LCBO

CONVENIENCE OUTLET

Operations Manual

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Introduction

The LCBO Agency Store Program began issuing authorizations to operators ("**Operators**") for the establishment of "**Government Stores**" in 1962 and was subsequently rebranded as the "LCBO Convenience Outlets Program (the "**Program**") in 2019.

The LCBO Convenience Outlet Program provides access to beverage alcohol to communities (each a "**Community**") that lack convenient access to a LCBO retail store location and delivers economic benefits to such Communities, through revenue generation, employment, and an overall broadening of each Community's business base.

Under the Program, the LCBO may authorize persons (Operators) to sell Liquor, along with other goods, to the public at retail stores in Ontario ("**Convenience Outlets**"), as agents of the LCBO, pursuant to the *Liquor Control Board of Ontario Act, 2019* (the "**LCBO Act**") as the same may be amended or replaced from time to time.

This LCBO Convenience Outlets Manual ("**Manual**") is a reference guide for Operators. Any questions with respect to the Program and/or this Manual can be directed to your Client Service Coordinator and/ or ConvenienceOutlets@lcbo.com. Convenience Outlets operators may determine the prices at which they sell Beer, Cider, and RTDs with 7.1% alcohol by volume or less, and Wine with 18% alcohol by volume or less. All beer, cider, RTDs and wine products above the stated ABV limit must be priced uniformly with LCBO retail. The responsibilities associated with each Convenience Outlet are outlined in an LCO Authorization (the "**Authorization**"), which sets out the terms that govern how LCOs can sell to the public and a Master Supply Agreement ("**MSA**"), which sets out the terms that govern how LCOs buy product from the LCBO. Operators must adhere to all the requirements set out in the Authorization and MSA in operating the Convenience Outlet in the Community. Failure to comply with the policies and procedures in this Manual, the Authorization or the MSA could result in suspension or revocation of your LCBO Convenience Outlet authorization and/or Master supply agreement. .

The Liquor Control Board of Ontario Act & Liquor Licence and Control Act

The Operator's employees who work in the Convenience Outlet must meet the requirements of the LCBO Act and the *Liquor Licence & Control Act,* 2019 ("**LLCA**"). Operators are required to familiarize themselves with the LCBO Act and the LLCA and must comply with the applicable sections and regulations under those acts. Copies of the acts can be obtained by accessing the Ontario government internet website (www.e-laws.gov.on.ca), by phone/fax, mail order or by picking it up in person.

It is a serious offence to knowingly sell or supply beverage alcohol to minors or intoxicated individuals. Any Operator or any employee of an Operator who sells beverage alcohol to an underage or intoxicated person may be held legally liable. The Operator must advise the LCBO Convenience Outlets Department immediately, in writing, of any charges laid against their staff for violating the Act or the LLCA.

Under the LLCA no person under the age of 19 may purchase or attempt to purchase beverage alcohol and no person shall sell or supply beverage alcohol to a person under the age of 19.
Customers of a Convenience Outlet who are suspected to be 25 years of age or younger must be asked to provide valid government issued photo-identification ("**ID**").

The list of acceptable IDs is as follows:

- LCBO BYID Card
- Ontario Driver's License
- Canadian Citizenship Card
- Canadian Passport
- Canadian Armed Forces ID Card
- Permanent Resident Card

- Secure Certificate of Indian Status Card

If a customer presents their Ontario Health Card to you as proof of age, you can accept it. However, you cannot request this form of ID.

Customers who appear to be purchasing beverage alcohol for a minor or an apparently intoxicated person **must** be refused service. Employees must refuse the sale of alcohol if they witness any of the following:

- an exchange of money between a potential customer and a minor.
- an exchange of money between a potential customer and an intoxicated individual.
- overhearing a conversation in which a minor or intoxicated individual is requesting a second party to purchase alcohol on their behalf.
- A minor or intoxicated individual handling beverage alcohol at the point of sale. (Please refer to the Challenge & Refusal Workday Training module and Check ID guides for more information).

Information **must be recorded** for both instances of "challenged-served" and "challenge-refusal to serve", as described above, on the Challenge and Refusal App. Operators are required to login and use the C&R app to report:

1. All instances of requests for valid government- issued photo id and whether the customer was served or not
2. All instances of customers suspected of buying beverage alcohol for others
3. All instances of customers suspected of intoxication

Links to the Challenge & Refusal web app and support documentation are found below. Note that online C&R training is required in combination with C&R App reporting. Therefore, please login to your Workday account and see the Challenge and Refusal online training module and LCBO- provided ID Check guides for more information.

To reset the password associated with your AS (operator number) @lcbo.com username, please contact the IT Service Help Desk at (416) 864-2550 or itsrvdsk@lcbo.com.

C&R Online Application
C&R App Support Document

Onboarding

Training

All employees of the Operator who might be handling beverage alcohol at the Convenience Outlet must be eighteen (18) years of age or older.

The following training requirements must be completed by all employees of the Operator prior to selling beverage alcohol to the public and all modules must be recertified via annual refresher training. The LCBO will grant access for each Operator employee to complete the required training programs online, as described below.

The LCBO has an online resource called "Workday", which is a learning management system that can be accessed by the Operator and its employees, to complete the workday training modules outlined below. Please note that any changes to your active employee roster must be communicated to ConvenienceOutlets@lcbo.com so that training can be administered to new employees and updated 2404 Employee Confirmation lists can be shared for your records. Note that the required training courses for newly enrolled employees are loaded during the nightly system update and will not be available until the following day after 9:00 a.m.

Challenge & Refusal Online Training

- The Challenge & Refusal Training program outlines the proper way to deal with identification requirements, purchasing on behalf of underaged individuals, under the age of 25 and checking for intoxication.
- Instances of Challenge and Refusal may be reported using an LCB 2463 – Challenge and Refusal Report Form, at point of sale, or directly in the Challenge and Refusal App. If LCB 2463 Challenge and Refusal Report form is used at the point of sale, this information must be entered into the Challenge and Refusal app prior to the end of a given fiscal reporting period. Challenge and Refusals must be reported on the Challenge and Refusal App every period. See LCBO Fiscal Calendar for period start dates and reporting deadlines.

QA Product Recall Training

The LCBO Convenience Outlets Department may from time to time recall certain products that are offered for sale in the Business Premises ("**QA Product Recalls**")

- Notice of QA Product Recalls will be provided via email and text message alert. It Is the operator's responsibility to monitor the email address and/ or registered QA cell phone number provided to ConvenienceOutlets@lcbo.com to ensure they do not miss any potential QA Product Recall communications.
- Operators must respond to QA Product Recalls by completing the email or text response chains within 3 hours and must comply with any instructions provided by LCBO Convenience Outlets Department.
- After actioning the QA Product Recall response chain via SMS or Email, further instructions will be provided by LCO@lcbo.com regarding the storage of reported product quantities/ monitoring of in- transit quantities and instructions for your product recall claim on Wholesale.lcbo.com. A refund will be issued to the Operator once the claim has been approved.
- In the event of a Class 1 QA Product Recall, LCBO Convenience Outlets who received the initial QA Recall via text message or email will receive a follow up communication that includes the required public notice messaging and Class 1 QA Recall labels which must be affixed within the LCO and on affected sealed product respectively. Your designated client service coordinator will follow- up to ensure the signage has been duly affixed to affected sealed stock, and throughout the Convenience Outlet as necessary.

