

# Doing business with the LCBO

## Grocery and Convenience Store Q&A

The following document provides frequently asked questions by convenience stores and grocery stores interested in selling beverage alcohol, or stores who are newly licensed to sell beverage alcohol. For AGCO-related Q&A, please visit [AGCO/LCBO Joint Webinar Q&As](#).

Q&A topics include:

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### Getting started

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#### **How do I apply to become licensed to sell alcohol?**

Interested convenience and grocery store owners may apply to the AGCO for a licence. For more information, visit the AGCO's webpage: [Apply for a convenience store or grocery store licence](#).

#### **Once I have an AGCO licence, what can I expect next?**

Once your AGCO licence has been approved, LCBO will contact you by email within two business days and ask you to complete LCBO's Wholesale Customer onboarding form. We will use this information to

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create wholesale customer accounts in our systems so that you can order etc. If there are any issues with your form, you will hear from us. If your form is accurate, you will hear from us in a few weeks.

### **Where can I find the onboarding form?**

We will email the LCBO Wholesale Customer onboarding form to the email associated with your AGCO licence. If you haven't received the form within two business days of receiving your AGCO licence, please email [groceryandconvenience@lcbo.com](mailto:groceryandconvenience@lcbo.com).

### **When will I be connected with the LCBO Account Manager?**

Once you have completed your LCBO onboarding form and are set up as an LCBO wholesale customer, your Account Manager will connect with you.

### **How does our relationship with Account Managers work? Are account managers set up by site or by retail chain?**

Once you have an AGCO licence and are set up as an LCBO wholesale customer, you will be assigned an LCBO Account Manager. They will reach out to you and introduce themselves. They will provide guidance and help you navigate the ordering process, system training and fulfillment and delivery options. They are also available to answer any questions you may have.

### **What kind of training must we have to sell alcohol and when can we start it?**

Please refer to the [AGCO's website](#) or [contact them](#) for more information.

### **How to prepare my store and what equipment do I need to be ready?**

Please refer to the [AGCO's website](#) or [contact them](#) for more information.

## Products

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### **Who decides what products are in my store? Are there mandatory brands that we need to carry? Is there a minimum selection imposed by the government?**

LCBO will provide you with a catalogue of eligible products. You can review the product list and decide which ones you want to carry in your stores. Remember, there are regulatory shelf space requirements which mean that a percentage of the products you carry must be from small producers; these products will be identified in the catalogue. More information can be found below.

Your LCBO Account Manager will be able to provide additional guidance regarding top-selling SKUs etc., but you may also want to think about your customers' needs.

### **What is a reasonable dollar amount to start inventory?**

Once licensed, your LCBO Account Manager will be able to help you understand what an initial investment may look like. If you want to understand what this might look like prior to getting licensed,

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you may want to think about how much space you have in your store to display alcohol. In terms of product cost – here are some examples from the existing catalogue (as at April 1, 2026):

- The wholesale price for a 12-pack of Bud Light is \$48.00
- The wholesale price for a 24-pack of Collective Arts Local Press Apple Cider is \$79.20
- The wholesale price for a 12-pack of Icellars Cabernet Franc VQA is \$391.32

**Will we have access to Vintages items or consignment items? Can I import wine and beer that are not currently available through the LCBO?**

You can only order products that are available on the eligible product catalogue and in LCBO's online ordering system. You cannot purchase any other products (e.g. specialty products). Vintages will remain exclusive to LCBO and LCBO Convenience Outlets.

**Do the products include soju and sake?**

Sake is an eligible product. Soju is not an eligible product for grocery and convenience stores.

**Can a chain of grocery or convenience stores have a private brand custom made for their locations?**

At this time, you are unable to sell private labels as per Ontario Regulation 746/21.

**What is the largest container size of alcohol that a grocery or convenience store can sell?**

Please reference Section 90 of Ontario Regulation 746/21 which states it is 5L.

**If we get a grocery or convenience store licence, can we purchase kegs from local craft breweries and sell growler refills?**

No. According to the regulations, you can only sell products in formats up to 5L. Growlers are not an available format from the LCBO. Only products available in LCBO's product catalogue are available for licensed grocery and convenience stores purchase.

**What pack sizes are we able to sell? Will we be required to carry all sizes of products (i.e. can we carry only small packs of beer instead of 24)?**

There are no restrictions on pack sizes (e.g. 8-pack, 24-pack or 30-pack sizes); this is a decision that you will need to make based on customer demand and the size of your store.

