

Presentation to Grocers with beer, cider & restricted wine authorizations

September 29, 2016

This presentation aims to provide interested suppliers/agents with information about making wine products available to the LCBO's grocery customers. Some of the presentation deals with product eligibility requirements that are set out in Ontario Regulation 232/16 (which is available at <https://www.ontario.ca/laws/regulation/160232>). Nothing in this presentation changes any contents of the Regulation and if there is any inconsistency between the contents of this presentation and the Regulation, the Regulation governs.



Today's Agenda

- 1- New rules & regulations**
 - 2- Roles & responsibilities**
 - 3- Product catalogue and ordering**
 - 4- Order fulfillment, delivery, receiving and invoicing**
 - 5 – Mandatory weekly reports**
 - 6 – Resources and next steps**
 - 7 – Q&A with LCBO team**
-

1 - New Rules & Regulation

Regulatory Framework

Ontario Regulation 232/16 Sale of Liquor in Government Stores

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

In this regulation you will find:

- Definitions
- Restrictions on type of beverage alcohol, package size, alcohol content
- Product display requirements
- Hours of operation
- Restrictions on promotions, loyalty programs & advertising found here

Product Definitions

CIDER

Wine produced from apples or pears, or from the concentrated juice of apples or pears, to which is added herbs, water, honey or sugar

CREAM WINE

Alcoholic beverage made from wine and added milk ingredients

MALT BASED COOLER

Alcoholic beverage that is produced from a base of malt blended with juice, water, carbon dioxide or flavouring and that does not have the aroma or taste commonly attributed to beer

QUALITY ASSURANCE WINE

Wine (not cider) that is designated as meeting the quality control standards of a statutory appellation of origin regime that certifies, in the aggregate, < 50M litres of wine (no cider) annually

VQA WINE

Vintners Quality Alliance wine as defined in the *Vintners Quality Alliance Act, 1999*

WINE BEVERAGE

Wine-based cocktail or alcoholic beverage that is produced from a base of wine that may have added to it flavouring or flavouring preparations, juices, colour and sugar that does not have the aroma or taste commonly attributed to wine and that is available in a spritis-based version

LCBO Product catalogue will only offer products in compliance with the regulatory definitions

Product Parameters

Beer & Cider



- Alc content $\leq 7.1\%$
- No malt based coolers
- No container $> 750\text{ml}$
- Pack size ≤ 6

Restricted Wine



- Alc content $\leq 18\%$
- ≤ 4 Litres in size
- No cream wine
- No wine beverages
- Subject to grocery floor

FOR 3 FIRST 3 YEARS:

- Wine from **SMALL** winery using grapes from **SINGLE COUNTRY**

AND/OR

- **QUALITY ASSURANCE WINE** using grapes from **SINGLE COUNTRY** that at any time during the 3 year period is a **MID-SIZED** winery

Wine Grocery Floor Price

Size (ml)	Floor Price
375	\$5.90
500	\$7.60
720	\$10.65
750	\$10.95
1000	\$14.05
1500	\$20.15
2000	\$25.90
2250	\$28.75
3000	\$37.90
4000	\$49.35

LCBO Product catalogue will NOT offer products priced below the floor price

Manufacturer Definitions



Small Brewery

- Worldwide production < 400,000 hectolitres of beer
- Every affiliate of the manufacturer that manufactures beer in the preceding production year was a small brewer



Small Cidery

- Worldwide production < 25,000 hectolitres of cider
- Every affiliate of the manufacturer that manufactures cider in the preceding production year was a small cidery

***LCBO Product catalogue will identify manufacturers
that meet size definitions***

Manufacturer Definitions



Small Winery

- Worldwide sales < 200,000 litres of sales in last 12 months
- Every affiliate of the manufacturer that manufactures wine is a small winery



Mid sized Winery

- Worldwide sales < 4.5 Million litres of sales in last 12 months
- Every affiliate of the manufacturer that manufactures wine is a mid-sized or small winery
- Manufacturer is **not** a small winery

LCBO Product catalogue will identify manufacturers that meet size definitions

Beer, Cider & Wine Display Requirements

- Wine displayed in a single contiguous display area
- Beer & Cider displayed in a single contiguous display area
- At least 10% of total containers of beer & wine on display is **BEER**
- At least 10% of total containers of beer & wine on display is **WINE**
- At least 20% of containers of beer on display manufactured by **SMALL** brewery
- At least 20% of containers of cider on display manufactured by **SMALL** cidery
- At least 20% of containers of wine on display manufactured by **SMALL** winery
- If **VQA WINE** sold must have one or more signs indicating availability of VQA wines

Additional Eligibility Requirements...

- Grocers **cannot have** financial interest in a brand or trademark of wine offered.
- All products must be **made available to all grocers**; no exclusive products nor private label brands.
- **No retail-level discounts** or rebates for multiple package buying.

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

2 - Roles & Responsibilities

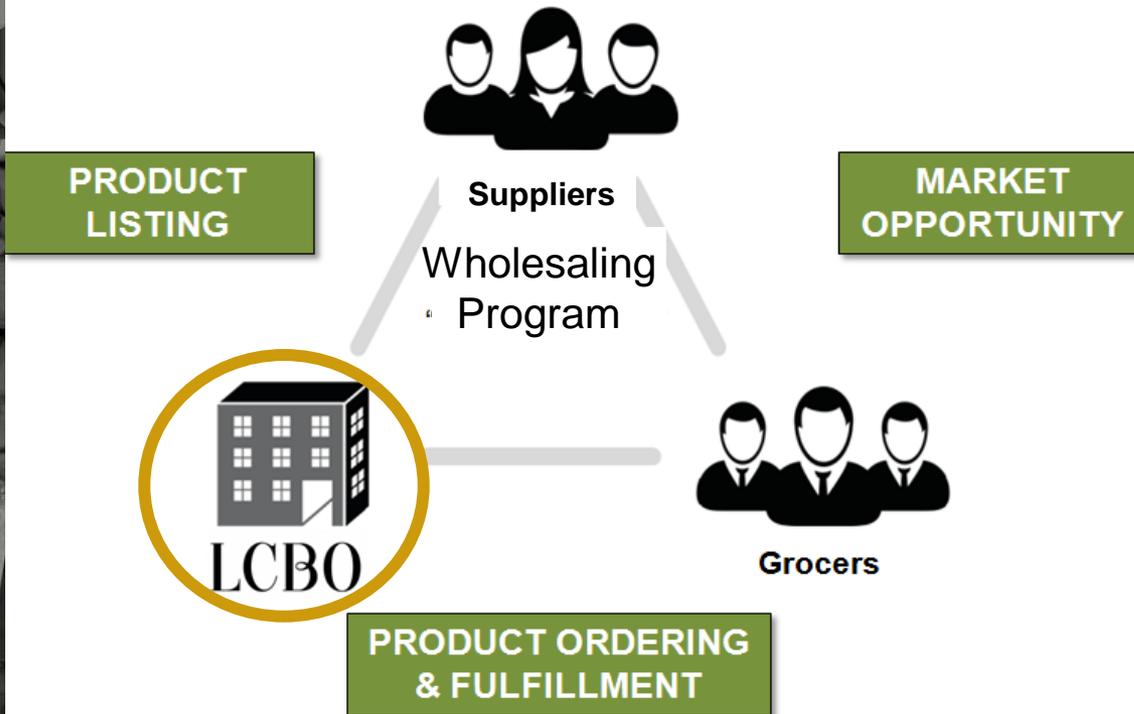
What we are involved in ...

1. Business-to-Business wholesale transactions
2. Access between suppliers and grocers
3. Listing and order flow
4. Financial processing
5. Fulfillment facilitation

What we aren't involved in ...

