

# Product calls for wholesale catalogues & supporting requirements FAQ

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## General Product

**As an import or domestic supplier outside of Ontario, how do I sell a product through LCBO to retailers or other businesses in Ontario?**

To have your products listed on an LCBO catalogue for retailers and other businesses in Ontario please to [Wholesale Listings | Doing Business with LCBO](#).

**Do products first have to go through an authorized warehouse before the product can go into a grocery stores' or convenience stores' own distribution network?**

The Warehousing for Open Listing Program is for import and domestic suppliers to bring eligible products into Ontario for sale to grocery and convenience stores. These products are then listed on LCBO wholesale catalogues for retailers to purchase. The wholesale customer's order is dropshipped to the supplier who then uses their authorized warehouse to fulfill and deliver to the wholesale customers licensed location or authorized distribution centre.

**Is there such a thing as an LCBO exclusive SKU? Or will all LCBO SKUs now be available to other wholesale customers?**

If a SKU is listed in LCBO retail, it is the supplier's decision which wholesale customer group they would like to sell their product. They may choose to opt-in to all or any of our wholesale catalogues.

**Is the open call only for suppliers that want to fulfill and deliver orders directly to retailers?**

All suppliers/authorized agents of products manufactured outside of Ontario must participate in the Supplying Source Program where they will facilitate the fulfillment and delivery of orders either themselves (option for Domestic Suppliers) or work with an authorized 3PLs/warehouse. Please see more information on the Supplying Source Program at [Dropshipping & Supplying Sources | Doing Business with LCBO](#)

**Are Sake and Liqueurs up to and under 17% eligible products for the wholesale catalogue?**

Sake is permitted as an eligible product for wholesale customers. Sake must meet [eligibility requirements](#) and [minimum pricing rules](#). Liqueurs are not permitted.

## Listings

**Is there a date that the open product calls on June 1 and June 29 close or do they remain open?**

They remain open for a year and are then renewed. Product submissions are reviewed on a rolling basis. Once you have received the necessary approvals for warehousing and are an approved supplying source you can respond to our product call in our [New Item Submission System](#), which we often refer to as "NISS". You may apply at any time; there is no deadline.

**Are we permitted to submit products that are confirmed purchases by the LCBO for Vintages releases to the Open Listing Tender? Are we able to sell the same products in Vintages and Wholesale?**

Products with upcoming Vintages releases are not eligible for the open listing calls. A supplier can choose to be in Wholesale or Vintages Release program but cannot be in both simultaneously due to the limited release nature of these products. Note: The Vintages brand is also exclusive to LCBO.

**How long would an Agent/Supplier have to wait to apply to Wholesale after a Vintages release?**

There isn't a set amount of time that an agent would need to wait to apply to the Wholesale call after a Vintages release. The inventory brought in to support the Vintages release would need to be fully depleted before we could proceed with processing the Wholesale listing. The timing associated with this will vary from product to product. Once all the Vintages release stock has sold through, the agent could proceed with applying to the Wholesale product call.

**Can I get a list of contact details for LCOs should I choose to list on their product catalogue?**

For the time being, we ask that you reach out to [wholesalecatalogue@lcbo.com](mailto:wholesalecatalogue@lcbo.com) and the team will share this information with you. An LCO Directory (excluding contact details) can be found [here](#).

**Are LCBO-supplied products to wholesale customers out of scope for this open listing process?**

If your products are currently listed at LCBO and are made available to a wholesale customer, there is no change for you. These products will continue to be supplied by the LCBO.

**Are privately labeled products considered a different format or package configuration and therefore not considered eligible?**

Private label products are not eligible. LCBO reserves the right to decline any products that are identifiably the same as SKUs currently listed and continuously available through the LCBO but in a different format or packaging configuration.

**Is a supplier able to de-list their product from being LCBO supplied to wholesale customers so that they can utilize the open listing process to distribute those same products to wholesale customers?**

If an import or out of province domestic product is available in LCBO retail, then it must remain LCBO supplied to service LCBO retail stores and any wholesale customer the supplier opts in to make the product available.