**Are we allowed to sell single cans?**

In the eligible product catalogue, it will be clear what can be sold by the unit (e.g. one can) versus a pack. You need to sell products in its original packaging as described in [regulation 746/21](#). Your product catalogue will help to explain what units you can sell for each product.

For example,

Brand X (below) shows that 1 unit equals 24 cans. You must sell this as a 24-pack.

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Brand Y (below) shows that there are 24 units in 1 pack. You must sell these as 24 individual cans which will be delivered to you in one pack.

Product	Selling units per case	Units per pack
Brand X	1	24
Brand Y	24	1

### Why can't I sell spirits?

According to the regulations, spirits cannot be sold at grocery and convenience stores.

### What are the shelf space requirements?

Refer to [Section 89](#) in the licensing regulation. Beer and cider must be displayed together: 20% of your beer selection must be from small breweries and 20% of the cider selection must be from small cideries.

Wine products must be displayed together: 40% of this selection must be from small wineries, or a small wine-producing country (of which, 10% must be small wineries).

RTDs must be displayed together: 20% of this selection must be from small producers.

Note: small producers are noted in the LCBO product catalogue, which will be provided to you. For example:

Producer name	Producer Size Description
LABATT BREWERIES ONTARIO	Large
SONS OF KENT	Small

Small producers will also be noted on the product pages on [wholesale.lcbo.com](http://wholesale.lcbo.com) (example below)

The screenshot shows a product page for "Great Lakes Brewery Pompos Ass English Ale" on the LCBO website. The page includes a product image of a can, a "Product Details" section with a description and "Read More" link, and a "More Details" table. The table lists attributes such as Alcohol/Vol (4.2%), Made In (Ontario, Canada), By (Great Lakes), Style (Medium & Malty), and Small producer (Yes). The "Small producer" row is highlighted with a green border. To the right, there is a section for "Availability at Checkout", a "Wholesale price: \$63.60", a quantity selector set to 1, and an "Add to Cart" button. A link to "Add to Requisition List" is also visible.

More Details	
Alcohol/Vol	4.2%
Made In	Ontario, Canada
By	Great Lakes
Style	Medium & Malty
Small producer	Yes

**In terms of shelf space requirements, what defines a "small manufacturer"?**

For the purposes of shelf space requirements, the definition of small producers (i.e., breweries, cideries, wineries, and distilleries) can be found in the [\(licensing\) regulation](#).

**If we run out of products and only one brand is left, are we still allowed to display it or would it be a violation of the shelf space requirements?**

Please contact the AGCO for more information about shelf space requirements.

**In terms of shelf space requirements, is the 20% rule per linear footage?**

Using cider as an example, if there are 10 containers on display, at least two of those containers must be small producers. It is not about the number of skus, but instead, the number of containers. The eligible product catalogue identifies which items are from small producers.

**How are the minimum assortment requirements of Ontario manufacturers enforced?**

This is an AGCO responsibility. Please refer to their [roles and responsibilities](#).

**Where can I download the eligible product catalogue?**

The product catalogue can be downloaded from Doing Business with LCBO.

## Ordering

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### **How do I purchase product?**

The only way to legally purchase products is by using LCBO's online ordering system, [wholesale.lcbo.com](https://wholesale.lcbo.com). Once you have an AGCO licence and are onboarded with the LCBO, we will provide training on how to use the system; resources can also be [found here](#).

### **My account is disabled, can please send me a new link to refresh my account?**

We can help you reset your account by contacting Customer Care at [hellolcbo@lcbo.com](mailto:hellolcbo@lcbo.com) or calling 1-800-668-5226. You can also contact your account manager at [groceryandconvenience@lcbo.com](mailto:groceryandconvenience@lcbo.com).

### **Where can I find job aids and resources for [wholesale.lcbo.com](https://wholesale.lcbo.com)?**

You can find job aids, training modules and resources on [Doing Business with LCBO](#).

### **Is it possible for corporations who own and run many stores to make a single order on behalf of all the stores and have the product shipped to a single corporate warehouse?**

Shipment to a centralized facility may be possible. Your LCBO Account Manager will be able to review available options with you.

### **Are there minimum order quantities for convenience stores? What are they?**

Supplying sources are responsible for established minimum order quantities (MOQ).

