

PRESENTATION TO ONTARIO WINE BOUTIQUE STORE OPERATORS

Information session presenting an overview of the process to become a wholesale customer and order wine from the LCBO.

September 14, 2016



Today's Agenda

1- Introduction

2- Wholesale Customer Set Up

3- Resources

4- Product catalogue and ordering

5- Order fulfillment, delivery, receiving and invoicing

6- Mandatory weekly reports

7- Next steps

Q&A Grocery Operations members

After today's session you will have:

1. An understanding of process and timelines to become a wholesale customer with LCBO.
2. A further understanding of what is required of you as a wholesale customer of the LCBO's.
3. Knowledge of the resources available to you.
4. Details on how to place orders for wine products with the LCBO.

1 – Introduction



Contact Information

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Customer Service: T: 416-365-5842

wholesaleservice@lcbo.com

Regulatory Framework

Ontario Regulation 232/16 Sale of Liquor in Government Stores

<https://www.ontario.ca/laws/regulation/160232>

- Definitions
- Addresses product type, package size, alcohol content
- Product display requirements
- Restrictions on promotions, loyalty programs and advertising

LCBO Role

- Receives all beverage alcohol orders placed by authorized store operators
- Fulfills store operator orders through various supplying sources including:
 - LCBO
 - Ontario wine manufacturers

2 – Wholesale customer set up



Two steps required prior to contacting LCBO:

1. Wine boutique(s) receives **Supplementary Wine Authorization(s)** from AGCO
2. Grocer(s) receives **Wine Boutique Sales Agent Authorization(s)** from AGCO

1- Contact LCBO on receipt of AGCO Authorization(s):

- to finalize Wholesale Supply Agreement (WSA) with LCBO and provide LCBO with:
 - letter of credit (as required by the WSA)
 - proof of insurance (to be provided within 10 days of effective date of the WSA)

2 – Complete Customer Profile registration form

Grocery Operations	LCBO
CUSTOMER PROFILE	
Store operators must complete and submit this form to be added to the LCBO database for invoicing and payment purposes.	
Invoices will be sent electronically to the emails provided in the Contact Information section.	
CUSTOMER INFORMATION	
Company Name _____	
Street No. _____	Street Name _____
	Unit/Suite _____
City/Town _____	Province _____
	Postal Code _____
Country _____	Telephone _____
CONTACT INFORMATION	
1) Name _____	Title _____
Email Address _____	
2) Name _____	Title _____
Email Address _____	
3) Name _____	Title _____
Email Address _____	
_____ Full Name	_____ Business Title
_____ Authorized Signature	_____ Date (mm/dd/yyyy)
Return completed form to wholesaleservice@lcbo.com	
LCB 2399	

3 – Submit Grocery Management System (GMS) IT Access form

Grocery Operations

LCBO

GROCERY MANAGEMENT SYSTEM (GMS) IT ACCESS FORM For Authorized Store Operators

Store operators may request a maximum of three (3) users per location. The Grocery Management System (GMS) provides for three types of users:

Corporate Level User: This level enables the user to manage all stores and all banners at the corporate level and view and download the product catalogue. The user has multi store access to create and view purchase order transactions, receive order notifications, enter receipt details and view and download invoices.

Banner Level User: This level enables the user to manage all stores under the banner's level and view and download the product catalogue. The user has multi store access to create and view purchase order transactions, receive order notifications, enter receipt details and view and download invoices.

Store Level User: This level enables the user to manage a single store and view and download the product catalogue. The user has single store access to create and view purchase order transactions, receive order notifications and enter receipt details.

ALL FIELDS MUST BE TYPED. THE FORM WILL NOT BE PROCESSED IF HAND-WRITTEN

USER ACCESS:

Check one of the following: Corporate level Banner level Store level

CORPORATE LEVEL INFORMATION: Required for access to levels.

Corporate Name

Contact Name

Telephone Number

BANNER LEVEL INFORMATION: Required for access to banner level, otherwise leave blank.

Banner Name

Contact Name

Telephone Number



STORE LEVEL INFORMATION: Required for access to single store, otherwise leave blank.

Store Name

Store Operator Number

Contact Name

Telephone Number

Address

Following completion of steps 1-3:

- An LCBO Store # will be assigned to each authorized location
- LCBO will collect delivery **location and receiving requirements**
- **GMS usernames and passwords** will be emailed

3 – Resources



Grocery Operations website: www.lcbowholesaleoperations.com

Wholesale Operations Group

LCBO

[Home](#) [Supplier](#) [Grocers](#) [FAQ](#) [Contact Us](#)

Welcome to the Grocer information site

This website is a dedicated resource for selling beer in grocers in Ontario. Information and forms can be found for (1) suppliers to grocers, and (2) grocery operators.

For our customer facing web presence, please visit [LCBO](#). Other trade resource information may be found at [our trade resources site](#).

Background

In its April 2015 report, Striking the Right Balance: Modernizing Beer Retailing and Distribution in Ontario, the Premier's Advisory Council on Government Assets recommended that the government authorize qualifying grocery stores to sell beer to the public. In the 2015 Ontario Budget, Building Ontario Up, the government announced it would proceed with this recommendation and subsequently introduced regulatory changes establishing the LCBO as the wholesale supplier of all beer, domestic and import, to authorized grocery stores.

Latest News

GMS Training Videos Added
2015 Dec 17

Videos are posted on the supplier and grocer pages.

First 58 Locations Announced
2015 Dec 15

The authorized stores are a mix of independent and large grocers in communities across Ontario.
[Read more >](#)

Winning Bids Announced
2015 Nov 18

The first grocers to be eligible to sell beer in Ontario grocery stores were announced.
[Read more >](#)

60
grocers by
end of
2015

up to 150
licenses by
May 2017

PAC
Premier's
Advisory
Council

Click through to grocers/store operator section of the site:

1. The **primary** source of **communication** to store operators
2. Contains **forms, documents and presentations** for store operators
3. Access to **Grocery Management System (GMS)** to view product catalogue and place orders
4. Communication regarding **pricing, pricing promotions** and **product catalogue updates**

Policies & Procedures Manual for Authorized Store Operators

LCBO

Grocery Operations

Policies & Procedures Manual for Authorized Store Operators

Version 1.3 September 2016

Shelf price = Uniform price

Product pricing:

- The retail price for beverage alcohol sold to the public will be as **determined by suppliers.**
 - Pricing is **communicated and administered** by the LCBO
 - Pricing will **be the same** through all retail channels
 - Retail price **includes** container deposit and applicable taxes
 - Retail price is to the **nearest nickel** (i.e., \$15.15, \$25.00)
 - Price changes are communicated to store operators seven (7) days in advance via www.lcbowholesaleoperations.com

Promotional Pricing

Pricing promotions are decided upon by **suppliers** and approved by the LCBO and include:

- Limited Time Offers (LTOs)
 - Run for **4 weeks uniformly** across **all sales channels**
- Super Sales
 - Exceptions to the four week LTO duration and typically occur around **holidays or long weekends**
- Wine Deal of the Week
 - Runs **Thursday to Wednesday** on alternate weeks for wine products.

A complete list of promotional programs and dates is available at www.lcbowholesaleoperations.com

4 – Product catalogue and ordering



Product Catalogue & Ordering System

SUPPLIERS

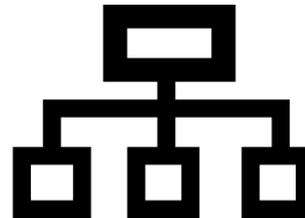
NISS



Information **suppliers** submit in NISS is used to **list the products** available for sale to store operators.

