

March 20, 2026



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## ONTARIO FOODSERVICE UPDATE

 FROM KRIS BARNIER

Hi,

On April 1, LCBO will introduce a new wholesale pricing model which will be applicable to all licensees, and they will also integrate the claims process into [wholesale.lcbo.com](https://wholesale.lcbo.com), applicable to licensees who currently shop online with the LCBO.

Regarding pricing, we have been in regular communication with LCBO and the Government of Ontario for the past several months to advocate for a return to the 15% licensee discount. Since the new pricing model was released on February 17, we have been seeking clarity from the LCBO and the government on what the new model will mean for restaurants. We will share more on that front soon.

As communicated by LCBO, if you currently order online, it is important for your business to be prepared for the transition. That includes:

- Understanding and being ready for a temporary service disruption to ordering.
- Understanding how to get products during the service disruptions.
- Ensuring your team is properly trained on how to use the new claims process for online orders.

### **Key dates and ordering information for licensees who shop online:**

- **March 23 (6 pm) until March 31: You will be unable to place online orders on [wholesale.lcbo.com](https://wholesale.lcbo.com)**, but you can continue to view information until the evening of March 30 when it is offline. You are encouraged to plan ahead and order additional inventory online in preparation for this online disruption.

- **March 24 - 31:** You will have an alternative ordering option which will allow you to manually place orders for select LCBO and/or TBS products for delivery during this time. LCBO recently emailed information to relevant licensees on this process. You may also continue to do the following during this time:
  - Shop in LCBO stores and The Beer Store
  - Order beer from domestic producers
  - Order product from agents through LCBO Specialty Services consignment program (until 12pm on March 27)
  - Order directly from domestic suppliers participating in LCBO's Direct Delivery Program
- **March 25 (11 pm):** Last day to place an online order for in-store pickup.
- **March 28 (noon):** All in-store pick up orders must be picked up otherwise they will be cancelled.
- **April 1:** [Wholesale.lcbo.com](http://Wholesale.lcbo.com) is once again available; ordering resumes and claims can be submitted on the same platform.
- **April 10:** Last date to submit a claim on the B2B Claims App online. You will be able to view / download historical data until April 30. Starting April 1, all claims should be made on [wholesale.lcbo.com](http://wholesale.lcbo.com).

Note – LCBO has a [dedicated modernization page](#) that is kept up to date with important dates, information, and Q&A. Claims training can be found [here](#).

If you have any questions, please reach out to [licensee@lcbo.com](mailto:licensee@lcbo.com). Please also feel welcome to reach out to me if you have questions or concerns you'd like brought forward to LCBO.

Thanks,  
Kris



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For all media inquiries please email [media@restaurantscanada.org](mailto:media@restaurantscanada.org)

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PLATINUM



GOLD



SILVER



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