- **LCBO:** Orders below 15 cases will be eligible for pick up at an assigned LCBO retail store locations.
- **TBS:** Orders below 48 cases will be fulfilled at a TBS retail store location and available for pickup by the convenience stores.
- **Ontario Manufacturers of wine, beer, cider and ready-to-drink-beverages:** Each supplying source will establish minimum order quantities for delivery only

### **Can we order directly from Ontario wineries or breweries or another store such as Walmart?**

No. The only way to legally purchase beverage alcohol is from the LCBO. All purchases must be made through LCBO's online ordering platform, [wholesale.lcbo.com](https://wholesale.lcbo.com). We facilitate the sale between you and the manufacturers. Assuming the producer has made its product available for sale to grocery and convenience stores, it will appear on the LCBO product catalogue and in [wholesale.lcbo.com](https://wholesale.lcbo.com).

### **Can I use LCBO's Same Day Pickup service?**

No. Only customers who order on [lcbo.com](https://lcbo.com) can use Same Day Pickup. The only legal way for grocery and convenience stores to order is via [wholesale.lcbo.com](https://wholesale.lcbo.com). We do offer in-store pickup within 3 business days for convenience store orders of 14 cases or less. You can find more information on in-store pickup below.

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**If we run out of stock of a certain item, can we go to an LCBO warehouse or do we need to wait for delivery?**

The only way to legally purchase beverage alcohol is through LCBO using our online ordering system, [wholesale.lcbo.com](https://wholesale.lcbo.com). You cannot go to a warehouse; you will need to wait until your delivery. Please plan ahead.

**When we order for the first time, are we going to have to order from LCBO stores in person?**

No. All orders, including your first order, will need to be made in LCBO's online ordering system, [wholesale.lcbo.com](https://wholesale.lcbo.com). This is the only way to legal purchase beverage alcohol.

**If I order products that cannot be filled, do we have to reorder them or it will be automatically filled in some targeted timeframe?**

There are no back orders. You will need to place a new order for any products that you need.

## Pricing

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**How does pricing work?**

Buying product

When new retailers are able to order, the wholesale price of products will be determined by adding mark-ups and fees to the alcohol supplier's price. This cost-plus pricing structure is based on a uniform wholesale price that is expected to create a more level-playing field for LCBO's wholesale customers since the wholesale price is consistent, regardless of the business (e.g. grocery, convenience and LCBO retail).

Selling product

Grocery and convenience stores set their own prices, which means that they may retail products above, below or the same price as LCBO, but [Minimum Retail Pricing](#) requirements remain in place to ensure social responsibility.

**Are the margins different for each category (e.g. beer, wine, cider)? Will all retailers have the same base cost?**

The wholesale discount applies across all product categories for all retailers. Retailers set the retail price in store (as long as they do not go below [Minimum Retail Pricing](#) requirements).

**Are the products I carry going to guarantee sales?**

Like any other product wholesaler, LCBO cannot guarantee retailers' sales. You should think about your competitive landscape, your customers' preferences, and speak to your LCBO Account Manager for guidance.

**Can I give discounts to my loyal customers or if customers buy a 24-pack beer (as an example)?**

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A licensee cannot offer free or discounted merchandise that requires the purchase of liquor. Convenience and grocery stores set their own retail prices for liquor, as long as the sale price is not less than the minimum price set out in Ontario Regulation 750/21.

**Can I put products on sale?**

Yes, you can discount items and run promotions as long as the retail price is at or above minimum retail prices. Any promotion or any costs incurred are at the expense of the retailer.

**Can we sell a product for more than LCBO retail price? Is there any ceiling price?**

Grocery and convenience stores set their own prices, which means that they may retail products above, below or the same price as LCBO, but [Minimum Retail Pricing](#) rules remain in place as per the regulations.

**Is there a recommended or standard markup percentage or pricing strategy for alcohol products in grocery and convenience stores?**

No, this is at retailers' discretion.

**What support or guidance will you provide to help store owners optimize profitability?**

Licensed retailers will be assigned an LCBO Account Manager who will provide guidance about sales trends and the types of products that you may wish to consider purchasing.

**Are there any incentives or volume discounts?**

No, but you may benefit from a cheaper delivery charge per case if you order larger quantities. Distribution fees are currently under review and more information will be shared in the coming months.

