

LCBO

The following document provides frequently asked questions by licensee customers related to the marketplace modernization information sessions.

For more information, visit the dedicated page on doingbusinesswithlcbo.com.

General

When placing orders on updated website will there be a single combined order for LCBO, The Beer Store and Ontario supplied products, or will they remain separate?

Customers will continue to place orders for all products to LCBO. Once the order is received by the LCBO it will be split and sent to the supplying source(s). Orders will continue to be invoiced separately.

Is there inventory availability in the new system?

Out-of-stock inventory will now be identified at the cart checkout stage for LCBO-supplied products. This marks an improvement from the current process, where orders have been flowing through without verifying available inventory at LCBO. This enhancement will help prevent fulfillment issues and improve ordering accuracy.

Regarding the return process — how long is the window for returns?

The window for returns will be 48 hours starting in the new year.

When adding items to the cart on wholesale.lcbo.com, will out-of-stock products appear at the top for easier management, or will we need to go through each page to remove them manually as is now?

We understand this is a priority. While it will not be enabled as part of this release, we are committed to making future improvements.

Will the wholesale website include a feature to add comments when placing orders?

All feedback can be sent to your account manager.

Pricing

When will we have new prices listed?

If there are any price changes, they will be effective January 1.

Does the new wholesale price mean no more floor prices?

No, minimum retail pricing still applies, if required by regulation.

What is the COSD for VQA wines?

COSD only applies to imported spirits, wines (including packaged cider) and Ready to Drink (RTD) beverages.

Licensees

Fulfillment and delivery

What is the timeframe from ordering to delivery?

As noted, there are various ordering cutoffs to ensure timely delivery of orders during the transition.

What do I do if I have a last minute holiday party and I need inventory from depots?

You can purchase through any of our 680+ LCBO Stores or through TBS stores. You can also email us at licensee@lcbo.com for help.

What happens if that brewery - now listed at the LCBO - cannot fill the request?

Sales of domestic kegs can continue to deal directly with hospitality licensee by becoming authorized by the LCBO to facilitate these sales on LCBO's behalf. Regular reporting will be required. Brewers also have the option to list their product on the wholesale.lcbo.com catalogue for licensees.

I am a licensee (recreation complex). Currently, we purchase beer at The Beer Store. As of January 2026, can we now purchase through LCBO?

Yes, you can purchase beer through LCBO retail as well as on wholesale.lcbo.com.

Does this change remove our connections with our local breweries?

No, you can continue to purchase through domestic brewers if they are authorized through the Direct Delivery Program. Even if listed at the LCBO, domestic brewers can also be supplying sources and manage fulfillment and delivery.

Will restaurants still be able to buy directly from wineries?

There are no changes to the Direct Delivery program for domestic suppliers of wine, RTD and small spirits at this time.

Will the new online platform be Ontario wide, including all rural communities

Yes, wholesale.lcbo.com is for all of Ontario.

Does this mean The Beer Store doesn't do deliveries after Jan 1?

Come January 1, LCBO will become the exclusive wholesaler to bars and restaurants. During this transition, The Beer Store will be authorized to sell beer on LCBO's behalf until further notice.

When we order and pay through wholesale.lcbo.com, what if the product is not available?

When you order available product, with inventory reservation, the product will be reserved for your order. This decreases the instances of you not receiving the product you ordered. If

a product you ordered does not arrive, you will file a claim through the new claim app that will be integrated into wholesale.lcbo.com

With the online order freeze from Dec 18-31 does it mean we cannot order anything at that time online?

Yes, after 6pm on December 18, you will not be able to place an online order until January 1, 2026. You can still shop in-store at LCBO Retail and The Beer store at this time.

Will all small Ontario breweries not currently listed at the LCBO, have to make their inventory available through the LCBO wholesale if they just want to self-deliver to select bars and restaurants?

All domestic brewers that currently sell directly to bars & restaurants must be authorized under the Direct Delivery Program or be listed on wholesale.lcbo.com.

