

01

Wholesale pricing and other pricing updates

New cost-plus wholesale pricing structure

Current – LCBO retail minus discount:

Supplier quote

- + Federal excise tax and import duties
- + Freight

Total Landed Cost

- + Mark-up (varies by category and channel)
- + Wine levy (wine only)
- + In-store cost of service (beer only)
- + Out-of-store cost of service (beer only)
- + Volume levy
- + Environmental levy
- + COSD (import spirits, wine, cider, RTD)

Basic Price

- 10% wholesale discount
- + HST
- + Container deposit

LCBO Wholesale Price

New for Apr 1 – Cost plus:

Supplier quote

- + Federal excise tax and import duties
- + Freight

Total Landed Cost

- + LCBO wholesale mark-up (varies by category)
- + COSD (import spirits, wine, cider, RTD)

Basic Wholesale Price

- + HST
- + Container deposit

Wholesale Price

Uniform wholesale prices will apply on sales to grocery stores, convenience stores, the Beer Store, LCOs, and LCBO Retail.

Brewers may continue to set a different price for beer for hospitality licensees, as stipulated in the Early Implementation Agreement.

A warehouse handling fee of \$2.17 per case will be charged to suppliers for beer handled through LCBO warehouses, that is set to reflect LCBO's warehousing costs. The warehouse handling fee will not apply on beer that is not handled by the LCBO.

New product categories and ABV tiers

Five product categories for pricing purposes

				
Spirits	Wine	Ready-to-Drink (RTD)	Cider	Beer
0.5 to 7.1% ABV	0.5 to 7.1% ABV	0.5 to 7.1% ABV	0.5 to 7.1% ABV	Manufacturer
7.2 to 18% ABV	7.2 to 18% ABV	7.2 to 18% ABV	7.2 to 18% ABV	Microbrewer
>18% ABV	>18% ABV	>18% ABV	>18% ABV	Draught
				Non-draught

New wholesale mark-up rates / charges – April 1, 2026

Wholesale mark-up rates on sales to grocery, convenience, hospitality, LCO, The Beer Store, and LCBO retail

Spirits, Wine, RTD, Cider							
	Wholesale Mark-up Applied as percentage of the landed cost			Cost of Service Differential Applied on volume (\$ / L) after the mark-up			
	ABV ≤ 7.1%	ABV >7.1% and ≤ 18%	ABV >18%	CUSMA	EU	CPTPP	Other
Spirits	75%	80%	115%	\$0.2986	\$0.5651	\$1.7479	\$1.7479
Wine	66%	68%	70%	\$0.2616	\$0.3790	\$0.2959	\$0.6753
RTD*	35%	50%	90%	-	\$0.7028	\$0.9172	\$0.9172
Cider	20%	25%	30%	\$0.2616	\$0.3790	\$0.2959	\$0.6753

Example: Red wine from Italy

Landed cost + 68% wholesale mark-up + \$0.3790 / L COSD
= Basic Wholesale Price (before HST and deposit)

*RTDs may contain alcohol base that comes from wine, spirits, malt, cider, and/or sugar brews

New wholesale mark-up rates - Beer

Wholesale mark-up rates on sales to grocery, convenience, hospitality, LCO, The Beer Store, LCBO retail, including sales through the Direct Delivery Program

Beer Wholesale Mark-up Applied on volume (\$ / L)		
Brewery Type	Packaged Format	Draught Format
Manufacturer	\$1.18	\$0.90
Microbrewer	\$0.46	\$0.36

Example: Domestic manufacturer packaged beer

Landed cost + \$1.18 / L wholesale mark-up
= Basic Wholesale Price (before HST and deposit)

NEW - A warehouse handling fee of \$2.17 per case will be charged to suppliers only for beer handled through LCBO warehouses, set to reflect LCBO's warehousing costs

Other pricing updates – effective April 1, 2026

Changes to Minimum Retail Pricing and beer mark-ups to support quote submission process

Minimum Retail Price (MRP) Changes	Beer Basic Mark-up - Pause
<ul style="list-style-type: none">• Effective April 1, 2026, MRP for cider and wine (including wine-based RTDs) will increase under O. Reg. 750/21.• LCBO-listed products below revised MRP will be automatically adjusted for April 1, 2026.• For Period 1 2026/27 Limited Time Offers, retail will be forced to floor price where applicable; LTOs below threshold will be cancelled.• Reminder: As of April 1, 2025, MRP for all spirits (including spirit-based RTDs) was removed. MRP for beer (including malt-based RTDs) remains unchanged.	<ul style="list-style-type: none">• The Ontario government has made regulatory amendments to further pause the indexation of beer basic tax rates• As a result, LCBO will pause indexation of beer basic mark-ups scheduled for March 1, 2026. And begin annual indexation adjustments starting March 1, 2027.

Updated quote change schedule

Supplier Quotes will be accepted until **12PM on February 26** (extended from February 2) for effective date of **March 2**. These quotes are used to determine the LCBO wholesale price.

Wholesale pricing effective date is April 1, 2026.

Quote change schedule for all products except Ontario beer

Quote Submission Deadline	Quote Effective Date	Wholesale Price Change
February 26, 2026	March 2, 2026	April 1, 2026
March 30, 2026	April 27, 2026	May 25, 2026

Key change

Please note:

- Weekly Ontario Beer quotes will be accepted up until March 2 for quote and price effective date of March 16
Submissions will not be accepted for the following dates: March 9, 16, 23 and 30 due to the planned cutover
Next available submission for beer will be April 6, with quote and price effective date on April 20
- For LCBO retail pricing, period 13 prices will remain in effect until the end of Period 2 (May 25)
- All LCBO retail limited time offers will proceed as scheduled.