**Are we allowed to sell single cans or bottles of beer?**

Yes. You must sell products in their intended consumer packaging.

**Can we purchase wines from the LCBO that sell at \$9.95 as long as we retail them for \$10.95 or higher?**

Wines under \$10.95 per 750 ml and equivalent are not available in the product catalogue.

## Payments

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**What forms of payment do you accept? Can I pay by invoice?**

The default payment method for grocery and convenience stores is credit card when submitting your order in [wholesale.lcbo.com](http://wholesale.lcbo.com).

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The LCBO will consider extending Payment Terms and invoicing to eligible grocery and convenience stores. You can apply for this benefit and, if approved by LCBO, all policy requirements must be met to maintain it.

Information and application form is available on [Grocery & Convenience Stores | Doing Business with LCBO](#).

### **Are we able to set up pre-authorized payment for LCBO?**

No. Each order must be paid via credit card or invoicing on payment terms.

## **Distribution**

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### **How does distribution work? How often are deliveries made to store?**

Orders are fulfilled by one or more supplying sources. Supplying sources include LCBO, Ontario manufacturers and The Beer Store. It is LCBO's responsibility as the exclusive wholesaler to coordinate order fulfillment and delivery with all supplying sources.

Once orders are fulfilled, they are delivered by one or more companies. Deliveries can be made by LCBO's contracted carriers, Ontario manufacturers or third-party logistics companies (for example TBS).

Beverage alcohol purchased from the LCBO is delivered to grocery and convenience stores for a delivery fee based on rates in effect on the date of the order. LCBO works with third-party distribution partners to provide delivery services. LCBO helps recover costs incurred by charging a delivery fee.

### **After an order is submitted, how many days does it take to get it delivered?**

Depending on the supplying source of the product, your delivery time will vary. For example, when a store orders product on [wholesale.lcbo.com](#) that is supplied by LCBO or The Beer Store, it will typically be delivered within seven (7) business days, depending on the customers' order cut off day and time.

If the product is supplied by an Ontario manufacturer it may take anywhere from a few days to two weeks.

### **How do I get an update on my order status?**

We encourage you to reach out to our [Customer Care team](#) to get a status update on your order.

### **How much is the minimum order amount for the delivery?**

- **LCBO:** Orders 15 cases or over will be delivered by LCBO contracted carriers to convenience stores.
- **TBS:** Orders 48 cases or over will be delivered by TBS.
- **Ontario Manufacturers of wine, beer, cider and ready-to-drink-beverages:** Each supplying source will establish minimum order quantities for delivery.

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**For LCBO delivery fees, is it cost per case? (e.g. If I order 19 cases, I need to pay \$85.5 in delivery fees?)**

Yes delivery fees are per case. The more you order the lower the per case delivery fee.

**What are the distribution fees for both LCBO-supplied and non-LCBO supplied products?**

Distribution fees for LCBO supplied products can be [found here](#).

As a reminder, convenience stores who order less than 15 cases, will not receive delivery and will instead pick up their order from their designated LCBO retail store.

Delivery fees for non-LCBO supplied products will differ by supplying source; you should speak to them directly.

**We are experiencing some issues with delayed deliveries from smaller breweries. What should I do?**

Ontario manufacturers who are a supplying source have different delivery timelines than LCBO or The Beer Store. We recommend planning ahead when placing your order as lead times for products supplied by Ontario manufacturers can be up to 14 days.

**Is the number of cases for delivery charges per total weekly order or per truck?**

The delivery fee is for the order of LCBO supplied product. For example, if the LCBO-supplied product on the order is 55 cases, the delivery rate is \$2.10 per case.

**If I ordered 100 cases and only 50 were delivered, what would be the delivery fee?**

Delivery fees are based on cases shipped.

**Will LCBO have their own trucks delivering or will they use distributors and third-party carriers? Essentially whose truck is delivering it?**

LCBO works with third-party carriers to deliver LCBO-supplied products from our warehouses to retailers. These carriers do not have LCBO-branded trucks.

**Will we be able to cross dock or house products in a warehouse to deliver later to our stores in a multi-store grocery or convenience environment?**

Shipment to a centralized facility may be possible. Please refer to the Distribution Centre Authorization Policy found [here](#). Your LCBO Account Manager will be able to review available options with you.

