

Glossary of Terms

A

AGCO

Alcohol and Gaming Commission of Ontario. The regulator responsible for alcohol retail licensing and rules in Ontario.

[Learn more.](#)

Assortment

The mix of products you carry

B

Basket Size

The total value of items purchased in one transaction

Beer

Alcoholic beverage made from grains, hops, yeast, and water

C

Cider

Alcoholic beverage made from apples or other fruits

Cold Availability

Keeping beer and RTDs refrigerated and readily available for shoppers

Core Brands

High-selling, must-carry products. Reference the catalogue listed [here](#) for Molson Coors Products

Craft Beer

Beers produced by smaller breweries within Molson Coors

D

Domestic Beer

Beer brewed in Canada

F

Format

The way a product is packaged and sold (single can, 6-pack, variety pack, etc.)

Future State Modernization (FSM)

LCBO multi-year process & system update. [Learn more.](#)

I

Import

Beer brewed outside of Canada

Impulse Purchase

A product bought without prior planning

Innovation

New or limited-time products

L

LCBO

Liquor Control Board of Ontario. The wholesaler and distributor of alcohol in Ontario

License

Official approval from AGCO allowing the sales of alcohol

M

Multipack

A package containing multiple cans or bottles (12-pack, 24-pack, etc.)

N

Non-Alc

Beers with an ABV of 0.5% or lower

O

Occasion

The reason a shopper is buying (e.g. game night, visiting friends, relaxing after work)

P

Planogram

A visual guide showing how products should be arranged on shelves or in fridges to maximize sales (reach out to your sales rep for support!)

R

RTD (Ready-to-Drink)

Pre-mixed alcoholic beverages, with vodka or malt bases

S

Segmentation

Organizing products into categories such as Domestic, Premium, Craft, and RTDs to maximize sales

Single Can

An individual unit sold on its own

V

Velocity

How quickly a product sells compared to others