LCBO

INTERNAL SYSTEMS



Enterprise-wide platform used by the **LCBO** and its partners to **manage aspects of product** listings, inventory, ordering, fulfillment, and transactions.

STORE OPERATORS

GROCERY MANAGEMENT SYSTEM



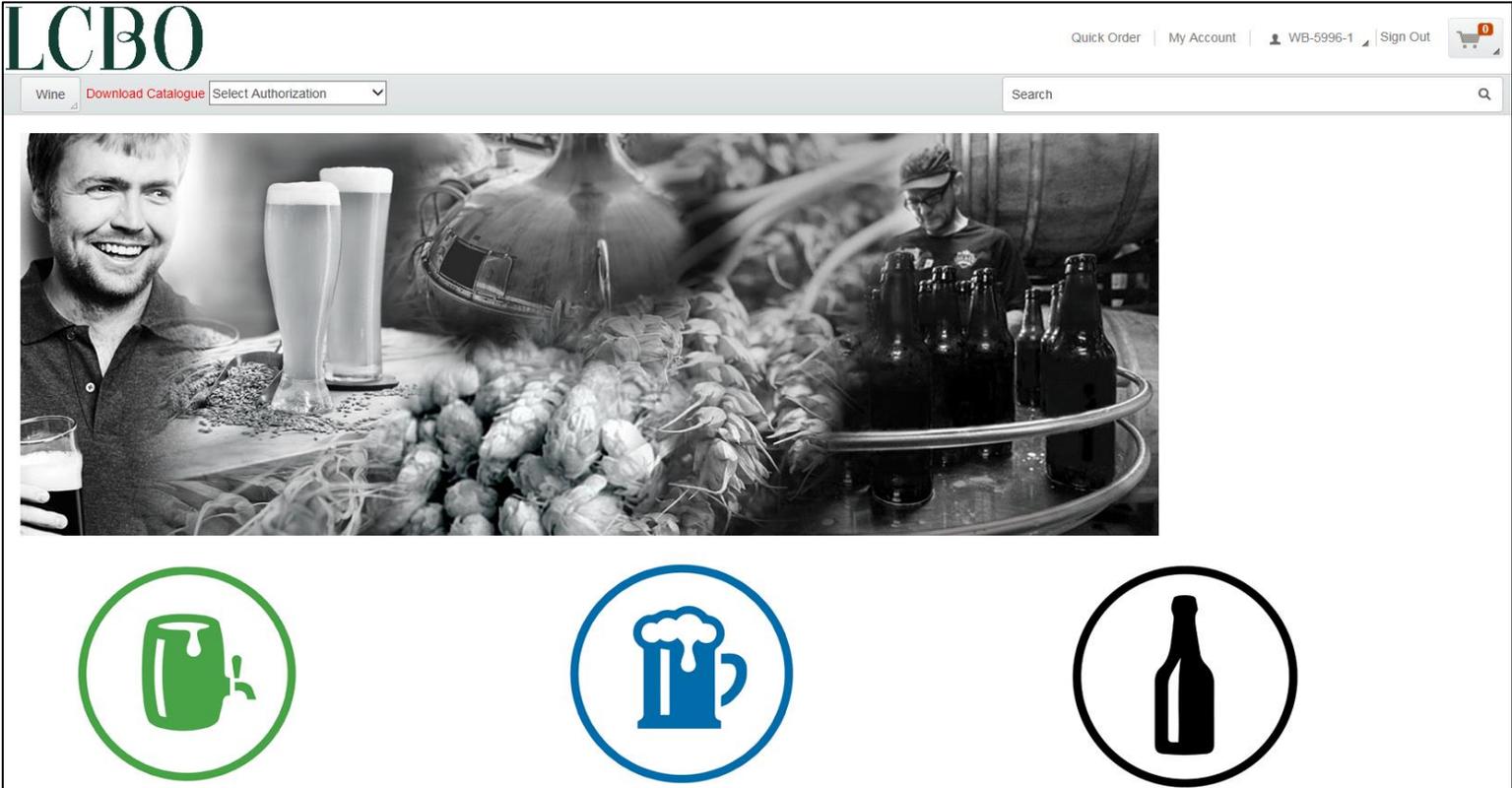
Online system which provides **store operators** view **all products available for sale** and place orders.

Grocery Operations

LCBO

Eligible product catalogue available:

- **Excel file: by end of September**
- **GMS catalogue online & ordering: live Tuesday October 18**