Non- Saleable Returns Training

The purpose of this training module is to learn how to identify non-saleable products and what to do when customers return these products. By following the correct process, you'll quickly identify what products can go back on your shelves for resale and what products need to be processed as *customer complaints*. You'll be helping to maintain our safety standards and keep your inventory accurate.

To process a non-saleable product return, first determine the customer type – 1) Special Occasion Permit or 2) Standard LCO Customer

1) Special Occasion Permit (SOP) - means all products in saleable condition go back on the shelf for re-sale.
2) Regular Customer - These container and product types are SALEABLE, so when they are returned unopened, they are processed as a *saleable return*, and placed back on the shelf:

I. canned or glass bottles of cider and ready-to-drink (RTD) products
II. glass bottles of wines, spirits, fortified wines

NON- SALEABLE CONTAINER TYPES

- All PET/polyethylene terephthalate containers (including spirits, ready-to-drink, coolers, wines and

liqueurs). PET containers are made of plastic and are usually clear in colour. They weigh less than traditional glass bottles and don't shatter when dropped.

- Tetra Packs & Flexi-pack containers. Tetra and Flexi packs are made from paper, plastic, aluminum foil, or any combination of these materials and its shape can easily change when filled or during use.
- Wine in a box (Bag-In-A-Box) container. This box is made from cardboard or corrugated fiberboard, which supports the plastic bag/bladder filled with wine. The wine flows out from a plastic push-release valve.
- Product types: Cream-based liqueurs Beer, any format or size
- When non-saleable products are returned, complete the LCB 2457 form and submit your claim via your wholesale ordering account. Do not place the products back on the shelf for re-sale. Complete the complaints form and submit via the claims app.
- If any of these products listed above are OPENED, process them as a regular customer complaint, showing the customer's reason for the return.

Product Quality Complaints Training

The LCBO sells millions of products each year and a small fraction are returned due to quality concerns. In rare cases, some of these products may present a potential health risk to consumers.

Processing the Complaint
Many product quality complaints will be a result of products simply tasting “off”. When this happens, the customer is issued a refund, Convenience Outlet/ Retail Store Customer Product Quality Complaint Form (LCB 2457) is completed and submitted via your LCBO Wholesale Ordering Account.

You need 2 pieces of information to log into your LCBO Wholesale Account:

1. Email Adress: The email provided to LCBO during onboarding
2. Password: If you can’t remember the password, click ‘*Forgot Your Password?’* or email LCO@lcbo.com

A receipt is not required for the return. If the customer presents a receipt, then the amount on the receipt must be refunded.

All Returns Quality Complaints require customer name and address information which must be entered into Convenience Outlet/ Retail Store Customer Product Quality Complaint Form (LCB 2457). Validate information by requesting valid photo identification.

Creating an Accessible Workplace for Everyone Training

Operators shall review the requirements of Accessibility for Ontarians with Disabilities Act.
The *Accessibility for Ontarians with Disabilities Act, 2005 (*or the “**AODA**”) is a provincial law. Its goal is to make Ontario accessible for people with disabilities by 2025 by developing and enforcing accessibility standards.

The standards are found in the Integrated Accessibility Standards Regulation which was established under **AODA**. The accessibility standards are the legal requirements that organizations in Ontario must follow to become more accessible to people with disabilities. They address key areas of daily life, including:

1. customer service
2. information and communication
3. employment
4. transportation
5. design of public spaces

LCBO Convenience Outlets Manual Training (required by all LCO Authorization Signees and LCO Store Managers)

The purpose of this training module is to ensure that all store managers and Authorization Signees are familiar with the contents of the Operations Manual. Contact ConvenienceOutlets@lcbo.com for more information.

Upon successful completion of all required training modules by staff at your LCO, a signed and dated Employee Confirmation Form (LCB 2404) will be issued by conveniencеoutlets@lcbo.com. It is the Operator's responsibility to inform the LCO Department of any changes in staffing at the Business Premises and to ensure their Employee Confirmation Form is complete, accurate and readily available in the event of a store audit at your location.

Opening Checklist

The following is a list of items which must be in evidence prior to the opening of an LCBO Convenience Outlet:

- Signage (External Sign(s), Information Sign(s), Responsible Service Program (x5), Sandy's Law (x2), Hours of Operation, ID Check Guides and Convenience Outlet Certificate)- see below for additional detail.
- Operator's email addresses provided to the LCBO are active.
- Certificate of Insurance has been received and approved by ConvenienceOutlets@lcbo.com
- Accessible phone numbers are active during Operator's business hours and active voicemail service ready to accommodate voice messages.
- All of Operator's employees have completed mandatory Workday training described above and have an LCBO- endorsed 2404 Employee Confirmation list provided by ConvenienceOutlets@lcbo.com;
- Client Service Coordinator contact information for assistance with initial product order.

External Sign

The Operator must display, on its Business Premises, the LCBO Convenience Outlet sign provided by the LCBO. This sign must be affixed in the location designated by the LCBO.
The LCO Department provides the Operator with a standard external sign (the "**Standard External Sign**"), free of charge. However, the sign is to be affixed to (and removed from, as applicable) the Business Premises at the Operator's expense.

If an Operator wishes to use any additional LCBO external signs, which vary from the Standard External Sign, or wishes to erect an LCBO highway sign, the Operator must, at its sole expense, submit proof of artwork, which meets LCBO brand guidelines and receive written approval from, the LCBO prior to displaying or erecting any such signs. The LCBO brand guidelines are posted on the Doing Business with LCBO Wholesale website. The Operator must pay the costs incurred for additional and/or any non-Standard External Signs.

The LCBO reserves the right to demand the removal, at the Operator's expense, of any LCBO sign that does not meet LCBO brand guidelines.

Internal Signs

Information Sign

The Information Sign, as provided to the Operator by the LCBO, contains information for customers regarding social responsibility and product returns and must be posted within the Designated Premises of the Business as per the Operator's floor plan. (See Schedule A of the Authorization for your approved floor plan).

Sandy's Law Mandatory Pregnancy Warning Sign

Under Ontario Regulation 745/21 (General) of the LLCA, Operators are required to prominently display warning signs regarding consumption of alcohol during pregnancy, for customers.

LCBO recommends that Operators post these signs on their "Community bulletin boards" and at checkout counters to ensure the compliance with this mandatory signage requirement.

It is mandatory that Operators post their Sandy's Law posters in a highly visible and prominent area.

