

# **LCBO Convenience Outlet (LCO) Policy and Procedure Manual**



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## CORE VALUES

The Beer Store operates within the principles of our 5 core values:

### Respect

#### **We strive to build trust with each other**

We operate with a sense of team and promote a culture of Diversity, Equity, Inclusion & Belonging

### Health & Safety

#### **We care about our employees**

We strive to achieve a high standard of Health & Safety to protect all stakeholders

### Excellence

#### **We always execute with excellence in everything we do**

We empower our employees in a “make a difference” culture

### Customer Experience

#### **We deliver a superior experience at every touch point**

We partner with all stakeholders to deliver best in class customer satisfaction

### Sustainability Leadership

#### **We are proud to act as a steward for our communities**

We consider the environment in our actions to support a sustainable future



To become a Retail Partner, the retailer must first become an Authorized LCBO Convenience Outlet (an “Agent”). Retail Partners are those Agents who have chosen to enter into a contract with The Beer Store regarding the sale of Ontario produced beer. The responsibilities of the Retail Partner are outlined in the contract between The Beer Store and the Retail Partner. You must adhere to all the requirements set out in your contract as well as this policy and procedure manual. Failure to comply could result in suspension or termination of your contract.

Going forward this manual will refer to The Beer Store as **TBS** and the Retail Partner/LCBO Convenience Outlet as **LCO**.

## Customer Contact Centre

Hours of Operation:

- Monday to Friday 8am to 8pm
- Saturday and Sunday 9am to 5pm
- Statutory Holidays CLOSED

Phone Number: 1-888-948-2337  
Email: [customerservice@thebeerstore.ca](mailto:customerservice@thebeerstore.ca)



\*\*please include your LCO number and name on email communications

## Ordering Procedures

### Online Ordering

All orders must be placed on our Beer for Business online platform at [www.beerforbusiness.ca](http://www.beerforbusiness.ca) available 24 hours a day, 7 days a week. Log on credentials and access to the ordering guide will be sent to you by our Customer Contact Centre upon new account set up to the email address on file, or when you fill out the registration form at [www.beerforbusiness.ca](http://www.beerforbusiness.ca). There is also a FAQ on navigating the system accessible at the bottom of the page once logged in.

### Phone Ordering

A service **fee** (reference page 5) will be applied for all orders placed over the phone via our contact centre. This is an optional fee, as our user-friendly online ordering system at [www.beerforbusiness.ca](http://www.beerforbusiness.ca) remains a free of charge option for placing your beer orders.

### Cut Off Time for Order

Orders must be received by the cut off time established by your supplying logistics site, which can be found in the “My Account” page when logged in to Beer for Business. You may make changes to an order until the order close time.

We will accept late orders for a **fee** (reference page 7) until 7:00pm, after that time we cannot accept the order for your scheduled delivery day.

### Pick Up at Distribution Centre

Orders can be placed for pick up at your supplying Distribution Centre or Cross Dock (if applicable) by contacting our Customer Contact Centre or placing a pick up order online through Beer for Business, please reference your Beer for Business manual for instructions. A pick up date can be selected up to two weeks in advance.

## Pick Up at Retail Store

You may pick up product at any TBS Retail Store in the province, you do not need to place an order ahead of time. Be sure to identify yourself as an LCO and provide your LCO number.

## Delivery and Billing Documents

There are 5 documents in our ordering and delivery process, if our emails are not reaching you check your junk or spam folder, if they are not there, you may access these documents from [www.beerforbusiness.ca](http://www.beerforbusiness.ca) document history page for download and printing.