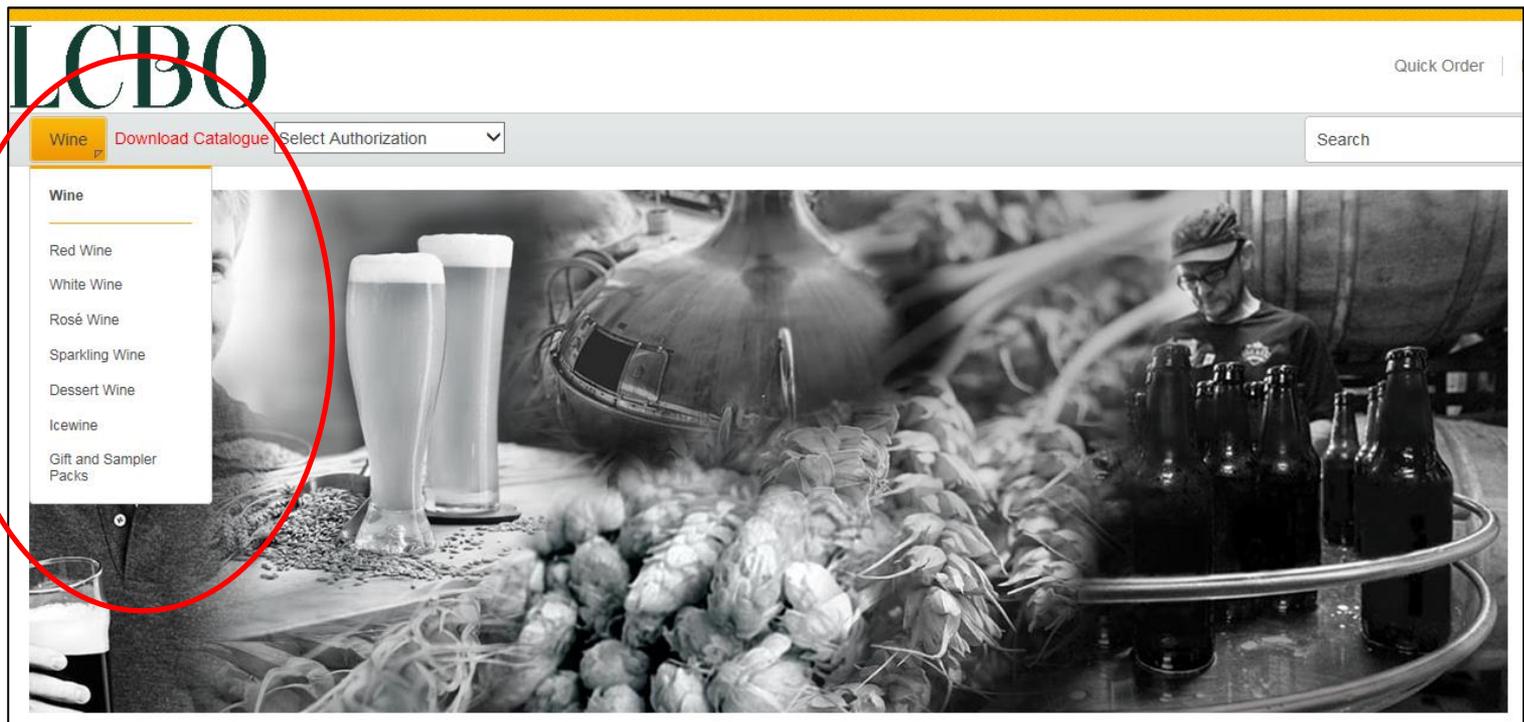


The screenshot displays the LCBO website interface. At the top left is the LCBO logo. On the right side of the header, there are links for "Quick Order", "My Account", a user ID "WB-5996-1", and a "Sign Out" button next to a shopping cart icon. Below the header is a navigation bar with a "Wine" dropdown menu, a "Download Catalogue" link, a "Select Authorization" dropdown, and a search bar. The main content area features a large black and white photograph of a smiling man, beer glasses, hops, and a tray of beer bottles. Below the photograph are three circular icons: a green icon of a beer mug, a blue icon of a beer mug with foam, and a black icon of a beer bottle.

Store operator sign in: configured to authorization type

The screenshot displays the LCBO website interface. At the top left, the LCBO logo is circled in red. The navigation bar includes links for "Wine", "Download Catalogue", and a "Select Authorization" dropdown menu. On the right side of the navigation bar, there are links for "Quick Order", "My Account", "Sign Out", and a shopping cart icon with a "0" notification. A search bar is located on the right side of the page. The main content area features a large background image of a smiling man and beer. A white modal dialog box is centered on the screen, also circled in red. The modal contains the text "Organization: SOBEYS-5806" and two buttons: a yellow "Continue Shopping" button and a grey "Sign Out" button. At the bottom of the page, there are three circular icons representing different product categories.

Product Hierarchy: filter by type, varietal, brand, producer size



Sample Item Screen

Home > Sandbanks Riesling Vqa



Sandbanks Riesling Vqa

SKU: 0139022
Selling Units per Case Qty: 12
Units per Pack: 1

Retail Price of Selling Unit (including taxes & refundable container deposit)	\$13.95	Basic Price (Cost) per Selling Unit	\$13.05	Basic Price (Cost) per Case Qty	\$156.60
Case Qty Ordered	<input type="text" value="1"/>	Total Selling Units Ordered	<input type="text" value="12"/>	Total Basic Price (Total Cost)	<input type="text" value="\$156.60"/>

[Add to Current Order](#)

[Add to Requisition List](#)

Sample Item Attribute Screen

Home > Sandbanks Riesling Vqa



Sandbanks Riesling Vqa

SKU: 0139022
Selling Units per Case Qty: 12
Units per Pack: 1

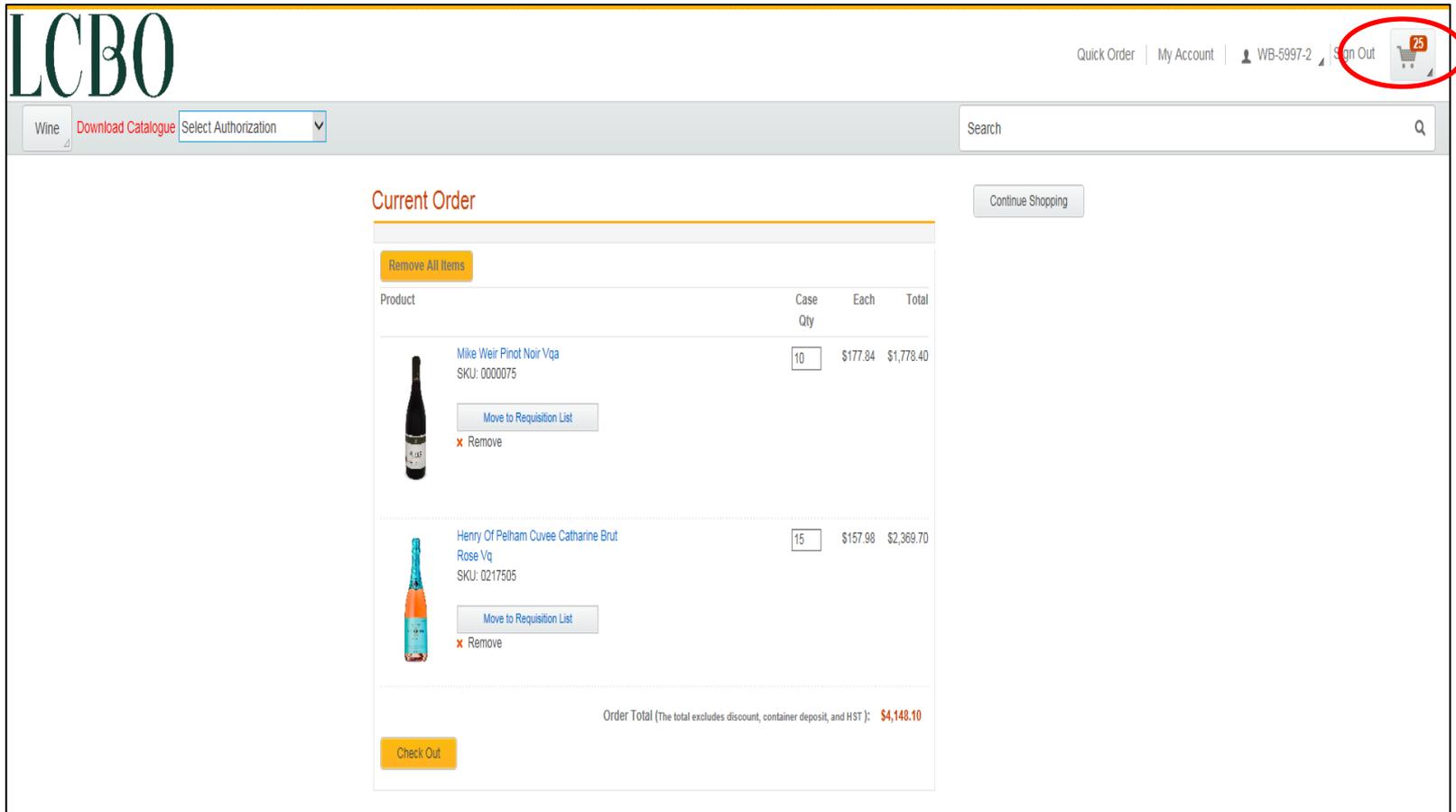
Retail Price of Selling Unit (including taxes & refundable container deposit)	\$13.95	Basic Price (Cost) per Selling Unit
Case Qty Ordered	<input type="text" value="1"/>	Total Selling Units Ordered

[Add to Current Order](#)
[Add to Requisition List](#)

Item Publication Info | Pricing History | Operational Info | Limited Time Offer

- Producer: SANDBANKS ESTATE WINERY
- Agent Name: SANDBANKS ESTATE WINERY
- Alcohol Content: 11.8%
- Unit Volume: 750 mL
- Producer Size: Small
- VQA Flag: Yes
- Quality Assurance Wine: Yes
- Country Production: Yes
- Single Country Grapes: Yes
- Container Type: BOTTLE