**Can existing grocery licensees manage the distribution or delivery of alcohol to our store(s)?**

Licensees may organize their own distribution of products - they will have to provide these details to the LCBO. Please refer to the Distribution Centre Authorization Policy found [here](#).

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### **Can any employee in the store receive an LCBO delivery?**

Anyone handling alcohol must be 18 years of age and must complete mandatory training. For more information about AGCO training refer to [this page](#).

### **Is Smart Serve the only approved training?**

There are several AGCO Board approved training programs. For more information about AGCO training refer to [this page](#).

### **Are we able to ship alcohol to people's homes?**

No.

## **In-store pickup (convenience stores)**

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### **How does pickup in LCBO and TBS retail stores work for a licensed convenience store?**

All orders are placed in LCBO's online ordering system, [wholesale.lcbo.com](http://wholesale.lcbo.com).

- **Pickup at the LCBO:** If you order LCBO supplied product and your order is 14 cases or less, you will need to pick up your order from your assigned convenience store.
  - You will be assigned an LCBO pickup store based on your business' location.
  - Once an order is placed, you will receive **three (3) emails**: one to confirm your order, one when your order has shipped and a final one when your order is ready to pick up from a store. Your 'Ready to pickup' confirmation email will include your order confirmation number and the address of the store where you need to pick up your order.
  - Check the store's opening hours on [lcbo.com](http://lcbo.com) and pick up your order Monday-Friday 10:00 am – 5:00 pm or Saturday 10:00 am – 2:00 pm. to avoid busy crowds. You must pick up your order within three days of receiving the 'Ready to pickup' confirmation email.
  - On your first visit, speak to an employee in the store and explain that you are here to pick up an order for your convenience store. They will show you how to pick up future orders from the back of the store for easy transportation.
  - You will be required to provide valid government issued ID and the order confirmation to pick up your order.
  - You cannot change or add to the order at the store level.
  - If there is a claim against the order or you need to return a product, it must be processed through [wholesale.lcbo.com](http://wholesale.lcbo.com)
  
- **Pickup at TBS:** If you order less than 48 cases of product supplied by The Beer Store (TBS) in an individual order, you will need to pick up your order from an assigned TBS location. Details about picking up in store:

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- TBS has identified over 200 locations across the province to pickup orders in store and will assign each convenience store a TBS location that is closest to them in distance.
- When your order is ready to pickup you will receive an email confirmation. If you don't pickup your order within 48 hours, it will be cancelled.
- At the assigned pickup store, you will collect all of the items in your order and go the checkout.
- Be sure to bring your order confirmation which has your order number on it with you to the store, show it to the Customer Service Representative to process your order and provide signature.
- You do not pay at the TBS location. Your order is still placed in LCBO's online ordering system where payment is made. You cannot change or add to the order at the store level.
- The end-to-end financial transaction is the LCBO's responsibility as the wholesaler of record. If there is a claim against the order or you need to return a product, it must be processed through [wholesale.lcbo.com](http://wholesale.lcbo.com).

### **Can grocery stores leverage in-store pickup?**

No. This is only available to convenience stores who do not meet minimum order requirements for delivery.

### **Will we get some sort of licence card to show LCBO or The Beer Store when picking up orders?**

No. Since the only way to legally purchase product as a licensed store is via LCBO's online ordering system, [wholesale.lcbo.com](http://wholesale.lcbo.com), you do not need to prove that you have a licence when picking up your orders in an LCBO or TBS store. You will need to show your 'ready for pickup confirmation email' and government-issued photo identification.

### **How do I know if I will be picking up my order from the LCBO?**

If you are ordering LCBO-supplied product on [wholesale.lcbo.com](http://wholesale.lcbo.com) and your order is 14 cases or less, you will need to pick up your order from your assigned LCBO store. Your product catalogue will indicate if the product is LCBO supplied.

### **Can I pick up my order from any LCBO store?**

You must pick up your order from your assigned LCBO retail store. Your Account Manager will share your assigned LCBO store with you. If you visit a different LCBO location, you will not be able to pick up your products.

### **Do I get to pick my assigned store?**

Your assigned LCBO store will be based on the location of your business address. Your Account Manager will share your assigned store with you.

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### **Do I have the option for delivery if my order is 14 cases or less?**

If you want to take advantage of delivery services, you must order 15 cases or more.

