



**Wholesale
Operations
Group**

LCBO

PRESENTATION TO GROCERS

Information session: Grocer beer ordering

Chris Dini
Director

November 25, 2015





Wholesale Operations Group

LCBO

Today's Agenda

PRESENTATION: 45 MINUTES

1- Introduction

- 📌 Key points to remember

2- How it will work: roles and responsibilities

- 📌 LCBO (wholesaler)
- 📌 Suppliers (beer manufacturers)
- 📌 Grocers (retailers)

3- Product ordering & fulfillment

- 📌 Steps to follow
- 📌 Timeframes

Q&A PANEL → WHOLESALE OPERATIONS GROUP: 45 MINUTES



Wholesale Operations Group

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1 – Introduction





Wholesale Operations Group

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LCBO role

- ① Receives all beer orders placed by authorized grocers
- ① Fill orders through various supplying sources



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April

Premier's Advisory Council on Government Assets ("PAC")

Striking the Right Balance: Modernizing Beer Retailing/Distribution in Ontario

- 🕒 **150 grocer** licences before May 2017 to sell beer to the public.
- 🕒 Maximum of **450 total**.

June

Ontario Budget: *Building Ontario Up*

- 🕒 Province announced it would **proceed** with this recommendation.

September

LCBO RFB

RFB 2015-010 Wholesale supply agreements for beer

- 🕒 Closed **November 6**, 2015.

November

- 🕒 Identification of successful respondents to be eligible to enter into a Wholesale Supply Agreement, **November 18**, 2015



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AGCO Requirements

- ① As per ONTARIO REGULATION 290/15 - GOVERNMENT STORES regulation, <https://www.ontario.ca/laws/regulation/150290>
- ① Addresses type, package size, alcohol content
- ① Minimum 20% shelf display for small brewers
- ① Hours of operation
- ① Restrictions on promotions, loyalty programs & advertising found here



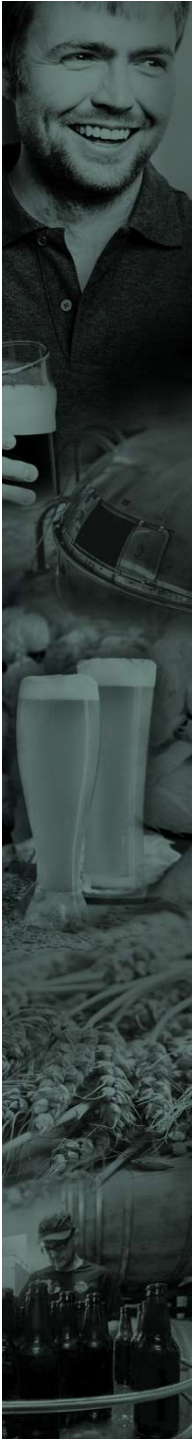
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Shelf price = Uniform price

Product pricing:

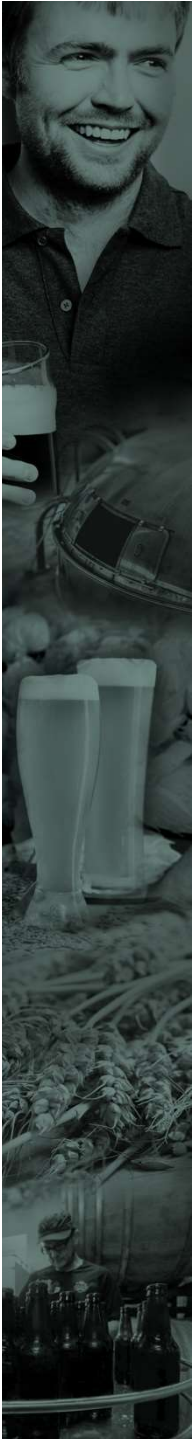
- ① The retail price for beer sold to the public will be as **determined by brewers.**
 - ① Pricing will then be **communicated and administered** by the LCBO.
 - ① Pricing will **be the same** through all retail channels.
- ① Limited Time Offers (LTOs) are **decided upon** by brewers.
 - ① LTOs run for **4 weeks uniformly** across **all sales channels**, with no more than **20 products** included at any one time.
 - ① A **12 month calendar** of LTOs dates will be made available online to grocers.



2 - How it will work

- ① Roles & responsibilities
- ① Start-up steps



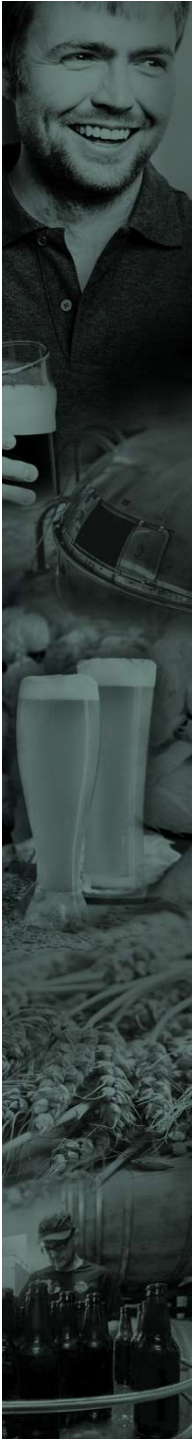


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We are your partner in getting beer products to your store shelves.

- ① Established **a new group** within the LCBO.
- ① Staffed and dedicated to **partnering** with beer suppliers.
- ① Providing **wholesale transactional services** to grocer customers for all beer orders.
- ① Finance
- ① IT
- ① Logistics
- ① Inventory tracking
- ① Customer service (dedicated contact for sales and service)



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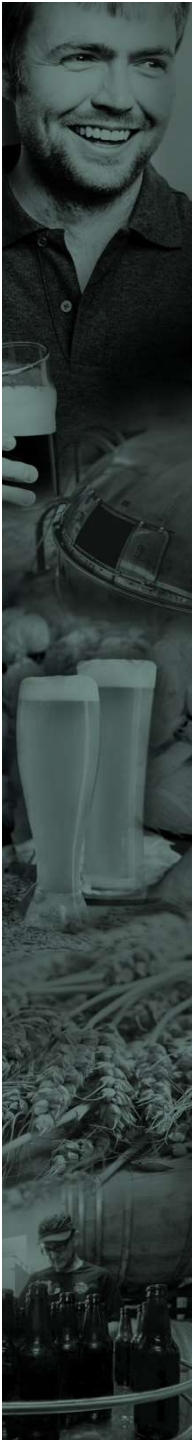
LCBO

People and technology are being put in place to assist you:

1. New **online product catalogue** for convenient product ordering.
2. **Dedicated wholesale customer service** staff and materials to provide ongoing support.

Commitment to continuous improvement

- ④ Our **start-up processes** have been designed to get everyone up and running quickly.
- ④ We will work together to **achieve best-practices**.
- ④ We will be **reviewing and improving** our processes and systems as we move forward together.