Responsible Service Program

These signs must be posted within the Designated Premises (see Schedule A of the Authorization) as well as at the point-of-sale area. This signage indicates to check for valid government-issued identification, signs of intoxication, and 2nd party purchases for a minor. Operator employees should be requesting and verifying identification if the customer appears to be under the age of 25. Operator employees should refuse to serve if the customer appears to be intoxicated or purchasing on behalf of a minor.

LCBO Convenience Outlet Hours of Operation Decal

Please post your LCO hours of operation decal in the Designated Premises or front door of the Business Premises. It is important to adhere to your posted hours of operation. If the hours of operation for the Convenience Outlet change, or you require additional hour decals, please email ConvenienceOutlets@lcbo.com

LCBO Convenience Outlet Certificate

LCBO Convenience Outlets will provide an LCO Certificate that must be displayed in the Designed Premises or within the cashier area of the Business Premises.

ID Checking Guides (Canada & United States Edition, International Edition)

LCBO Convenience Outlets will provide both copies of the ID Checking Guides for the current calendar year via mailbag. These guides should be used in combination with your Challenge & Refusal training and the Challenge & Refusal web application to ensure socially responsible beverage alcohol sales at your LCO.

Hours of Sale of Beverage Alcohol

The Operator's Convenience Outlet should be open to the public for a minimum of eight (8) hours per day for six (6) days per week, one of which must be Saturday. Hours of operation for the sale of beverage alcohol must comply with the acceptable hours of operation as outlined by the Alcohol and Gaming Commission of Ontario ("**AGCO**")., which are from 7 A.M. – 11 P.M. The hours must be displayed on the door of the Operator's Business Premises.

Where the Operator operates a seasonal business, the LCBO may, in its discretion, authorize reduced hours of operation, where the LCBO determines that it is warranted given local demand. The Operator shall be responsible for informing the LCBO of any changes to the Convenience Outlet's hours of operation.

Selling on Holidays

Under the *Retail Business Holidays Act*, retail businesses must be closed on the following holidays:

- Canada Day
- Labour Day
- Thanksgiving
- Good Friday
- Easter Sunday
- Christmas Day
- New Year's Day
- Any other public holiday declared by proclamation of the Lieutenant Governor to be a holiday for the purposes of the *Retail Business Holidays Act*.

If Operators wish to be open during these holidays, Operators shall be responsible for obtaining approval from their municipality, which may have specific by-laws or holiday closing requirements for retail businesses. It is the Operator's responsibility to retain any letters of approval.

If the Convenience Outlet is located within an unorganized territory or township where there is no municipal organization, Operators are not permitted to sell on the above holidays unless permitted to do so by regulation under the *Retail Business Holidays Act.* Please direct all holiday-related inquiries to the Ministry of Public and Business Service Delivery.

Product Sampling

Five (5) standard business days of notice to ConvenienceOutlets@lcbo.com are required for approval to conduct a product sampling at your LCO. Note that all Liquor used in such samplings, including any sampling conducted by a manufacturer, must be sourced from the LCO's inventory at the Business Premises. The Operator shall retain all receipts of Liquor purchased for sampling and make a record of any Liquor remaining at the conclusion of the sampling. These records must be provided to the LCBO on request.

The LCBO is mandated to control the sale and sampling of beverage alcohol in LCOs in Ontario. LCO employees must not provide alcohol samples to anyone who is or appears to be underage or intoxicated. Customers cannot walk away from the tasting bar with a sample. They must consume or dispose of the sample in your presence at the tasting bar. Customers are entitled to one (1) sample per event.

All LCO employees conducting the product sampling must follow Check 25 Challenge & Refusal policies and complete the mandatory Responsible Tasting at your LCO online training module as administered by ConvenienceOutlets@lcbo.com. Training must be completed in advance of the proposed product sampling. After successful completion of the training by associated LCO staff, a roster of approved LCO employees will be returned to you. Only employees outlined on the approved training roster are eligible to pour samples and conduct the product sampling event in your LCO. Where sampling is conducted by a manufacturer or representative of same, the LCO Operator must verify that such individual has completed all training as required by the AGCO. Product sampling events may run for a total of six (6) hours.

Store Layout

Beverage alcohol must be displayed in the approved Designated Premises of the Business Premises, as defined in the floor plan in Schedule A of the Authorization. The Convenience Outlet is considered an adjunct service to the Operator's main business operations. Except as may be specifically set forth herein with respect to "cross-merchandising", beverage alcohol must be physically segregated from other goods in the Business Premises and at no time can beverage alcohol be the main focus of the business.
Always refer to the Authorization for the approved floor plan.

The Operator will not carry out any renovation, alteration or improvement to the Business Premises that may impact to Designated Premises in any way without the prior written approval of the LCBO. Beverage alcohol must not be accessible outside the selling hours as mandated by the AGCO.

Category Placement

Strategically placed product categories in your Convenience Outlet should present a uniform look that mirrors the LCBO retail stores and creates the opportunity to increase your business. Products should be placed by category not by manufacturer. In addition, the Operator must ensure that all Liquor merchandised in the LCBO Convenience Outlet has been identified on their approved floorplan and is reflected in Schedule A of their Authorizations.

Any changes to the approved locations for the merchandising and display of beverage alcohol in your LCO must be expressed in a proposed floor plan and submitted to ConvenienceOutlets@lcbo.com for approval before you make any changes to your store layout concerning where retail beverage alcohol is located. Note that your designated Client Service Coordinator is your best resource for determining your LCO's product selection and how best to merchandise these products. Some best management practices regarding product placement by category are outlined below:

Wines:

Arrange wines by country of origin on your shelving in order of flow from front of store (nearest) to back of store (farthest). Ontario wines should be the first "Product Set" that a customer sees when looking at your wine display. Subsets within the Ontario wine set can flow as follows: (front to back) VQA, White Varietals, Red Varietals, White Blends, Rosé, and Red Blends. Placing families of products under a brand name, such as Jackson Triggs or Carlo Rossi, together, makes shopping easier for customers.

From nearest to farthest, shelving flow for wine should resemble the following example to encourage browsing: Ontario, B.C., New Zealand/Australia, Chile/Argentina, Sparkling, SE Europe, Germany, France, Italy then Fortified Wines.

Spirits:

By placing white spirits (ex. vodka) closest to the front of the store, and dark ones (ex. whisky) farthest to the back of the store, you can create a basic flow for your "Spirits Category". Place spirits on the perimeter wall shelving in order of flow from the front (nearest) to back (farthest): Vodka, Gin, Rum, Brandy, Scotch, Whisky then Liqueurs.

Beer, Cider & Ready to Drink:

Placing products by size format, such as putting all the single canned products together and all the multi pack products together, has proven to be more operationally efficient.
When you put out single unit products, if possible, merchandise them in their original tray packaging to reduce product handling.