### **What do I need to pick up my order?**

You must provide your 'ready for pickup confirmation email' and valid government-issued ID to the LCBO Customer Service Representative to pick up your order. You can either provide a printed copy of the 'pick up confirmation email' or show the email from your mobile device.

### **Can I ask someone else to pick up my order (e.g. my spouse, child, employee)?**

Yes, you must provide them with your order confirmation email to show to the LCBO Customer Service Representative. Upon arrival in the store, they must show the order confirmation email (proof of order) and their valid government ID to prove that they are 19 years of age or older.

### **When will I receive my order confirmation email?**

Once you complete an order in the online ordering system, [wholesale.lcbo.com](http://wholesale.lcbo.com), you will be emailed an order confirmation email. If you have not received your order confirmation email within 30 minutes of placing an order, please check your 'Junk Mail' folder before calling LCBO's Grocery & Convenience team.

### **When will I receive my 'ready for pickup' confirmation email?**

Once your order is ready for pickup, you will receive a 'ready for pickup' email – typically within three days of placing an order.

All pickup orders must be picked up Monday-Friday 10:00 am – 5:00 pm or Saturday 10:00am – 2:00pm. Please check stores hours on [lcbo.com](http://lcbo.com) prior to planning your visit.

### **How long will my order be held at the assigned LCBO pickup store?**

Once you receive a 'pickup confirmation email', you must pick up your order within three (3) business days. If your order is not picked up it will be automatically refunded.

### **What is the process to pick up my order in my designated LCBO store?**

The first time you visit an LCBO store, please introduce yourself to a customer service representative. They will show you a back door where you can easily transport your order to your car.

### **I went to pick up my order but it wasn't there - what should I do?**

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You should start by confirming that you:

- ordered 14 cases or less.
- received the email notification which tells you that your order is ready to pick up.
- have visited your assigned LCBO retail pick up store. If you are not sure which store is your assigned pick up location email Customer Care at [hellolcbo@lcbo.com](mailto:hellolcbo@lcbo.com).

If you still need help tracking down your order, please contact customer care via **email** or phone (1-800-668-5226 / 416-365-5900 / TTY: 1-800-361-3291)

### **Can I cancel my pickup store order?**

You may cancel an order within 30 minutes of placing it on [wholesale.lcbo.com](http://wholesale.lcbo.com). Please review the [placing an order on wholesale.lcbo.com reference guide](#) for more info.

### **When I am picking up my order, can I add products to my order?**

No, you can only pick up what you ordered. If you want to order additional products, you will need to place another order on LCBO's online ordering system, [wholesale.lcbo.com](http://wholesale.lcbo.com).

### **What do I do if there is an issue with my order?**

If you get your order from the LCBO customer service representative, and there is missing product or product has accidentally been broken, you cannot replace the product from the LCBO store's inventory. You must submit a claim via [wholesale.lcbo.com](http://wholesale.lcbo.com). More information on claims can be found on [doingbusinesswithlcbo.com](http://doingbusinesswithlcbo.com).

The LCBO retail store where you pick up your order will not review or approve claims. The store is only a pick-up point.

### **What happens if a pickup deadline is missed for logistical reasons - is there a cost to the retailer?**

**LCBO:** All orders will be held at your assigned LCBO store for 3 business days. LCBO will automatically refund any orders that are not picked up.

**TBS:** Customers have 48 hours to visit their assigned TBS pick-up store and complete their order. Orders not picked up at the assigned TBS retail store location within 48 hours will automatically be cancelled. No payment will be processed by LCBO.

## Selling

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### **Does LCBO or LCBO suppliers provide any equipment or display stands or any other accessories?**

No. This is the retailer's responsibility.

### **Will LCBO show me how to set up a beer display?**

No, this is the retailer's responsibility, but your LCBO Account Manager may be able to provide guidance.

### **Do shelf tags have to display final price with tax included similar to LCBO? Can the price be broken out as retail minus tax plus deposit?**

Refer to [section 88](#) in the licensing regulation. It is up to the individual retailer to determine what information is displayed on shelf. The final price paid by the consumer must include tax and deposit.

### **Can beer and wine be merchandised in the same cooler as soft drinks?**

Please refer to [Section 89](#) in the licensing regulation.

### **Do we have an obligation to sell cold product?**

Your LCBO Account Manager will provide guidance on the best way to store beverage alcohol products.