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Roles

BUSINESS CUSTOMERS



Grocers

Wholesaling
“**Beer In Grocer**”
Program



LCBO

**WHOLESALE
OPERATIONS**



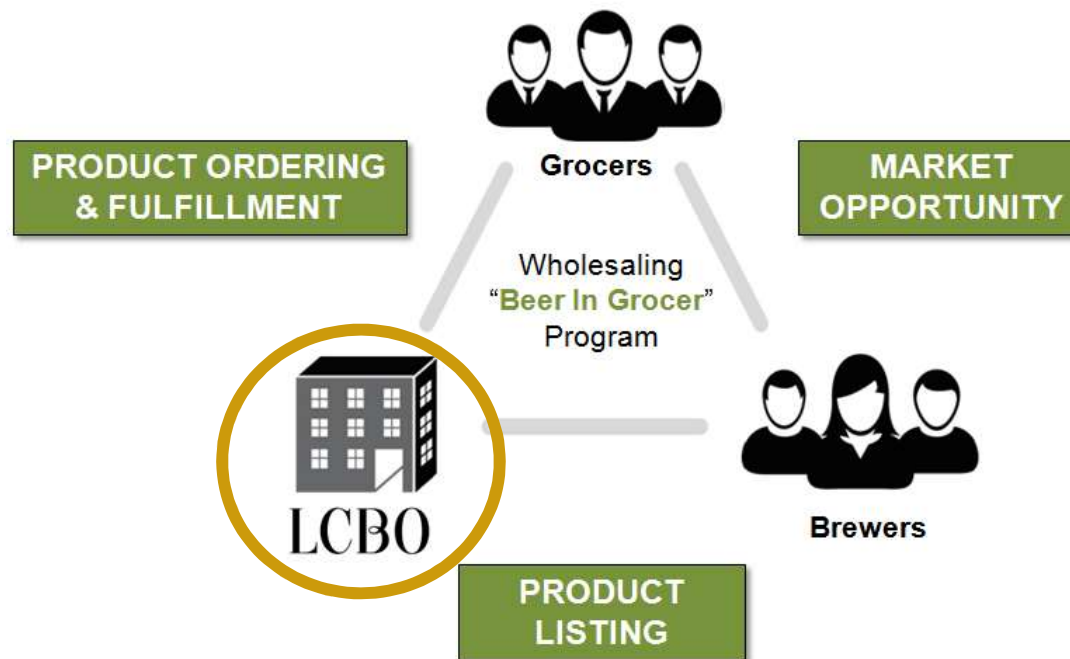
Brewers

**SOURCE
OF SUPPLY**

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LCBO responsibility



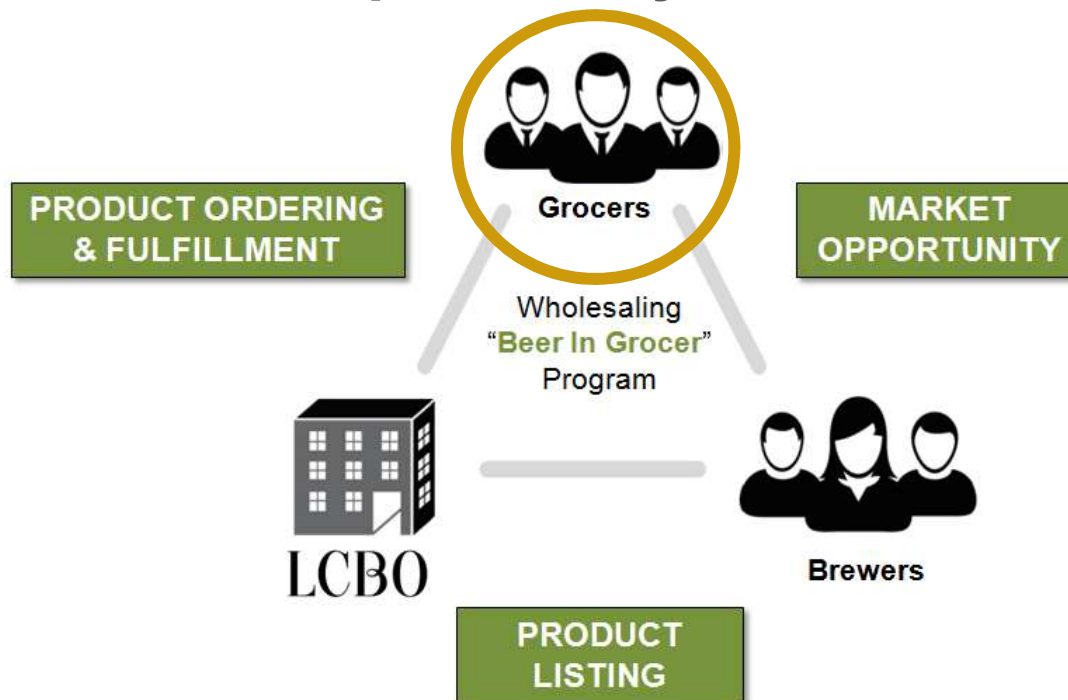
Responsible for:

- ① **awarding wholesale supply agreements to grocers**
- ① **providing product catalogue to grocers**
- ① **Accepting all orders for beer from grocers**
- ① **supplying source to grocers for all imported beer**

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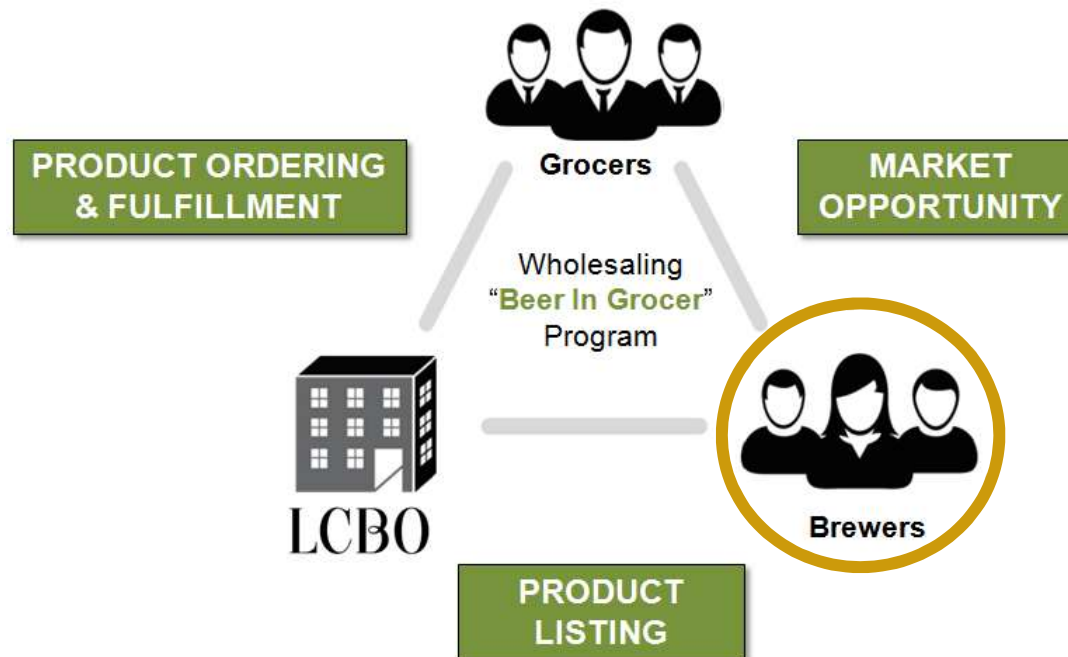
Grocer responsibility



