

# LCBO

*let's get together.*

May 25, 2015

To all Trade Councils:

## **Re: BEER Pricing Process Changes for Products listed at the LCBO and/or The Beer Store (TBS)**

### Process changes for Pricing Submissions for all Products Listed at TBS

- Effective Monday, June 1st, 2015, pricing submissions for new products or price changes to existing products must be submitted to [pricing@lcbo.com](mailto:pricing@lcbo.com). Pricing submissions sent by fax will no longer be accepted.
- All TBS product pricing submissions must be submitted on the new standard template attached.
- E-mails must include the name and contact information of the sender and should originate from the e-mail address normally used by the company for business purposes.
- The schedule for pricing implementation remains unchanged: deadline is Monday by 4pm with new pricing becoming effective two weeks later.

### Price confirmation for new Ontario products listed at the LCBO

- Part of the listing process requires brewers to submit a written confirmation of retail price. Effective immediately, price confirmations must be uploaded into NISS by using the 'upload quote' function within the Submissions tab.
- This document must be on brewery letterhead and signed indicating the name of the product, LCBO number and if it will be listed at TBS. This information is used to set up LCBO pricing and payment of deposit to the brewer if applicable. Please note, brewers are responsible for requesting pricing for TBS listings as outlined in the section above.

### Ontario Beer Pricing Calculator and User Guide

- The new tool – attached – will determine supplier wholesale case price based on a retail price. This can also be used to verify the quote per case entered into NISS for new products and the invoice amount for direct delivery beer. A user guide is included.

These tools and user guides will also be available on [doingbusinesswithlcbo.com](http://doingbusinesswithlcbo.com). If you have any questions, please contact me directly.

Thank you,



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