

# LCBO

*This document provides answers to some frequently asked questions that licensees have about new LCBO processes being introduced in spring 2024.*

## General

### **What are we doing?**

We are launching a new online ordering eCommerce site — [wholesale.lcbo.com](https://wholesale.lcbo.com) — and enhancing how orders are fulfilled and supported by the LCBO.

This will be the only platform used by licensed establishments seeking delivery and pick-up services from LCBO depots, and it will be an alternative and convenient option for all licensees to place orders for collection in LCBO retail stores

### **Why are we doing it?**

Currently, our licensees have different experiences with the LCBO depending on their fulfillment type. This experience varies in the way orders are placed as well as processing lead times, delivery and support.

Our enhancements will improve our customers' experience by offering easy ordering, expanded product assortment, flexible fulfillment options, and enhanced support.

### **What is changing? What are the benefits?**

#### **Easy ordering, expanded product selection & real-time inventory visibility**

- Order from your assigned depot and/or any of the 380+ LCBO pickup stores – all through [wholesale.lcbo.com](https://wholesale.lcbo.com).
- Expanded product selection since you can order via depot and/or any of LCBO's 380+ pick up stores where orders will be packed and ready for pickup within two business days.
- View real-time visibility of inventory, including the number of products available in any store/depot.

#### **Expanded and consistent fulfillment options and consistent processing times**

- Option to deliver or pick up from depots **and** pick up from an LCBO pick up store
- Orders will be processed within two business days at depots and stores and shipped thereafter
- Consistent timeframe to pick up your order is three days
- Ottawa & Mississauga depots will offer both pick-up and delivery and have consistent pick-up hours (9am-5pm)
- Notifications at each stage of the ordering/fulfillment process
- Updated delivery fees

### **Traceable returns through one application**

- Return products to the point of purchase (i.e. depot or retail)
- If you used LCBO delivery services or picked up the products from the depot, you will now use the B2B Claims App to log your return. This provides full traceability of the process within one application.
- Credits will be paid to your eCommerce account

### **A single point of contact with expanded support**

- The [Customer Care](#) team are the first point of contact for eCommerce site or transaction questions. They are available Monday to Saturday via live chat, help form or phone.
- Your Client Services Team will continue to support your fulfillment, delivery and business enquiries via [licensee@lcbo.com](mailto:licensee@lcbo.com).

### **What isn't changing?**

If you are receiving deliveries, you will continue to do so from your dedicated depot.

While we encourage licensees to leverage the convenience and enhanced capabilities of online ordering, they may continue to order directly from retail stores.

### **What date is the site launching? What date do the process changes come into effect?**

Licensees will be invited to create an account on the platform as part of a phased rollout by region in spring 2024. We will keep you updated as we approach the launch date.

### **When will the other site close down?**

The existing webstore will close when [wholesale.lcbo.com](http://wholesale.lcbo.com) goes live – the full rollout will be shared once it is confirmed.

### **If I am using online ordering (Webstore) today, will I be automatically transferred into the new system?**

Yes, your account will be set up in the new system. You will be invited to a site demonstration in February, where we will explain onboarding and how to activate your account.

### **Will the new online system be easy to use?**

Yes, the new ordering site will offer a similar experience to [LCBO.com](http://LCBO.com).

## **Product catalogue and ordering**

### **Will phone orders to retail stores still be permitted?**

While we strongly encourage you to use the benefits of online ordering, you may continue to order via your local retail store.

### **What differences will I notice when it comes to product selection?**

Since you will be able to order from any LCBO pickup store, you will have a more extensive selection of products to choose from based on that store's inventory.

### **Will we be able to access pdf copies of previous orders on the new site?**

You will be able to view your order history in the new eCommerce site.

**How often is inventory updated online?**

Inventory is updated approximately every 15 minutes.

**Will we be able to see inventory numbers before choosing an item?**

You will be able to see if a product is available. Once you click on a product, you will see the quantities available.

**Will I be able to build a favorites list for commonly ordered items?**

Yes, this will allow you to quickly place orders.