Responsible for:

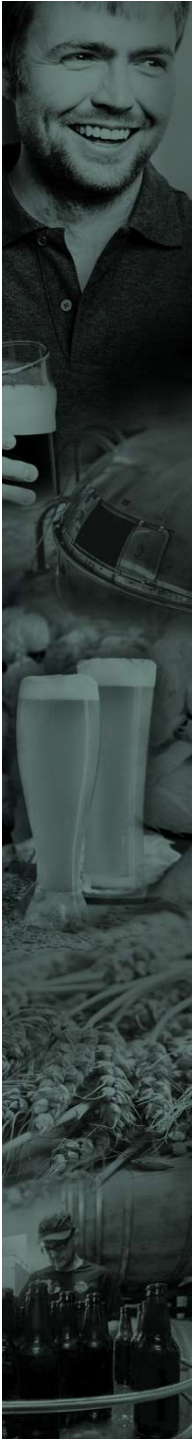
- 🏪 **purchasing decisions** on brand and quantity of beer products ordered
- 🏪 **brand and marketing relationships** with beer manufacturers

Brewer responsibility



Responsible for:

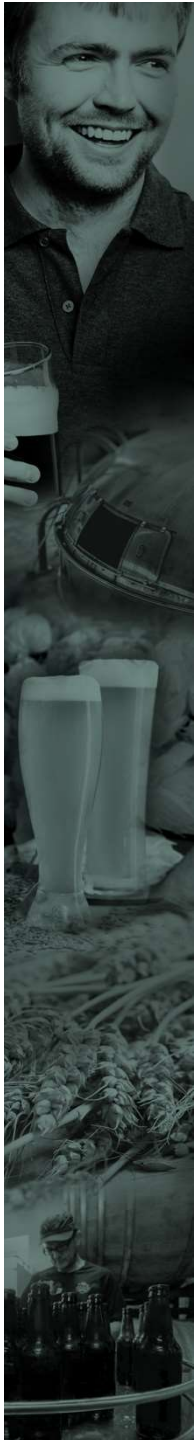
- ① manufacturing and **listing products** for wholesale through the LCBO
- ① setting retail **prices**
- ① pursuing sales and marketing **opportunities with grocers**
- ① supplying source to grocers for **domestic beer**



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**Getting set up as a wholesale business client
with the LCBO.**



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www.doingbusinesswithlcbo.com

Click through to grocery section of the site

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Doing Business with LCBO



Trade Resources Online
Beverage Alcohol



Store Construction,
Real Estate, Agency Stores



Grocery



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Online grocer wholesale portal: landing page

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Grocer Resources

[Home](#)[Supplier](#)[Operator](#)[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](#).

Latest News

Winning Bids Announced
2015 Nov 18

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

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

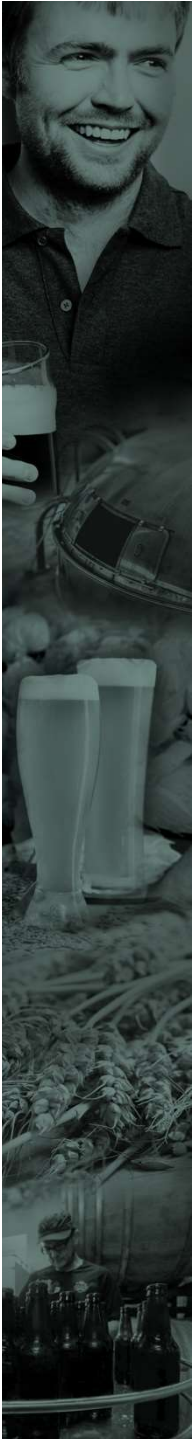
About us

We are the **Wholesale Operations Group**. We will help suppliers get products listed for sale in grocery establishments, aid grocery operators order beer products and provide support and guidance with any operational and administrative concerns relating to selling beer in the grocery channel.

Corporate Social Responsibility

[Corporate social responsibility](#) is a key element of the LCBO's mandate and has been since our inception in 1927.

There are many definitions for Corporate Social Responsibility – for LCBO it's about how we conduct our business and manage policy and procedures to produce an overall positive impact on society.



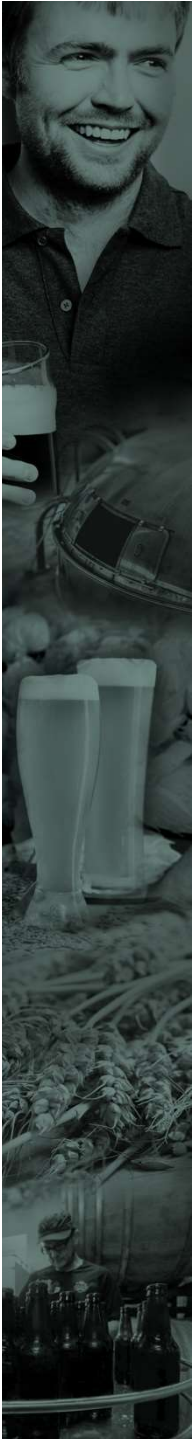
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Click through to grocery section of the site

Contains: documents/forms and product ordering pages.

1. **Documents and forms** available by first week of December.
2. To be able to place orders as of December 15th, **all successful** responding grocers must complete a **Customer Profile** form and an **IT GMS Access** form.
3. Your pre-assigned **temporary username and password** is to be used for access to the secure portion of site used for product ordering (operational as of December 15th).



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Policies & Procedures Manual



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Wholesale Operations Group

Beer in Grocer Policies & Procedures Manual

Version 1.0 November 2015



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1 – Customer Profile registration form

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CUSTOMER PROFILE
Grocers 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.

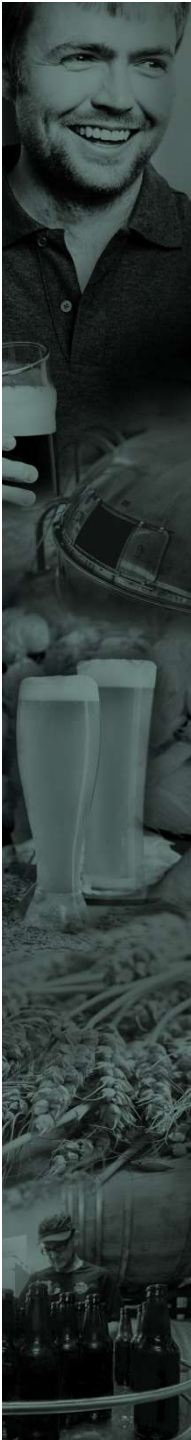
CUSTOMER INFORMATION			
Company Name			
Street No.	Street Name		Unit/Suite
City/Town	Province	Postal Code	
Country	Telephone		

CONTACT INFORMATION		
Name	Title	Email Address
1)		
2)		
3)		

The customer certifies that all information provided above is correct and complete.