1. Targeted consumer marketing
2. Product category management
3. Grocer sales & marketing plans
4. LCBO sales and promotions
5. Determining wholesale product mix

Hub of the operation



Responsible for:

- ① providing **product catalogue** to grocers
- ① receiving all **orders for beverage alcohol** from authorized grocers
- ① **filling grocer** orders through varying supplying sources
- ① supplying source for all **imported beverage alcohol**
- ① **Invoice grocers** for products received
- ① **Pay suppliers** for products grocers receive

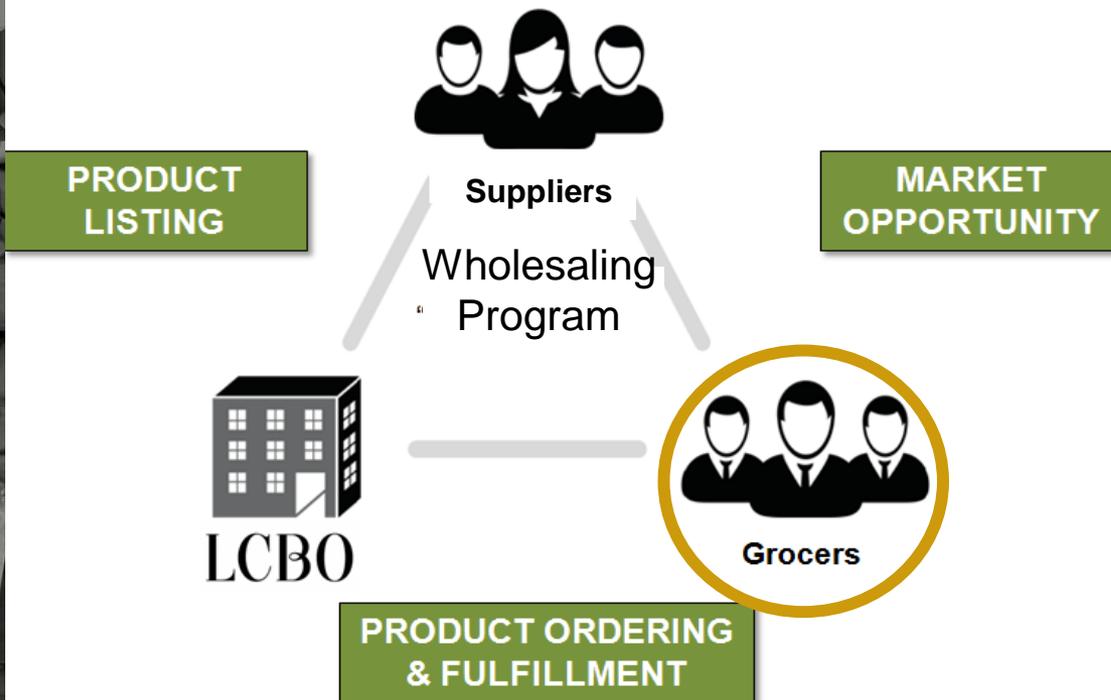
Manufacturer of Product



Responsible for:

- ① manufacturing and **listing products** for wholesale through the LCBO
- ① setting retail **prices**
- ① pursuing sales and marketing **opportunities with grocers**
- ① supplying source to grocers for **domestic beverage alcohol**

The Customer



Responsible for:

- ① purchasing decisions on brands and quantity of products ordered
- ① brand and marketing relationships with suppliers
- ① Paying LCBO for beverage alcohol received

3 – Product catalogue and ordering



Product Catalogue & Ordering System

SUPPLIERS

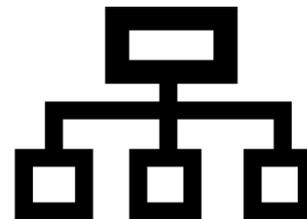
NISS



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.

Eligible product catalogue by authorization type:

- **Emailed** by end of day, tomorrow, Friday
September 30
- Format is an **excel file** with **all product attributes** to populate systems, finalize assortments and plan shelf space
- If a product is not on the catalogue it is because it **does not meet** eligibility or operational requirements **at this time**

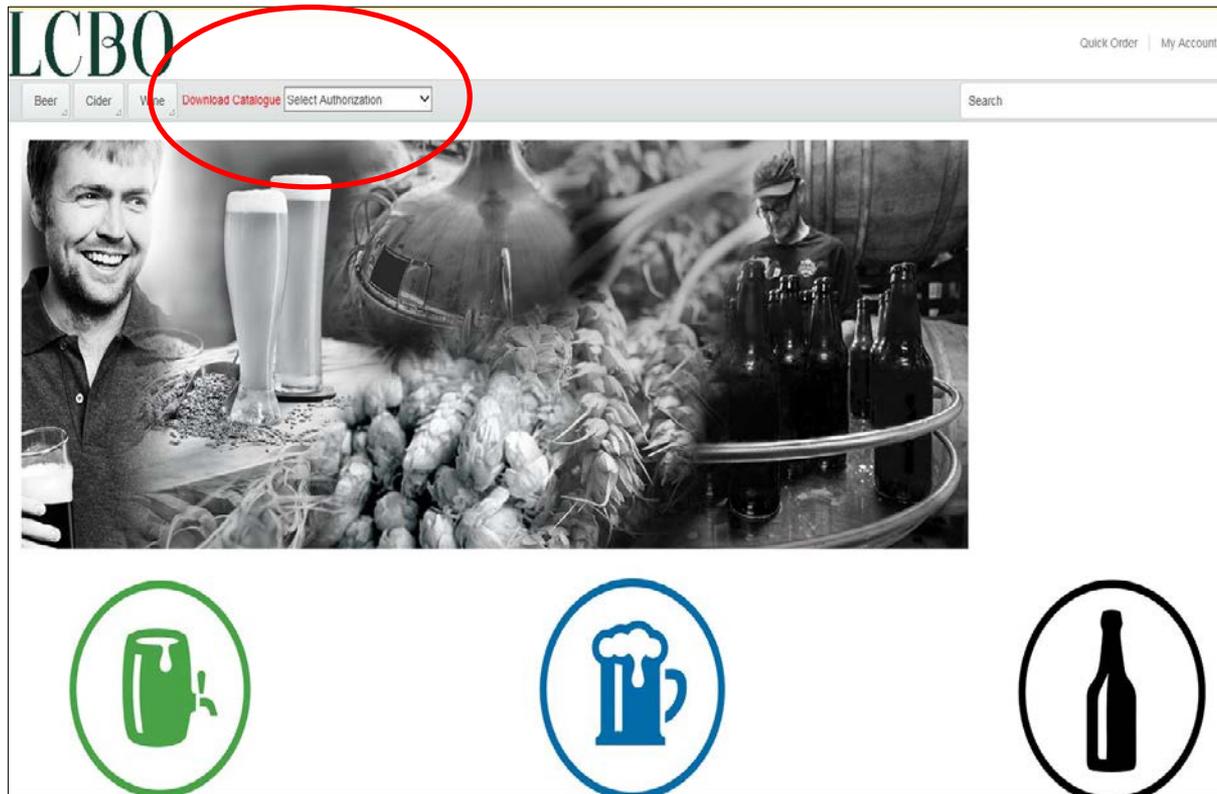
Eligible product catalogue by authorization type:

- Critical to use LCBO's product catalogue as **source data** to populate your systems
- Before placing initial orders we strongly suggest **cross referencing** September's excel file to GMS product catalogue download to ensure **product attributes** have not changed and to account for any items **added** or **removed**

Initial orders and preliminary demand forecast:

- To assist us in understanding your **launch plans** and **inventory requirements** an excel template will be emailed to you with the product catalogue
- It is optional, but should you wish to provide feedback on **initial order quantities** and **preliminary forecasts** please do so by end of day Friday October 7

GMS catalogue online & ordering live: **Tuesday October 18**



- Download catalogue in excel or CSV file

1st legal selling day : **Friday October 28**

Store operator sign in: configured to authorization type

The screenshot displays the LCBO website interface. In the top navigation bar, the 'Beer', 'Cider', and 'Wine' links are highlighted with a red circle. Below the navigation bar, a modal dialog box is open, showing the 'Organization:' section. This section includes a 'Select Store' dropdown menu and a 'Continue Shopping' button, both of which are circled in red. The background of the page features a collage of beer-related images, including a smiling man, beer glasses, and a tray of bottles.