As a small rural Royal Canadian Legion are we allowed to buy our beer and liquor supplies from an agency store?

No, you cannot purchase product directly from an LCBO Convenience Outlet.

Can legion purchase beer from LCBO and The Beer Store?

You can continue purchasing as you do today - both through the LCBO and TBS. There is a change for domestic brewers who sell to bars/restaurants directly - they must be authorized through Direct Delivery program or be listed on wholesale.lcbo.com

Pricing and discounts

If wholesale pricing is the same across the board, will LCBO Retail add an additional margin for consumer purchases? Will there be any discount for licensees and grocery?

LCBO Retail will apply a discretionary variable mark-up to the wholesale price like any other retailer. To allow for the market to adjust to this change in pricing structure, LCBO retail prices will remain stable until the end of P11 (January 31). The discount approach no

longer applies. The wholesale price that all retailers and licensees purchase product at is completely independent of prices at LCBO retail.

With the 15% licensee discount expiring as of December 31st, will the original licensee discount of 10% still be applicable as of January 1, 2026?

No, because there is a new wholesale pricing model which is decoupled from retail pricing. We encourage you to read the recent trade update for more information

When you say "Brewer may set different prices" is that restricted to local microbrewers on beer or does it extend to local wineries as well?

For bars and restaurants, brewers may set a different quote that results in a different wholesale price. This does not apply to local wineries.

If LCBO wholesale is out of stock of a product and our business needs to purchase from LCBO retail what will the pricing model be?

The prices for licensees will be the same online as in-store.

For clarification, if I go to a LCBO store as a licensee my price will be the same as a retail customer?

No, you will receive the same wholesale price in-store as on wholesale.lcbo.com.

With no discount for a wine, for example, from LCBO stores for regular customers how are we expecting restaurants to remain in business?

There will be a wholesale price for all wine purchased from the LCBO. Restaurants, like any other licensee or retailer, will be able to apply a mark-up.

Returns

Are there any changes coming to your return policy? Longer grace than 30 days?

There are no changes coming to the return policy at this time.

Consignment and agents

Where does the Consignment Warehouse Program fit in this new model?

There are no changes to the consignment program through Specialty Services.

Cutover

Will the LCBO warehouses be closed for shipments at any time and if so, when during the implementation of FSM?

LCBO warehouses will be closed from Dec 24-29. Contingency plans through our third parties will be leveraged to maintain product flow.

Can we expect a large load in of inventory prior to the FSM transition, or alternatively, can we expect returns of excess product on hand?

We are flowing inventory earlier to stores and expecting our wholesale customers to order earlier than usual to accommodate the transition - timing of the demand shift is 4 weeks earlier.

Do we anticipate any disruptions for stores ordering or receiving product during the transition (Dec 28-Jan 1)?

Similar to prior years, stores will be planning ordering around the holiday period to minimize disruptions to product availability.

Payments

Will licensees be able to have credit applied to an account through LCBO if buying directly at a retailer or will they need to pay upfront costs through credit cards?

Licensees will have to pay upfront for all in-store purchases.

Has there been discussion of adding other modes of payment other than credit cards alone?

Yes, we are discussing how we would enable this from a system enablement as well as with our banking partners, once we have an approach, we will communicate with our customers.

Direct Delivery Program

How will we know who is authorized for direct delivery?

We are speaking to domestic brewers about this change, and we will keep you updated throughout this process. A list of authorized Direct Delivery suppliers is posted on Doing Business with LCBO (DBWL) under the LCO tab.

Can you summarize how a business like mine which is predicated on buying from small batch breweries directly might be affected by this?

These brewers will need to become authorized via LCBO's Direct Delivery Program or they will need to be listed at the LCBO on wholesale.lcbo.com or TBS.

Product availability

Will any product be discontinued?

Products are regularly discontinued at the supplier's discretion.

Will all beer currently sold at LCBO's be available for licensee to purchase?

Yes, after January 1, all beer at LCBO will be available for licensees to purchase.