Keep the country of origin and the brand families together within each product format.
If you have fridge space, you can duplicate the products within it, onto additional block pile spaces. These are usually your highest volume products.
Position beers and RTDs in the farthest corner on either shelving units. This positioning draws traffic through the store for impulse sales.

Shelf Management

Products with various size formats should always have a “right-hand trade up” (i.e. largest size to the right).
Products should have a minimum of 2 facings.

1. 9 facings maximum for 750 ml products
2. 6 facings maximum for 1.5 L products



Figure 1

Consider merchandising a variety of products (See Figure 2) instead of multiple size formats of the same brand (Figure 1)



Figure 2

Merchandise enough products on the shelf to maintain a “Ready for Business” look between deliveries.

1. Each facing should always be at least 2 items deep
2. Products should always be faced up to the front of the shelf (i.e., front label facing out).
3. Products and shelving should always be kept clean.

Shelf Product tags (bin tags) should be situated under the center of each product location.
The facings given to a single SKU should be based on the product’s popularity and prominent sales.

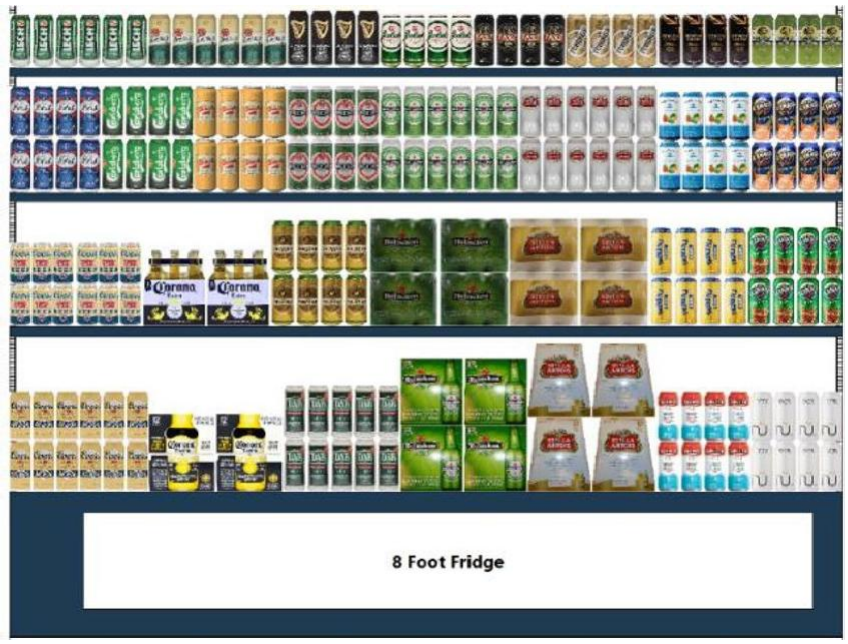
The shelf ranking is determined by estimating average customer sightlines and accessibility to the shelf as shown in the diagram below.

Sample Plano-Guides

Spirits & Wine – Shelving



Beer & Ready to Drink – Cooler Section



Product Pricing and Price Changes in your LCO

LCOs are able to set their own prices for Beer, Cider and RTDs 7.1% alcohol by volume (ABV) or less and wines 18% ABV or less. The LCBO will determine the price for all other Liquor, including Spirits and all beer, wine, RTDs and Cider products above the stated ABV limit. Please note that retail prices set by the operator must not be lower than what is permitted by the minimum retail pricing (MRP) regulations. More guidance on minimum retail pricing can be found on Doing Business with LCBO.

Operators will be advised of increases or decreases in the selling price of products purchased from the LCBO by means of Price Bulletins posted to Wholesale Pricing | LCBO Convenience Outlets Agency Operators | Doing Business with LCBO and updates to the Lexmark In- Store Publisher.

Bintags

Operators will be provided with access and training on the Lexmark system upon joining the LCO Program. Details will be provided as part of the Operator's onboarding package.

Using Bintags

It is required that Operators check Lexmark daily to identify any changes/updates to pricing for products that have their prices determined by LCBO. Price changes are uploaded seven (7) days in advance and specific, tailored bintag price batches are created by Lexmark based on your unique Store Inventory batch. Ensure your Store Inventory batch is up to date with all products sold at your Convenience Outlet and new and unlisted products are added and removed as needed. Regular price changes and item changes are permanent changes, therefore, once you print the bintag, you must replace the current label on the shelf with the new printed label. Limited Time Offer ("**LTO**") or Super Saver ("**SS**") price changes are sale prices with a start and end date. Sale bin tags can be placed in front of regular price bin tags until end of LTO period.

Daily, the Operator or its Personnel must log into Lexmark and print all applicable bintag batches, including:

1. Change the price label on the products / selling units affected by the price change.
2. Remove and replace the associated bintags.
3. For LTOs, prices must be changed on the effective date of the offer.

If you have questions regarding pricing or if you require cardstock for printing bintags, email conveniencesoutlets@lcbo.com

Note that for eligible Beer, Cider, RTD, and Wine products that are not subject to LCBO uniform pricing requirements, operators should establish shelf prices using their own processes and systems.

Product Assortment

All brands of Liquor products carried by the Operator must be purchased from your LCBO supplying source. The supplier identified on your order will deliver the associated order purchased from the designated LCBO supplying source to the Operator, at the licensed Business Premises.

The LCBO keeps track of all brands purchased by the Operator to ensure that a representational selection of LCBO listings is being carried by the Convenience Outlet, LCOs are also permitted to purchase products from authorized suppliers participating in LCBO's Direct Delivery Program. Please visit Direct Delivery Program | Doing Business with LCBO for more information and a list of authorized suppliers.

An Operator's Convenience Outlet may carry:

1. Any wine, spirit, or beer currently available from your LCBO Supplying Source via wholesale.lcbo.com: Account Sign In | LCBO. The catalogue will change often to reflect delisted products, poor sellers and to offer new products.
2. Liquor from a authorized suppliers participating in the LCBO's Direct Delivery Program.
3. Non-alcoholic or alcoholic promotional products paired with an inventory product ("Value-Add Products"). Supplier representatives may visit LCBO Convenience Outlets to provide non-alcoholic or alcoholic Value Add Products on certain LCBO approved products in stock in the Convenience Outlet. Operators should only have enough Value-Add products to accommodate their current stock of promotional products, and a supplier cannot leave additional quantities of Value-Add Products for future orders. Value-Add Products cannot be sold separately by the Operator and must be picked up by the supplier representative once the promotion has ended. any Value-Add must be of nominal value not exceeding 20% of the retail value price of the beverage alcohol with which it is included.

An Operator's Convenience Outlet may not carry:

1. "Bad Label" stock received from the LCBO. This refers to products from which the labels have been torn off or are missing, etc. Immediately contact LCO@lcbo.com upon this occurrence.
2. LCBO gift cards.