**Will our current order templates transfer over to the new website? Or will we need to re-build our templates?**

You will need to rebuild your favourites list on the new site or — if you use Webstore today — you can download an excel file of your favourites and upload it into the new system.

**Will you still carry licensee only products?**

The licensee-only program has moved to Specialty Services. For further information, contact [psinfo@lcbo.com](mailto:psinfo@lcbo.com).

**Will the way I order Vintages change?**

At this time, the way you order Vintages will not change; you will continue to do so via [VINTAGES Shop Online](#) or via LCBO's Specialty Services team. Any changes will be communicated.

**Will licensees have the option of using a Purchase Order rather than using Visa to order?**

The payment tender remains credit cards for online purchases.

**Can we do direct billing without a third party involved?**

Yes, you will pay the freight charge online at the time of purchase.

**Where can we obtain updated 2024 pricing catalogue for customer licensee accounts?**

All product prices will be presented on the site with the wholesale price applicable to licensees.

**With online ordering, are we guaranteed to get all of what we ordered?**

You will have visibility of what is available and the quantities available. While we strive to fulfill all orders in full, there may be times where we experience a shortage. We apologize for any inconvenience caused.

**Will there be 'coming soon' notifications for products that are out of stock?**

The site will show you which products are out of stock, but at this time, there will not be 'coming soon' notifications.

**Can multiple people access the site under one licensee number?**

Yes, you will have the ability to create sub accounts - more information will be available in February's website demonstration.

**Can products not normally carried by our local retail store be requested to have in stock?**

By shopping on [wholesale.lcbo.com](http://wholesale.lcbo.com) you will have visibility of the inventory at all 380+ retail pickup stores, allowing you to shop the LCBO network.

## Order processing

### **What does two-day processing time mean?**

Once an order is received, the depots or LCBO pickup stores will take up to two days to process your order and shipping will occur on the third day. If you have a split cart (some items coming from a depot and some from an LCBO pickup store), you will receive separate updates on the delivery status for each order.

### **In terms of order processing, what are considered business days?**

Business days are considered Monday to Friday.

### **What happens if one of the processing days is a statutory holiday?**

It may take an extra day to receive your order, so we encourage you to plan accordingly.

### **Does two-day turnaround now impact warehouse orders as well?**

Orders will be processed within two business days regardless of fulfillment through a store or a depot. To discuss urgent business needs, please reach out to your Client Service Coordinator via [licensee@lcbo.com](mailto:licensee@lcbo.com).

### **If we place an order before 1pm, can we get it delivered the next day?**

No, when the website launches, orders will be processed within two business days of the order being placed. There will no longer be a midday cut off time.

### **Why are we increasing order processing times for licensees?**

The processing times for some licensees will be extended, but for the majority of licensees, we are reducing processing times. This will provide a more consistent experience regardless of fulfillment type.

### **Do you have a list of authorized delivery stores? locations?**

There are no deliveries made from LCBO retail stores. You can explore the LCBO pick up stores near you from [wholesale.lcbo.com](http://wholesale.lcbo.com) and you will need to go into the store to pick up your order.

## Delivery

### **Do you deliver?**

Yes. Delivery is available from our depots located in Mississauga and Ottawa. Reach out to our Client Service Coordinator team if you don't see this fulfillment method available while shopping online.

### **What is the minimum you can spend to get delivery? Do you have an average for delivery fees?**

Delivery charges are on a per case basis and will be calculated at checkout on the new site. Keep in mind, the more you buy the cheaper the rate will be.

### **Can anyone in Ontario use delivery services?**

Many licensees enjoy delivery services across Ontario, but please contact [licensee@LCBO.com](mailto:licensee@LCBO.com) to discuss your situation.

### **How do I register for delivery services?**

Please email [licensee@LCBO.com](mailto:licensee@LCBO.com). Once registered, a delivery option will appear in the online checkout.

