



Wholesale LTO Program FAQ

Program overview

Q. What are limited time offers and are they available to wholesale customers?

An LTO is an optional supplier-led promotional discount on select products for a specified period of time. Suppliers are able to run an LTO in grocery, convenience, duty free or hospitality sales channels. |

Hospitality licensees will purchase LTO products online or in store during the promotional period. The timing of the promotion is determined by the supplier and aligns with LCBO's promotional periods. |

Q. Will I still be eligible for LTOs in LCBO Retail stores? Why?

Starting September 13, 2026, you will receive any applicable Wholesale LTOs for hospitality licensees. You will not be eligible for LCBO Retail LTOs.

Q. How will it work? How will I know which products have a limited time offer available?

If there is a wholesale LTO offer, you will purchase the product at a reduced wholesale price in store or on wholesale.lcbo.com. A list of LTO products will be published on wholesale.lcbo.com in advance of the promotional period. You can also ask your LCBO customer service representatives in store. This list should be reviewed prior to placing orders.

Q. What is a promotional period? What are they?

LCBO has 13 promotional periods throughout the year. These are a period of time when specific products, prices, marketing campaigns, or merchandising activities are planned and executed.

LTOs will align with these promotional periods. You can [find the schedule here.](#)

Q. Will I receive the wholesale LTO regardless of whether I shop online or in store?

Yes.

Q. How many LTOs will there be?

It depends on how many suppliers choose to participate in the Wholesale LTO Program. This may differ per promotional period and by product category.

Q. Are Direct Delivery Program products eligible for LTOs?

Only if these products are part of your LCBO product catalogue.

Q. Are products that are dropshipped from supplying sources eligible for LTOs (applicable to wholesale.lcbo.com orders only)?

Yes, these products are part of your product catalogue available online.

Q. Will customers service representatives in store know to apply the LTO?

When purchasing products on wholesale LTO in store, wholesale prices will automatically reduce by the LTO amount at the checkout.

Q. Can I purchase LTO products directly from a supplier?

No, to purchase an LTO product, you must purchase it through LCBO or The Beer Store and it must be part of your product catalogue.

Q. Will there be limited LTO inventory available?

LTO inventory is determined by the relevant alcohol supplier and is available to all licensed wholesale customers on a first-come, first-serve basis and dependent on your delivery day (if shopping online).

Q. Are alcohol suppliers allowed to run an LTO for only one wholesale customer type e.g. grocery only?

Yes, suppliers can make an LTO available to only one wholesale customer type if they choose.

Q. Can I work directly with a supplier to run a promotion in my premises?

No, there is no exclusivity allowed for promotions.

Q. Will LCBO stores have the same LTO products?

Alcohol suppliers may choose to run an LTO via LCBO Retail, via wholesale channels, or both.

Q. Will there be discounts on kegs?

No, only products listed in your online catalogue are eligible for LTOs.