**Will supplier be able to complete board to board transfers for the products added through the open listing process?**

The Open Listing Program is for import and domestic suppliers to bring eligible products into Ontario to be listed on LCBO wholesale catalogues for retailers in Ontario to purchase. The quantity of the PO should reflect the interest and demand for the products to be sold in Ontario, not other provinces.

**How long is it going to take for a new product application to be available at the shelf?**

On shelf availability timing for new products will depend on several factors. Onboarding and product set-up of new item submissions typically takes 8-12 weeks. This depends on how timely and accurate information is received from the supplier/agent. Once a purchase order is issued, inventory arrival is dependent on supplier readiness and shipping lead-time. Countries with long lead times can take several months to arrive.

**Since there is no exclusivity in Ontario, why would we have separate catalogues?**

**Should we not pivot to ONE wholesale catalogue for retail, and perhaps a unique one for licensees?**

Wholesale customers have different catalogues since not all products are eligible for sale through all channels. For instance, spirits are not eligible to be sold in grocery or

convenience stores and there are further ABV related restrictions on wine, beer, cider and RTD. Please see [LCBO Wholesale Supply and Delivery Procedures Manual.pdf](#) for further details.

**Will the Expanded Product Details Form (EPDF) submissions be necessary for all legacy products that were previously available to agencies, convenience etc?**

An EPDF is not required for active (i.e. currently listed) legacy products that are being added to a wholesale catalogue. Additional product information for all newly approved product submissions is temporarily being collected via online form (separate from NISS). This additional information will support QA regulatory reporting and enhance local product classifications, as well as capture supplier's wholesale pricing estimation.

**How do we know the status of our submissions for new wholesale set up?**

The NISS system notifies suppliers of submission status changes as it moves through the stages of product onboarding and set up. If you are unsure or have questions regarding the status of your submission, please contact [astrid.brummer@lcbo.com](mailto:astrid.brummer@lcbo.com)

**Can you submit a product proposal to each individual catalogue separately and not in all of them (ex. hospitality, LCO outlets, etc)**

Suppliers can select customer group specific catalogues they would like to make their product available. Products cannot be exclusive to a single wholesale customer within a customer group.

**It states that the Open Listing Process refers only to new products, are products that are LCBO supplied to wholesale customers out of scope for this open listing process?**

**Will the distribution of products not added to the wholesale catalogue through the Open Listing Process remain the same?**

If your products are currently listed at LCBO and is made available to wholesale customers, there is no change for you. These products will continue to be supplied by the LCBO.

**Is a supplier able to de-list their product from being LCBO supplied to wholesale customers so that they can utilize the open listing process to distribute those same products to wholesale customers?**

LCBO listed products will continue to be LCBO supplied to both LCBO wholesale and retail customers. Only new eligible wholesale exclusive products are eligible for this program. If a supplier chooses to delist an existing item from LCBO to move to wholesale exclusive they would need to meet the program requirements and re-submit through the applicable NISS call.

**If a product is available in Vintages new release/cellar collection program, can an agent/supplier submit a different vintage of the same product to wholesale channel?**

Once a product has been confirmed for purchase for an upcoming Vintages release (i.e., a PO has been issued), that product (regardless of vintage) cannot be submitted/listed in the wholesale catalogue. After the product has been released and sold through LCBO retail, it may then apply to be made available through the applicable wholesale call.

If you have an active pre-submission for a Vintages call but prefer to pursue wholesale instead, you must cancel your pre-submission to withdraw from consideration for the Vintages release program.

## **Purchase orders & payments**

**At what point is the Supplier Purchase Order placed and when and how is the supplier paid for that purchase order. How is the order quantity determined?**

POs are cut after all of the product set up is complete including product approval, vendor set up, article databasing, QA labelling reviews, inventory forecasting, and a Notice to Purchase (NTP) is issued. The quantity of the PO is determined by the authorized agent who needs to solicit wholesale customers for interest and demand for the products they represent.

The inventory is owned by the supplier or authorized agents. The LCBO purchases the product at the time that a wholesale customer orders it from LCBO's online ordering system, and it is simultaneously sold to the wholesale customer. Please visit the LCBO Wholesale Supply and Delivery Procedures Manual found at [LCBO Wholesale Supply and Delivery Procedures Manual.pdf](#) for further details on payment terms.