Operators are not permitted:

1. To sell to licensees (as defined in the LCBO Act or LLCA).
2. To redeem LCBO Gift Cards for the payment of beverage alcohol nor to sell them to customers.
3. Convenience Outlet Operators must retail all beverage alcohol products in the same selling unit format that the Operator purchased from the LCBO, The Beer Store or authorized Ontario manufacturer.
4. Convenience Outlet Operators may not alter the LCBO retail price or authorized Ontario manufacturer's retail price for Beer, Cider and RTD over 7.1% ABV, Wine over 18% ABV or Spirits.
5. To redeem "Supplier Vouchers" (i.e., coupons from manufacturers of Liquor) as the LCBO cannot reimburse Operators for such vouchers. Customers wishing to redeem Supplier Vouchers must do so at an LCBO Retail Store.
6. To exchange or request a refund for a brand that Operator no longer wishes to offer for sale at its Convenience Outlet. However, an exchange or refund is permitted if the product has been removed from sale because of an LCBO Product Recall, or if a customer has complained and returned the product.

Purchasing Beverage Alcohol

LCBO's wholesale price for retail beverage alcohol is calculated using a cost- plus model which includes:
- The supplier quote provided by the Supplier or Agent during product application
- Applicable freight costs, federal excise taxes and duties, and import duties
- LCBO's wholesale mark-up, which varies by product type
- Cost of Service Differential (COSD), if applicable

LCBO may use multiple supplying sources to fulfil orders including, but not limited to, LCBO itself, and Ontario manufacturers of Liquor (or their authorized third-party logistics providers).

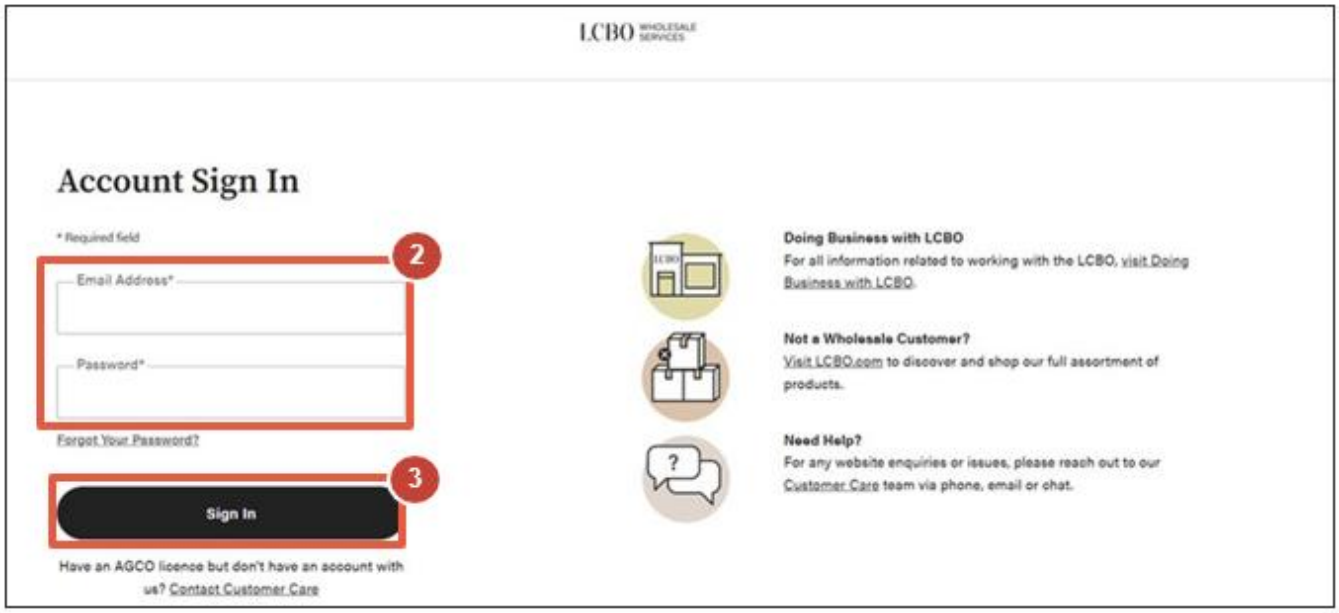
LCBO Supplied:
LCBO Supplied Liquor shall be delivered by LCBO to the Business Premises.

Non-LCBO Supplied:
Non-LCBO Supplied Liquor shall be delivered by Ontario manufacturers or an authorized third-party logistics provider to the Business Premises.

All beverage alcohol must be purchased via Account Sign In | LCBO or from authorized Direct Delivery suppliers.

For a detailed reference guide on navigating the ordering website including logging in, order creation and order history, please access Doing Business with LCBO.com

Below: *homepage for B2B Portal, Wholesale.lcbo.com. If you require login assistance, please contact LCO@lcbo.com*



Order Payment and Associated Late Payment Fees

Funds for your order will be automatically withdrawn from your bank account 30 days after the order date. A shipping confirmation email will be sent to your associated b2b portal login email when each supplying source has confirmed shipment of your order and you will receive an invoice when the order is complete. If any products in your order are unavailable and do not ship, they will not appear on your invoice, and you will not be charged for them.

If there are non- sufficient funds to cover the cost of your wholesale.lcbo.com order, your wholesale ordering

account will be placed on a hold until such time that the payment for your order is received by the LCBO. Your Client Service Coordinator will be in contact to arrange for payment and to provide updates on the status of your account hold. Note that a $35-dollar late payment fee will be incurred for each instance of non-sufficient funds. Repeated instances of non-sufficient funds will result in letters of non- compliance being levied against your Authorization to Sell Retail Beverage Alcohol.

Operating Procedures

Ontario Deposit Return Program (ODRP)

The Operator shall accept and redeem empty beverage alcohol containers in accordance with the Ontario Deposit Return Program established by the Government of Ontario and as administered by TBS, as the same may be amended from time to time (the "**ODRP**"). The Operator shall sort containers and secondary packaging in such a manner as may be directed by TBS and shall store empty containers in a segregated area of the Business Premises. The Operator shall enter such contracts or arrangements as may be required by TBS in connection with the ODRP.

Empties must be accepted during the hours retail beverage alcohol is sold. Operators may limit empty returns to 3 days a week (one of these days must be Saturday), however, signage must be posted so customers are aware of these terms.

Audit Compliance

As part of the LCBO's commitment to quality customer service, there are a maximum of four (4) Convenience Outlet audits per fiscal year. Audits may be scheduled up to 24 hours in advance or auditors may show up unannounced. Refusing the audit will result in a non-compliance letter. The authorized Operator/Designate must be on site to help facilitate the audit and answer questions.

Audits are all encompassing and may include, without limitation, an examination and review of:

i. Cash register receipts/ daily sales journal data to establish that retail alcohol sales are occurring within permissible hours.
    - Records must include accurate transactional time stamps, item descriptions and deposit amounts

ii. Challenge & Refusal Reporting and;
    - LCO Operator or Personnel must have access to the LCBO online Challenge & Refusal reporting portal

It is the Operator's responsibility to ensure that all records are maintained and readily available upon request. Cash register receipts must be available for the fiscal year and available based on date of sale. Audits may also focus on store operations, inventory, pricing, signage, and training.

