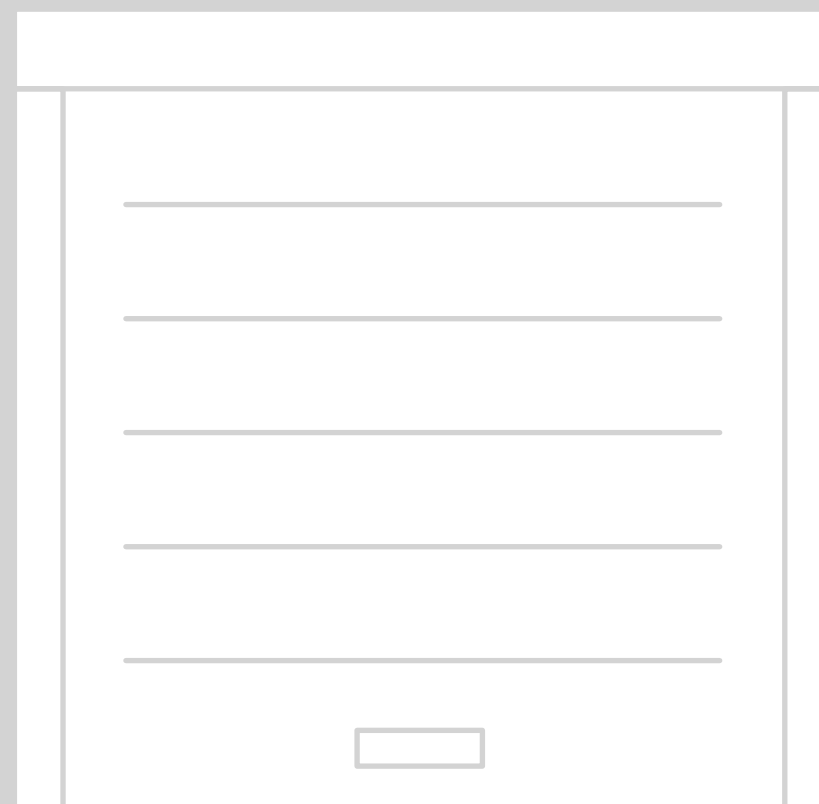


LCBO

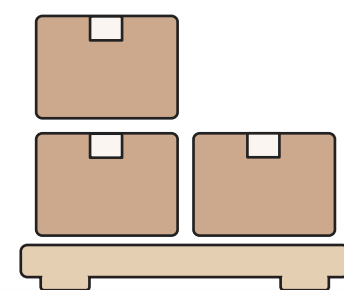
STRATEGIC PLAN 2025-2028

VISION

We are the trusted source of local and global beverage alcohol products, delivering value to Ontarians.



PRIORITIES

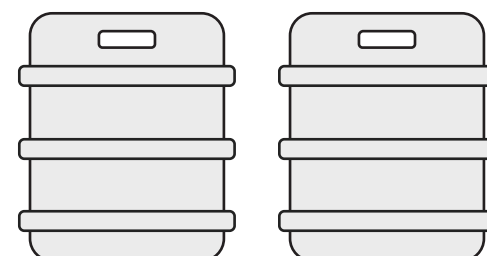
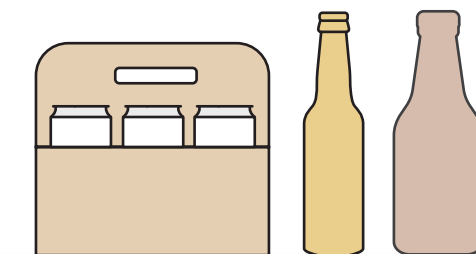


Transform and scale our wholesale business

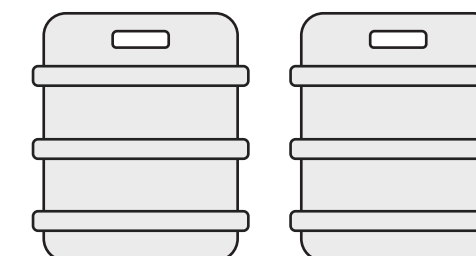
Craft the retail customer experience



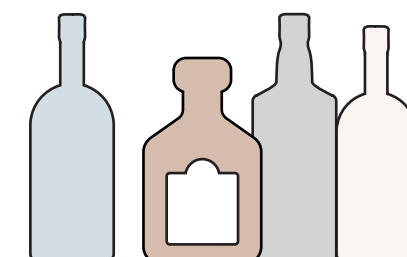
Evolve our culture and organization



Modernize the foundations



VALUES



We put customers first

A safe place for all

Every action, for the good of Ontario

We celebrate authenticity

We win as one team

MISSION

To deliver remarkable, seamless experiences as a responsible wholesaler and retailer, supporting local communities and businesses.

