

WE'RE ALL IN ON ONTARIO

LCBO LOCAL INDUSTRY INSIGHTS REPORT 2025–2026



LCBO

We take great pride at the LCBO in **delivering on our mandate to support the local beverage alcohol industry and champion local products and producers year-round.** When it comes to products produced in Ontario, we're all in.

MESSAGE FROM OUR INTERIM PRESIDENT & CEO

Our inaugural Local Industry Insights Report showcases sales growth, market insights, and our efforts and impact supporting the Ontario alcohol industry. It highlights the programs, partnerships, and investments that are helping strengthen the sector and create new opportunities for local producers across the province.

Prior to stepping into my role as Interim President & CEO at the LCBO, I was named LCBO's Local Champion in 2024 to advance our commitment to bring the best of Ontario to consumers. It is a privilege to serve in both capacities and share the impact of our efforts and collaboration with the local industry.

Over the past year, Ontarians have increasingly embraced locally made wine, beer, cider, ready-to-drink beverages, and spirits. LCBO responded to the growing demand by expanding our selection and making it easy to discover local products in-store and online. At the same time, we've implemented programs and initiatives to make it easier for small local producers to access and thrive in an expanded alcohol marketplace – whether at our 690+ LCBO retail stores or in 25,000+ licensed businesses across Ontario.

Our commitment to advancing Ontario's local beverage alcohol industry, combined with strong consumer demand for local products, delivered results that exceeded expectations across key

measures, including sales growth, product listings, promotion, and education and training for our people. We're proud to share that overall Ontario product sales grew by 20%.

While meaningful progress has been made, we recognize that this work is never truly finished. As Ontario's beverage alcohol industry continues to evolve, so will our efforts to expand opportunities for local producers and explore new ways to help Ontarians discover and enjoy the best of Ontario. In partnership with industry stakeholders, we will focus on improving producers' route to market, increasing awareness of Ontario-made products, and strengthening the path for consumer interest and sales growth.

On behalf of our entire LCBO team, thank you to the incredible producers whose innovation and passion make Ontario products world class, and to our customers for loving local products as much as we do. Let's raise a glass to Ontario!



Aaron Campbell
Interim President & CEO



FOR THE LOVE OF LOCAL

For nearly 100 years, LCBO has been a champion of the province's local beverage alcohol industry. As one of the world's largest wholesalers and retailers of beverage alcohol, we are proud to connect Ontarians to thousands of local products, and help everyone discover our province's world-class producers.



A LEGACY OF ELEVATING LOCAL

The establishment of the LCBO in the 1920s was rooted in a dual mandate: advancing social responsibility while supporting economic development – both of which were essential to Ontario's prosperity at the end of prohibition.

From the beginning, we recognized the important role local producers play in building a flourishing industry and province. We partnered with Ontario's farming community to encourage better agricultural practices, and helped revitalize the province's wine industry.

Nearly a century later, that commitment remains unchanged. We continue to support and champion quality Ontario-made products because we know a thriving local beverage alcohol industry contributes to stronger communities, a stronger economy, and a stronger Ontario.

"As a small manufacturer, the LCBO is a core part of our business and we are very thankful for the access to the market."

– ONTARIO PRODUCER (2026 PRODUCER SURVEY)



OUR BUSINESS



690+

Retail stores



6

Distribution centres



389

LCBO convenience outlets (LCOs)



6,500+

Grocery and convenience operators



16,000+

Restaurant and bar wholesale customers



653,205

Quality assurance tests conducted by the LCBO Lab



LCBO's strategy to support Ontario's local beverage alcohol industry has translated into substantial growth across all categories. Through expanded product listings, marketing and promotional supports, increased retail visibility, and strong customer demand, LCBO is helping Ontario producers build strong momentum and customer loyalty.