Each audit will be reviewed by the LCBO Convenience Outlets department and, if there are any corrective actions required, the Operator will receive a letter describing the required corrective actions and the steps to resolve them. These letters will remain on file for the duration of the term of the Authorization.
For more information on the auditing process, please use the link to Doing Business with LCBO to view the current LCO audit checklist.

Non-Compliance Letters

Non-compliance letters can be issued for, but not limited to the following reasons:

Incidents shall be escalated in the following manner:

1st Incident (Non-Compliance Letter)

When an Operator is found to be non-complaint, a non-compliance letter will be issued to the Operator outlining the non-compliance, the corrective action required and the outcome for any future recurrences.

2nd Incident (2nd Non-Compliance Letter)

Where it is found that the Operator is non-compliant for the same issue again, the Operator will be informed of this second recorded incident, resulting in **a second non-compliance letter**. The second non-compliance letter will be issued to the Operator outlining the non-compliance, the corrective action required and informing the Operator that, upon the occurrence of any future reoccurrences, their ordering account will be placed on hold, and the Operator will not be permitted to place orders.

3rd Incident (3rd Non-Compliance Letter & Accounts placed on Hold – 15 Day Period)

Where it is found that the Operator is non-compliant for the same issue again, the Operator will be informed of this third recorded incident, resulting in **a third non-compliance letter and a hold** on their ordering account.

In the form of a non-compliance letter, the Operator will be informed that their Authorization to purchase retail beverage alcohol as an LCBO Convenience Outlet will be put on hold for a period of fifteen (15) days, effective immediately.

4th Incident (4th Non-Compliance Letter & Suspension 30 Day Period)

Where it is found that the Operator is non-compliant for the same issue a fourth time, the Operator will be informed of this fourth recorded incident in the form of **a fourth non-compliance letter and a 30-day suspension of the Authorization to sell retail beverage alcohol as an LCBO Convenience Outlet.**

The LCBO Manager of the Program will call the Operator and advise that the Authorization will be put on hold for a period of thirty (30) days, effective immediately. The Operator must rope off the Designated Premises of the Business Premises, discontinue selling beverage alcohol immediately and will not be able to place orders during this time. A Temporary Service Change Notice to Customers will be issued from ConvenienceOutlets@lcbo.com as part of the suspension and must be posted to the front entrance of the licensed premises (your business). This notice will advise customers that the LCO will not offer retail beverage alcohol sales while operational requirements under the LCO program are addressed. If your business is found to have engaged in retail beverage sales or failed to post the Temporary Service Change Notice to Customers on the front door, the LCBO will move to revoke the Authorization immediately.

5th Incident (Revocation of Authorization)

The revocation procedures shall be conducted in accordance with the terms and conditions of Section 15 in the Authorization between the LCBO and the Operator.

Loyalty and Rewards Program

Aeroplan loyalty program runs exclusively in LCBO retail stores and does not apply in Convenience Outlets.

Cross Merchandising

Beverage alcohol may be located within the approved Designated Premises, along with complimentary items such as gift bags, food pairings, etc.

Depending on the approved floor plan of the Convenience Outlet (see Schedule B of the Authorization) and space restrictions, secondary locations in addition to the Designated Premises may be used for the display of beverage alcohol (i.e., end aisle displays, refrigerators, block piles) as long as these areas have been identified on your approved floor plan and do not exceed 5 feet in height or restrict aisle widths to less than 3 feet. r). In addition, smaller format bottles are permitted behind the cash to prevent theft.

A cold room with dairy doors and shelving units may be shared, but the host business goods and alcohol products must not be mixed and must show a clear distinction (i.e. dedicate one door to beverage alcohol, and one to dairy, one to pop, etc.). The Operator may be permitted to group beverage alcohol products together with or without other sundry items for re-sale at the Convenience Outlet (i.e., gift baskets).

Note that all Cross Merchandising of retail beverage alcohol must be done in a 'Socially Responsible' manner. There are essentially three separate categories of potential host business goods which may never be merchandised with retail beverage alcohol:

1. Items promoting excessive or unsafe consumption of retail beverage alcohol including but not limited to:
    a. Drinking Games
    b. Chugging Devices
    c. Energy Drinks

2. Items which can be perceived as appealing to minors including but not limited to:
    a. Toys
    b. Child-oriented characters
    c. Youth- focused novelty products

3. Items which create a dangerous alcohol association including but not limited to:
    a. Fireworks
    b. Firearms/ Ammunition
    c. Driving Related Activities
    d. Cannabis/ recreational drug- related paraphernalia

All requirements for the responsible cross- merchandising of retail beverage alcohol are also applicable to Liquor available for purchase through a website or mobile application (a.k.a., "click and collect").

Selling the Business

When an Operator intends to sell the Business Premises to a third party, **they must provide the LCBO Convenience Outlets Department with written notice at least sixty (60) days before entering into a contract or agreement for such sale**. The communication of a target closing date and buyer contact information are required before the LCBO will initiate the Sale of Business Process.

The LCBO may be in a position to offer the buyer a *Temporary* Authorization, once the application package from the new owner is approved by the LCBO and confirmation that the sale has closed is provided by the legal representatives of the buyer and seller.

The Operator selling the Business Premises must ensure that the Authorization is not represented or offered in any terms of the sale, including as a condition of sale of the business. It is important to note that the Authorization is **not transferable, in full,** to the new owner of the Business Premises. A Temporary LCO Authorization must be issued instead.

NOTE: This sale of business process can take anywhere from 6 to 8 weeks to complete.

Temporary LCO Authorization

The Temporary LCO Authorization, issued for a six (6)-month term, permits the new owner of the Business Premises (following the completion of the sale) to buy and sell beverage alcohol at the Convenience Outlet until a successful applicant is appointed through a formal RFP competition issued by the LCBO for the applicable Community.

A Temporary LCO Authorization is no longer valid once a successful applicant is appointed to be the Operator for that Community.

The **current Operator** of the Business Premise:

1. Provides sixty (60) days' notice to ConvenienceOutlets@lcbo.com
2. Provides the target closing date to ConvenienceOutlets@lcbo.com
3. Provides the prospective buyer's contact information to ConvenienceOutlets@lcbo.com
4. Signs and returns the Acknowledgement of Termination and Release document to ConvenienceOutlets@lcbo.com which is post- dated for the sale target closing date

The **prospective buyer** of Operator's Business Premises:

1. Confirms the proposed closing date of the purchase/sale of the Business Premises to ConvenienceOutlets@lcbo.com
2. Completes the application package and returns all required forms to the LCBO.
3. Provides certificate of insurance to LCBO Convenience Outlets Department for review and approval.
4. Completes all Workday training modules prior to proposed sale date.