- Select a single store to place an order (LCBO assigned store number)

Sample Item Screen and Product Attributes

LCBO

Beer Cider Wine Download Catalogue Select Authorization

Home > Sandbanks Rose Vqa*

Sandbanks Rose Vqa*
SKU: 0244616
Selling Units per Case Qty: 12
Units per Pack: 1

Order by cases

Retail Price of Selling Unit (including taxes & refundable container deposit)	\$13.95	Basic Price (Cost) per Selling Unit	\$12.17	Basic Price (Cost) per Case Qty	\$146.04
Case Qty Ordered	1	Total Selling Units Ordered	12	Total Basic Price (Total Cost)	\$146.04

Add to Current Order
Add to Requisition List

Item Publication Info Pricing History **Operational Info** Promotions

Supplying Source details

- Producer: SANDBANKS ESTATE WINERY
- Agent Name: SANDBANKS ESTATE WINERY
- Alcohol Content: 11.5%
- Unit Volume: 750 mL
- Producer Size: Small
- VQA Flag: Yes
- Quality Assurance Wine: Yes
- Country Production: Yes
- Single Country Grapes: Yes
- Container Type: BOTTLE

Grocer unit cost =
Basic price – discount
+ container deposit +
taxes

Quick Order function available for fast ordering

LCBO

Quick Order | My account | Sign Out

Beer Cider Wine Download Catalogue Select Authorization

Search

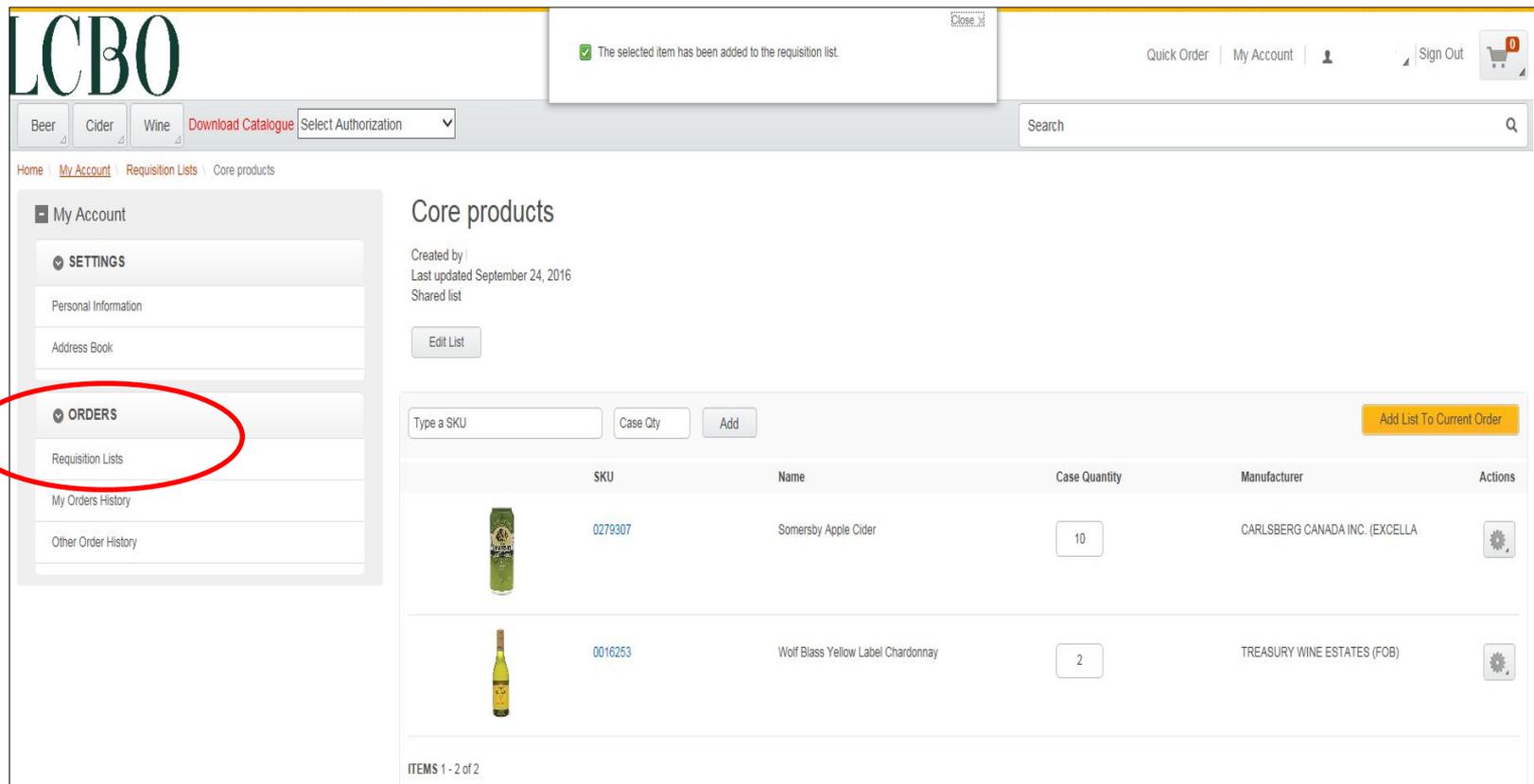
Quick Order

Order online from any of our catalogs. Simply enter the SKU number from the catalog and the quantity for items to be added to this order.

	SKU	Case Qty
1.	0000018	9
2.	0175810	5
3.	0073361	7
4.	0000026	5
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Order ← Click Order

Create Requisition Lists for frequently ordered items



The screenshot displays the LCBO website interface. At the top, there is a navigation bar with the LCBO logo, a search bar, and links for 'Quick Order', 'My Account', and 'Sign Out'. A notification box at the top center states: 'The selected item has been added to the requisition list.' Below the navigation bar, there are tabs for 'Beer', 'Cider', and 'Wine', along with a 'Download Catalogue' link and a 'Select Authorization' dropdown menu. The main content area is divided into two sections: 'My Account' on the left and 'Core products' on the right. The 'My Account' sidebar includes sections for 'SETTINGS', 'Personal Information', 'Address Book', 'ORDERS' (circled in red), 'Requisition Lists', 'My Orders History', and 'Other Order History'. The 'Core products' section shows a list of items with the following data:

SKU	Name	Case Quantity	Manufacturer	Actions
 0279307	Somersby Apple Cider	10	CARLSBERG CANADA INC. (EXCELLA	
 0016253	Wolf Blass Yellow Label Chardonnay	2	TREASURY WINE ESTATES (FOB)	

At the bottom of the page, it says 'ITEMS 1 - 2 of 2'.

Pre Checkout: current order

The screenshot shows the LCBO website interface. At the top right, there are links for 'Quick Order', 'My Account', and a 'Sign Out' button with a shopping cart icon containing the number '33'. Below the navigation bar, there are tabs for 'Beer', 'Cider', and 'Wine', along with a 'Download Catalogue' link and a 'Select Authorization' dropdown menu. A search bar is also present. The main content area is titled 'Current Order' and features a 'Continue Shopping' button. Below this is a table of items with columns for 'Product', 'Case Qty', 'Each', and 'Total'. Each item has a 'Move to Requisition List' button and a 'Remove' link. At the bottom of the table, there is an 'Order Total' of \$1,399.24. A 'Check Out' button is located at the bottom right of the table area. An arrow points from the text 'Click Next' to the 'Check Out' button. Another arrow points from the text 'Case total' to the 'Sign Out' button.