Pre Checkout



LCBO

Quick Order | My Account | WB-5997-2 | Sign Out 

Wine [Download Catalogue](#) Select Authorization

Search

Current Order

[Continue Shopping](#)

[Remove All Items](#)

Product	Case Qty	Each	Total
 Mike Weir Pinot Noir Vqa SKU: 0000075 Move to Requisition List Remove	<input type="text" value="10"/>	\$177.84	\$1,778.40
 Henry Of Pelham Cuvee Catharine Brut Rose Vq SKU: 0217505 Move to Requisition List Remove	<input type="text" value="15"/>	\$157.98	\$2,369.70

Order Total (The total excludes discount, container deposit, and HST): **\$4,148.10**

[Check Out](#)

Order Summary

LCBO

Quick Order | My Account | WB-5997-2 | Sign Out 

Wine [Download Catalogue](#) Select Authorization Search

[Current Order](#) | [Shipping & Billing Method](#) | [Order Summary](#)

Shipping Information

Shipping Address:
WB-5997-2
WB-5997-2
971 CARRICK STREET
THUNDER BAY Ontario
Canada L2R 5L3
bignotice1@gmail.com
[+ Show Order Items](#)

Order Total (The total excludes discount, consumer deposit, and HST): **\$4,148.10**

Billing Information

* Purchase order number:

[Back](#) [Next](#) Proceed to your Order Summary.

Enter Purchase Order

Current Order | Shipping & Billing Method | Order Summary

Shipping Information

Shipping Address:
WB-5997-2
WB-5997-2
971 CARRICK STREET
THUNDER BAY Ontario
Canada L2R 5L3
bignotice1@gmail.com

+ Show Order Items

Order Total (The total excludes discount, container deposit, and HST): \$4,148.10

Billing Information

* Purchase order number:

Order Confirmation

LCBO Saved Orders | My Account | orgC | Quick Links |

Beer | [Download Catalog](#) | Search

Thank you for your order!
You will receive a confirmation by e-mail to verify your order.

Purchase Order 2721612
Order date: November 22, 2015

[Continue Shopping](#)

Shipping Information

Shipping Address:
orgC
orgC
123
Toronto Ontario
Canada M4G8F4
orgC@gmail.com

[+ Show Order Items](#)

Order Total: \$588.00

[Print](#) We recommend you print this page

Order Acknowledgement

My Orders

Order History

Filter By
 None Purchase Order Number Date Range

Purchase Order	Order Date	Order Details	Status	Total Price	
winboutiqu	August 26, 2016	Details	Order shipped View Status	\$3,096.00	Re-Order

winboutiqu	Supplying Source 	Orders	Available	Preliminary Delivery Date	Estimated Delivery Date	Shipped Qty	Received Date	Received	Deemed Receipt	
Sandbanks Estate Baco Noir Vqa SKU : 0110049	SANDBANKS ESTATE WINERY	<input type="text" value="10"/>	<input type="text" value="0"/>			<input type="text" value="0"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
Konzelmann Cabernet Sauvignon Reserve Vqa SKU : 0112946	LCBO	<input type="text" value="10"/>	<input type="text" value="10"/>	06-Sep-2016	09-Sep-2016	<input type="text" value="10"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	

[NOTIFY](#)

Shipped Status

My Orders

Order History

Filter By
 None Purchase Order Number Date Range

Purchase Order	Order Date	Order Details	Status	Total Price	
winboutiqu	August 26, 2016	Details	Order shipped View Status	\$3,096.00	Re-Order

winboutiqu	Supplying Source	Orders	Available	Preliminary Delivery Date	Estimated Delivery Date	Shipped Qty	Received Date	Received	Deemed Receipt	
Sandbanks Estate Baco Noir Vqa SKU : 0110049	SANDBANKS ESTATE WINERY	10	0			0				
Konzelmann Cabernet Sauvignon Reserve Vqa SKU : 0112946	LCBO	10	10	06-Sep-2016	09-Sep-2016	10				

[NOTIFY](#)

Order History

Recent Order History

Filter By None Purchase Order Number Date Range

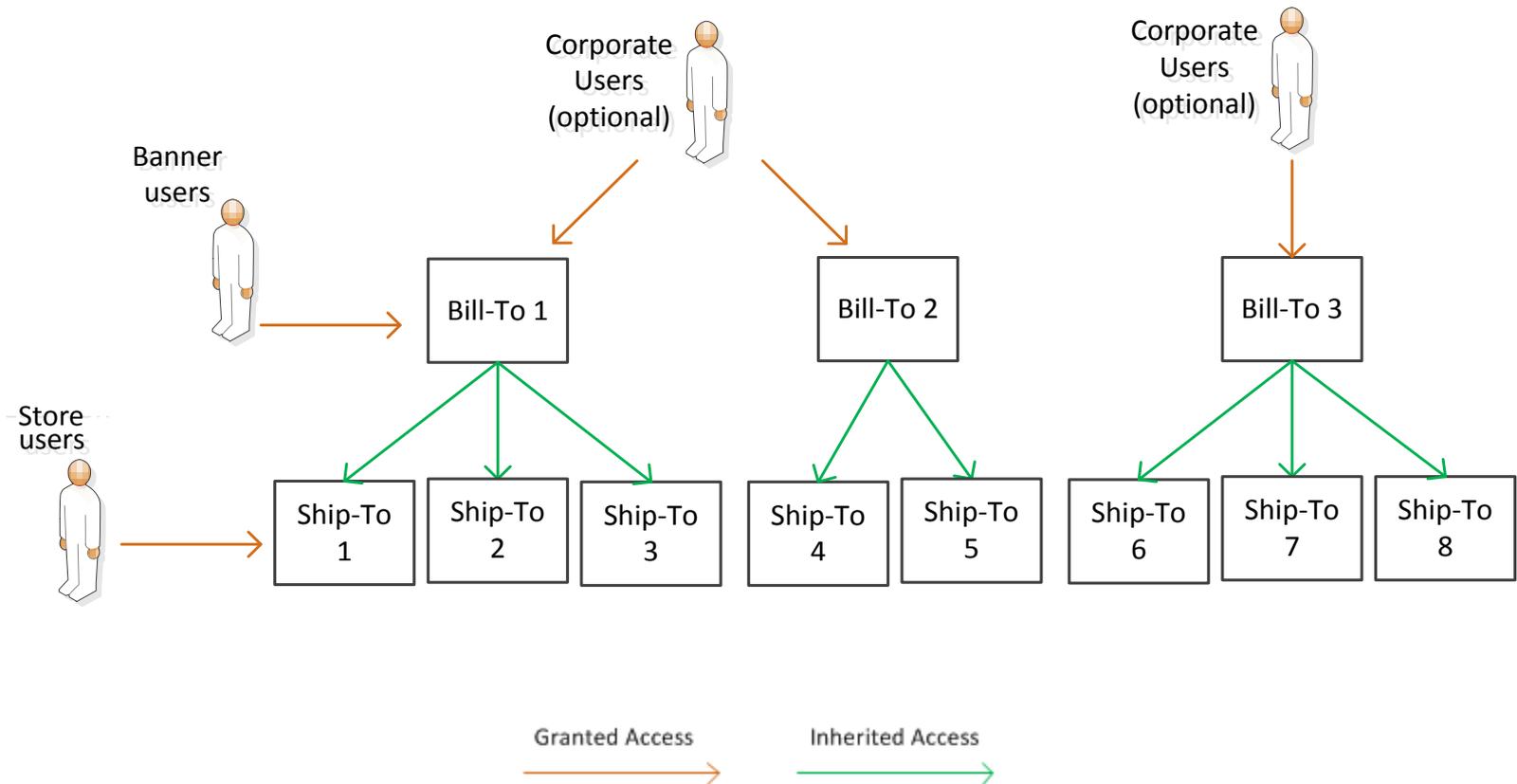
Purchase Order	Order Date	Order Details	Status	Total Price																																		
LR0912001	September 13, 2016	Details	Order Submitted View Status	\$4,148.10	Re-Order																																	
<table border="1"> <thead> <tr> <th>LR0912001</th> <th>Supplying Source</th> <th>Orders</th> <th>Available</th> <th>Preliminary Delivery Date</th> <th>Estimated Delivery Date</th> <th>Shipped Qty</th> <th>Received Date</th> <th>Received</th> <th>Deemed Receipt</th> <th></th> </tr> </thead> <tbody> <tr> <td>Mike Weir Pinot Noir Vqa SKU : 0000075</td> <td>LCBO</td> <td>10</td> <td>0</td> <td></td> <td></td> <td>0</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Henry Of Pelham Cuvee Catharine Brut Rose Vq SKU : 0217505</td> <td>LCBO</td> <td>15</td> <td>0</td> <td></td> <td></td> <td>0</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>NOTIFY</p>						LR0912001	Supplying Source	Orders	Available	Preliminary Delivery Date	Estimated Delivery Date	Shipped Qty	Received Date	Received	Deemed Receipt		Mike Weir Pinot Noir Vqa SKU : 0000075	LCBO	10	0			0					Henry Of Pelham Cuvee Catharine Brut Rose Vq SKU : 0217505	LCBO	15	0			0				
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winebouti2	August 26, 2016	Details	Order shipped View Status	\$4,513.20	Re-Order																																	
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Vineland Estates Dry Riesling Vqa SKU : 0167551	LCBO	10	10	06-Sep-2016	08-Sep-2016	10																																
tes2bout2	August 31, 2016	Details	Order Received View Status	\$1,909.20	Re-Order																																	
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[View all Orders](#)