RIDING THE LOCAL WAVE

Ontario craft product listings reached 1,885, representing a 19% increase across wine, beer, cider, ready-to-drink beverages, and spirits. This included an increase in retail listings across all categories:

231

Craft spirits

+24%

1,030

Craft beers

+10.8%

95

Craft ciders

+6.7%

78

Craft ready-to-drink

+116.6%

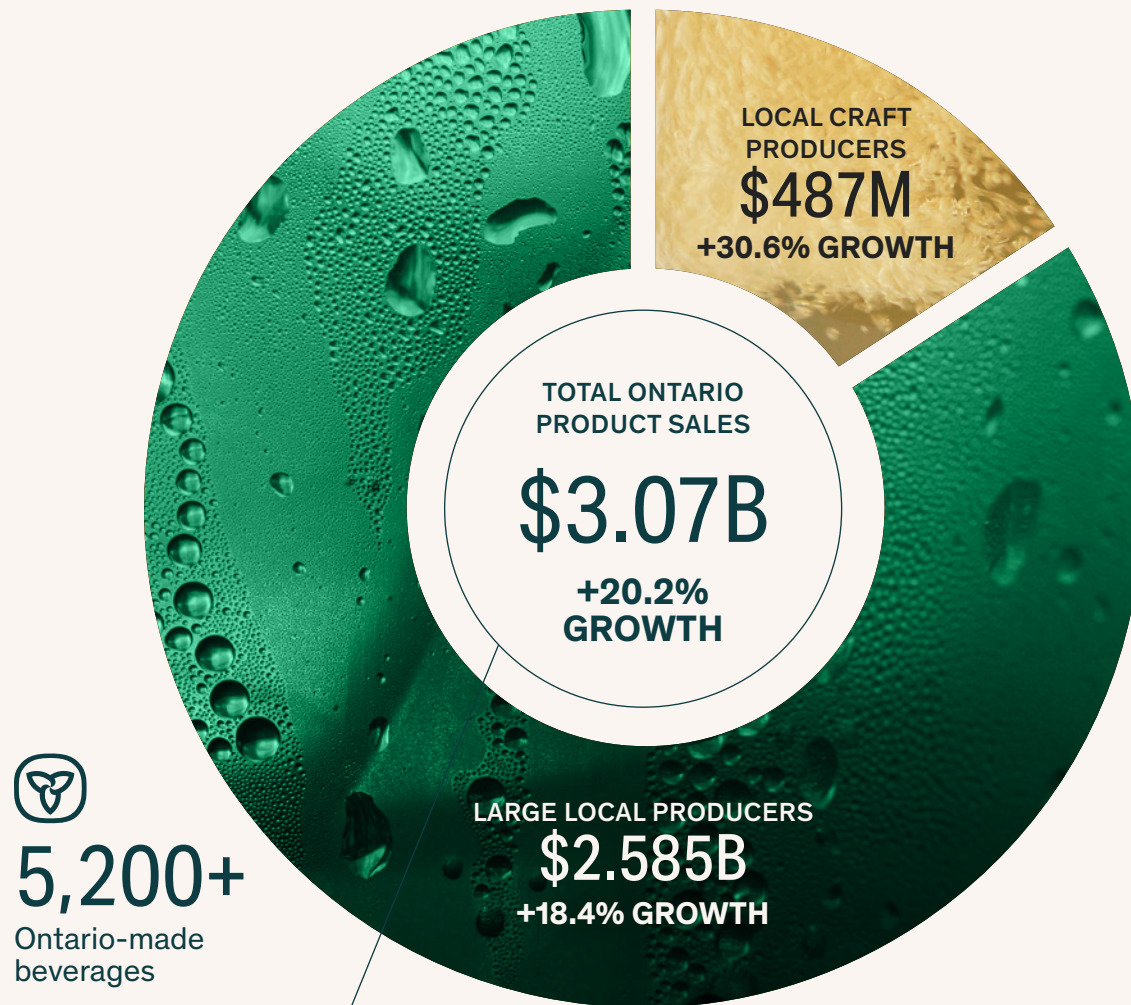
666

VQA Ontario wines

+23.3%

LOCAL BY THE NUMBERS

Strong consumer demand, combined with LCBO's investment in programs and initiatives that support local, resulted in **strong growth for Ontario products in wholesale and retail.**