Date (mm/dd/yyyy)	Full Name
 Authorized Signature	Business Title

Email completed form to wholesaleservice@lcbo.com



2 - Grocer Management System IT Access form

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GROCER MANAGEMENT SYSTEM (GMS) IT ACCESS FORM

To request access to the grocer management system (GMS) grocers may request up to 3 users per location. Suggested user types, quantities potential functionality:

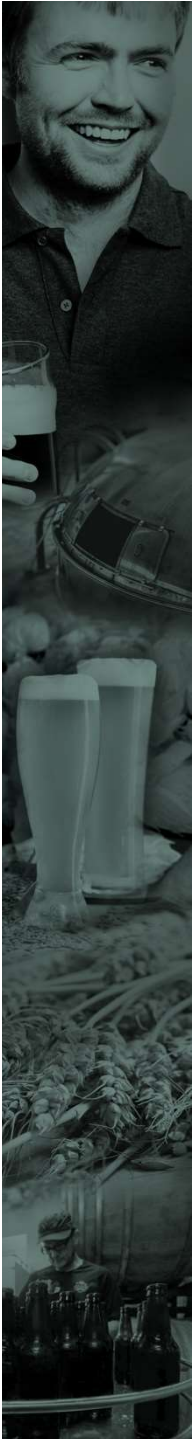
Admin user (1): manages account at the banner level, views catalogue, accesses to create/view purchase order transactions, views notifications

Operational user (2): views catalogue, accesses to create/view transactions

Notification e-mail; Views notifications/updates on purchase orders

	Administrator User	Operational User	Operational User
*First Name			
Middle Name:			
*Last name			
*Email Address			
*Verify Email Address			
Occupation			
*Grocer Name			
*Grocer Phone Number			
*Grocer Address			
Notifications Y- use above e-mail or enter Alternative e-mail address for Notifications			

Return form to: Jim Sheridan at: wholesaleservice@lcbo.com



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Delivery location & receiving requirements:

- ① Once stores are authorized by the AGCO, LCBO logistics will contact to collect delivery location and receiving requirements

Click through to grocery section of the site

Contains: Reports after sales begin

- ① **Three mandatory weekly reports are to be submitted:**
 - i. demand forecast & inventory on-hand
 - ii. shipments received
 - iii. sales



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Wholesale Operations Report

WEEKLY DEMAND FORECAST & INVENTORY REPORT: LCBO SUPPLIED BEER

Grocer name _____ (NAME)

Grocer Store Number _____

(note: will if total sum of all locations)

For LCBO supplied beer, grocer is to complete demand forecast in cases by week for upcoming quarter and provide current inventory on hand in cases.

Email completed report to wholesaleorders@lcbo.com by 12:00pm every Friday.
Please save file in the format DemandForecastInventoryReport-grocer-store#.Week-EndingDate.xls

Week Ending (Saturday)	LCBO SKU #	Demand Forecast (Cases)	On Hand Inventory (Cases)
05/12/2015	123456		
12/12/2015	123456		
19/12/2015	123456		
26/12/2015	123456		
02/01/2016	123456		
09/01/2016	123456		
16/01/2016	123456		
23/01/2016	123456		
30/01/2016	123456		
06/02/2016	123456		
13/02/2016	123456		
20/02/2016	123456		
27/02/2016	123456		
06/03/2016	123456		
13/03/2016	123456		
20/03/2016	123456		
27/03/2016	123456		
03/04/2016	123456		
10/04/2016	123456		
17/04/2016	123456		
24/04/2016	123456		
01/05/2016	123456		
08/05/2016	123456		
15/05/2016	123456		
22/05/2016	123456		
29/05/2016	123456		
05/06/2016	123456		
12/06/2016	123456		
19/06/2016	123456		
26/06/2016	123456		
03/07/2016	123456		
10/07/2016	123456		
17/07/2016	123456		
24/07/2016	123456		
31/07/2016	123456		
07/08/2016	123456		
14/08/2016	123456		
21/08/2016	123456		
28/08/2016	123456		
04/09/2016	123456		
11/09/2016	123456		
18/09/2016	123456		
25/09/2016	123456		
02/10/2016	123456		
09/10/2016	123456		
16/10/2016	123456		
23/10/2016	123456		
30/10/2016	123456		
06/11/2016	123456		
13/11/2016	123456		
20/11/2016	123456		
27/11/2016	123456		
04/12/2016	123456		
11/12/2016	123456		
18/12/2016	123456		
25/12/2016	123456		
01/01/2017	123456		
08/01/2017	123456		
15/01/2017	123456		
22/01/2017	123456		
29/01/2017	123456		
05/02/2017	123456		
12/02/2017	123456		
19/02/2017	123456		
26/02/2017	123456		
05/03/2017	123456		
12/03/2017	123456		
19/03/2017	123456		
26/03/2017	123456		
02/04/2017	123456		
09/04/2017	123456		
16/04/2017	123456		
23/04/2017	123456		
30/04/2017	123456		
07/05/2017	123456		
14/05/2017	123456		
21/05/2017	123456		
28/05/2017	123456		
04/06/2017	123456		
11/06/2017	123456		
18/06/2017	123456		
25/06/2017	123456		
02/07/2017	123456		
09/07/2017	123456		
16/07/2017	123456		
23/07/2017	123456		
30/07/2017	123456		
06/08/2017	123456		
13/08/2017	123456		
20/08/2017	123456		
27/08/2017	123456		
03/09/2017	123456		
10/09/2017	123456		
17/09/2017	123456		
24/09/2017	123456		
01/10/2017	123456		
08/10/2017	123456		
15/10/2017			

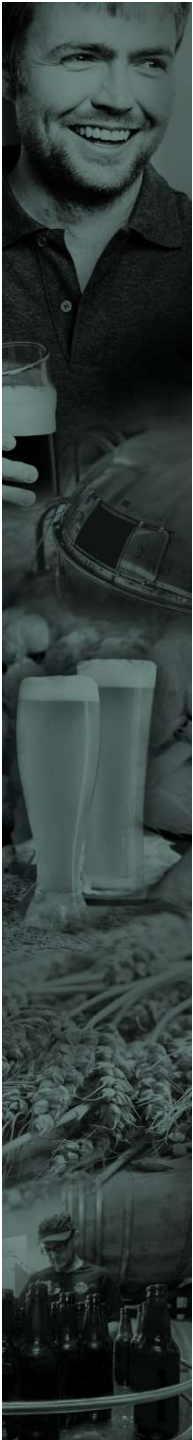
Due by 12:00pm
every Friday

Weekly received shipment report

Due by 12:00pm on the
following Tuesday

Weekly sales report

Due by 12:00pm on the following Tuesday



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Quick Order

Saved Orders

My Account

orgC

Quick Links

0

Beer

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All Departments

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Order History

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SETTINGS

Personal Information

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Order History

ORGANIZATIONS

Organizations and Buyers

Orders

Waiting for Approval

Order History

Purchase Order	Order Date	Order Details	Status	Total Price	
67895	November 19, 2015	Details	Order Submitted	\$66.00	Re-Order
777222	November 19, 2015	Details	Order shipped View Status /Confirm Receipt	\$172.00	Re-Order
1234	November 19, 2015	Details	Inventory Availability View Status	\$15.00	Re-Order

Order No :1234

Ordered

Available

Shipped

Received

X

Molson Canadian

3

1

0

0

Will be Shipping soon

26



3 – Product ordering & fulfillment





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Beer Listing & Ordering System

BREWERS

ENTER PRODUCTS

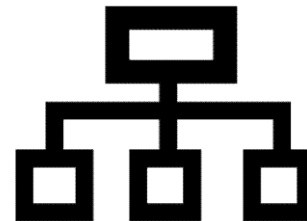


Product entry that **beer manufacturers** use to **enter and manage the products** that are available for wholesale to grocers.

