

Promotional Type Code and Description			
BP	Seasonal Block pile	LE	Loyalty Event
BPA	Seasonal Block pile A	LO	Limited Time Offer
BPB	Seasonal Block pile B	LP	Loyalty Promotion
BPC	Seasonal Block pile C	LS	Super Sale LTO
BSE	Brand Spotlight Entrance Table	LX	Loyalty Bonus Flex
BSF	Brand Spotlight Front Nesting Table	MD	Brand Spotlight Middle Nesting Table
CB	Ontario Craft Beer	MI	Mini-Thematic
CM	Cocktail of the Month	MT	Multicultural
CO	Contest	NL	New Launch
CR	Spirit Cold Room	NP	New Product Shelf talker
DC	Discover Our Community	NT	Neck tag
DS	375 ML Discretionary	NU	Nouveau
DW	Deal of Week Program (has its own Tree at stores)	OH	Others
EA	End Aisle	PD	POD
EV	Special Bundling EV	PE	Product Extender (Reg, Community, Add'l, Discovery)
EVT	Events	PF	Product Feature - Ecommerce
FD	Food and Drink	PI	Promotional Placement
FFA	Feature Fixture A	PO	Special Bundling PO
FFB	Feature Fixture B	POB	PO Based
FG	Featured Gift	PP	Ontario Wines Popular Picks
FP	BSM Fan Pack	PRF	Promotional Fee
FR	Vintages Solution Fixture	PRF	Temporary Price Reduction
FS	Free Standing Insert	PS	Premium Spirits Fixture
FSA	Flex Space #1	SA	Super Sale
FSB	Flex Space #2	SC	Shopping Cart
FSC	Flex Space #3	SE	Shelf Extender
FSD	Flex Space #4	SP1	Special Bundling SP1
FSE	Flex Space #5	SP2	Special Bundling SP2
FSF	Flex Space #6	SP3	Special Bundling SP3
FSG	Flex Space #7	SP4	Special Bundling SP4
FSH	Flex Space #8	SP5	Special Bundling SP5
FSJ	Flex Space #10	SP6	Special Bundling SP6
FSK	Flex Space #11	SR	Seasonal Rose Fixture
FSL	Flex Space #12	SS	Ontario Wines Superstars
FSM	Flex Space #13	ST	Shelf Talker
FSN	Flex Space #14	SU	Special Bundling SU
FSO	Flex Space #9	SW	Summer Winter Wine
G1	Gifting Feature 1	TC	Tactical
G2	Gifting Feature 2	TS	Tasting (Regular, Discovery, Special)
GF	Featured Gift	VA	Value Add
HG	Holiday - Fee	VC	Voucher
HO	Halo Column	VFA	Vintages Feature Fixture A
IS	Category In Section	VFB	Vintages Feature Fixture B
LB	Loyalty Bundling	VT	VQA Staff Tasting
LC	Loyalty Coupon	WF	Wine Fridge
LD	Loyalty Bundling Bonus Pair	WS	Whiskey Shop Flex Space