

LCBO

The following document provides frequently asked questions by licensee customers related to the marketplace modernization, wholesale pricing and Future State Modernization.

For more information, visit the dedicated page on doingbusinesswithlcbo.com.

Topics:

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Wholesaler of Record

What changes should hospitality licensees expect as a result of LCBO becoming the exclusive wholesaler of record?

- Brewers must now be authorized by LCBO to sell directly to hospitality licensees (via LCBO's Direct Delivery Program), or be listed at the LCBO or The Beer Store.
- A list of authorized brewers via LCBO's **Direct Delivery Program** can be [found here](#).
- Hospitality licensees can now purchase beer from the LCBO or The Beer Store (based on available SKUs).

What's not changing April 1?

- You may continue to shop in store or online at the LCBO
- You may continue to shop in store or online at The Beer Store
- You may continue to purchase from authorized suppliers (wine, spirit and RTD) if they are authorized under the LCBO's **Direct Delivery Program**.
- You may continue to purchase from authorized agents under LCBO's Specialty Services.

What happens if a brewery - now listed at the LCBO - cannot fill the request?

Sales of domestic kegs can continue to deal directly with hospitality licensees by becoming authorized by the LCBO to facilitate these sales on LCBO's behalf. Regular reporting will be required. Brewers also have the option to list their product on the wholesale.lcbo.com catalogue for licensees.

I am a licensee (recreation complex). Currently, we purchase beer at The Beer Store. As of April 2026, can we now purchase through LCBO?

You now have the option to purchase at The Beer Store or LCBO.

Does this change remove the connections licensees have with local breweries?

No, you can continue to purchase through domestic brewers if they are authorized through the **Direct Delivery Program**. Even if they are listed at the LCBO, domestic brewers can also be supplying sources and manage fulfillment and delivery.

Will restaurants still be able to buy directly from wineries?

There are no changes to the **Direct Delivery Program** for domestic suppliers of wine, RTD and small spirits at this time.

Does this mean The Beer Store doesn't do deliveries after April 1?

Come April 1, LCBO will become the exclusive wholesaler to bars and restaurants. During this transition, The Beer Store will be authorized to sell beer on LCBO's behalf until further notice. As a result, there will not be any changes to your deliveries.

Will all small Ontario breweries not currently listed at the LCBO, have to make their inventory available through the LCBO wholesale if they just want to self-deliver to select bars and restaurants?

All domestic brewers that currently sell directly to bars & restaurants must be authorized under the **Direct Delivery Program** or be listed on wholesale.lcbo.com.

How will we know who is authorized for direct delivery?

We are speaking to domestic brewers about this change, and we will keep you updated throughout this process. A list of authorized Direct Delivery suppliers is posted on our [Doing Business with LCBO website](#).

Can you summarize how a business like mine which is predicated on buying from small batch breweries directly might be affected by this?

These brewers will need to become authorized via LCBO's **Direct Delivery Program** or they will need to be listed at the LCBO on wholesale.lcbo.com or TBS.

As a small rural Royal Canadian Legion are we allowed to buy our beer and liquor supplies from an agency store?

No, you cannot purchase product directly from an LCBO Convenience Outlet.

Can legions purchase beer from LCBO and The Beer Store?

You can continue purchasing as you do today - both through the LCBO and The Beer Store. There is a change for domestic brewers who sell to bars/restaurants directly - they must be authorized through **Direct Delivery Program** or be listed on wholesale.lcbo.com or The Beer Store.

Will any product be discontinued?

Products are regularly discontinued at the supplier's discretion.

Will all beer currently sold at LCBO's be available for licensee to purchase?

Yes, after April 1, all beer at LCBO will be available for licensees to purchase.

Wholesale Pricing

Where can I see the new wholesale pricing model?

Wholesale pricing information can be found on [Doing Business with LCBO](#). A product catalogue was emailed to you and will be available for download on doingbusinesswithlcbo.com starting April 1.

Does the new wholesale price mean no more floor prices?

No, minimum retail pricing still applies, if required by regulation.

If wholesale pricing is the same across the board, will LCBO Retail add an additional margin for consumer purchases? Will there be any discount for licensees and grocery?

LCBO Retail will apply a discretionary variable mark-up to the wholesale price like any other retailer. The discount approach no longer applies. The wholesale price that all retailers and licensees purchase product at is completely independent of prices at LCBO retail.

When you say "Brewer may set different prices" is that restricted to local microbrewers on beer or does it extend to local wineries as well?

