

2025/26 Sale of Data Program and Renewal

To enable our Trade partners to analyze their business and forecast with greater accuracy, the LCBO provides data relating to your SKU(s) at no cost. However, access to your competitors' sales information is a paid-for option as part of our Sale of Data (SOD) Program.

Subscriptions to the Sale of Data program must be renewed and pay for by April 18, 2025, to ensure uninterrupted access. Package details for 2025/26 including how to subscribe, subscription costs and payment methods can be found on the [SOD packages and fees document](#). Should a renewal and payment not be completed by April 18, the LCBO will remove your access to sale of data. For those agents who subscribed to packages that are no longer available, the LCBO will move your subscription to the most similarly offered package to ensure no interruption of data.

Sale of Data Terms and Conditions Reminder

Sales data is provided to the subscriber strictly for their organization's use and may not be duplicated, transferred, or provided in any medium or format, in whole or in part, to any third party without the prior written consent of the LCBO. The prior written permission of the LCBO is required for any form of publication or distribution of the Sales Data or any part thereof. For additional information regarding terms and conditions please visit our Application Agreement under "[Terms and Conditions](#)".

Program Updates

- We have realigned our package offerings to better serve our customers. Some packages have been removed due to low/no subscribership. There are other package options that customers can subscribe to in order to access similar reporting. If you have questions on other available solutions to meet your needs, please contact the sale of data support team at saleofdata@lcbo.com.
- There were **no** changes to our Set/Subsets for 2025-26.
- Convenience store data has been separated into its own channel for data tracking purposes and to better meet trade needs. This addition was implemented in October 2024. Additional information can be found on the [SOD Data Field Update](#) notice.

For additional information please visit the [Sale of Data website](#). If you are new to the SOD program or you would like to add/remove users, fill out our [access request form](#). If you are an existing subscriber you can renew your subscription by accessing the SOD subscription portal: <http://www.lcbonet.ca> (if you have an existing account but are unable to remember your login credentials please contact our IT support team for a password reset: ITSrvDsk@lcbo.com).

Questions regarding the SOD Program may be directed to saleofdata@lcbo.com