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www.doingbusinesswithlcbo.com

Click through to grocery section of site



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

GROCERS

BEER CATALOGUE



New online catalogue which provides **grocers** with the ability to view **all beer available for sale** and to place their orders.



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Process Steps (Required prior to placing orders for beer products)

- ① Receive authorization(s) from AGCO to sell beer at approved grocery store locations
- ① On receipt of authorization(s), contact LCBO to finalize Wholesale Supply Agreement with LCBO
- ① Provide LCBO with letter of credit (as required by the Wholesale Supply Agreement)
- ① Also – proof of insurance (to be provided within 10 days of effective date of the Wholesale Supply Agreement)

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Product list: catalogue goes live on Dec. 15th





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Grocer sign in

LCBO

Beer [Download Catalog](#)

Quick Order | Saved Orders | **Sign In** | Quick Links

All Departments

Sign In Modal:

Licon ID

Password


☐ Remember me

[Sign In](#) [Forgot password?](#)


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LCBO


Product Hierarchy



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Quick Order: | Saved Orders | My Account: | orgC | Quick Links | 

Beer | Download Catalog


Search | All Departments | 


Beer

ONTARIO	CANADA	EUROPE
Large Brewer	Large Brewer	Small Brewer
Small Brewer	Small Brewer	Large Brewer
US/MEXICO	OTHER COUNTRIES	GLUTEN FREE
Small Brewer	Small Brewer	Small Brewer
Large Brewer	Large Brewer	Large Brewer



Sample Item Attribute Screen





[Quick Order](#) | [Saved Orders](#) | [Sign In](#) | [Quick Links](#) 

Beer

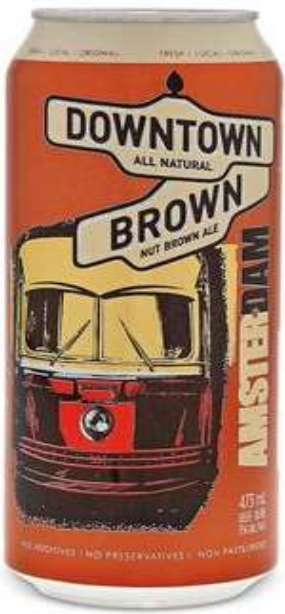
Download Catalog

Search

All Departments 



[Home](#) | [Beer](#) | [Ontario](#) | [Small Brewer](#) | [Amsterdam Downtown Brown Ale](#)



Amsterdam Downtown Brown Ale

SKU: 142331
Selling Units per Case Qty: 24

Retail Price of Selling Unit (including taxes & refundable container deposit)	\$2.75	Basic Price (Cost) per Selling Unit	\$2.45	Basic Price (Cost) per Case Qty	\$58.80
Case Qty Ordered	<input type="text" value="10"/>	Total Selling Units Ordered	<input type="text" value="240"/>	Total Basic Price (Total Cost)	<input type="text" value="\$588.00"/>

Add to Current Order

Add to Requisition List

Sample Item Attribute Screen


LCBO

Quick Order | Saved Orders | Sign In | Quick Links

Beer | Download Catalog

Search | All Departments

Home | Beer | Ontario | Small Brewer | Amsterdam Downtown Brown Ale



Amsterdam Downtown Brown Ale

SKU: 142331
Selling Units per Case Qty: 24

Retail Price (or Selling Unit) (including taxes & refundable container deposit)	\$2.75	Basic Price (Cost) per Selling Unit	\$2.45	Basic Price (Cost) per Case Qty	\$58.80
Case Qty Ordered	10	Total Selling Units Ordered	240	Total Basic Price (Total Cost)	\$588.00

Add to Current Order

Add to Requisition List

Item Publication Info

Pricing History

Operational Info

Limited Time Offer


- Selling Units Per Case: 24
- Agent: Amsterdam Brewing Co Limited
- Alcohol/Vol: 5 %
- Unit Volume: 473 mL
- Bottles per Pack: 1
- Container Type: Can
- Producer: Amsterdam Brewing Co Limited
- Small Brewer Flag: Yes



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Pre Checkout



[Saved Orders](#) | [My Account](#) | [orgC](#) | [Quick Links](#)

[Beer](#) | [Download Catalog](#) |

Current Order



[Move to Requisition List](#)
[Remove](#)

Product	QTY	Each	Total
Amsterdam Downtown Brown Ale SKU: 142331	10	\$58.80	\$588.00

Order Total:

\$588.00

[Check Out](#)

[Continue Shopping](#)

35



Order Summary

LCBO

[Saved Orders](#) | [My Account](#) | [orgC](#) | [Quick Links](#) |

[Beer](#) | [Download Catalog](#) |

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

Shipping Information

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

[+ Show Order Items](#)

Order Total: \$588.00

Billing Information

* Purchase order number:

[Back](#) [Order](#)



Order Confirmation

LCBO

Saved Orders | My Account | orgC | Quick Links |

Beer | [Download Catalog](#) |

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



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Order Acknowledgement

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

Beer | Download Catalog | Search | All Departments |

Home | My Account | Order History

My Account

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Orders | Waiting for Approval

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777222	November 19, 2015	Details	Order shipped View Status / Confirm Receipt	\$172.00	Re-Order
1234	November 19, 2015	Details	Inventory Availability View Status	\$15.00	Re-Order

Order No: 1234 | Ordered | Available | Shipped | Received | X

Molson Canadian | 3 | 1 | 0 | 0

Will be Shipping soon



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Shipped Status

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

Beer | Download Catalog | Search | All Departments |

Home | My Account | Order History

My Account

- SETTINGS
 - Personal Information
 - Address Book
- ORDERS
 - Requisition Lists
 - Saved Orders
 - Order History
- ORGANIZATIONS

Orders | Waiting for Approval

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777222	November 19, 2015	Details	Order shipped View Status / Confirm Receipt	\$172.00	Re-Order

Order No : 777222

	Ordered	Available	Shipped	Received	
Labatt Maximum Ice	10	8	8	0	
Molson Canadian	8	8	4	0	
Flying Monkeys Hoptical Illusion	3	0	0	0	

[NOTIFY](#)

Order History

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

Beer | Download Catalog | Search | All Departments

Home | My Account | Order History

My Account

- SETTINGS
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Orders | Waiting for Approval