<b>Order Confirmation</b>	<ul style="list-style-type: none"><li>• we send this email when your order is received</li><li>• order confirmation lists the brands, quantities and pricing for all products ordered</li><li>• total of the order and AR outstanding balance (includes return credits from last order) is at the bottom of the form</li></ul>
<b>Invoice</b>	<ul style="list-style-type: none"><li>• we send the invoice after your order has been picked</li><li>• invoice has the amount owing at time of delivery (outstanding balance plus the total of today's delivery, less the credits on account from the previous order's full goods and empty returns)</li></ul>
<b>Delivery Note</b>	<ul style="list-style-type: none"><li>• we send this with the delivery crew</li><li>• document is a packing slip and only lists the products and quantities delivered</li><li>• receiver will be asked to sign the form to confirm the products being delivered</li><li>• short shipments will also be noted on the customer return slip</li></ul>
<b>Customer Returns Slip</b>	<ul style="list-style-type: none"><li>• delivery crew will itemize all of your returns at the time of pick up</li><li>• receiver will be asked to sign the form to confirm the products being returned</li><li>• delivery crew does not know the amount owing and will not be calculating the value of your empty returns at time of delivery</li><li>• administrative team will credit your account within 24 hours of the pick up</li></ul>
<b>Credit Note</b>	<ul style="list-style-type: none"><li>• we send this email when your returns have been entered at The Beer Store</li><li>• lists all the products returned, the value of the return by package and the total amount that will be credited to your account</li><li>• quantities on the credit note should match the customer return slip left with you at the time of delivery (pick up of returns)</li></ul>

## Delivery

### Guidelines

- your delivery day will be established and communicated to you by your supplying logistics site
- a delivery day is assigned according to your location and delivery time is determined by your position on the truck delivery route
- a TBS representative will work with you to select a delivery time window that will support your operation and not interfere with your business
- a scheduled delivery will have an estimated delivery window, TBS will contact you if the delivery will be significantly earlier or later than the estimated time
- generally, expect delivery once per week, this frequency may be either increased or decreased, depending on sales patterns

- discuss with the supplying logistics site the need for additional deliveries, they will take into consideration issues raised by you and will make final determination on any change in frequency
- similarly, TBS may make recommendations to you to decrease delivery frequency in the slower winter months, reduction in frequency will not take place until the supplying logistics site has discussed these recommendations with you
- TBS will advise of permanent changes to your delivery day or delivery time no less than 2 weeks prior to its implementation
- your delivery day may change in the week of a statutory holiday, TBS will communicate these changes at least 2 weeks prior to the statutory holiday
- you may receive an emergency order on unassigned delivery days for a **fee** (reference below)
- deliveries that aren't on a scheduled delivery day will be scheduled between 7:00am – 9:00pm
- deliveries will be made in the most efficient manner possible to your premise, it will be your responsibility to put the product into storage and to ensure product is rotated in order that the oldest product is sold first with no product being sold past expiry date

## Fees

delivery fee – non palletized	\$0.76/case up to \$250 max + HST
delivery fee - palletized	flat fee of \$125 + HST
returns only pick up	\$75 + HST
emergency delivery – off day	\$175+ HST
late order accepted	\$175+ HST
phone order	\$20 + HST
fuel surcharge	variable by month + HST
non-sufficient funds (NSF) payment	\$35

A minimum order of \$1350 must be met or your order cannot be placed.

We add a nominal fuel surcharge to all deliveries. The surcharge rate is calculated on a scale and will vary as fuel prices change using the average price of fuel on a monthly basis as measured by MJ Ervin and Associates. The surcharge will not be affected by order size, location or delivery items. We also waive the fee in cases where we have to revisit a location to correct an order.

**Fees are subject to change without notice.**

## Safety

Health and safety is the responsibility of all employees of The Beer Store, no employee will work or act in a manner that could cause injury to themselves, customers or damage to equipment or property.

TBS deliveries will be made to the LCO premises with one TBS employee, the LCO will provide assistance by supplying an employee who will accept receipt of the product. To ensure a safe working environment for our delivery crew please

reference the Safety Requirements - Delivery Acceptance Area guide included with your welcome package or at [www.thebeerstore.ca/retail-partners-program/manuals-and-forms](http://www.thebeerstore.ca/retail-partners-program/manuals-and-forms).

## Product Information

### Brands and Packages Approved for Sale

LCOs may purchase all packages and brands that are approved for sale by TBS and inventoried by the supplying logistics site.

### Product Guidelines

- beer products will be sold in clean, undamaged containers and packages
- products will not be sold after expiry and must be removed from display to the public to avoid customers purchasing expired beer products (reference page 10 [shelf life](#) for additional information)
- beer products will be accepted for return according to TBS policy (see information below)

### Discrepancies

LCOs are responsible for checking the order received and sign as confirmation that the total number of cases specified is correct, you have 24 hours from delivery to notify our Customer Contact Centre of any brand/package size errors contained within the total number of cases received.

