



Wholesale LTO Program FAQ

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Program overview

Q. What is a Limited Time Offer?

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

Participating grocery, convenience and duty free stores pass the full LTO amount on to consumers as a discount to the retail price. These retailers are rebated by LCBO for units sold during the LTO promotional period.

Q. What are the benefits of participating in LTOs?

It can help suppliers drive product sales, while also creating new opportunities for licensed businesses to grow sales across the province.

Q. Is participation in the LTO program mandatory?

No, participation is optional. You participate in the LTO program by passing on the full savings to consumers during the specified LTO period and submitting sales reports to the LCBO for a rebate.

Q. If I purchase a product on LTO, do I need to participate in the program?

No, participation in the program is optional for retailers. If you choose to participate in the LTO program, you must pass the full savings on to consumers and submit sales reports to the LCBO for the product on LTO following the end of the promotional period.

Q. How will I know which products have a limited time offer available? Where can I find the list of LTOs?

A list of products on LTO will be published on wholesale.lcbo.com starting August 7, in advance of the promotional periods, starting September 13. This should be reviewed prior to placing orders. We will let you know where to find it once it's published.

Q. How far in advance will LTO information be available?

We will make LTOs available at least a month in advance of the promotion. The schedule can be found on [Doing Business with LCBO](#).

Q. How should I plan my orders for LTO products?

LTOs will be posted on wholesale.lcbo.com in advance of the promotion period. You can check the LTOs and decide if you would like to participate in any of them.

Q. How many LTOs will there be?

It depends on how many suppliers choose to participate in the Wholesale LTO program. It will also differ per promotional period.

Products and promotions

Q. Who decides which products are included in an LTO?

The supplier decides which products they would like to offer on promotion, as well as the LTO amount, promotional period, and eligible wholesale sales channels. LCBO administers the program, but LTO decisions are made by suppliers.

Q. Can I choose which LTO products I want to carry?

Yes. LCBO will provide a list of upcoming LTOs and you decide if you would like to purchase any them. You participate in the program by passing on the full savings to consumers and submitting your sales report by the deadline to the LCBO to receive a rebate for the discount amount.

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

No, LTOs only apply to products purchased via LCBO's online ordering platform. Licensed convenience retailers can purchase LTO products from The Beer Store via cash-and-carry or their LCBO authorized convenience store distributor.

Q. Are all LCBO products eligible for LTO promotions?

All products on your product catalogue on wholesale.lcbo.com are eligible for LTO. LTO decisions are made by suppliers, not LCBO.

Q. Are products that are dropshipped from supplying sources eligible for LTOs?

Yes, these products are 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.

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

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

Q. Are alcohol suppliers allowed to run an LTO with only one retail brand (e.g. Costco, Rabba, 7Eleven)?

No, LTOs are available to all retailers within a wholesale customer type. For example, if a supplier decides to offer an LTO in convenience, all convenience retailers can choose participate and are eligible for a rebate from the LCBO.

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

No, AGCO licensing conditions do not permit trade spend and you cannot work directly with an alcohol supplier to fund your in-store promotions. LTOs are administered only by the LCBO.

Q. What happens if I order too much inventory and the promotional period ends?

You will need to sell this inventory at the regular retail price determined by you. This product will not be eligible for a rebate.

Pricing and discounts

Q. How much of the supplier discount do I need to pass on to consumers?

Participating retailers are required to pass on the full discount to consumers. For example, if the LTO is \$3, and your regular retail price is \$18, you must pass on the full \$3 to your consumers, so your new retail price would be \$15. At the end of the promotional period, you must submit sales to the LCBO to be eligible for a rebate of \$3 for every product sold at the discounted retail price.

Q. What happens if a store discounts the product but does not pass along the full supplier savings?

You will not be eligible for a sales rebate from the LCBO. For example, if the LTO is \$2, you must discount your retail price by \$2. If you discount your product by only \$1, you will not be eligible for a sales rebate from the LCBO.

Q. Can I offer an additional discount beyond the LTO amount?

Yes, at your own expense. For example, if the LTO is \$2 and you decide that you would like to offer your consumer an extra \$1 discount, you will discount the product by \$3. When you submit your sales report to the LCBO for a rebate, you will only be rebated the \$2 which the supplier has funded. The additional \$1 discount will be at your own expense.

Q. If I add an additional discount, will LCBO or the supplier reimburse me for it?

No. You will only be rebated for LTO discount applied to relevant products during specified times set by the supplier. The additional discount will be at your own expense.

Q. What if I don't pass on the discount to consumers, but apply for the rebate?

You will not be eligible for a rebate. Only participating retailers who pass on the full LTO savings to their customers are eligible for a rebate from the LCBO.