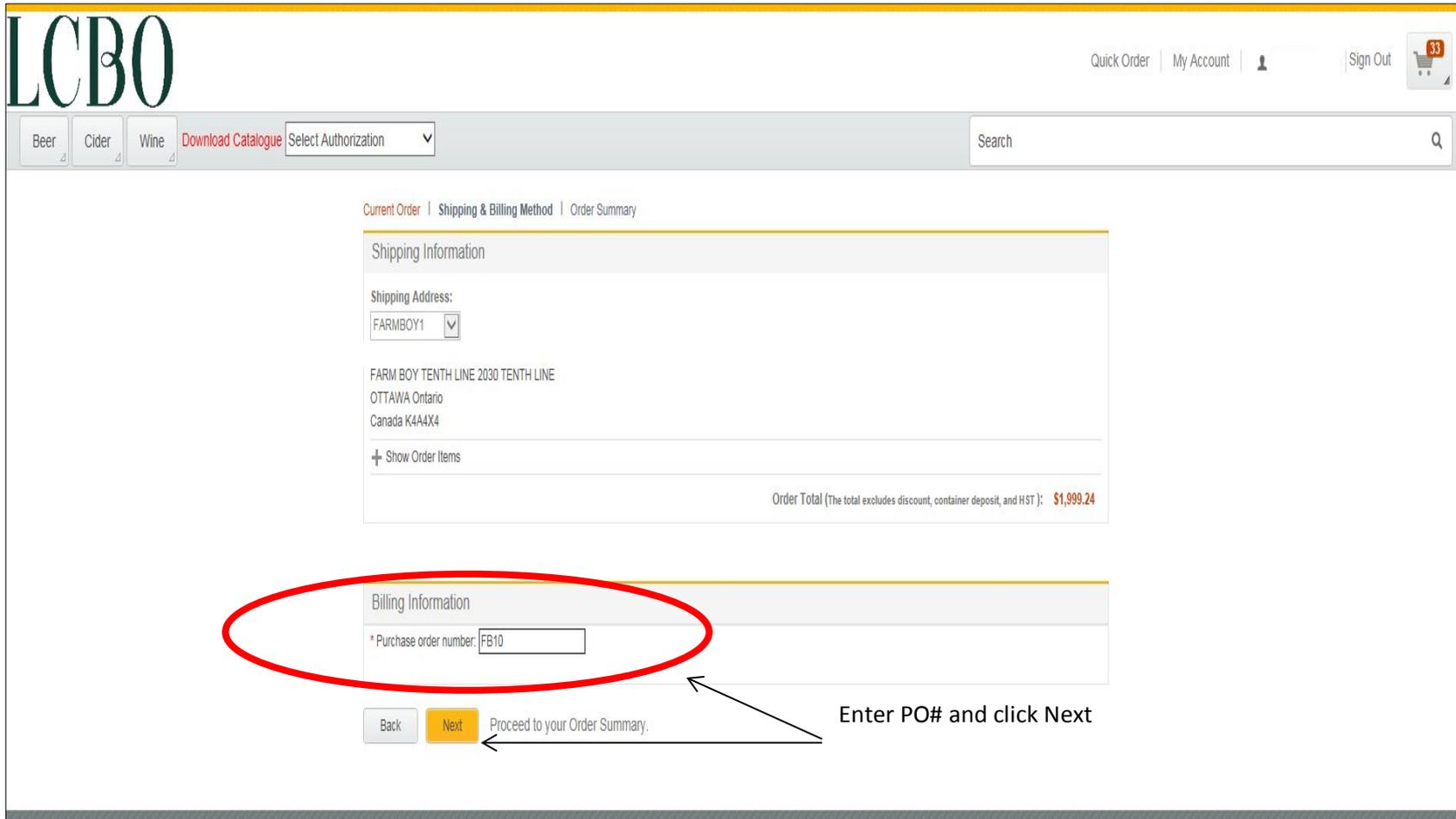
Product	Case Qty	Each	Total
Sandbanks Rose Vega* SKU: 0244916	5	\$140.04	\$730.20
Muskoka Detour SKU: 0494336	8	\$46.32	\$388.68
Erickworks Batch 1904 Cider SKU: 0384016	4	\$64.80	\$259.20
Moosehead Lager SKU: 0613497	10	\$26.04	\$260.40
Amsterdam Downtown Brown Ale SKU: 0142331	8	\$50.48	\$382.88

Order Total (The total excludes discount, container deposit, and HST): **\$1,399.24**

Click Next → [Check Out](#)

Case total → [Sign Out](#)

Enter Purchase Order



The screenshot shows the LCBO website's checkout process. At the top, there are navigation links for 'Quick Order', 'My Account', and 'Sign Out'. Below this is a search bar and a 'Select Authorization' dropdown menu. The main content area is titled 'Current Order | Shipping & Billing Method | Order Summary'. The 'Shipping Information' section is expanded, showing the shipping address: 'FARMBOY1', 'FARM BOY TENTH LINE 2030 TENTH LINE', 'OTTAWA Ontario', and 'Canada K4A4X4'. Below this is a '+ Show Order Items' link and the 'Order Total (The total excludes discount, container deposit, and HST): \$1,999.24'. The 'Billing Information' section is also expanded, and the 'Purchase order number' field is highlighted with a red circle and contains the value 'FB10'. Below the 'Billing Information' section are 'Back' and 'Next' buttons. An arrow points from the text 'Enter PO# and click Next' to the 'Next' button.

LCBO

Quick Order | My Account | Sign Out

Beer Cider Wine Download Catalogue Select Authorization

Search

Current Order | Shipping & Billing Method | Order Summary

Shipping Information

Shipping Address:

FARMBOY1

FARM BOY TENTH LINE 2030 TENTH LINE
OTTAWA Ontario
Canada K4A4X4

+ Show Order Items

Order Total (The total excludes discount, container deposit, and HST): \$1,999.24

Billing Information

* Purchase order number: FB10

Back Next Proceed to your Order Summary.

Enter PO# and click Next

Order Summary

LCBO

Quick Order | My Account | | Sign Out

Beer Cider Wine [Download Catalogue](#)

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

Shipping Information

Shipping Address:

FARM BOY TENTH LINE 2030 TENTH LINE
OTTAWA Ontario
Canada K4A4X4

[+ Show Order Items](#)

Order Total (The total excludes discount, container deposit, and HST): **\$1,999.24**

Billing Information

* Purchase order number:

← Click Order

Order Confirmation

LCBO

Quick Order | My Account | Sign Out

Beer Cider Wine Download Catalogue Select Authorization

Search

Thank you for your order!
Purchase Order FB10
Order date: September 24, 2016

Continue Shopping

Shipping Information

Shipping Address:
FARMBOY1

FARM BOY TENTH LINE 2030 TENTH LINE
OTTAWA Ontario
Canada K4A4X4

+ Show Order Items

Order Total (The total excludes discount, container deposit, and HST): **\$1,999.24**

Print We recommend you print this page

Expand for items and print order

Order History

LCBO

Quick Order | My Account | Sign Out

Beer Cider Wine Download Catalogue Select Authorization Search

Home | My Account | Order History

My Account

SETTINGS

Personal Information

Address Book

ORDERS

Requisition Lists

My Orders History

Other Order History

My Orders

Order History

allStoreOrdersCount:

