

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:

- [Future State Modernization](#)
 - [Wholesaler of Record](#)
 - [Wholesale pricing](#)
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Future State Modernization

General

When can I expect training on the new claims process?

You can expect to receive training information and resources in early March, ahead of the April 1 launch.

When will wholesalesale.lcbo.com be offline in the lead up to April 1?

You will be unable to place orders on the ordering platform starting 6pm on March 23. You can continue to view information until the evening of March 30 when it will be offline.

What if I need to make changes to my customer information in the lead up to April 1?

Please submit any changes to customer information, including contact details, new customer set up, and invoicing and delivery terms prior to February 16.

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

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

Can I continue to update my customer information, including contact, account or banking details prior to the April 1 launch?

Yes, while you can continue to update your customer information, you are encouraged to make any updates before February 27.

- **Ordering**

When is the last day to submit an order in wholesale.lcbo.com?

Your last opportunity to place an order on wholesale.lcbo.com will be prior to March 23 at 6pm.

How am I going access inventory between March 24 and 31?

While we encourage you to plan ahead and build inventory prior to March 24, licensees that shop online will be allowed to manually place orders for select LCBO and/or TBS products during this time. Further details, including an order form, will be shared in the coming months.

What are my other options during the migration period from March 23 – March 31?

LCOs may continue to:

- Shop in LCBO stores and The Beer Store
- Order beer from domestic producers
- Order product from agents through LCBO Specialty Services consignment program (until 12pm on March 27)
- Order directly from domestic suppliers participating in LCBO's Direct Delivery Program.

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.

- [Returns/claims](#)

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.

Wholesaler of record

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

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

When can I expect to hear more about the wholesale pricing model?

You can expect to hear more about the new wholesale pricing model in advance of the April 1 implementation date. Stay tuned!

When will we have new prices listed?

If there are any price changes, they will be effective April 1.

Does the new wholesale price mean no more floor prices?

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

What is the COSD for VQA wines?

COSD only applies to imported spirits, wines (including packaged cider) and Ready to Drink (RTD) beverages.

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.