SALES BY CATEGORY IN WHOLESALE AND RETAIL

Beer	+24.6%
	\$1.031B
Ready-to-Drink	+25.3%
	\$826M
Wines	+20.4%
	\$627M
Spirits	+8.9%
	\$536M
Cider	-10.2%
	\$48M

LOCAL SUPPORTS

Over the past fiscal year, **LCBO strengthened our local support programs and introduced new initiatives** to help customers discover and enjoy more Ontario-made products.



SUPPORT ONTARIO HELPS LOCAL PRODUCERS SHINE

LCBO's *Support Ontario* program launched in over 200 LCBO retail stores across the province, providing greater visibility for local producers. The program introduced over 70 Ontario VQA wines, craft beers, ciders, spirits, and ready-to-drink products made by small producers.

**"Ontario has many wineries
producing top notch wines.
It is not hard to find an Ontario
wine to suit one's palate."**

— ONTARIO RESIDENT
(2026 CONSUMER SURVEY)

FOR THE LOVE OF LOCAL CONNECTS ONTARIANS WITH LOCAL PRODUCTS

In September 2025, LCBO brought 800 people together at Evergreen Brick Works in Toronto, to sample more than 150 Ontario-made wines, beers, small-batch spirits, ciders, and ready-to-drink cocktails. Events like this create memorable opportunities for customers to discover a new Ontario favourite, taste before purchasing, and intimately connect with the makers and stories behind each brand.

In addition, LCBO hosted over 3,350 complimentary local product tastings for customers during spring and summer 2025. Participating suppliers contributed to our Industry Catalyst Fund, supporting charitable initiatives focused on diversity, equity, inclusion, and environmental sustainability in Ontario.





GROWING VQA ONTARIO ACROSS LCBO

Throughout the fiscal year, LCBO expanded the distribution of General List VQA Ontario wines across our retail network, improving customer access and generating \$31.6 million in incremental sales, a 27.2% year-over-year increase. Expanded inventory and shelf space for small wineries increased in-store availability by 23,500 cases in 2025, up 138% from 2023. LCBO also increased VQA representation in Vintages releases by 50%, adding approximately 130 products annually, and broadened the VQA Vintages assortment at more than 20 Ontario Wine Country boutique locations. VQA Vintages sales exceeded \$8.6 million in FY26, up 77% from the previous year.

"The retail network is the largest opportunity to share VQA Ontario products to people within our province."

– ONTARIO WINE PRODUCER
(2026 PRODUCER SURVEY)



SPOTLIGHTING LOCAL CRAFT BEER AND CIDER

LCBO expanded our dedicated in-store Ontario craft beer displays to make it easier for customers to find and explore local products. Dedicated end-aisle locations grew from 48 to 70 stores, while shelf extender locations increased from 12 to 31 stores, putting Ontario craft brewers front and centre, and helping them reach more customers across the province.

Dedicated local cider sections with prominent display signage were introduced into 75 top local craft cider stores in June 2025, and expanded to an additional 25 locations in spring 2026.

"I enjoy supporting Canadian businesses and appreciate the high quality of Ontario craft products."

– ONTARIO RESIDENT
(2026 CONSUMER SURVEY)

LOCAL SUPPORTS



LCBO'S EH LIST

Launched in March 2025, LCBO's Eh List helps customers discover and shop for more than 3,000 Canadian-made products, including over 2,800 from Ontario. The campaign reinforced LCBO's role as an always-on champion of local product and generated an estimated 23 million impressions and \$6.46 million in net sales through an accompanying Aeroplan promotion.