## Product Integrity and Full Good Return

Full goods can only be returned to TBS under certain circumstances, to ensure product integrity, all packages sold by the LCO must be sold in the original container and in pristine condition.

Product is not to be sold in damaged packaging nor is packaging to be repaired using clear tape, staples, etc.

If you wish to return product for any of the reasons listed below, please submit a pick up order in Beer for Business or notify our Customer Contact Centre so they can add the product to be picked up to your next delivery and credit can be applied to your account.

### Damages

TBS will accept for return any product which has been discovered to be damaged within 72 hours of delivery for full value credit.

### Old Code Return

It is the sole responsibility of the LCO to ensure proper stock rotation, product may **not** be sold after code expiration, old code returns will be given **empty credit only**.

### Product Recall

In certain circumstances, TBS may issue a recall notice for a product or code production date. Such product shall be removed from your inventory for sale and will be picked up by your supplying logistics site for full value credit.



## Request to Return Fresh Code for Redistribution

TBS will pick-up excess inventory from LCOs and will redistribute where possible. If redistribution is not possible, the logistics site will obtain approval to return the product to the Brewer for redistribution for full value credit.

## Special Occasion Permit (SOP)

The Alcohol and Gaming Commission of Ontario (AGCO) oversees the administration of special occasion permits (SOP), which allows for the sale and service of alcohol as events such as a cash bar at a wedding or charity fundraisers.

The SOP must be provided by the customer to purchase beer products at an LCO, please reference your manual supplied by the LCBO for guidelines on how to process a SOP.

### Special Occasion Permit (SOP) Return

All full goods returned from SOP's must be checked for tampering or damage in the presence of the customer. Examine the unused cases to ensure they are full, unopened, in saleable condition and contain the promotional item (where applicable). Opened cases cannot be accepted for refund.

If satisfied the container is from the original sale and tampering has not occurred, SOP returns meeting these conditions may be refunded to the customer and placed back into inventory and resold.

## Inventory Control

### Minimum Inventory Levels

We want to make sure you never run out of product; you can help by maintaining appropriate inventory levels. We recommend that you always have a minimum inventory level of 7 days of expected sales. Our flexible payment options can provide up to 7 days credit to help you maintain this recommended level of inventory.

### Refrigerated Product

As an integral part of our customer service program, TBS provides fresh and properly chilled beer – ready to serve – to its home consumer customers, our recommended refrigerated temperature is 5°C.

### Shelf Life

Ensuring fresh codes are available for sale is most important in providing good customer service. Brewers establish code expiry dates for their products, and it is the LCO's responsibility to ensure no product is sold after its code has expired.

You must check codes monthly and TBS may monitor compliance by completing periodic code checks ensuring that the oldest stock is sold first. Further, you will immediately report any product that has reached expiry to our Customer Contact Centre. You are also expected to report any excess stock that will not be sold, four weeks prior to the product reaching expiry.

Generally, the Brewers follow the system below, the date of production is printed on the case or is evident on individual bottles and cans. The first letter of the code represents the month.

<b>A</b>	January	<b>E</b>	May	<b>J</b>	September
<b>B</b>	February	<b>F</b>	June	<b>K</b>	October
<b>C</b>	March	<b>G</b>	July	<b>L</b>	November
<b>D</b>	April	<b>H</b>	August	<b>M</b>	December

- the letter “I” is not used as it can be confused with the number 1
- next two digits represent the production day within the month – example - A01 denoted January 1
- next digit represents the year of production – example – 3 = 2023
- various other digits follow in the code however it is only the letter and the first three digits that apply to the self life

Shelf life does vary, but 6 months will be used for this illustrative purpose, if the product date coded A01 has a shelf life of six months; the expiry date would then be G01 or July 1.

The product shelf life report lists specific shelf life for all products carried by TBS, this report is updated on a regular basis and can be found at [www.thebeerstore.ca/retail-partners-program/inventory-levels](http://www.thebeerstore.ca/retail-partners-program/inventory-levels).