### **Can customers sample products at the store?**

Grocery stores are allowed to provide sampling (directly or by agents or manufacturers). Convenience stores are not allowed to provide sampling.

### **Can stores sell beer & wine online?**

Refer to [Section 88](#) in the licensing regulation. Grocery and convenience stores will be permitted to do online sales for in-store or curbside pick-up or deliver for a fee. You must complete online orders between the permissible hours of sale (7am-11pm), use store inventory, and check customers' ID to ensure the responsible service.

### **Can I sell alcohol if I am located near The Beer Store, an LCBO or an LCBO Convenience outlet?**

Yes. There are no restrictions as to where a retail store can be located, with the exception of requirements specific to First Nations reserves.

### **What preventative measures are you suggesting operators take to reduce theft? What security measures must be taken?**

Security and theft prevention is the responsibility of the retailer.

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**Can I sell alcohol to bars and restaurants?**

No.

**Can I sell alcohol and deliver it myself or on a platform like UberEats?**

Yes, licensees can deliver liquor themselves for a fee from their retail store. The order must be fulfilled from the inventory of the store.

Liquor can also be delivered through food delivery services that are licensed as a Liquor Delivery Service.

**Am I allowed to sell out of province?**

No.

## Product Returns

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**Does the LCBO take back product if expired or damaged and is there a fee/cost? Is there a credit for expired products?**

There is a claims process for products that are damaged in transit to grocery or convenience stores, or if damage is discovered after receiving it (i.e. dry breaker). LCBO does not take back or reimburse for product that has expired. It is the retailer's responsibility to ensure stock rotation.

**If some products are not sold, can we return or exchange them?**

No, all purchases made under the Master Supply Agreement are final.

**If customers open cases of alcohol are we able to sell the remaining goods as individual items or return them to the LCBO for credit?**

If a customer breaks open a pack or if damage occurs on the selling floor, there is no reimbursement from LCBO.

As per the licensing regulation, the licensee must sell the units of liquor in the same format it was purchased from the LCBO.

**What is the Ontario Deposit Return Program?**

The Ontario Deposit Return Program (ODRP) is the waste reduction and recycling program established by the Government of Ontario, administered by the LCBO, and managed by The Beer Store (TBS).

Since its introduction in 2007, ODRP has facilitated the return of more than five billion containers and diverted almost 88 tonnes of waste in the province.

Updated April 1, 2026

Ontario Regulation (General) (O. Reg. 745/21) sets out requirements for the Ontario Deposit Return Program.

### **Who will be required to participate in the Ontario Deposit Return Program (ODRP)?**

Starting January 1, 2026 all licensed grocery stores must participate in the Ontario Deposit Return Program (ODRP). More details are [available here](#).

### **Who will not be required to participate in ODRP?**

Grocery stores with an Alternative Arrangement with The Beer Store. Convenience stores are exempt but may request to participate in the program.

### **As a grocer, how do I get an alternative arrangement?**

You will contact The Beer Store (1-888-948-2337 or [Customerservice@thebeerstore.ca](mailto:Customerservice@thebeerstore.ca)). The Beer Store will submit the Alternative Arrangement to the LCBO. LCBO will contact the grocer regarding the approval of the Alternative Arrangement. LCBO will send you an invoice with your Alternative Arrangement Fee, on behalf of BRI, 20 days after the end of each LCBO fiscal period.

### **How are customers charged for the deposit when purchasing beverage alcohol?**

The container deposit is part of the purchase and sale price. Customers have the option to claim 100% of this deposit back when returning empty containers.

### **How will the bottle return system work?**

- Customers may return empty containers to participating stores during the hours that alcohol is offered for sale.
- Participating stores will:
  - refund the customer deposit on all eligible containers.
  - record all deposit transactions.
  - sort containers into five categories (aluminum and steel cans, refillable glass bottles, non-refillable clear glass, non-refillable coloured glass and other containers and associated packaging).
  - coordinate pick up from The Beer Store.
- Participating stores will be reimbursed for the deposit refunded to the customer. Additionally, it will receive a handling fee provided that the required sorting is complete.

Refer to the [Policies and Procedures Manual](#) for further details.

### **How do I get the supplies I need to participate in this program?**

Complete the registration form at [www.beerforbusiness.ca](http://www.beerforbusiness.ca) to receive log on credentials and access to the supplies ordering guide. You may also order your own supplies.