One day prior to the closing day for the sale, the LCO department will issue an inventory list for the buyer and seller to take a physical inventory of the remaining stock at the Business Premises. The buyer and seller must agree and sign off on the final inventory totals and email their signed form to convenienceoutlets@lcbo.com. The LCO Department will email the inventory total to buyer and seller so that payment for the inventory transfer can be arranged.

The seller must send official confirmation to the LCO Department that payment for the inventory transfer has been received, and the sale of the Business Premises has been closed, by providing a letter from the applicable lawyer, and the LCO Department will send a *Temporary LCO Authorization and MSA* to the buyer.

The new owner of the Business Premises (the buyer) must sign the *Temporary LCO Authorization and MSA and* send it back to the LCO Department via email at ConvenienceOutlets@lcbo.com.

Upon receipt of the signed *Temporary LCO Authorization and MSA,* the LCO Department will email the buyer and the designated supplying source, advising that the buyer is able to sell beverage alcohol and purchase and sell new stock on a temporary basis (i.e. only until the RFP competition for that Community is finalized).

PLEASE NOTE – LCBO Convenience Outlets will not process a Sale of Business until all funds owed by the Selling party have been received by the LCBO. Please monitor your orders and VersaPay account to ensure the account balance has been paid in advance of your target closing date.

Seasonal Closures

When an LCO closes for the season, the Operator must advise the LCO Department, in writing, at least two (2) weeks prior to the closing date. It is the Operators responsibility to ensure inventory levels have been reduced or sold prior to closing for the season. The LCBO will no longer accept returns of beverage alcohol.

Special Occasion Purchases & Returns

Operators should have the ability to include SOP information on their POS system. If this is not available, the Operator **must** record this number on customer copy of the receipt**.**

SOP Customers may return sealed products that are in saleable condition to the same Operator from which they were bought provided:

- The product being returned is accompanied by the Special Occasion Purchase Receipt
- The return is made within thirty (30) days of purchase.

SOP customers may return PET (plastic) containers, cream-based liquors, beer, Tetra Pak, Flexipack, and bag-in-a-box products provided they are considered saleable. However, these products must be fully examined to ensure the products are authentic and in saleable condition prior to being returned to the Operator's inventory for resale.

Claims & Returns

Claims are used to report and resolve order and product related issues within 72 hours of your order delivery. Product shortages, damaged products and product recall claims must be submitted via your LCBO Wholesale Account. Please note that in the case of a 'Mispick' or 'Overage' (incorrect products or quantities on your delivery) you must email LCO@lcbo.com to advise them of the claim ID and the product details so that a manual refund can be issued. If you note issues with a 'Drop Ship' or Beer Store delivery, the carrier copy of your Bill of Lading must be markets with any noted issues or as 'STC' (Subject to Count) or 'STB' (Subject to Breakdown). Note that a full count is required at the time of delivery for orders or ten (10) cases or less.

For instances of customer complaints, please ensure the customer completes the LCB 2457 form and send this form along with your refund receipt to LCO@lcbo.com for a manual credit refund. All claims will be reviewed by LCO@lcbo.com

More information on QA Product Recalls can be found above in the 'Training' Section. For more information and reference guides on Claims & Returns, please visit Claims and Returns | Doing Business with LCBO.

Use of Social Media

Definitions

"**Blog**" means the creation and/or maintenance of a web journal or log, or the contribution of content to another individual's web journal or log, including, without limitation, in the form of written text, audio, video and/or photography.

"**LCBO Confidential Information**" means all information of the LCBO that is of a confidential nature, including all confidential information in the custody or control of the LCBO (including any third party information), regardless of whether it is identified as confidential or not and includes, without limitation, such items such as business and product strategies, customer lists, pricing and sales information, systems and technology information, financial data and intellectual property.

"**Mention**" means when a brand, person, or account handle is referenced on the Internet through any form of Tagging (see definition below). While often referring exclusively to Social Media, mentions can also describe any time an online publication or Blog uses a brand name.

"**Official LCBO Social Media Accounts**" means accounts designated and approved to represent the LCBO. These channels are created and maintained by the LCBO as part of an approved communications plan and reflect the official LCBO visual identity (images, logo, etc.), naming conventions, account verification and official URLs. The following Social Media channels are the only authorized channels operating on behalf of the LCBO in an official capacity:

- Facebook: https://www.facebook.com/LCBO
- Instagram: https://www.instagram.com/lcbo/
- Instagram (Food & Drink): https://www.instagram.com/lcbofoodanddrink/
- Twitter: https://twitter.com/LCBO
- Twitter (LCBO News): https://twitter.com/LCBONEWS
- YouTube: https://www.youtube.com/user/lcbobpg/featured
- Pinterest (Food & Drink): https://www.pinterest.ca/lcbofoodanddrink
- Pinterest: https://www.pinterest.ca/lcboPinterest
- LinkedIn: https://ca.linkedin.com/company/lcbo

"**Personal Information**" includes all information defined as Personal Information pursuant to the *Freedom of Information and Protection of Privacy Act* ("**FIPPA**") and, for the purpose of this Manual, also includes the same information even if it is not recorded, customer information (even if it has been shared elsewhere on other Social Media platforms), as well as information that would otherwise be excluded pursuant to section 65(6) of FIPPA.

"**Post**" or "**Posting**" means the act of uploading, adding, contributing or linking content on a Blog, Social Media platform or on the Internet, in general.

"**Share**" or "**Sharing**" means when Social Media users redistribute existing web content on Social Media to their connections, groups, or specific individuals.

"**Social Media**" means an Internet or mobile device application, location, or website that provides users with the opportunity and means to participate in, develop, or Share content, views and/or opinions with others and may include, without limitation, such channels as Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, TikTok, SnapChat, Reddit, as well as podcasts, forums and comments sections.

"**Tagging**" allows Social Media users to engage an individual, business or entity, with a Social Media profile when they Mention them in a Post or comment using the @ or # symbols (e.g., with Facebook and Instagram, Tagging notifies hyperlinks to a tagged profile and notifies the owner of that profile).

General

While Operators are permitted to use Social Media for personal purposes, statements made by Operators can have an impact on the brand and reputation of the LCBO and the Government of Ontario. The LCBO reserves the right to review and monitor Social Media and online activity, including Operators' personal Social Media accounts, without notice, to ensure compliance with this Manual's social media guidelines and to ensure that LCBO's confidential or proprietary information (including Personal Information of customers and others) is not being disclosed.

Only approved LCBO spokespersons are authorized to hold Official LCBO Social Media Accounts and speak on behalf of the LCBO and/or review product. Operators should refer all media inquiries to any authorized company spokesperson on the LCBO Communications Team. Operators should not speak on LCBO's behalf without first contacting the LCBO Communications Team.