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1234	November 19, 2015	Details	Inventory Availability View Status	\$15.00
test2323	November 19, 2015	Details	Order Submitted	\$132.00



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Beer ordering & fulfilment process

Time required from placing to receiving order:

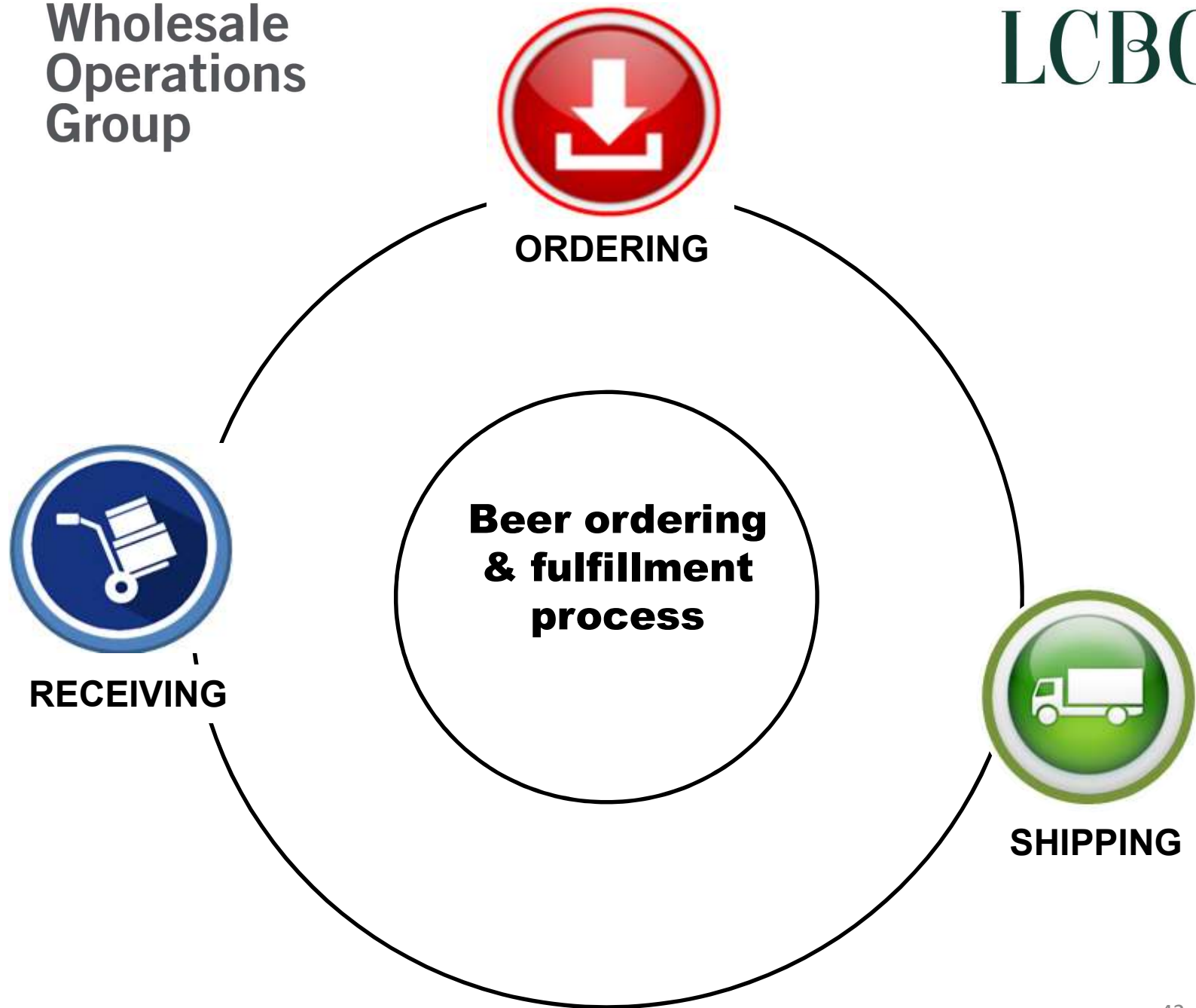
LCBO/TBS: up to 7 days

Ontario Brewers: up to 14 days