Filter By

None Purchase Order Number Date Range

Purchase Order	Order Date	Order Details	Status	Total Price
FB123	September 24, 2016	Details	PO Acknowledged View Status	\$2,104.72 Re-Order
8729003	September 24, 2016	Details	Order Submitted View Status	\$2,578.88 Re-Order
fasfart	September 12, 2016	Details	Order Submitted View Status	\$89.80 Re-Order
2Test	September 12, 2016	Details	Order Submitted View Status	\$3,046.08 Re-Order
LRtest1B	May 26, 2016	Details	Order Received View Status	\$2,869.40 Re-Order
farm5807d	July 27, 2016	Details	Order Submitted View Status	\$95.16 Re-Order

Order Acknowledgement and Preliminary Delivery

Recent Order History

Filter By
 None Purchase Order Number Date Range

Purchase Order	Order Date	Order Details	Status	Total Price	
FB123	September 24, 2016	Details	PO Acknowledged View Status	\$2,104.72	Re-Order

FB123	Supplying Source	Orders	Available	Preliminary Delivery Date	Estimated Delivery Date	Shipped Qty	Received Date	Received	Deemed Receipt	X
Sandbanks Rose Vqa* SKU : 0244616	SANDBANKS ESTATE WINERY	10	10	03-Oct-2016		0				
Muskoka Detour SKU : 0404335	LCBO	5	5	28-Sep-2016		0				
Brickworks Batch:1904 Cide SKU : 0394015	JOSEPH ZAKON WINERY	3	0			0				
Moosehead Lager SKU : 0613497	TBS	8	8	29-Sep-2016		0				

[NOTIFY](#)

Shipped Status

Recent Order History

Filter By

None
 Purchase Order Number
 Date Range

Purchase Order	Order Date	Order Details	Status	Total Price	
FB123	September 24, 2016	Details	PO Acknowledged View Status	\$2,104.72	Re-Order

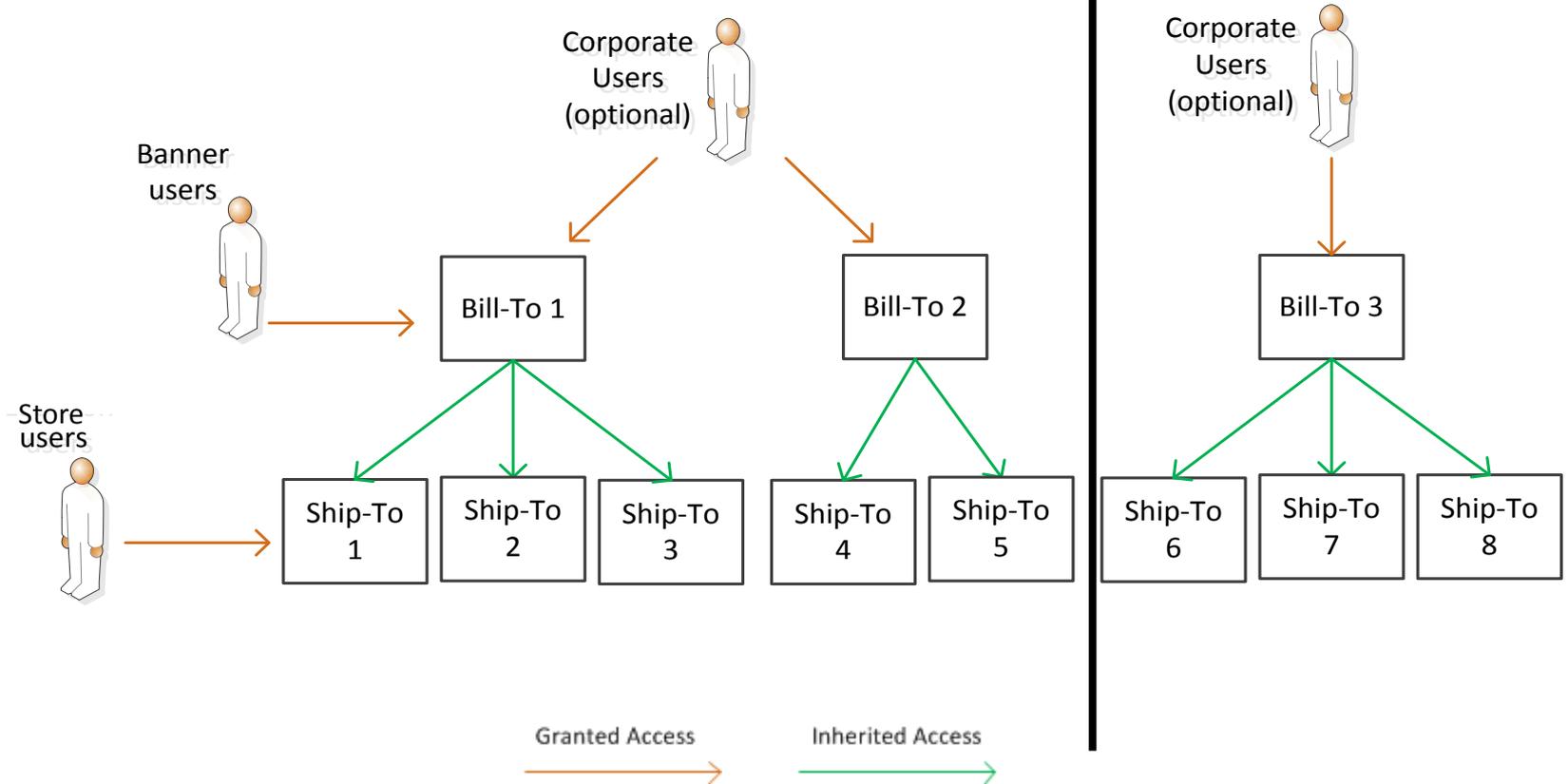
FB123	Supplying Source	Orders	Available	Preliminary Delivery Date	Estimated Delivery Date	Shipped Qty	Received Date	Received	Deemed Receipt
Sandbanks Rose Vqa* SKU : 0244616	SANDBANKS ESTATE WINERY	10	10	03-Oct-2016		0	<input type="text"/>	<input type="text"/>	<input type="text"/>
Muskoka Detour SKU : 0404335	LCBO	5	5	28-Sep-2016	28-Sep-2016	5	<input type="text"/>	<input type="text"/>	<input type="text"/>
Brickworks Batch:1904 Cider SKU : 0394015	JOSEPH ZAKON WINERY	3	0			0	<input type="text"/>	<input type="text"/>	<input type="text"/>
Moosehead Lager SKU : 0613497	TBS	8	8	29-Sep-2016	29-Sep-2016	6	<input type="text"/>	<input type="text"/>	<input type="text"/>

[NOTIFY](#)

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



GMS set up

- **Existing grocery customers** will be contacted to **update** current user information
- **New grocery customers** and **new stores** to existing customers require **user set up** in GMS prior to ordering
 - Details at end of presentation

