

LCBO

MADE IN CANADA - MAPLE LEAF LCO SIGNAGE

March 2025

Customer Experience

Overview

In order to highlight Canadian Made SKUs, bin tag underlay signage will be provided to LCO's to celebrate homegrown products.

The bin tag underlay should only be used for products that are on the list of eligible products found in the catalogue.

Key Dates

Shipping: March 19, 2025
Install: By Friday, March 21, 2025

Participating Products

- Please refer to the Product Catalogue on www.doingbusinesswithlcbo.com for the list of Canadian Products.
- Please ensure these signs are ONLY used with products on the list provided.

Signage Components & Merchandising Instructions

Components	Image
<p>Made In Canada Maple Leaf Bin Tag Underlay</p> <ul style="list-style-type: none">• Install the “Maple Leaf” bin ticket underlay in the bin tag channel to highlight Canadian Made products. <p>2” x 1.75” Re-order# 25OP-BTU01 2” x 1” Re-order# 25OP-BTU03</p>	 