



Wholesale Listings FAQ - 2025

How do I register a product with the LCBO wholesale and/or list a product with LCBO retail?

Product registration and listing follow LCBO's standard submission process. Wholesale-only products must be registered through the wholesale portal, while retail listings require submission through the appropriate category call or listing process. Details are available on doingbusinesswithlcbo.com.

If you are a domestic brewer who needs to either list their product on wholesale.lcbo.com or be authorized under LCBO's Direct Delivery Program in order to sell product directly to bars, restaurants or licensed convenience outlets, please email lco@lcbo.com.

As a brewery that currently does not sell any beer through the LCBO or The Beer Store, can we maintain our current sales and distribution directly to bars and restaurants?

Brewers can continue to deal directly with hospitality licensees by becoming authorized by the LCBO under the Direct Delivery Program to facilitate these sales on LCBO's behalf. Regular reporting will be required. Brewers also have the option to list their packaged product on wholesale.lcbo.com for bars and restaurants.

Can keg sales to bars and restaurants maintain our current business model?

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