GMS user access

- GMS allows for **three (3) types** of users to access product catalogue and view/place orders:
 - Corporate level: multi store and banner access
 - Banner level: multi store access
 - Store level: single store access
- Corporate and banner level users can have access to **view invoices** in GMS, if requested

GMS accounts

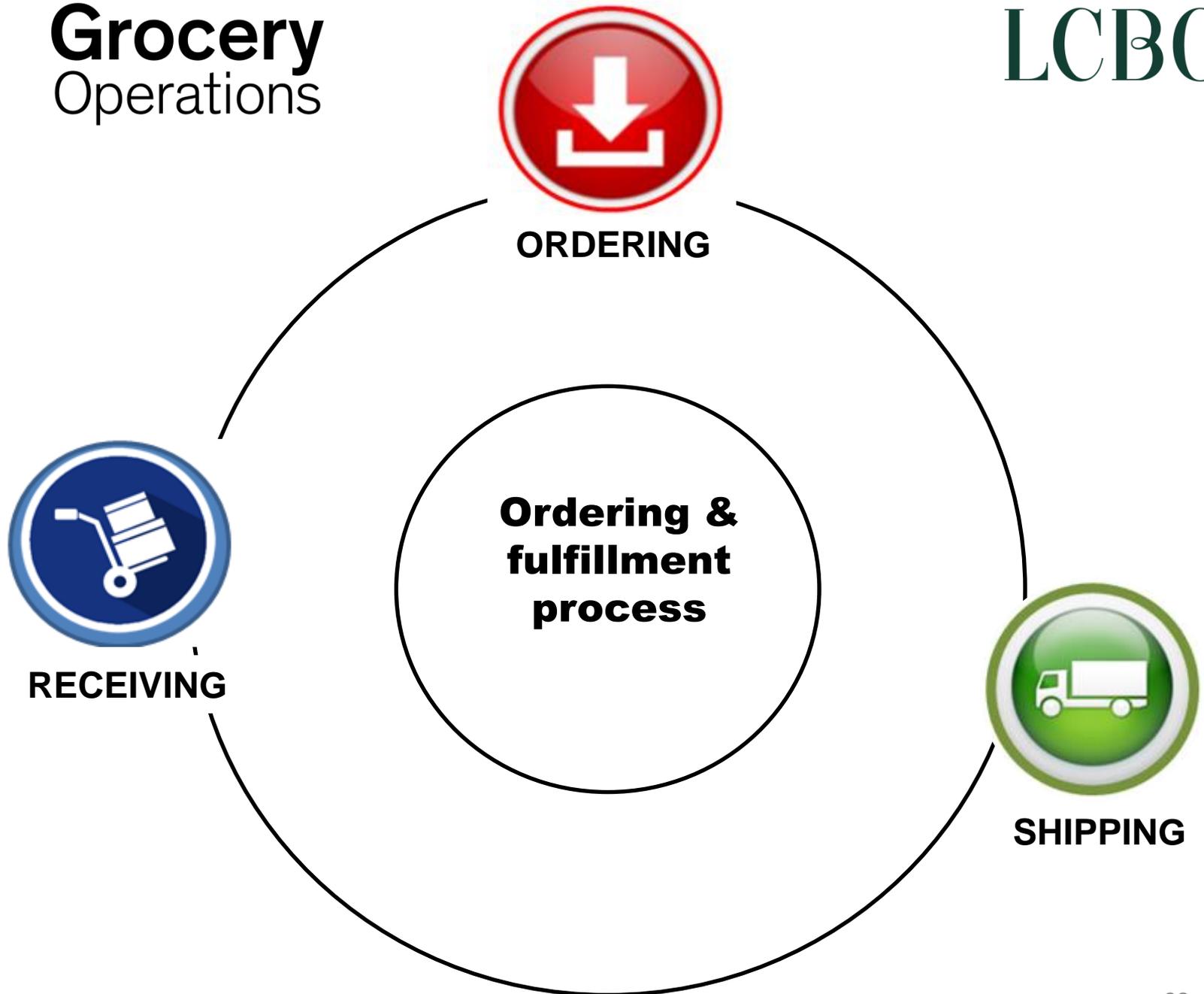


EDI capabilities

- GMS has **EDI capabilities** to accept orders from store operators electronically
- Grocery Operations IT can **organize working sessions** with you to scope EDI requirements for implementation in 2017