### **Where do I find the check off forms to record deposit transactions?**

You can find the empty container check off forms on [The Beer Store's Deposit Returns site](#).

Updated April 1, 2026

### **How do I coordinate a pickup from The Beer Store?**

A TBS representative will work with you to select a scheduled pickup time window that meets your business needs. For more information, please visit [www.beerforbusiness.ca](http://www.beerforbusiness.ca).

### **What should I do if I have a question regarding a container type and what category it fits into? What qualifies as a refillable bottle?**

For definitions and examples, refer to The Beer Store Empty Return Guide.

### **Can customers return spirit bottles at participating grocery stores?**

Yes, spirit bottles are considered non-refillable glass bottles. Sort according to clear or coloured glass. Keep ceramics away from any glass.

### **What if a bottle is damaged? May it still be returned?**

Non-refillable glass bottles must be intact and not broken. Damaged non-refillable glass bottles may be returned but must be separated from good bottles. Refillable glass bottles must be in suitable condition for re-use. Please refer to The Beer Store Empty Return Guide for more information.

### **What secondary packaging is accepted for recycling?**

Secondary packaging is any packaging that was involved in the sale of a beverage alcohol container. This includes plastic wrapping, cardboard boxes, boxboard, bottle caps, corks and plastic rings. For more information, see The Beer Store Empty Return Guide.

### **What should I do if I receive a bottle that is less than 100ml?**

Bottles less than 100ml can be included but are of zero deposit value. Do not provide a deposit for these containers and do not include them on the count sheet when recording transactions.

### **Can I limit the acceptance of bulk returns (i.e. returns of more than 360 containers at one time)?**

You must accept empty containers during the times that beverage alcohol is offered for sale. You may choose to limit the acceptance of bulk returns but the set hours must be at least 20 hours per week.

### **For grocery and convenience stores not required to accept empties, what is the obligation?**

If you have an alternative arrangement and/or are exempt from accepting empty containers, you are required to post clear signage at the front of the store and in the beer aisle which communicates the nearest return location. A signage template, as well as a map to determine the closest returns location, can be [found here](#).

### **How can I get a sign?**

You may already have a sign or you may want to design your own sign that meets the requirements. You can also print the template provided on [doingbusinesswithlcbo.com](http://doingbusinesswithlcbo.com).

Updated April 1, 2026

### **How do I find the closest location where containers can be returned?**

The [following map](#) can help you determine the closest location for your customers to return empty containers.

### **What should I do if I am interested in participating in ODRP?**

If you want to participate, please email [customerservice@thebeerstore.ca](mailto:customerservice@thebeerstore.ca) for more information.

### **Who do I contact if I have questions?**

For questions related to the ODRP policy, please contact LCBO at [lcboagroceryoperations@lcbo.com](mailto:lcboagroceryoperations@lcbo.com). For questions about operationalizing the program and alternative arrangements, please contact [customerservice@thebeerstore.ca](mailto:customerservice@thebeerstore.ca).

## Support and Other

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### **As a convenience store customer, can we accept samples from representatives?**

Yes, you may receive samples, but you are not able to offer them to your customers.

### **When can we expect the store inspection?**

AGCO may inspect your premises at any point. For more information, contact AGCO.

### **What are the rules on signage? Can we accept free posters for advertising from manufacturers?**

Please visit the AGCO for all rules about the display of signage.

### **How can I get a copy of the Sandys law poster?**

The Liquor Licence and Control Act requires stores to display a sign that cautions consuming liquor during pregnancy is the cause of fetal alcohol spectrum disorder - this is also known as 'Sandy's Law'. You can download a copy of the poster from the AGCO. Reach out to them for further details.

### **Could I collect Aeroplan rewards when I shop from LCBO wholesale?**

No, you cannot. Aeroplan rewards are only available for LCBO retail customers.

### **Where can I go if I have questions about product, ordering, fulfillment, delivery or returns?**

If you still have questions, please visit the dedicated page for [new grocery and convenience stores](#) or contact [groceryandconvenience@lcbo.com](mailto:groceryandconvenience@lcbo.com).

### **Where can I go if I have questions about The Beer Store pickup?**

Please contact The Beer Store by calling 1-888-948-2337 or emailing [customerservice@thebeerstore.ca](mailto:customerservice@thebeerstore.ca).