

Quarterly Trade Update – October 6, 2026

Q&A

The following document summarizes key question submitted by alcohol suppliers and agents during the October 6, 2026 Quarterly Trade Update. Responses reflect information available as of October 6, 2026, and are subject to change.

Wholesale

1. When do we expect a calendar for Wholesale LTOs to be released?

Wholesale LTO application dates for FY27-28 are now available on [this page](#).

2. If forecast submissions for Grocery and Convenience innovation begin in April (LCBO's Q1), can products still be made available in ordering systems up to four months earlier if suppliers submit their applications through NISS in fall 2026?

Wholesale product setup is subject to the standard lead times. Products can be set up as far in advance as the supplier would like, provided the application is submitted through the appropriate wholesale process in NISS and there is sufficient time to complete the standard setup requirements, such as databasing, lab work, pricing, product ordering, lead times, etc.

3. Will LCBO continue to require finished good samples for wholesale submissions, which can delay the time to shelf? What about existing liquids?

All products must conform to the applicable federal, provincial, and LCBO quality assurance standards supporting products listing. Product samples must be submitted to LCBO for testing and validation as applicable before a product is approved for sale to wholesale customers, and as required for ongoing audits to validate continued eligibility for sale.

4. Can wholesale LTOs be approved for products not yet in the applicable catalogue?

In order to apply for a wholesale LTO, the product must already be listed in the relevant wholesale customer product catalogue. For example, if you have a product listed in the grocery catalogue, but not in the convenience catalogue, you cannot apply for a convenience LTO.

5. What is the process and timeline for suppliers to change supplying source for a product in a wholesale catalogue?

Changes to supplying source must be communicated to LCBO a minimum of four (4) weeks in advance by contacting wholesalecatalogue@lcbo.com.

6. Who should I contact if I have been charged freight fees on a grocery order despite being direct delivery?

Please contact groceryoperations@lcbo.com.

LCBO Gateway / orders

7. Why can't I see carrier information in Gateway?

As part of our transition to SAP, and to align functionality with industry standards, suppliers do not have visibility into assigned carriers within LCBO Gateway at the time of PO issuance. LCBO engages suppliers and logistics providers separately, and the carrier will contact suppliers for scheduling.

8. Why am I receiving 'Revised PO' notifications when nothing has changed?

Some backend updates may trigger revised PO notifications even when there are no visible changes/comments. No action is required on your part. We are continually exploring ways to improve the Gateway experience.

9. Why isn't my PO number included in payment emails?

The LCBO PO number is included on payment advice emails (ERS); however, the suppliers' own reference PO number is not. This is because the ERS is generated from LCBO Gateway. Guidance on how to reconcile payments using the LCBO PO number can be found in the [Gateway FAQ](#).

10. Are you going to make it easier to discern the HST and net amount charged for each line item in LCBO Gateway?

Our initial priority was getting LCBO Gateway up and running, and ensuring that it was stable, but we have a running list of improvements to enhance the supplier experience. Some of our most recent improvements include the ability to download and confirm POs in bulk, the ability for agents to access up to 250 suppliers under their profile, and enabling the acknowledgement of POs directly on the page linked from the 'New PO' email notification. We continue to listen to your feedback, and efforts to improve LCBO Gateway will continue.

11. When should suppliers expect invoices to be available in LCBO Gateway?

Invoices are generated and posted to LCBO Gateway within 24 hours of product receipt.

12. Why could a supplier be experiencing delays in PO issuance?

A delay in PO issuance is typically seen in relation to new products. Significant system and process changes on April 1 created longer-than-normal processing times to setup new products. We are continuously improving this setup time by introducing new internal tools and additional resources. As a reminder, suppliers can help accelerate product onboarding by providing all required information in NISS, submitting the Expanded Product Details Form in a timely manner.

13. If LCBO and grocery stores don't 'accept' orders upon delivery, does that lead to closed POs and lack of payment?

For wholesale orders, payment is not contingent upon the order being received/accepted by the customer. The critical step to ensure suppliers are paid accurately and in a timely manner is the submission of the Advanced Shipping Notice (ASN) in Gateway. It is important that an ASN is submitted for every PO – even in cases where multiple POs are sent in one consolidated shipment – to ensure all orders are fully processed and payment can be issued. [Learn more.](#)

While the submission of ASNs remains critical and mandatory for LCBO retail store orders, payment does depend upon the order being received in the store's system. For any concerns regarding non-payment for confirmed LCBO store deliveries, please send the proof-of-delivery (POD) to DirectDelivery@lcbo.com.

Future State Modernization

14. What opportunities will the centralized assortment model (coming Spring 2027) create for spirits suppliers, given that spirits are currently sold exclusively through LCBO in Ontario?