Q. When do I need to discount LTO products?

Suppliers determine the promotional period, which can be anywhere from one week up to four weeks. If you are participating in the LTO, you must reduce the retail price of the product by the set discount during this time. LTOs and related promotional periods can be found on wholesale.lcbo.com.

You may choose to apply your own promotions at any time.

Q. Do I need to participate for the entire LTO promotional period?

No. For example, if an LTO has a promotional period between October 3 - 17, you may choose to participate in the program for a couple of days (e.g. Oct 10-11), one week (e.g. Oct 3-10) or the full two-week period (October 3-17). It is important to remember that the promotion must occur within October 3-17 to be eligible for a rebate. Retailers are only eligible rebate for the days the LTO savings is passed on to the consumer.

Q. What happens if I apply the discount earlier than the promotional period?

You will only be eligible for a rebate from the LCBO if you discounted products by the LTO amount during the LTO promotion period.

For example, if the supplier decides that they want the LTO on their bottle of wine to run between October 3 – October 17, and you sell that product on discount between October 10 – 24, LCBO will only rebate you for the units that you sold between October 10 – 17. You will not receive any rebates for the units sold on October 18 - 24, as this was not part of the LTO promotional period.

Q. Will LCBO have the same LTO products available to sell?

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

Q. How should I promote the LTO with my customers?

Yes, you are required to make customers aware of the LTO.

Q. Do I purchase products at the discounted LTO rate?

No. You purchase products at the regular wholesale price. If you are participating in the LTO Program, you apply the LTO (i.e. discount) to your retail price. You must submit sales reports to the LCBO by the deadline to be eligible for a rebate.

Q. How do minimum retail pricing apply during an LTO?

[Minimum retail pricing regulations](#) remain in place and you are responsible for adhering to them at all times.

Q. What happens if the LTO discount would bring the retail price below the minimum retail price?

You cannot discount any lower than the minimum retail price; therefore if you cannot apply the full discount to the retail price without the retail price falling below the minimum retail price, you should not participate in the LTO.

For example for grocery and convenience retailers, there is a LTO of \$2 on a 750ml bottle of wine. If your regular retail price is \$11.95, you are unable to apply the LTO without falling below the minimum retail price for that product (which is \$10.95). Since you are unable to pass on the full \$2 LTO to the consumer, you are unable to participate in the LTO.

Any sales below minimum retail price will not be eligible for a rebate from the LCBO.

Q. Will signage, shelf tags, or promotional materials be provided?

No. You are responsible for promoting the LTO with your consumers and for any expenses incurred (i.e., signage, shelf tags, flyers, etc.)

Q. Who should I contact if I have questions about an LTO promotion?

Please contact your account manager.

Sales reports and rebates

Q. How do I qualify for the rebate?

You must discount eligible products by the specified LTO amount during the specified promotional period. Eligible products and relevant promotional periods can be found on wholesale.lcbo.com starting August 7.

Q. How will the rebate be calculated?

You will be rebated the LTO amount for any products sold during the LTO promotional period. For example, if you participated in a \$2 LTO on Product A, and you sold 24 units of Product A at the full discounted amount (i.e. \$2) during the LTO period, you will be rebated as follows:

24 units x \$2 = \$48

Q. Who funds the rebate?

The rebate is funded by the supplier. LCBO reviews and approved LTOs and facilitates the rebate to wholesale customers. LCBO invoices the supplier for the rebate.

Q. What information do I need to submit to LCBO to receive the rebate?

Sales reports must be submitted to LCBO within two weeks following the promotional period. For example, sales reports for LTOs offered during P7 (September 13 – October 10) are due by October 21, 2026. The sales report template and submission process will be available on DoingBusinesswithLCBO.com in the coming weeks.

Q. Will there be a specific template or portal for submitting sales?

Yes, we will provide you with a template for submitting eligible sale for rebate.

Q. How do I submit my sales report?

Sales reports are submitted to LCBO by the deadline. Submitting your sales report to LCBO is confirmation that all information in the report is accurate. LCBO will share the information in a sales report with the supplier that funded the LTO if the supplier requests it.

Q. What is the rebate payment timeline?

Rebates will be processed 2 - 4 weeks after sales report submission.

Q. Are late sales submissions eligible for rebate?

No, late or incomplete sales submissions will not be accepted and will not receive a rebate.

Q. Will I receive one rebate payment per supplier, per product, or per promotional period?

You will receive one consolidated rebate payment per sales report submission. Wholesale customers on payment terms will receive a credit memo from LCBO. Credit card customers will receive a direct deposit to their bank account.

Q. Will the rebate apply to all units purchased or only units sold during the promotional period?

The rebate will only apply to eligible units sold during the LTO promotional period.