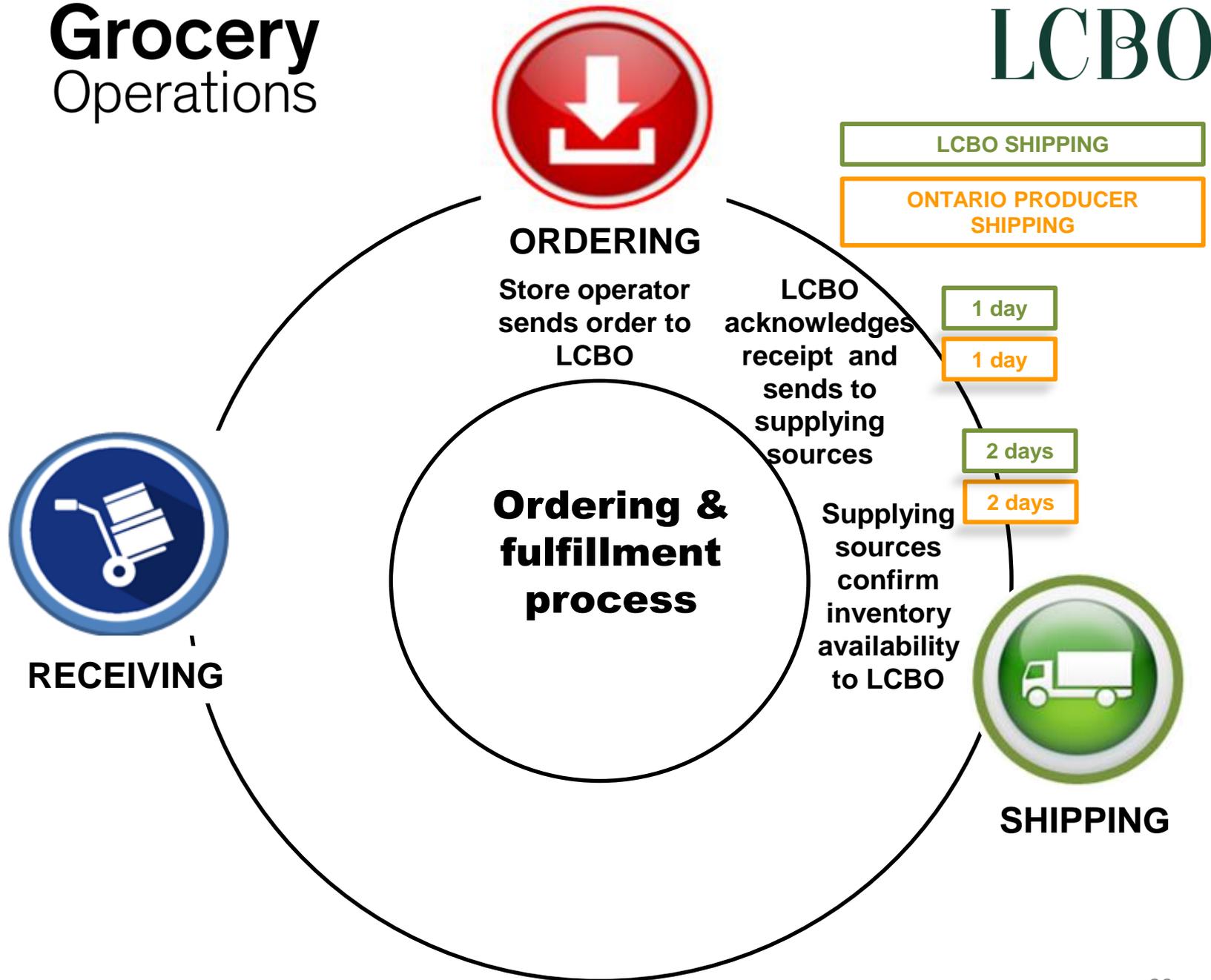
5 – Orders, fulfillment, delivery, receiving and invoicing





