



Weekly Beer Submission Helpful Tips

- The [Beer Submission form](#) MUST be submitted to initiate a price change for SKUs in the LCBO (including Grocery, Convenience) and/or The Beer Store (TBS) sales channels.
- The Beer Submission form must be provided to initiate a price change for any Domestic, Import, Import TBS pack up, and TBS import kegs.
 - *LCBO exclusive import SKUs do NOT require this form, price change requests should follow the [Schedule of Quote Increases](#)**
- Imported SKUs (excluding TBS pack up) are required to provide a quote letter in addition to the beer submission form for processing. Quote letters must be on signed supplier letter head, stating quote effective date, LCBO SKU number/Name, new case quote amount, and desired retail on-shelf price. If a price reduction is submitted a rebate clause will be required in the quote letter for processing. The rebate clause should read as follows: “the supplier agrees to buydown current inventory on hand and on order”.
- Domestic SKUs do NOT require a quote letter to be submitted, only the beer submission form is required.
- DEADLINES – Send submission forms and any required import quote letters to pricing@lcbo.com **by Monday’s at 4pm** for retail effective date two Monday’s later. Any submission sent AFTER 4pm will be processed for the following week.
- Your email submission subject line should read as follows to ensure correct processing: “Beer Pricing, Brewer Name, Effective date xxxxxx”
- The beer submission form includes required fields for both Domestic and Import SKUs for processing, Instructions (rules and regulations, helpful links, and team contacts), and sample submissions for reference.
- [LCBO pricing calculators](#) should be used when calculating desired retail pricing.
- Any changes in TBS keg quote prices should be sent to kegs@lcbo.com in addition to pricing@lcbo.com for processing.
- New SKUs – please follow the existing LCBO listing process for new LCBO SKUs. For new TBS items please list the items in the beer submission form and in the comments section flag as “New Item”. Please also work with TBS when listing new items. Once the item is set up TBS will provide a 7-digit TBS article SKU number.

- Each week for brewers who have provided a price change request, the LCBO will provide an excel confirmation sheet back to the supplier which shows the updates to requested pricing and associated pricing variables. Brewers must flag any incorrect pricing by 3pm Thursday to ensure the proper corrections are made. Pricing is systematically implemented and communicated on Friday morning in all channels for LCBO, Grocery, Convenience and TBS. Failure to meet this deadline will result in this pricing becoming active two Mondays later in the appropriate channels.
- Brewers are recommended to check [the pricing updates page](#) for communications regarding yearly updates impacting beer pricing such as beer cost of service, Federal Excise, Beer mark up fee changes, etc. The steps required to adjust pricing if applicable will be communicated on this page.
- Brewers are recommended to contact the LCBO pricing team if your brewer contact information has changed. Please send all new contact email addresses to pricing@lcbo.com at any time throughout the year for updating.