

New retailer Q&A

This document is intended to provide grocery and convenience stores interested in becoming a licensed beverage alcohol retailer in Ontario.

How does it work?

Eligible grocery or convenience stores can apply for a licence to become a beverage alcohol retailer in Ontario. As a licensed retailer, you are able to sell eligible beer, wine, cider, and ready-to-drink products.

How do I know if I'm eligible and how do I apply?

AGCO is responsible for licensing eligible businesses to sell beverage alcohol and ensuring that these products are sold responsibly and in accordance with the law. Visit the **AGCO website** for more information including links to eligibility criteria and the relevant regulations.

Applications open on June 17. **A joint AGCO/LCBO information session** will be held on June 11 at 2:00 p.m. about the program, including eligibility requirements, the application process, legal requirements and the end-to-end journey to become responsible private retailers of beverage alcohol in the province — **register now to attend**.

How do I work with the LCBO?

LCBO is the exclusive wholesaler of beverage alcohol to licensed grocery and convenience stores. The only way to legally purchase beverage alcohol products is by using LCBO's online ordering system. More information about LCBO's role and how we will work with you, can be found in the **AGCO & LCBO – What We Do** factsheet.

If you receive an AGCO licence, the LCBO will email you a form to complete as part of the onboarding process. The information you provide will be used for access to LCBO's online systems and to create your wholesale customer profile. After you submit your form, the LCBO may contact you for more information.

Once you are onboarded, you will be provided with everything you need to know about doing business with the LCBO, including a catalogue of eligible products and how to order beverage alcohol for sale in your store. Information will also be available on this

site.

You will be assigned an Account Manager who will help to make doing business with the LCBO convenient and easy.

Assuming I'm licensed, when will I be able to start selling product?

Convenience stores will be able to sell select beverage alcohol products starting no earlier than September 5, 2024. Newly licensed grocery stores will be able to sell products starting no earlier than October 31, 2024.

Where do I go for more information about becoming a retailer of beverage alcohol?

- **Ontario Government announcement – May 2024**
- **AGCO website**
- Regulations (**General**, **Licensing**, and **Pricing** linked to in the **government's press release**)

Other resources

- **Roles and responsibilities of LCBO/AGCO**
- **LCBO Media Centre**
- **AGCO / LCBO information session recording - June 11, 2024**
- **AGCO / LCBO information session slides - June 11, 2024**

For questions about how LCBO will support you as a licensed grocery or convenience store, contact **groceryandconvenience@lcbo.com**.

For questions about getting a licence to sell alcohol and your legal obligations, contact AGCO at **Customer.service@agco.ca**.

For all other inquiries related to government policy, please email **alcoholreview@ontario.ca**