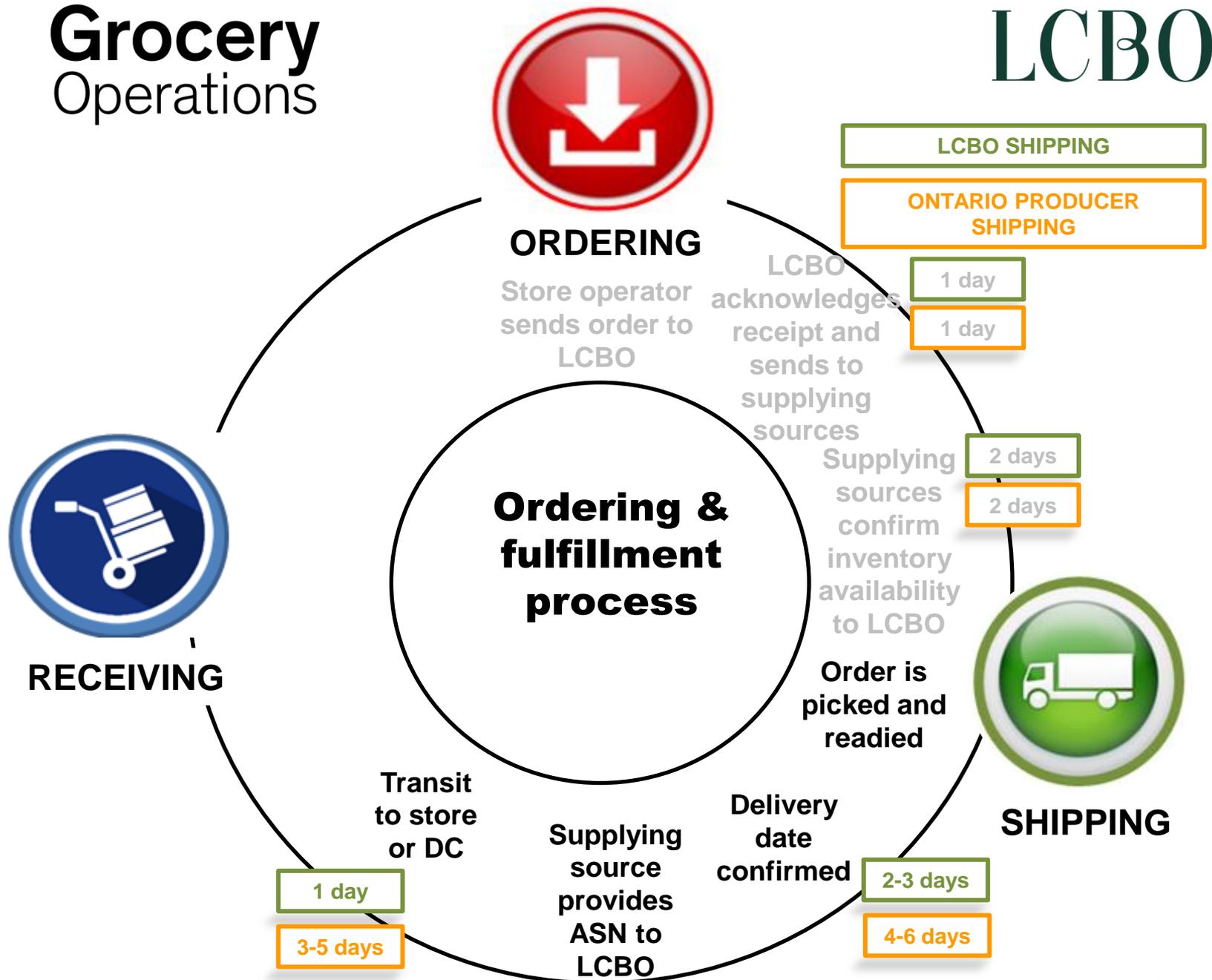
Grocery Operations

LCBO



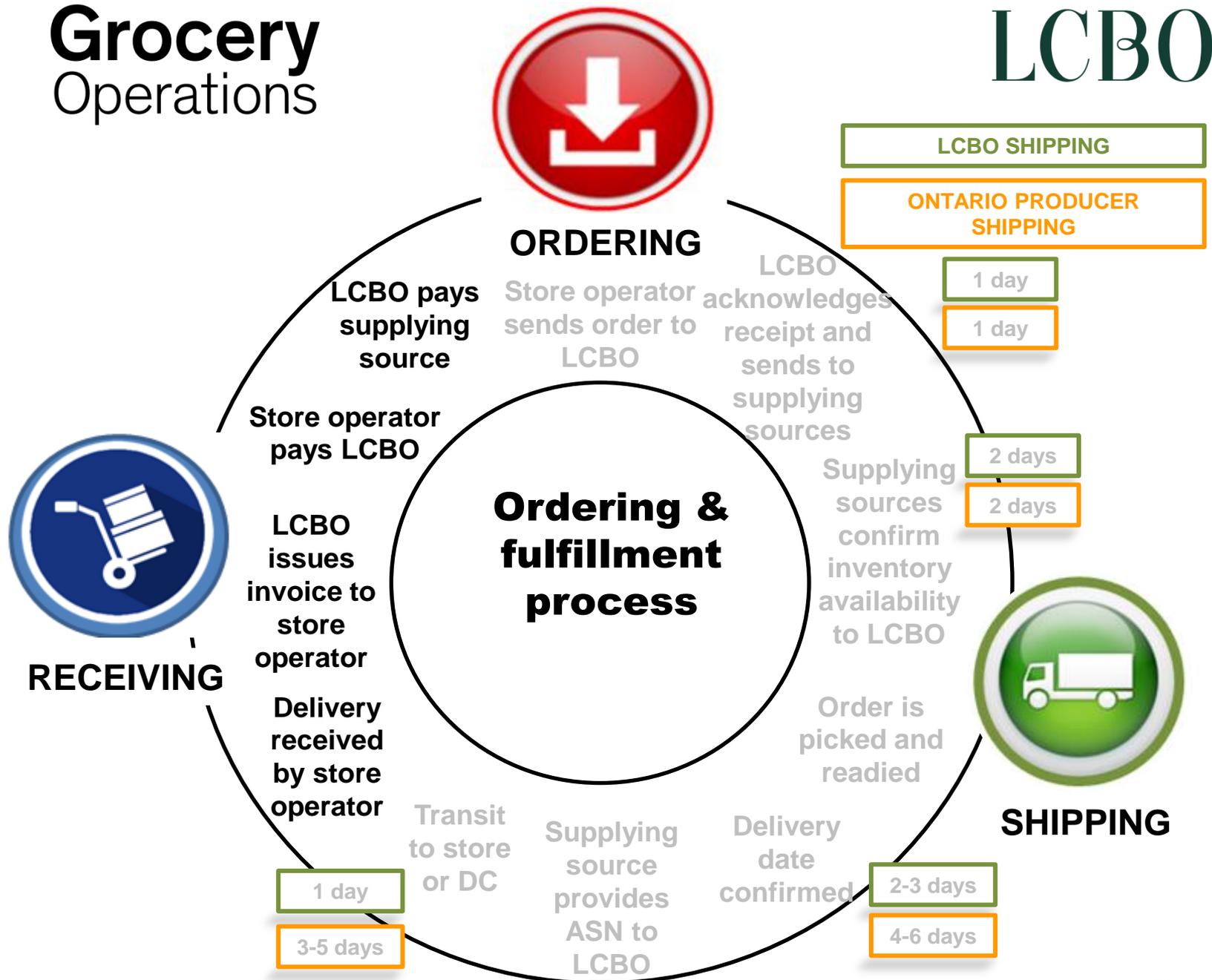
Grocery Operations

LCBO



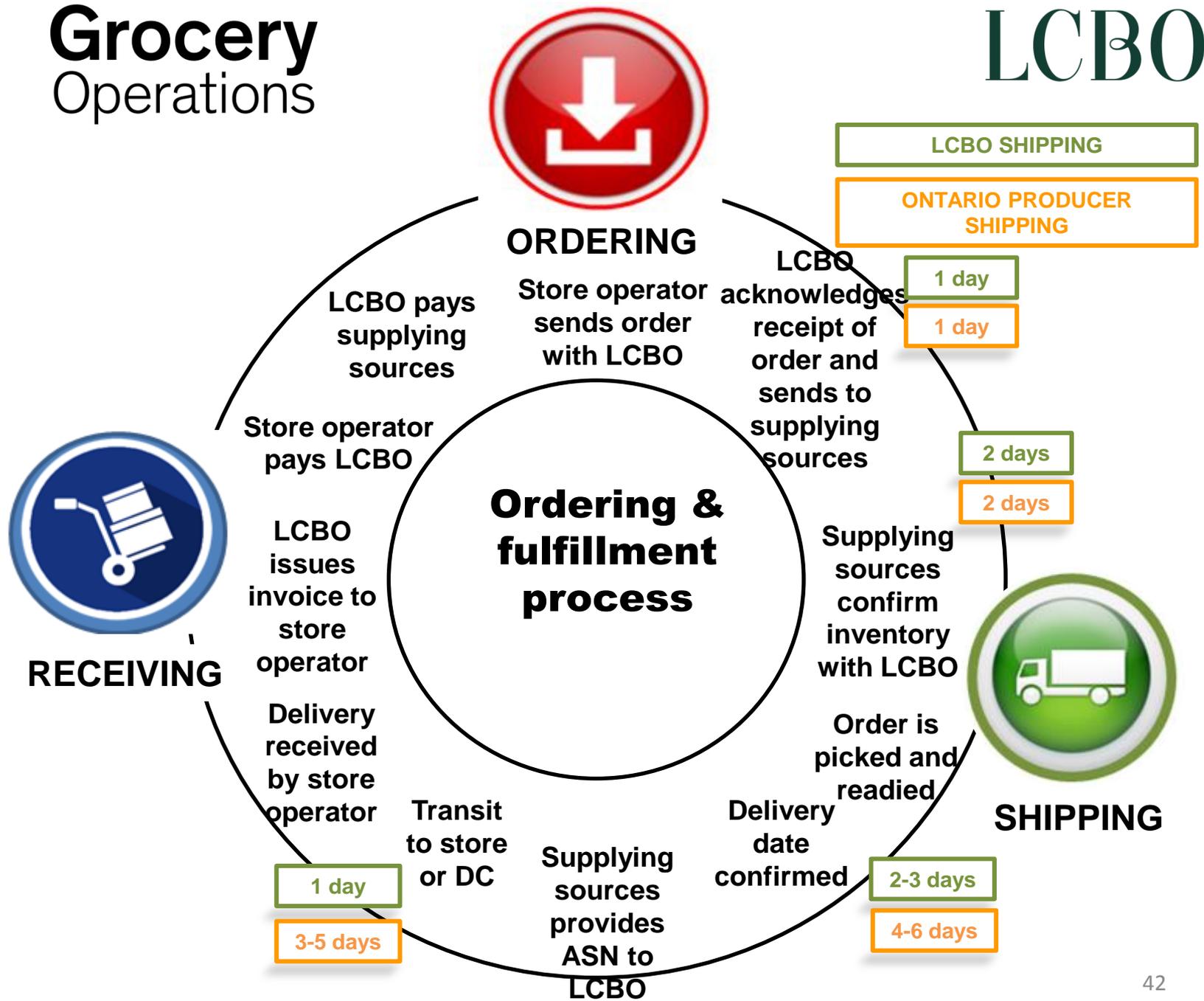
Grocery Operations

LCBO



Grocery Operations

LCBO



Time required from placing to receiving order:

LCBO: up to 7 days

Ontario Wineries: up to 14 days

General delivery guidelines

- Products will not be **delivered**
 - in quantities **greater** than the purchase order,
 - be **backordered**,
 - be **substituted** by other products to top-up an order or replace unavailable product
- Supplying sources **cannot attempt a second delivery** for products that were originally unavailable

General delivery guidelines

- A **packing slip and Bill of Lading (BOL)** must accompany each shipment
- No refusal of **order errors** (refer to Claims & Returns process)
- No refusals for **time of day delivery**; no appointment times for LCBO deliveries to individual store locations, delivery is 24/7

Receiving

- Receipts due by **noon every Tuesday** for orders received during the previous week (Sunday to Saturday).
- Two **options** available to store operators to record receipts:
 - Online directly in GMS, or
 - Submit excel spreadsheet

Receiving Option 1: Online directly in GMS

My Orders

Order History

Filter By
 None Purchase Order Number Date Range

Purchase Order	Order Date	Order Details	Status	Total Price	
LRROC5test	August 19, 2016	Details	Order shipped View Status	\$16,239.12	Re-Order
LRROC4test	August 19, 2016	Details	Order Received View Status	\$4,942.96	Re-Order
LRROC3test	August 19, 2016	Details	Order Received View Status	\$8,334.24	Re-Order
LRROC6Ates	August 19, 2016	Details	Order shipped View Status	\$11,508.68	Re-Order

LRROC6Ates	Supplying Source	Orders	Available	Preliminary Delivery Date	Estimated Delivery Date	Shipped Qty	Received Date	Received	Deemed Receipt
Boxer Ice+ SKU : 0184143	LCBO	23	23	21-Aug-2016	23-Aug-2016	0	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Bavaria Holland Beer 6 Pk-C (Mid Cone) SKU : 0676429	LCBO	34	34	21-Aug-2016	23-Aug-2016	0	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Budweiser 710ml SKU : 0679449	TBS	54	54	21-Aug-2016	20-Aug-2016	0	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Brewmaster Craft Pack Lake Of Bays 4x473ml SKU : 0448126	LAKE OF BAYS BREWING	23	23	21-Aug-2016	20-Aug-2016	0	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Wanderroot Cider SKU : 0456608	LCBO	54	54	21-Aug-2016	23-Aug-2016	0	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
Hopping Mad Cider Radler SKU : 0453282	LCBO	30	30	21-Aug-2016	23-Aug-2016	0	<input type="text"/>	<input type="text"/>	<input type="checkbox"/>

NOTIFY

Zero '0' Receipts

- If an order is not received or particular items within an order are not delivered, store operator must report zero '0' quantity received as an acknowledgement of non-receipt

Deemed Receipts

- Deemed receipt will take effect:
 - If receipts are not submitted by noon Tuesday deadline and Estimated Delivery Date entered by supplying source(s) falls within the previous week
 - And is based on shipment quantities entered into GMS by supplying source(s)

Reconciliations

- Grocery Operations will complete a weekly reconciliation of customer receipts against supplier shipments.
- LCBO may request copies of proof of deliveries (PODs) from store operators

Returns & Claims

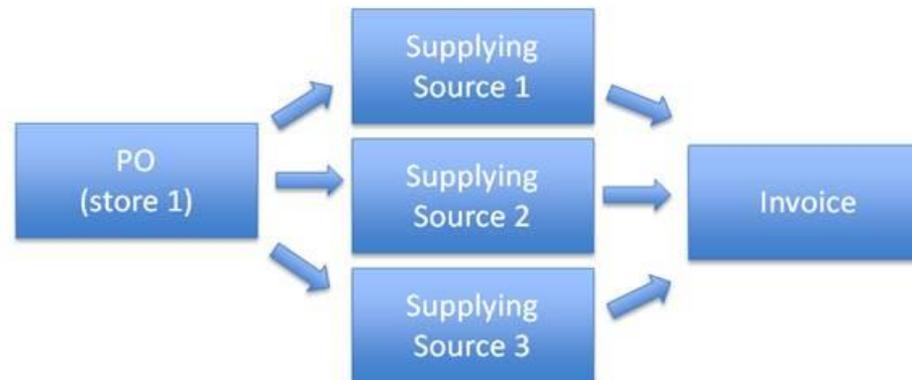
- Process in place to account for returns and claims including, but not limited to:
 - short shipments
 - damaged product
 - recalled product
 - sampling claim for wine boutique operators
- Refer to Policies & Procedures Manual for Authorized Store Operators for details

Invoicing

- Completed weekly based on weekly receipts
- Two invoice options available to store operators:
 - One invoice per Purchase Order, or
 - One invoice per Split PO/delivery
- Confirm your choice of invoicing method before ordering commences. If you do not confirm your option, your invoicing method will be defaulted to Option 1.

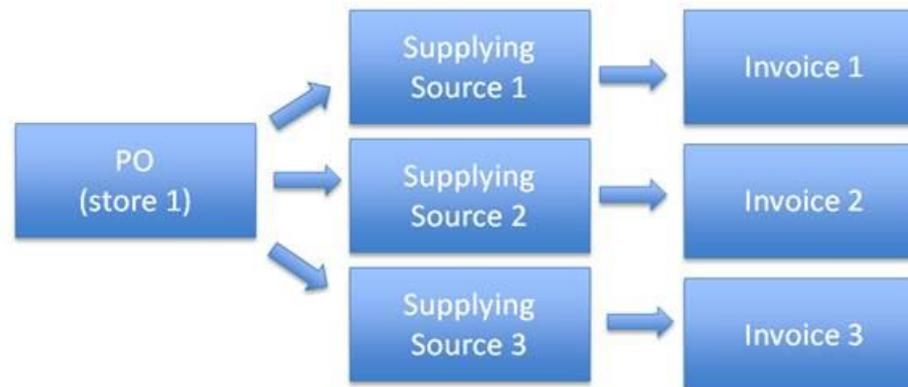
Invoicing Option 1: One invoice per PO

- One invoice will be generated per store, per PO; invoice will contain products from multiple supplying sources/deliveries.
- If deliveries span across multiple weeks, you will receive multiple invoices relating to the same PO.



Invoicing Option 2: One invoice per Split PO

- One invoice will be generated per store, per PO, per supplying source/delivery.
- This is the most granular level which will result in the largest number of invoices as it is tied to each shipment.



Promotional sales

- Customer will be credited back for items sold during a promotional period
 - LTO
 - Super sale
 - Wine deal of the week

6 – Mandatory weekly reports



Receipt Report

- Receipts due by noon every Tuesday for orders received during the previous week (Sunday to Saturday).
- Two options available to store operators to record receipts:
 - Online directly in GMS, or
 - Submit excel spreadsheet

7 – Next steps



Wine boutique store operator next steps

- Familiarize yourself with the resources available – **now**
- Complete AGCO authorization as specified earlier – **ongoing**
- Following AGCO authorization:
 - Contact LCBO for Wholesale Supply Agreement
 - Visit www.lcbowholesaleoperations.com and download necessary forms to get set up as a wholesale customer and complete and submit to wholesaleservice@lcb.com:
 - Customer Profile form
 - GMS IT Access form for store operators
- LCBO representatives will be contacting you regarding operator specific next steps.

😊 **Thank you**

Q&A period

Grocery Operations members