EDI capabilities

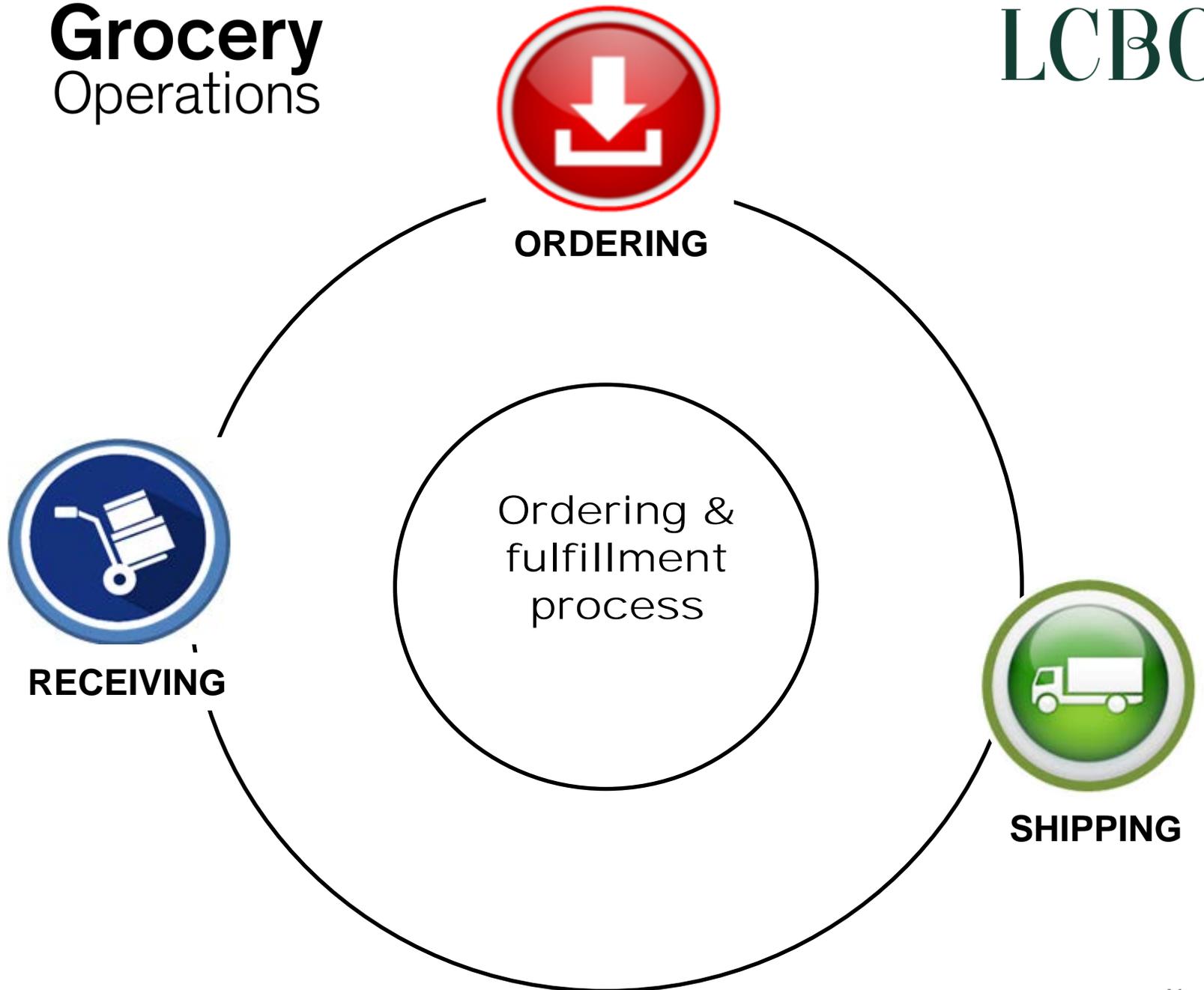
- **Initial orders** are placed **manually** (except for those grocers currently transmitting orders electronically)
- GMS has **EDI capabilities** to accept orders from store operators electronically
- Grocery Operations IT can **organize working sessions** with you to scope EDI requirements for implementation in 2017