Ontario spirits suppliers have the option to act as the supplying source (i.e. fulfillment and delivery directly) to hospitality licensees, duty free operators, and LCBO Convenience Outlets (LCO). Provided they are on the relevant catalogue, spirits suppliers can focus on growing distribution by servicing these wholesale customer channels directly. More information can be [found here](#), otherwise reach out to wholesalecatalogue@lcbo.com.

15. Can you provide more details on the upcoming planogram changes, including the implementation timeline? Will there be dedicated local or regional sections, and what is the criteria LCBO will use to select products?

Starting Spring 2027, products will be centrally planned and distributed through new integrated systems. Stores will have a dedicated channel to provide feedback on local craft assortment needs, and local sections will remain a priority as they are currently. Product selection and distribution will be based on data and performance metrics as well as local demand. Category teams will work with suppliers during the onboarding process to determine the optimal distribution and adjust it in season based on results. Suppliers should focus on strong sales at each distribution point. More information will be provided in the coming months.

16. Store managers are telling our reps different scenarios with FSM, could you clarify?

Sometimes misinformation occurs at the store level. Please rely on official LCBO communications, including your dedicated FSM pages on doingbusinesswithlcbo.com.

17. In the past when a quote price was not achieving a desired retail price, agents would be asked to revise the quote. Is this no longer the case?

As of April 1, the LCBO retail price is based on the wholesale price and a discretionary LCBO retail markup. The wholesale price is determined by a cost-plus formula that adds taxes, mark-ups and fees to a beverage alcohol supplier's quote. It will be calculated as landed cost + wholesale mark-up + COSD + container deposit + HST.

When onboarding a new product, the product quote from the NISS submission is used to confirm it meets the Estimated Wholesale Price by Unit entered in the "Payment Terms" section on the Supplier tab in NISS (also requested in the EPDF). If the product quote works out to a wholesale price that exceeds the estimated wholesale price using the cost-plus formula, the Merchandising team will request a requote to meet the wholesale price. This step is now completed PRIOR to the purchase order being issued, instead the past practice of evaluating product quotes against the retail price upon purchase order receipt.

For more information on wholesale pricing details: [Pricing | Doing Business with LCBO](#)

To access the LCBO Wholesale Pricing Estimation Tool: [LCBO Wholesale Pricing | Doing Business with LCBO](#)

18. Will conditions of purchase related to sell through and rebate be amended since the final retail price is now the discretion of the LCBO?

While final retail pricing is at the discretion of the LCBO, purchasing decisions and quantities will continue to be made with a supplier recommended retail price in mind to support achievement of performance thresholds. The existing sell-through requirement for Vintages programs remains in place, and the associated rebate provisions will continue to apply as outlined in the condition of purchase. As with current practice, the LCBO may exercise discretion, where warranted, based on specific circumstances and business considerations.

19. Under the new centralized distribution model (coming Spring 2027), how will display programs impact a SKU's distribution?

Beginning Spring 2027, products participating in an LCBO display program will be planogrammed using our new Space Planning system. The benefits of our modernized tools include connecting products that are planogrammed (either for shelf displays or promotional displays) to forecasting and replenishment, and retail POS – a fully integrated and system-driven replenishment model.

Similar to today, products approved for promotions take into consideration distribution coverage for the selected displays. This should also be accounted for when suppliers submit applications for desired display programs. In the event that approved display stores do not carry the promoted product on-going, the new replenishment model will send the appropriate inventory to the store for the duration of the program. Therefore, there are no changes to how fees for displays are charged or how products are distributed for display programs.

Products, inventory, freight and reporting

20. Will you take any delays to product release timelines into account when reviewing sell-through for holiday releases?

As the buying team assesses performance results, they will be considering the impact of any shifts to release timing and seasonality relative to sell-through expectations and rebates.

21. How do agents and suppliers find out about the performance of their brands? Is there any LCBO resource to consult for brand sales figures?

The [LCBO Sale of Data \(SOD\) site](#) provides sales and inventory data to agents 24 hours a day, seven days-a-week. You must complete the subscription process to obtain access to data files. You can visit our [trade website](#) for information on how to register or you can email saleofdata@lcbo.com for more information.

22. How do I get more information on inbound freight rates?

Please reach out to freightrate.inquiry@lcbo.com

23. Will there be any further rebates for the delay on Sale of Data reporting?

Additional rebates/credits for delays in SOD reporting will be evaluated once publication of reports resumes.

24. Is there a way for suppliers to validate their wholesale price across selling channels (LCBO retail, grocery, convenience, and licensee)?

Please reach out to your merchandising category representative.

25. Who do I reach out to if I notice an inaccuracy on lcbo.com?

Please reach out to your merchandising category representative.