When faced with public inquiries better addressed by an Official LCBO Social Media Account, such as a product or delivery inquiry or a question or comment related to LCBO's website, Operators should redirect the inquiry to the LCBO Customer Care team.

Please note, all Personal Information of any individual (i.e., username, handle or profile picture) should be removed from the inquiry before forwarding to the LCBO Communications Team or an Official LCBO Social Media Account. If required, the consent of the individual sending the inquiry must be obtained before sharing any Personal Information internally or with the public.

Guidelines for Operators Using or Engaging on Social Media

Operators who use or engage on Social Media and who identify themselves or others, or are identifiable, either directly or indirectly, as Operators must adhere to the following guidelines:

- **Disclaimers:** If an Operator's personal Social Media account references work or subjects associated with the LCBO, the account must include one of the following disclaimers on the bio of the Operator's Social Media profile:
    - "The views expressed on this website/Blog/account are the views of the author alone and do not reflect the views of the LCBO" or
    - "Opinions are my own and not those of the LCBO".

  This helps to clarify that the Social Media account does not speak on behalf of the LCBO. However, this does not eliminate an Operator's obligations to the LCBO. Notwithstanding the use of any such disclaimers, if behaviour violates applicable LCBO directives or policies (including the guidelines in this Manual), Operators may face a suspension or revocation of their authorization from the LCBO to sell Liquor to the public and operate a Convenience Outlet (see Consequences).

- **Confidentiality:** Operators must ensure that no confidential, proprietary, copyrighted, or other sensitive information (including Personal Information) related to LCBO appears, or is referred to, on any Social Media site or Blog.

- **Respectful Conduct:** Operators must refrain from engaging in libel, slander, intimidation, harassment, threats or making false or negative claims against the LCBO, other Operators, customers, suppliers, shareholders, or affiliates of the LCBO on any Social Media site.

- **Professionalism:** Operators should strive to make a good impression on the public by ensuring that Postings, Sharing and/or Blogs are accurate and free of profanity, harassment, political and/or discriminatory comments. Operators must avoid actions on Social Media that compromise, or appear to compromise, the integrity, brand and image of the LCBO, including the Posting or Sharing of derogatory or defamatory comments against the LCBO, LCBO employees, customers, any LCBO suppliers and vendors, or any other Operators. Operators' personal Social Media account(s) must not contain visuals (images, logos, etc.) or naming conventions that officially represent LCBO (which should only be used by Official LCBO Social Media Accounts). However, Operators can re-Post and Share content that has been posted on Official LCBO Social Media Accounts in accordance with this Manual.

- **Legal Compliance:** All communications from an Operator's Social Media accounts must comply with applicable laws, including all privacy laws, defamation laws, and any other laws applicable to your conduct.

- **Account Management:** Operators are responsible for monitoring and managing their Social Media accounts. If an Operator suspects that any of their Social Media accounts have been hacked, breached or comprised in a way that could potentially affect the LCBO's brand and reputation, or otherwise violates the guidelines in this Manual, they should promptly notify the LCBO and must cooperate with LCBO in addressing any issues and mitigating any resulting consequences.

Sharing Personal Content

When Sharing personal content on Social Media, Operators must ensure that such content is appropriate and is compliant with this Manual. Examples of personal use of Social Media that is inappropriate and strictly prohibited under this Manual include, without limitation:

- Discussing or Posting about an LCBO business opportunity to benefit a friend or family member.
- Discussing or Posting about LCBO customers or potential customers.
- Sharing or Tagging content/photos with derogatory (e.g., racist, sexist, anti-Semitic, homophobic), discriminatory or harassing content.
- Sharing copyrighted content without proper attribution.

Sharing LCBO- Related Content

Operators may Share and Post LCBO-related Content in certain limited circumstances (as set out below) on Social Media accounts. In doing so, Operators must consider and adhere to all LCBO policies.

Unless otherwise authorized by the LCBO in writing, Operators may only Share or Post LCBO-related content that is (i) an approved official public announcement; (ii) a public LCBO job posting; (iii) general industry news and initiatives (without reference to the LCBO); and (iv) already Posted or Shared by an Official LCBO Social Media Account. Any Sharing or Posting of the foregoing LCBO-related content must be in accordance with this Manual.

For illustrative purposes, the following examples (without limitation) of use are prohibited, inappropriate and violate this Manual:

- Posting details about an upcoming LCBO campaign, initiative or news item that has not been released to the public.
- Personal Information of employees, customers or others.
- Writing a public Post that is critical of the LCBO, the Government of Ontario or any of their respective employees, stakeholders (including suppliers), practices or policies.
- Re-Posting a critical comment about the LCBO or any of its employees, stakeholders (including suppliers), practices or policies.
- Making false or inaccurate statements about LCBO practices or policies.
- Showing personal bias towards an LCBO vendor, supplier, business or stakeholder.
- Sharing a photo from an internal meeting that includes images of documents that could be enlarged to view LCBO Confidential Information or customer or other Personal Information.
- Responding to a critic, editorial comment, or consumer argumentatively or unprofessionally.
- Sharing a Post related to the LCBO that does not reflect LCBO's Social Responsibility policy (i.e., encouraging overconsumption of alcohol through images or videos displaying multiple containers of opened alcohol and glassware outside of the context of a formal tasting, educational conference or the like).
- Describing an interaction with a customer or potential customer even if you do not identify them by name or by any other identifiable information.

Consequences for Social Media Policy violations

Violations of the Use of Social Media guidelines outlined in this Manual will be treated seriously. If an Operator fails to adhere to these guidelines, the LCBO reserves the right to suspend or revoke the Operator's authorization from LCBO to operate a Convenience Outlet.

Resetting a Password

Challenge & Refusal: LCBO IT Service Desk (416) 864-2550 or itsrvdsk@lcbo.com

Workday Online Training: ConvenienceOutlets@lcbo.com

LCBO Wholesale Ordering Account: Please use the 'Forgot Your Password?' prompt on the landing page or contact LCO@lcbo.com

LCBO Contact Information

If you have any questions or concerns, email LCO@lcbo.com regarding:

- Order inquiries including delivery
- Invoice and payment inquiries including VersaPay
- Return request including missing items and damage on delivery
- Client Service Coordinator Inquiries

An LCBO Client Service Coordinator will be assigned to you to assist with your day-to-day operations and answer any questions.

For the LCBO to communicate effectively with its Operators, including urgent notifications (such as product recalls), Operators must always have a working cellphone and/or telephone, Wi-Fi Internet access, and access to email at the Business Premises. It is recommended that the Operator have an active email address that all LCO Department staff can access for communications to and from the LCBO. For example, a general email account for your LCO store.

It is the Operator's responsibility to ensure that their contact information is always current and to contact the LCO Department should any of their contact information change.

Head office Address:

LCBO Convenience Outlets Department
100 Queens Quay, 9th Floor
Toronto, ON, M5E 0C7

Email: Convenienceoutlets@lcbo.com
Fax No.: 416-864-7654