4 – Orders, fulfillment, delivery, receiving and invoicing



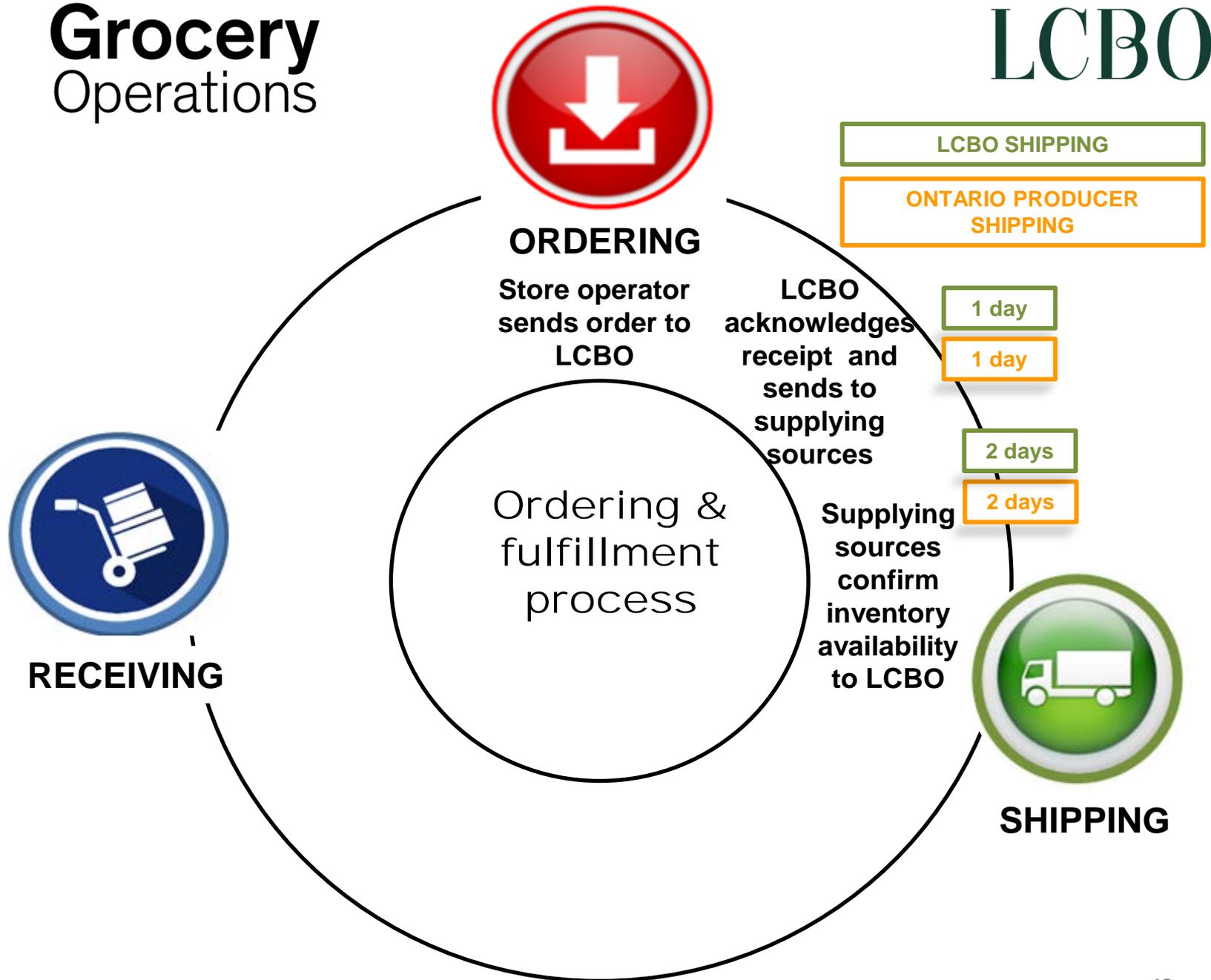
Grocery Operations

LCBO



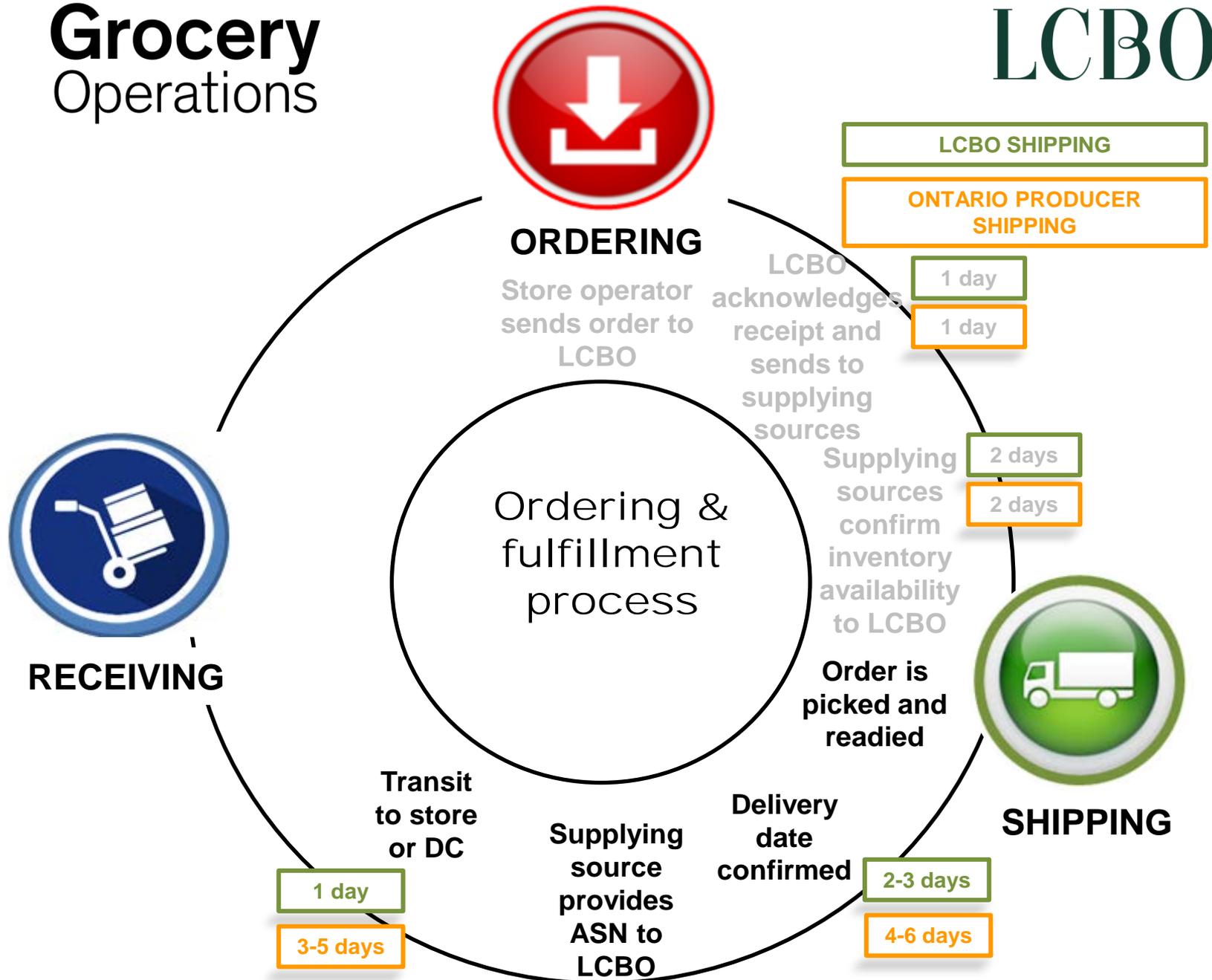
Grocery Operations

LCBO



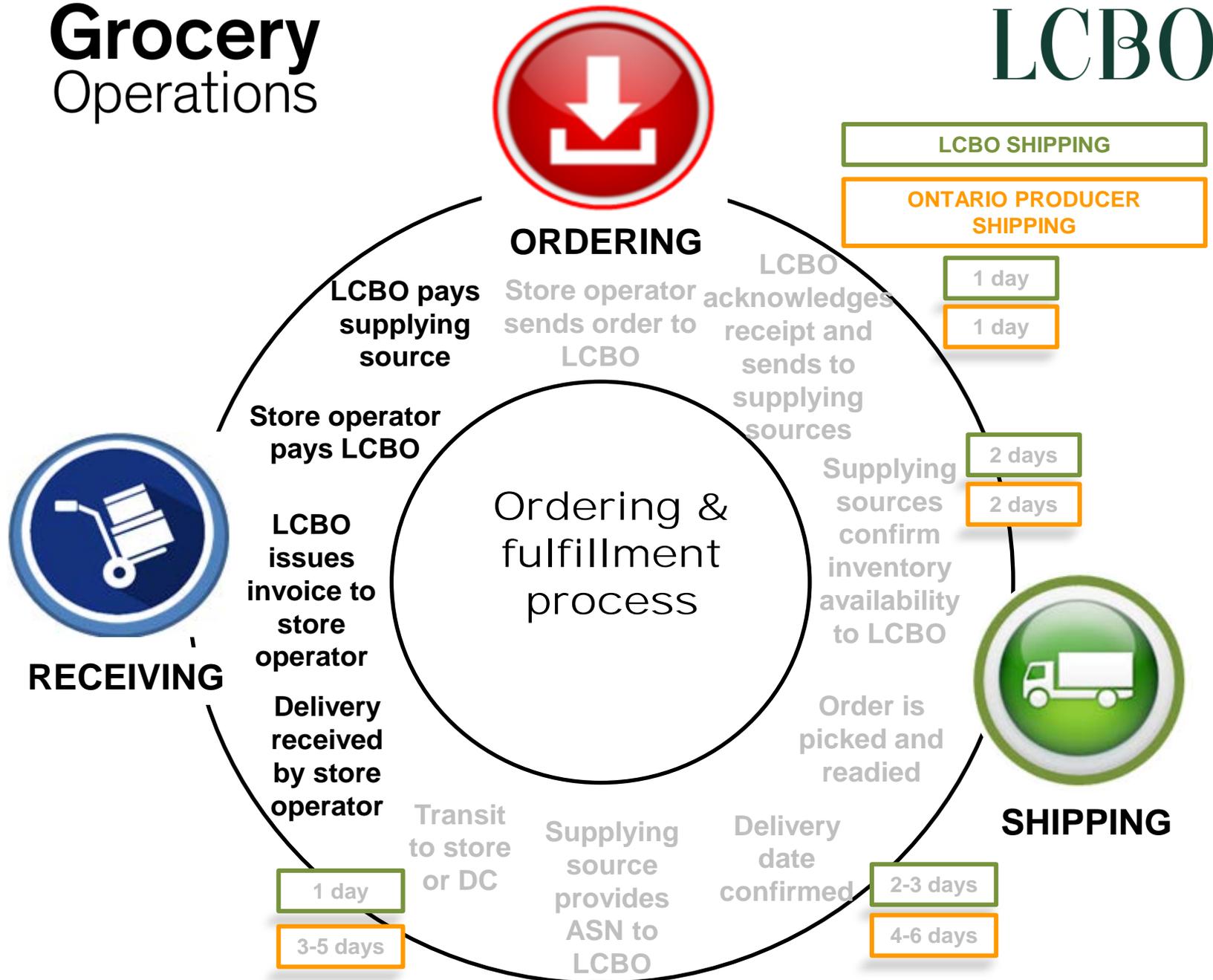
Grocery Operations

LCBO



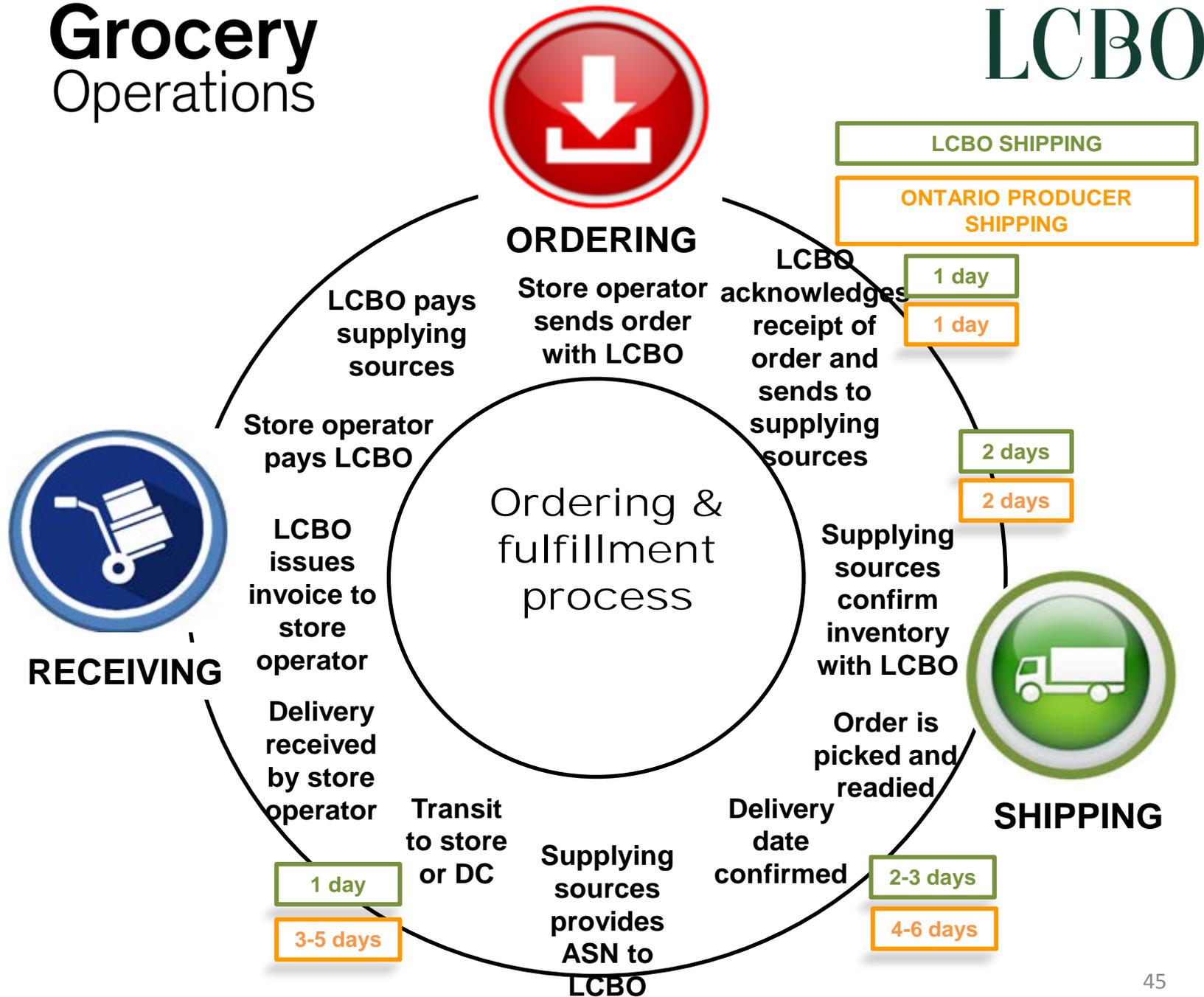
Grocery Operations

LCBO



Grocery Operations

LCBO



Time required from placing to receiving order:

LCBO and TBS: up to 7 days

Ontario Manufacturers: 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

Receiving

- Receipts due by **noon every Tuesday** for orders received during the previous week (Sunday to Saturday).
- Include zero receipts
- 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

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
 - Based on shipment quantities entered into GMS by supplying source(s)

Reconciliations

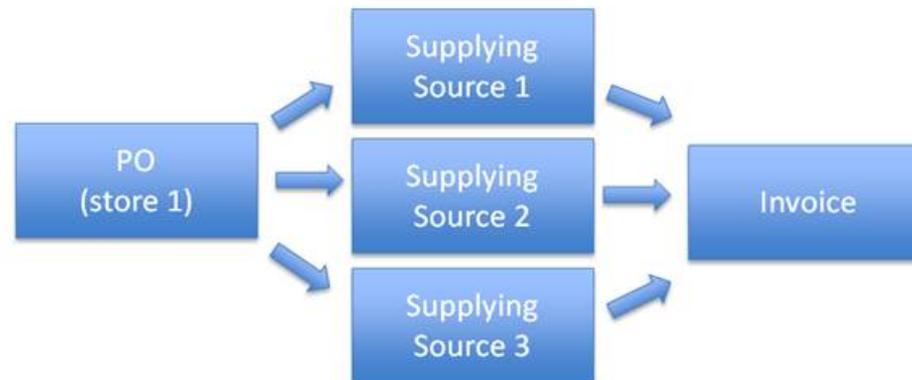
- Grocery Operations will complete a weekly reconciliation of customer receipts against supplier shipments
- LCBO may request copies of proof of deliveries (PODs) from store operators
- Invoice adjustments will be issued where necessary

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, otherwise you will be defaulted to Option 1

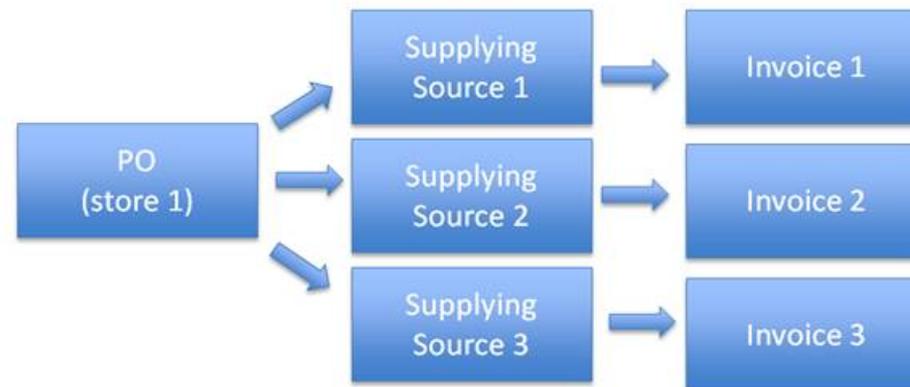
Invoicing Option 1: One invoice per PO

- 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

Returns & Claims

- Process in place to account for returns and claims including, but not limited to:
 - short shipments
 - damaged product
 - recalled product
- Refer to Section 7 of Policies & Procedures Manual for Authorized Store Operators for details and timelines

5 – 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

6 – Resources & next steps

RESOURCES: Contact Information