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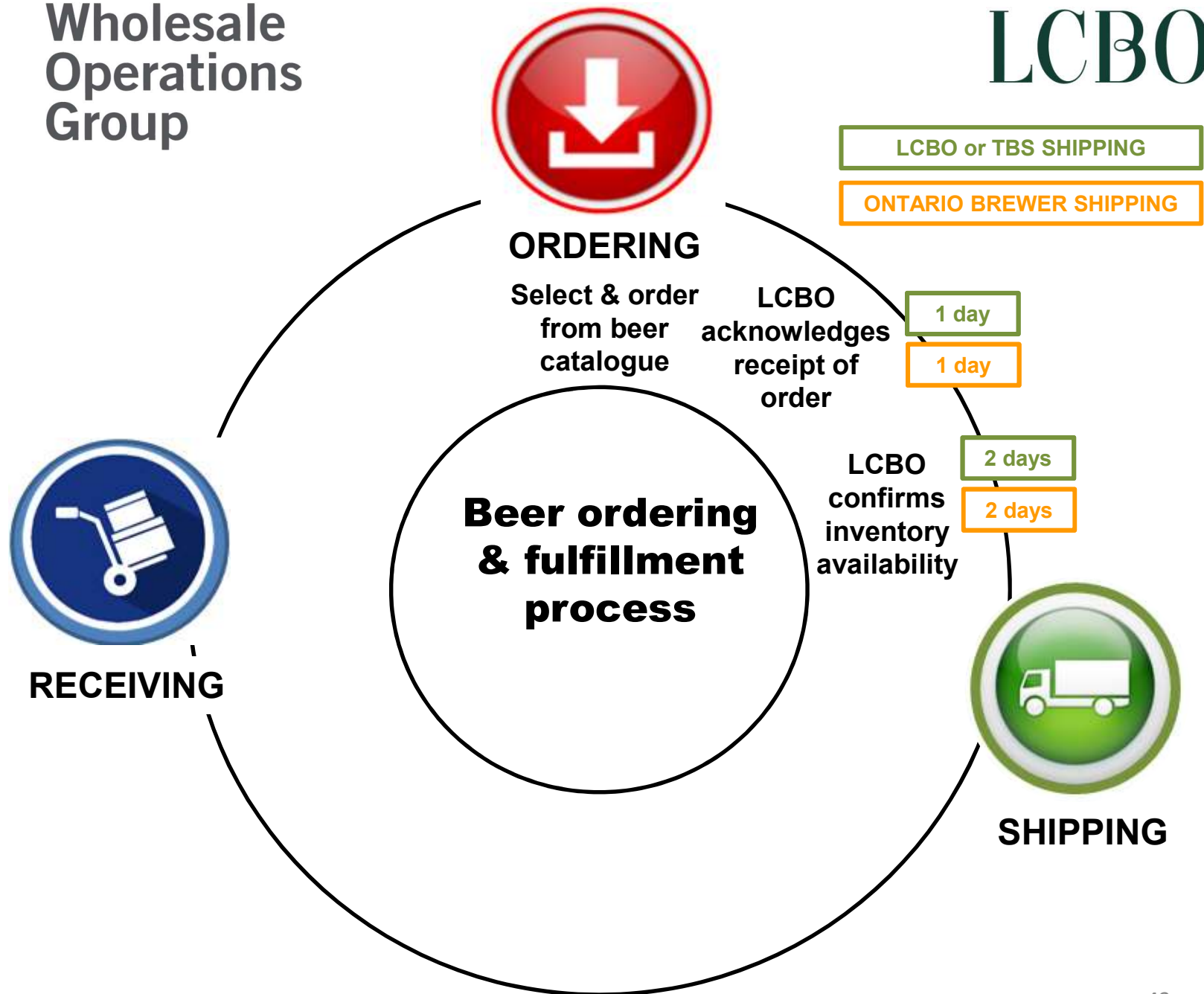
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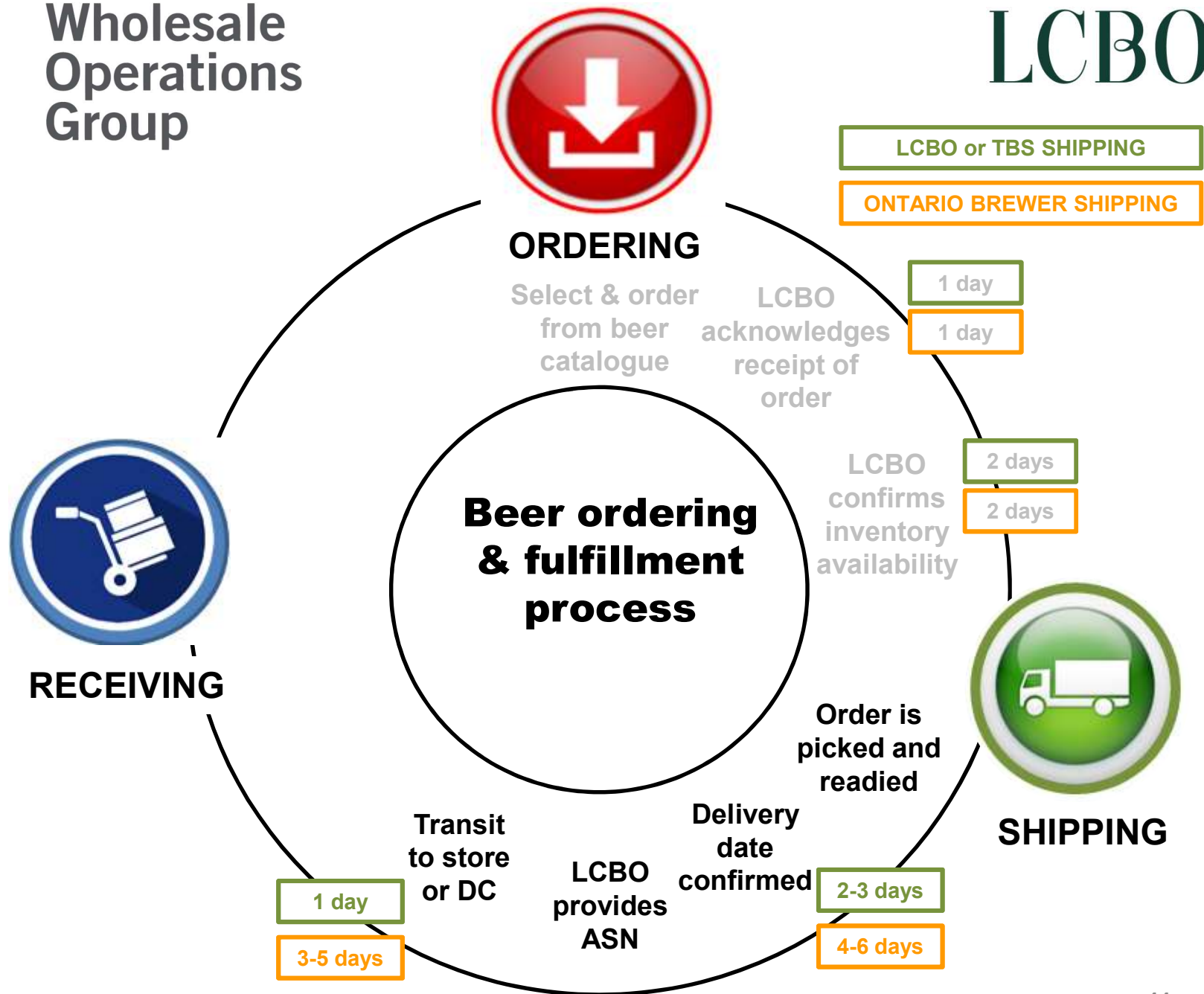
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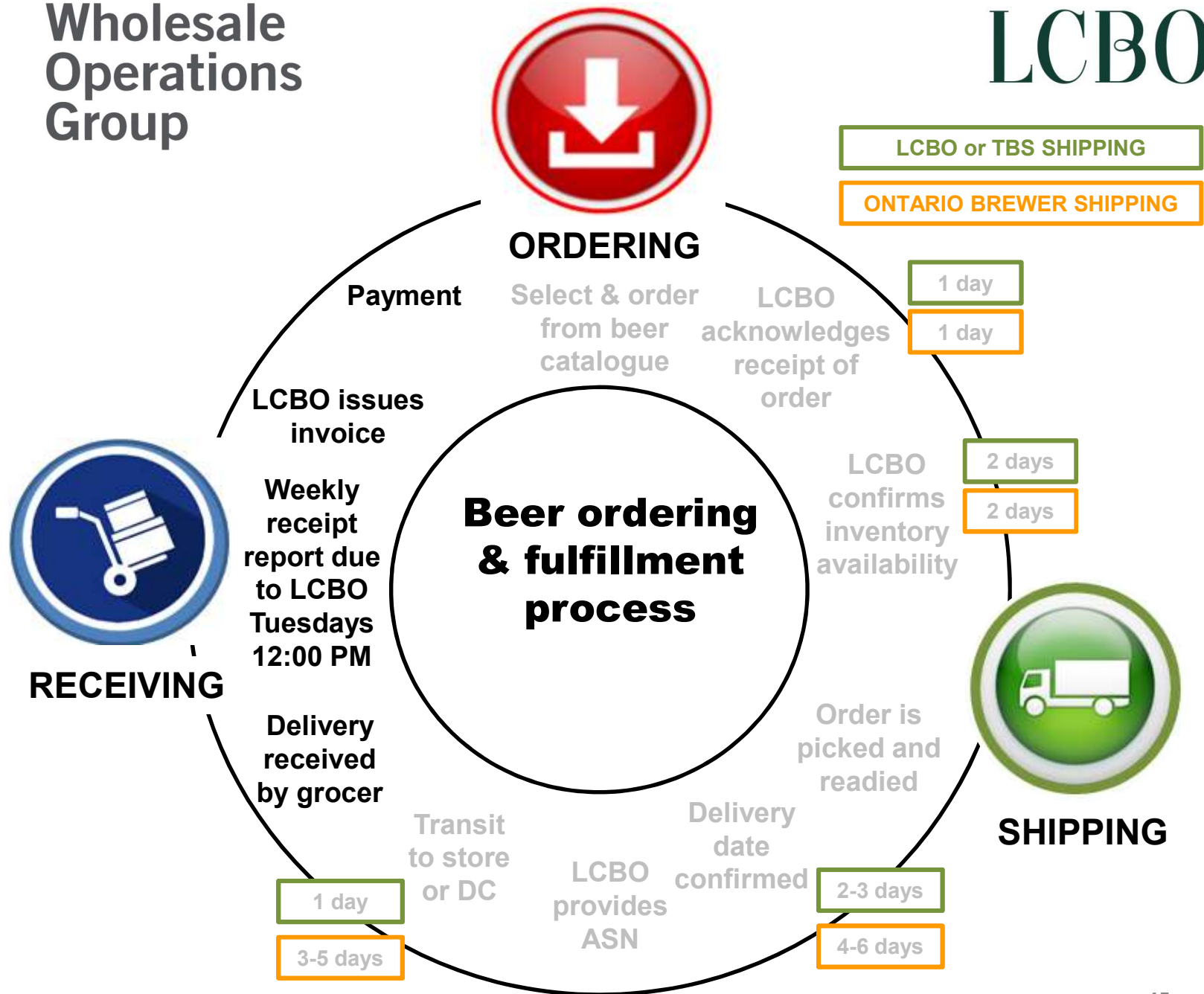
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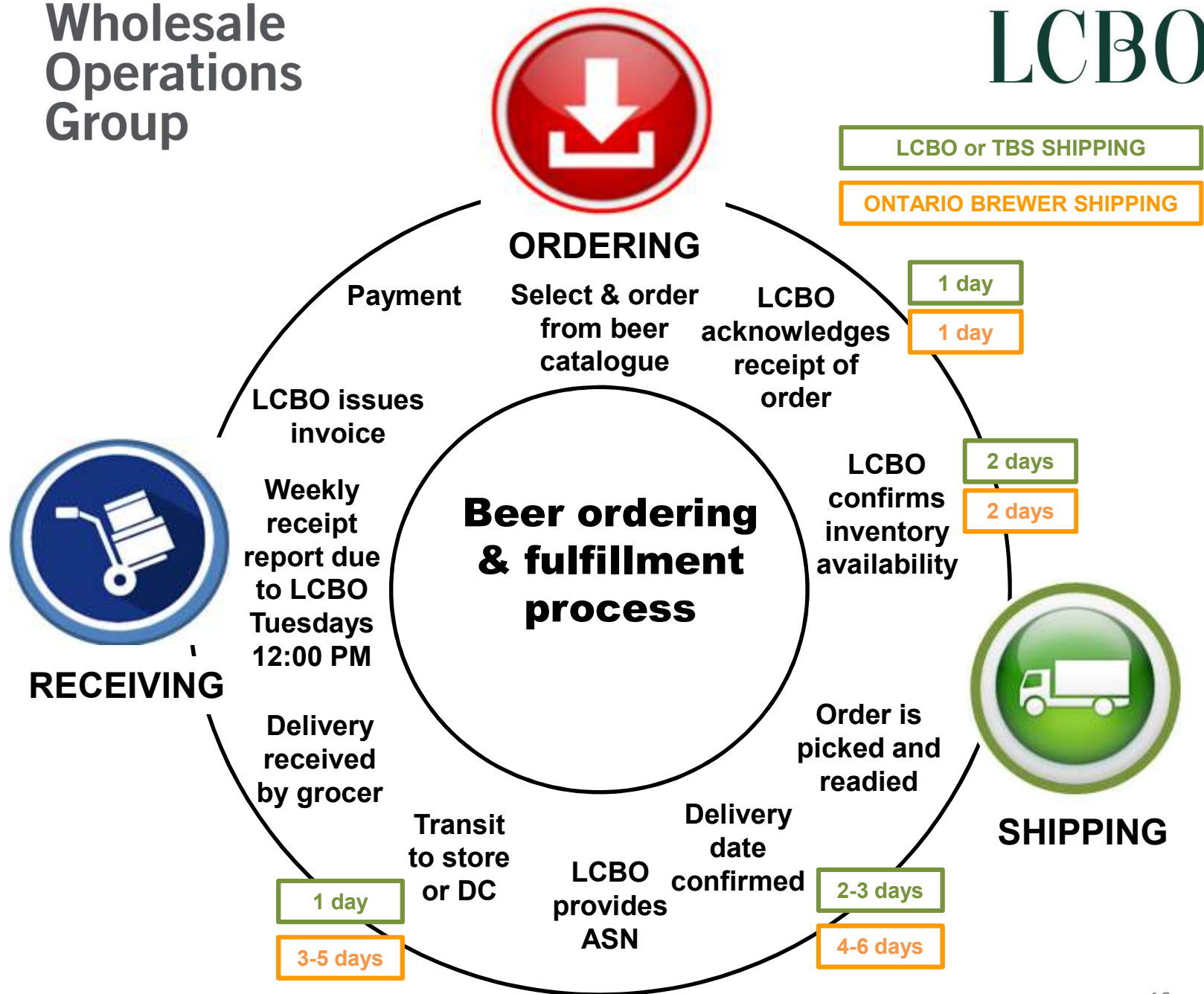
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IT Processes