EXPANDING LOCAL INNOVATION AND EXCELLENCE

LCBO doubled the products in our Ontario Ready-to-Drink Incubator Program. This initiative is designed to help smaller suppliers gain greater market access, in a fast-growing and highly competitive category. The expanded assortment delivered strong results, with product sales increasing 178% year-over-year, from \$5.2 million to \$14.5 million.

To make it easier for customers to discover and explore Ontario-made spirits, LCBO expanded our dedicated Local Craft Spirit sections from 20 to 30 stores across the province. These sections bring together locally produced spirits in one convenient and accessible location. The program generated approximately \$1.4 million in sales for the craft spirits category.

To meet growing demand for low-alcohol options, LCBO also expanded its assortment of locally produced non-alcoholic and dealcoholized beverages and mixers. Local products now represent 33% of the mixer assortment, and have generated over \$342,000 in sales in FY25-26.

"I find that Ontario wineries, breweries, and distilleries offer high-quality products, and buying local helps the provincial economy while often providing fresher and unique options. I also enjoy trying seasonal and small-batch products made in Ontario."

– ONTARIO RESIDENT (2026 CONSUMER SURVEY)

LOCAL SUPPORTS

CREATING CHAMPIONS FOR ONTARIO PRODUCTS

When employees understand the people, stories, and craftsmanship behind a product, they can share that knowledge with customers, helping them make more informed choices and discover new local favourites. LCBO enhanced our local product training for Local Product Ambassadors and Products Consultants. Through Ontario wine, craft beer, and craft cider education programs, including winery tours and specialized learning opportunities, more than 2,750 frontline employees increased their local expertise, an increase of 57% year-over-year.

In partnership with Wines of Ontario, employees participated in winery visits across the Niagara region and Prince Edward County, gaining firsthand insights into Ontario's wine industry. LCBO also relaunched our craft beer and craft cider education program with the Ontario Craft Brewers Association and Ontario Craft Cider Association, providing specialized training on product knowledge, selling techniques, and merchandising best practices to more than 400 frontline employees.

NEW HORIZON FOR SALES AND DISTRIBUTION

LCBO supported the expansion of Ontario's beverage alcohol marketplace, helping add more than 6,000 grocery and convenience points of sale while improving access to local products. LCBO also helps operators meet minimum display-space requirements for small Ontario producers and makes these products easier to access and order. In FY26, Ontario product sales through these channels reached \$1.064 billion.

To broaden market opportunities, LCBO enabled dropshipping so Ontario-based suppliers can ship directly to grocery and convenience retailers. This gives suppliers and retailers more flexibility and helps local products reach customers more efficiently. Sales for these suppliers reached \$992 million.

Through LCBO's Direct Delivery Program, eligible Ontario manufacturers can deliver select products on LCBO's behalf to licensed customers, independently managing ordering, payment, and distribution. Program sales totalled \$106 million.



“Customers are motivated by supporting local businesses, product freshness and quality, trust in local sourcing, environmental considerations, and a desire to strengthen the Ontario economy.”

– LICENSED RETAILER
(2026 CONSUMER SURVEY)

“Supporting local isn’t just part of my role – it’s something I genuinely believe in. I love taking the time to learn about and try Ontario-made products so I can share honest recommendations and help customers feel confident discovering a new local favourite.”

– LCBO PRODUCT CONSULTANT (2026 CONSUMER SURVEY)

LOCAL SUPPORTS

**SOURCING SUSTAINABILITY-CERTIFIED
ONTARIO WINES**

Through LCBO's Spirit of Sustainability platform, LCBO has committed to sourcing 20% of Ontario wine products from sustainability-certified Ontario wine producers by 2030. This initiative reinforces support for local wines, while advancing environmental stewardship, sustainable business practices, and social responsibility across the grape-to-glass cycle.