Director Chris Dini 416-365-5714
chris.dini@lcbo.com

Operations Leanne Rhee 416-365-5889
leanne.rhee@lcbo.com

Gustavo Neri 416-864-7664
gustavo.neri@lcbo.com

Finance Jamie Fazekas 416-365-5912
jamie.fazekas@lcbo.com

Customer Service wholesaleservice.@lcbo.com 416-365-5842

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.

60

grocers by
end of
2015

up to
150

licenses by
May 2017

PAC

Premier's
Advisory
Council

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 >](#)

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**

Grocery Operations

LCBO

LCBO

Grocery Operations

Policies & Procedures Manual for Authorized Store Operators

Version 1.3 September 2016

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NEXT STEPS

1 - Wholesale customer set up

Grocer(s) receives **Wine Authorization(s)** from **AGCO**



Contact LCBO Grocery Operations



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

**DUE:
OCT. 7TH, 2016**

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

Important Notes:

- Grocery Operations **IT freeze** from October 12th – October 28th, 2016 for any changes not related to wine launch
- **Delivery plans** for each store will be communicated by grocery operations before Oct. 18th
- **Communication Package** to be sent 1st week of October highlighting upcoming changes to process and systems
- **Beer Price increases** effective Tuesday November 1, 2016 details to follow and posted on grocery website.

7 – Q&A with LCBO team

Panel Members

Director, Grocery Operations

Chris Dini

Manager, Grocery Operations

Leanne Rhee

**Finance Supervisor, Grocery
Operations**

Jamie Fazekas

**IT – VP Business Systems Solution
and Relationships Management**

Bipasha Chiu

Director, London Warehouse

Jim MacPherson