For bars and restaurants, brewers may set a different quote that results in a different wholesale price. This does not apply to local wineries.

If LCBO wholesale is out of stock of a product and our business needs to purchase from LCBO retail, what will the pricing model be?

The prices for licensees will be the same online as in-store.

For clarification, if I go to a LCBO store as a licensee, my price will be the same as a retail customer?

No, you will receive the same wholesale price in-store as on wholesale.lcbo.com.

Why is it taking longer to check out in LCBO retail stores starting April 1?

Starting April 1, it may take longer to process in-store orders since our Point of Sale (POS) system will be unable to support new wholesale pricing until the rollout of our new POS which begins early in 2027. While your experience selecting products off the shelf will remain the same, once you bring your purchase to the cash register, our employees will have to perform a manual override for each SKU in your cart. Depending on the size of your purchase, this may add significant time to your checkout experience.

What are my options for creating a more seamless in-store experience?

If you want to continue shopping in store, we encourage you to allow more time to do so. You also have the option of emailing or calling your regular LCBO store in advance to place an order for pick-up, allowing the order to be prepared for you.

If you're looking for a more seamless experience that will save you time, we encourage you to shop on wholesale.lcbo.com, where you have the option to deliver to your business or pick up the order in store. More details on getting started can be found below.

Future State Modernization

Ordering

Is wholesale.lcbo.com available across Ontario, including all rural communities?

Yes, wholesale.lcbo.com is available to relevant wholesale customers across Ontario.

With dropshipping in place, what changes can I expect?

If you place orders from different supplying sources (e.g. LCBO or a domestic manufacturer) as part of the one order, LCBO will send it to the supplying source(s). Orders will be invoiced and delivered separately.

Is there inventory availability in the new system?

Out-of-stock inventory will now be identified at the cart checkout stage for LCBO-supplied products.

When adding items to the cart on wholesale.lcbo.com, will out-of-stock products appear at the top for easier management, or will we need to go through each page to remove them manually as is now?

We understand this is a priority. While it will not be enabled as part of this release, we are committed to making future improvements.

When we order and pay through wholesale.lcbo.com, what if the product is not available?

When you order available product, the product will be reserved for your order. This decreases the instances of you not receiving the product you ordered. As of April 1, if a product you ordered does not arrive, you will file a claim through wholesale.lcbo.com.

Will the wholesale.lcbo.com include a feature to add comments when placing orders?

All feedback can be sent to your account manager.

Will licensees be able to have credit applied to an account through LCBO if buying directly at a retailer or will they need to pay upfront costs through credit cards?

Licensees will have to pay upfront for all in-store purchases.

Has there been discussion of adding other modes of payment other than credit cards alone?

Yes, we are discussing how we would enable this from a system enablement as well as with our banking partners. Once we have an approach, we will communicate with our customers.

For ordering, should we process all our beer and liquor through the LCBO portal, or will we continue to order beer via the Beer Store's Beer for Business?

You may continue to use Beer for Business to order beer from the Beer Store.

Will there be any changes to payment type or terms?

No, there will be no changes to payment type or terms.

Will we still be able to purchase from LCBO stores or strictly through the wholesale.lcbo.com?

As of April 1, you will continue to be able to shop in-store at the LCBO or purchase online.

Will pricing/savings vary from wine to wine, not a set %?

The wholesale mark-up for wine will be dependent on ABV, [more information can be found here.](#)

Are any changes coming in allowing licensees to buy products from distilleries that the LCBO presently doesn't list.

In order to purchase directly from a distillery, they must be listed on wholesale.lcbo.com or participate in the Direct Delivery Program, also Large Distillers can be set up as supplying source with the LCBO system and you can order from the wholesale.lcbo.com platform.

Returns/claims

When can I expect training on the new claims process?

All training resources were shared in mid-March and are [available here](#).

Regarding the return process — how long is the window for returns?

- The window for returns will continue to be 72 hours post April 1.

If I want to make a claim on an online order made in mid March, do I submit it via the B2B Claims App or wholesale.lcbo.com?

If your order was made on GMS, please submit the claim via the B2B Claims App. The last day to make a claim on this platform is April 10. You will be able to view / download historical data until April 30. Starting April 1, all claims should be made on wholesale.lcbo.com.

Are there any changes coming to your return policy? Longer grace period than 30 days for retail purchases?

There are no planned changes to the return policy at this time.

How can we arrange for the pickup of our pallets of empty beer containers?

You will use BeerforBusiness.ca, same as you do today.