**CHAMPIONING INDUSTRY TALENT
AND WORLD-CLASS WINES**

As a platinum sponsor of the Lieutenant Governor's Ontario Wine Awards, LCBO contributed \$10,000 to help celebrate exceptional Ontario VQA wines and support the next generation of industry talent. Through the Spirit of Sustainability and Spirit of Inclusion initiatives, LCBO also sponsored three \$1,500 bursaries for George Brown College students from diverse backgrounds pursuing opportunities in Ontario's wine sector. In tandem, these contributions championed inclusion while spotlighting the quality, craftsmanship, and future of local wines.

SUPPORTING LOCAL FARMERS

Through the Spirit of Sustainability, LCBO donated over \$4,000 to the Ecological Farmers Association of Ontario (EFAO). The organization helps farmers adopt sustainable practices through a farmer-led research program that explores the most pressing environmental and economic challenges they face.



Learn more about the Spirit of Sustainability and our programs and initiatives that support Ontario at [LCBO.com](https://www.lcbo.com).

LOCAL INSIGHTS, STRAIGHT FROM ONTARIANS

On behalf of the LCBO, Ipsos conducted a survey of 1,017 Ontarians.

Survey findings reveal that Ontario-produced beverages have a strong foundation among consumers, consumers want to purchase local products, and LCBO plays a central role in connecting consumers with Ontario products.

ONTARIO-PRODUCED BEVERAGES
HAVE A STRONG FOUNDATION
AMONG CONSUMERS.

79%

Four in five Ontarians **are familiar with Ontario-produced alcoholic beverages**.

86%

Nearly nine in ten Ontarians have **purchased alcohol produced in Ontario in the past year**.

41%

Buyers of Ontario beverage alcohol products who **increased their purchases of Ontario-produced alcoholic beverages in the last year**.

CONSUMERS WANT
TO SUPPORT LOCAL.

81%

Nearly eight in ten Ontarians **want to support Ontario businesses**.

67%

Enjoy trying Ontario-produced alcoholic beverages.

47-57%

Say it is usually **easy to tell a product is Ontario-made** depending on the category.

THE LCBO PLAYS A CENTRAL ROLE
IN CONNECTING CONSUMERS WITH
ONTARIO PRODUCTS.

70%

Ontarians **say they discover Ontario-made products at LCBO**, followed by other retailers, bars, and restaurants.

75%

LCBO shoppers agree that Ontario **products are easy to find at the LCBO**.

83%

LCBO purchasers agree that the **LCBO offers a strong selection of Ontario products**.

An online panel survey was conducted among a representative sample of 1,017 Ontario residents (Legal Drinking Age & 20+) who have purchased beverage alcohol across any retail channel in the past twelve months. The survey was conducted between July 13 and July 20, 2026.

NOTEWORTHY TRENDS ACROSS GENERATIONS

Younger consumers are driving growth and purchase Ontario beverage alcohol more frequently than older groups.

Very/somewhat familiar with
Ontario-produced alcoholic beverages

GEN Z

89%



MILLENNIALS

86%

Significantly/somewhat increased Ontario
purchases in the past year

GEN Z

54%



MILLENNIALS

49%

Boomers are the strongest local
supporters, being the top advocates
of Ontario beverage alcohol.

90%



Support the
Canadian economy

87%

Support Ontario
businesses

LOOKING AHEAD TOGETHER

As we reflect on the past year, we want to extend our sincere thanks and congratulations to the local wineries, breweries, cideries, distilleries and associations whose passion and hard work contribute to the incredible products that Ontario offers.

We are equally grateful to our wholesale and retail customers for embracing local products and to our employees for their enthusiasm, expertise, and ongoing efforts to connect Ontarians with the producers and stories behind the products they enjoy.

LCBO remains committed to strengthening pathways to market for Ontario producers, helping more consumers discover and enjoy local products, and driving sustainable sales growth across the province's beverage alcohol sector.



**LET'S RAISE A
GLASS TO LOCAL!**



Discover Us

  @LCBO

[LCBO.COM](https://www.lcbo.com)

