555, 568, 587, 624, 641, 658, 776

**+ BBAM**
- Purchase 2 of the same SKU and receive 10 Airmiles

Reg: $12.95

# LCBO BRAND SUPPORT PROGRAMS
## 2015

## P8 OCTOBER 11 - NOVEMBER 7

| LCBO # | PRODUCT | SIZE | PROMOTION |
|---|---|---|---|
| 89821 | Girls' Night Out Chardonnay | 750 | $1 OFF LIMITED TIME OFFER |
| 470369 | Bricklayer's Predicament Late Harvest Vidal | 375 | RECIPE NECK TAG |
| 424663 | Hat Trick NHL Alumni Cabernet-Merlot | 750 | 6 BONUS AIR MILES + TASTING FOCUS |
| 306001 | Colio Dry White | 4000 | $2 OFF LIMITED TIME OFFER |
| 85464 | Colio Dry Red | 1500 | Shelf Talker |
| 175034 | Girls' Night Out Strawberry Samba | 750 | Shelf Talker |
| 400309 | Rolling Grenache Shiraz Mourvèdre | 750 | 3 BONUS AIR MILES |
| 237644 | Frisky Zebras Seductive Shiraz | 750 | Shelf Talker |
| 237685 | Frisky Zebras Sensuous Sauvignon Blanc | 750 | Shelf Talker |
| 556720 | Warsteiner Premium Verum | 500 | Shelf Talker |

## P9 NOVEMBER 8 - DECEMBER 5

| LCBO # | PRODUCT | SIZE | PROMOTION |
|---|---|---|---|
| 556720 | Warsteiner Premium Pilsener | 500 | 1 BONUS AIR MILE |
| 89862 | Girls' Night Out Rosé | 750 | End Aisle Go Local |
| 371567 | Bricklayer's Predicament Pinot Grigio-Chardonnay | 750 | Shelf Talker |
| 165308 | Colio Extra Dry White | 1500 | Shelf Talker |
| 306019 | Colio Extra Dry White | 4000 | Shelf Talker |
| 89847 | Girls' Night Out Merlot | 750 | Shelf Talker |
| 250266 | Girls' Night Out Darkberry Duet | 1500 | Shelf Talker |

Area Manager: _____

t: 905-896-8512 ext. _____ tf: 1.800.263.0802 ext. _____

For further information please contact your local Colio Estate Wines representative info@coliowinery.com

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