

Liquor Control Board of Ontario in Alcoholic Drinks (Canada)

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Abstracts

LCBO continues to focus on store network expansion and in-store design as well as merchandising strategies to develop and showcase strong areas with further potential for growth, such as craft beer and cider, Canadian wine and other categories. In addition, the retailer continues to develop educational and promotional campaigns such as in-store whisky shops, annual whisky promotional events and annual promotional events for Canadian wine which present and promote domestic and international brand...

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