### **Why are we increasing delivery fees?**

LCBO works with third-party distribution partners to provide delivery services. We last updated our licensee freight rates in 2015, and our third-party transportation costs have increased in that time. We will be updating our fees, but our rates remain competitive.

**I order directly from the LCBO store close to my location. Can I continue?**

You can continue to shop your LCBO store; however, we encourage you to leverage the benefits of online ordering and picking up your order at one of our 380+ LCBO pickup stores.

**I want to order online, but there is not an LCBO pickup store near me. What do I do?**

We are continuously reviewing our network of LCBO pickup stores for the convenience of our customers. If there is not an LCBO pick up store nearby, you have the option to pick up or deliver from LCBO's depots or shop in person at any LCBO retail store.

**So only pick up is available when ordering from a retail store - not delivery?**

Yes, when placing an online order with your pickup store, you cannot seek delivery, only pick up. If you are interested in delivery options please email [licensee@lcbo.com](mailto:licensee@lcbo.com).

**Will we be assigned a store in the online ordering platform?**

You will be assigned one of the 380+ retail pick up stores closest to you, however you can change your assigned store in your account.

**We currently order from our local depot and already have a carrier in place. Will this information be transferred to our online ordering account?**

No - you will have to designate a third-party carrier of choice when you place your order. You will be shown how to do this in the website demonstration in February.

**Should I be telling my carrier about these changes?**

If you are sending someone else to pick up your order, you must fill in the designate information on the site when ordering - you will learn how to do this in the website demonstration session in February.

**If a product is not available at my distribution centre, but it is at another store, can we have it sent to the distribution center to be added to our order?**

A benefit of the new site is that you can order from a depot (assuming you are registered for service) and a retail pick up store in the one order via the split-cart feature in your shopping cart. This will be demonstrated in the site demonstration in February.

**Can we order multiple times with one delivery fee?**

The delivery fee is calculated based on the volume for each order.

**Will orders be delivered directly to the licensee venue?**

Orders are delivered to the address which appears on your AGCO authorization.

**Will I be notified when a delivery is taking place?**

You will now receive notifications at each stage of the ordering process, including order confirmation, when your order has been shipped. You will also receive notifications for any refunds or order cancellations.

We recognize that real-time notification of delivery would be valued by our customers, and we will continue to work towards best practices with our vendors.

## Returns

**Is the returns process changing for licensees?**

Product should continue to be returned to the point of purchase (e.g. if you purchase from a depot, it should be returned to a depot; if it's purchased in an LCBO store, it should be returned to an LCBO store).

If you used LCBO delivery services or picked up the products from the depot, you will now use the B2B Claims App to log your return within 48 hours of delivery/pick up. The app provides full traceability of the process and will provide further details about the steps you should follow. Information about the app will be shared in the website demonstration in February.

You are not required to use the B2B Claims app if returning products to an LCBO retail store – simply follow the normal retail processes.

**Will the depot pick up returns?**

Yes, if you used the LCBO to deliver your product, we can arrange the reverse logistics for a return.

## Support

**Why is Customer Care the initial contact for transaction-related enquiries?**

Our Customer Care team assists retail customers with transactions on [lcbo.com](http://lcbo.com) every day. They will now bring this expertise to licensees. Another benefit of Customer Care support is their extended hours of availability: 8:30am to 6pm on Monday to Friday, and between 9am to 6pm on Saturday. They can be reached via live chat, phone [or email](#).

**How do I work with my account representative going forward?**

Your Account Service Coordinator will continue to support your fulfillment, delivery and business enquiries via [licensee@lcbo.com](mailto:licensee@lcbo.com).

**Where can I find the information from the January webinar?**

A recording of the call is posted to [doingbusinesswithlcbo.com/licensee](http://doingbusinesswithlcbo.com/licensee).

**Where can I go for more information?**

Information about these changes will be posted to [doingbusinesswithlcbo.com/licensee](http://doingbusinesswithlcbo.com/licensee).

If you have questions that have not been answered, please use the [following form](#) and we will update our FAQ on this site or reach out to you individually..