### **What suppliers?**

Payment terms are 30-days based on orders placed by wholesale customers. The LCBO purchases the product at the time that a wholesale customer orders it from LCBO's online ordering system, and it is simultaneously sold to the wholesale customer.

### **Does the forecast provided by authorized agents require LCBO approval?**

The LCBO encouraged authorized agents to solicit wholesale customers for interest and demand to inform the forecast for the products they represent. The LCBO will review the quantity for reasonable, but the authorized agent/supplier owns the inventory once it is received in the authorized warehouse.

### **Who is responsible for any residual product inventory?**

The inventory in the authorized warehouse is only to be removed from the warehouse if it is sold to a wholesale customer and the authorized agent is responsible for any residual inventory. The LCBO may permit product removal or transfer from the warehouse other than for fulfillment and delivery to a wholesale customer if the inventory is to be destroyed, returned to the supplier or transferred out of province. Any request to remove inventory that has not been sold to a wholesale customer must be sent in writing to the LCBO.

# Warehousing & imports

## **How did you develop the criteria for an authorized warehouse?**

The eligibility for 3PL/warehousing was established in alignment with other warehousing authorizations issued by the LCBO and are meant to ensure the facility meets a standard in inventory management, warehousing, picking, packing and shipping.

## **What is the approval process for warehousing?**

LCBO will review all 3PL applications to ensure they meet eligibility requirements which may include site visits. A list of authorized 3PLs will be shared on doing business with LCBO.

## **Will the LCBO be sharing a list of pre-approved warehouses?**

The LCBO will post a list of 3PLs/warehouses when they have been approved to be authorized for the Warehousing for Open Listings Program.

## **When will import products be cleared by the CBSA? Will 3PL warehouses need to be bonded?**

Products will be cleared through the CBSA/CARM upon arrival at point of entry or destination terminal in Canada. Yes, warehouses will have to be bonded. In order to be authorized in the Warehousing for Open Listings Program a 3PL/warehouse must hold an Excise Warehouse License issued by the Canada Revenue Agency (CRA), or for Import beer, a Customs Bonded Warehouse License issued by the Canada Border Services Agency (CBSA)

## **May a supplier in the case of domestic product or the supplier's agent for imports choose to ship products added through the open listing process through the LCBO distribution network?**

No, authorized agents and domestic suppliers must work with an authorized 3PL/warehouse to fulfill and deliver orders. A domestic supplier has the additional option of acting as their own supplying source to drop ship orders.

**In the case of imported product, must the product first go to an authorized warehouse and then to an LCBO distribution center for distribution to wholesale customers or can the product go directly to the LCBO warehouse?**

Import products are warehoused at an authorized warehouse. Wholesale customer Orders are fulfilled and delivered by the supplying source through drop shipping. The product does not need to flow through an LCBO warehouse. To understand the Supplying Source Program and drop shipping, Please visit [Dropshipping & Supplying Sources | Doing Business with LCBO](#)

## Supplying sources

**Who has to complete the SLA?**

Whoever is fulfilling and delivering the orders to wholesale customers. For details please visit, [Dropshipping & Supplying Sources | Doing Business with LCBO](#)

**Do current suppliers that sell to grocery and convenience have to complete a new SLA today?**

Yes, Ontario based supplying source must sign and return the SLA by 5:00pm May 27, 2026

**Where can current suppliers find the Service Level Agreement (SLA) and/or confirm receipt of the SLA?**

Existing supplying sources were sent the Service Level Agreement. Any questions can be sent to [wholesalecatalogue@lcbo.com](mailto:wholesalecatalogue@lcbo.com)

**Are grocers and LCOs able to order products from outside of the LCBO Gateway System? Products not currently listed with the LCBO for instance**

All grocers and LCOs must order their products from LCBO via the online ordering system or EDI. The only exception which applies to LCOs (not grocers), is the Direct Delivery

Program where authorized Ontario manufacturers may facilitate sales directly with an LCO and report back to the LCBO. For details, please visit [Direct Delivery Program | Doing Business with LCBO](#)

**Can Display Ready Pallets / Tray packs be part of the Open listing process with existing LCBO SKUs?**

LCBO reserves the right to decline any products that are identifiably the same as SKUs currently listed and continuously available through the LCBO but in a different format or packaging configuration.