

LCBO Retail Lifecycle

The LCBO Destination Collection, Cellar Collection and *Vintages* programs represent important potential sales opportunities for both Buyers+Cellars and our winery partners from around the world. Securing a listing in one of these programs, by winning a tender, can be a valuable opportunity to build brand recognition amongst Ontario consumers.

Here are the steps involved when submitting to an LCBO Product Call and securing an LCBO retail listing:

- B+C will reach out to producers one month in advance of the tender closing date with details and requests for:
 - completed submission form
 - high resolution image
 - digital copy of vintage-appropriate 3rd party reviews
- Within two weeks of the tender closing, a producer will be notified if their wine(s) have been selected to move to the 'Tasting Stage' of the tender.
 - If selected, the producer will need to provide the following:
 - signed Vendor Quote (template provided by B+C) on producer letterhead
 - one sample of the wine, to be sent to our offices in Toronto
 - copies of any 3rd party reviews that were included in the initial application
- B+C will communicate the tasting results as soon as they are known, usually within 2-3 days of the Tasting Date.
- If the wine is chosen for purchase, the LCBO will provide a Notice to Purchase (NTP) approximately one month later. This will outline the number of cases to be ordered as well as the estimated release date.
- If the producer is new to LCBO Retail, they will need to complete several forms to be set up as a Vendor to the LCBO. Once they are registered, they will be provided with a Vendor Number and will be asked to set up an account in the LCBO's WebPO. This is a web portal on which a producer (Vendor) needs to confirm Purchase Orders (POs), shipping dates, etc. A producer must also register for iSupplier, a self-service web portal that offers access to POs, invoices & payment info.
- Between the issuance of the NTP and the issuance of the PO, the producer and B+C will work on labelling requirements and review compliance with the LCBO's Product Packaging Standards. Any questions or issues can be resolved at this time. On occasion, we can request the LCBO Quality Assurance Department to complete a Label Review in advance of the labels being printed and affixed to the bottles destined for Ontario. Producers must strictly adhere to the Conditions of Purchase (received with the PO) and Canadian labelling requirements. The LCBO will assess punitive fees - payable by the producer - for non-compliance. These fees will be deducted from the producer's (Vendor's) account with the LCBO.
- The LCBO will issue a Purchase Order (PO) via WebPO as well as send a copy via email to the address on record from the Vendor Profile Form. The producer has 48 hours to 'Confirm the PO' in WebPO. Failure to do so will result in a penalty fee.
- After the LCBO has issued their PO, B+C will create and send to the producer their commission invoice, which is payable in full once the producer has been paid by the LCBO. Payment terms are typically 60 days following the wine's arrival into the LCBO warehouse.
- Once the order is prepared, the producer needs to confirm 'Ready to Ship' in WebPO.
- Prior to the wine's release on LCBO store shelves and online at lcbo.com, B+C will share with the producer our newsletter promoting the wine to all of our private and restaurant clients.
- Two weeks following the release, B+C will provide to the producer a sales update, documenting our success to date. Further updates can be provided upon request.
- 75% of an order must sell through within eight weeks of the release date. Failure to meet the 75% sell-through target will result in a retail discount and will trigger a 25% rebate charged to the Vendor on all remaining stock.