



AGCO

Alcohol and Gaming
Commission of Ontario

LCBO

MANDATE

To regulate the alcohol, gaming, horse racing and private cannabis retail sectors in accordance with the principles of honesty and integrity, and in the public interest.

Our mission is to be a best-in-class, customer first, responsible retailer and wholesaler, supporting our local communities and delivering value to Ontarians.

ROLE IN ONTARIO'S BEVERAGE ALCOHOL SECTOR

The Alcohol and Gaming Commission of Ontario (AGCO) is responsible for regulating alcohol sales and service in Ontario.

Administers the [Liquor Licence and Control Act, 2019 \(LLCA\)](#), [Regulation 745/21](#), [Regulation 746/21](#), [Regulation 747/21](#), [Regulation 767/21](#), and [Reg. 750 \(Minimum pricing of liquor and other pricing matters\)](#).

Establishes Standards and monitors for compliance with requirements.

The Liquor Control Board of Ontario (LCBO) offers more than 28,000 beverage alcohol products from more than 80 countries to consumers through our 680+ retail stores, LCBO Convenience Outlets and licensed establishments including bars, restaurants, grocery and convenience stores.

LCBO is the exclusive wholesaler of beverage alcohol to licensed grocery and convenience stores.

GOVERNED BY

The AGCO Board of Directors, reporting to the Attorney General of Ontario.

The LCBO Board of Directors, reporting to the Ministry of Finance.

KEY ACTIVITIES

- Licenses eligible grocery stores and convenience stores to sell alcohol for retail sale to the public
- Provides education to grocery and convenience store licensees on their obligations to ensure that alcohol sales are conducted in a safe, responsible and legal manner
- Licenses and regulates places that sell or serve alcohol, as well as alcohol delivery services, manufacturers, manufacturers' representatives, and places where alcohol is made on-site
- Licenses eligible manufacturers to operate retail stores to sell their products on their production sites (i.e. wineries, distilleries and breweries), as well as licenses off-site winery retail stores and Brewers Retail Inc. stores (also known as "The Beer Store")
- Issues endorsements and regulates the sale of alcohol for eligible wineries and grocery stores to operate wine boutiques inside a grocery store's shopping area
- Approves required social responsibility training programs
- Issues Special Occasion Permits (SOPs), which allow for the sale and/or service of alcohol at certain special occasions, events or activities (i.e. cash bars at weddings or private receptions, and public events such as charity fundraisers)
- Conducts inspections and monitors licensed establishments to ensure compliance with the LLCA and its regulations, Standards, and other requirements including licence terms and conditions

- Facilitates product ordering, fulfillment, and delivery for licensed grocery and convenience stores
- Processes all business-to-business wholesale order transactions
- Receives payment from licensed grocery and convenience stores for all beverage alcohol purchased
- Pays beverage alcohol manufacturers for all products sold to licensed grocery and convenience stores
- Processes all claims, returns and financial adjustments for beverage alcohol products
- Offers an eligible product catalogue that licensees can choose from to buy alcoholic beverages based on their licence
- Communicates wholesale and minimum retail prices for all beverage alcohol products
- Initiates product recalls on behalf of beverage alcohol manufacturers
- Develops commercial relationships and supports business needs with a dedicated Account Management team
- Meets with licensed grocery and convenience stores to better understand how LCBO can support business objectives and strategic direction

PRIMARY FOCUS

Regulatory outcomes that protect the public:

- Ensures that alcohol is sold, served and delivered safely, responsibly and legally in Ontario
- Ensures the alcohol sector is operated with honesty and integrity and in the public interest

Sole wholesaler of record for beverage alcohol to licensed grocery and convenience stores:

- Providing wholesale customers value-added services to support the purchase and responsible sale of beverage alcohol in accordance with the relevant regulations

MORE INFORMATION

agco.ca

doingbusinesswithlcbo.com