- ④ LCBO will be **organizing working sessions** with you to scope EDI requirements.
- ④ Fully automating our processes will occur on a **rolling basis**.
- ④ The LCBO is working towards **electronic transfer** and documentation being used for ordering.
- ④ The enterprise's overall direction is to move towards implementation of **electronic business practices and solutions**.

Next steps

- ④ Complete authorization as specified earlier
- ④ Visit www.doingbusinesswithlcbo.com click through to grocery section
- ④ Download necessary forms to set up a customer profile with the LCBO:
 - ④ **Customer Profile** form
 - ④ **IT GMS Access** form
- ④ Complete and submit forms to wholesaleservice@lcbo.com
- ④ LCBO representatives will be contacting you regarding grocer-specific next steps.



Wholesale Operations Group

LCBO

Wholesale Operations Group: Contact team

Director:	Chris Dini chris.dini@lcbo.com	T: (416) 365-5714
Operations:	Leanne Rhee leanne.rhee@lcbo.com	T: (416) 365-5889
Invoicing/Payments:	Jamie Fazekas jamie.fazekas@lcbo.com	T: (416) 365-5912
Product Administrator:	Holly Garner holly.garner@lcbo.com	T: (416) 864-2541
Customer Service	Jim Sheridan wholesaleservice@lcbo.com	T: (416) 365-5842



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😊 **Thank you**

Q&A period

LCBO Wholesale Operations Group Panel members



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Panel members

Leanne Rhee

Manager, Wholesale Operations Group

Jamie Fazekas

Supervisor, Accounts Payable/Accounts Receivable

Nick Nanos

Director, Traffic, Customs, Toronto & Ottawa Logistics Operations

David Fisch

Senior Solutions Delivery and Relationship Manager Leader (IT)