## Customer and Product Complaints

### LCO Complaints

For unresolved customer complaints or issues between you and your supplying logistics site, please contact our Customer Contact Centre.

### Broken or Missing Bottle/Can or Quality Complaints

If a customer returns product because there are broken or missing bottles/cans or because of a quality issue (includes off taste or foreign material) replace the case and return the opened case by adding it to your next order as a return. The logistics site will pick it up on your next delivery and apply full credit to your account.

### Product Exchanges, Returns and Damaged Cases

**Under no circumstances** is product returned by customers, to be placed back in inventory. This includes “repacks” where damaged, refunded and/or exchanged cases returned by a customer are then repackaged into smaller size packs and resold to customers, e.g. when a damaged 24 pack of beer is returned, bottles may not be taken out and placed into a 6 pack for sale to customer or sold as singles. The product must be added to your next order as a return. The logistics site will pick it up on your next delivery and apply credit to your account.

It is not acceptable to provide a customer with a different brand as compensation without the customer’s consent. Replacement must be made with the same brand or with the customer’s consent, another product from the same brewer at the same price can be provided. Under no circumstances should the customer be referred to the brewer.

In the interest of customer service, all exchanges, refunds and damaged cases will be honoured provided the store staff is satisfied the request is reasonable and the product returned has not been tampered with in any manner. All returned cases, where product has left your premises, must be returned to the logistics site and not returned to stock for resale.

### Tampering

If you suspect tampering decline the return.

## Compensation Requests

A customer may also incur personal injury or loss from damage to clothing, shoes, car carpets, etc. when containers or packages break. It is the responsibility of the LCO working through their insurance provider to resolve these issues.

## Empty Returns

Environmental leadership means promoting the recovery, reuse or recycling of all our packaging and encouraging customers to participate in this program as a means of reducing waste.

LCOs **must accept and refund** customers for deposits on all beer, wine and spirit containers on which a deposit has been paid in the Province of Ontario. As well, LCOs must accept all related secondary packaging that is returned to TBS with normal empty returns.

**Refusal to accept empty returns will be reported to the LCBO, failure to comply could result in suspension or termination of your contract.**

## Empty Pick Up Requests

When you place your full good order for delivery on a set day on-line using our Beer for Business website you will also advise how many “footprints” are to be returned.

The footprint count is the number of pallet positions on the truck, a PECC is 1 footprint, two gaylords are 2 footprints and each pallet of empties from 1 case up to an equivalent full pallet is 1 footprint.

## Return Requirements

Ontario Deposit Returns (ODR) program covers all wine, spirit, and cooler containers over 100ml sold through LCBO stores in Ontario, winery retail stores and beer containers over 100ml sold outside The Beer Store system, this includes tetra, bag in box and case.

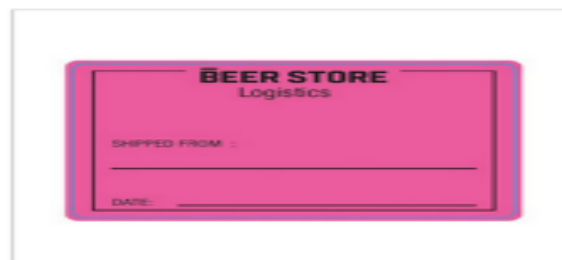
All ODR containers must be sorted separately from all beer containers accepted for deposit refund through TBS beer container recovery system. Containers not properly separated will not be accepted by TBS.

When returning containers, they must be segregated by package type and deposit value. This will allow drivers to get an accurate count and apply the proper credit.

All bulk return containers **must** be accompanied by a check off sheet denoting how many units are in the container.

You will find check off forms for can and ODR bins at [www.thebeerstore.ca/retail-partners-program/deposit-returns](http://www.thebeerstore.ca/retail-partners-program/deposit-returns).

Ahead of pickup you are to place a shipped from label on all gaylord liners, PECC liners and clear plastic bags with your LCO number clearly marked.



## Sorting Requirements

All LCOs must sort by container type and deposit value unless indicated below:

- glass container - TBS must also be separated into clear and colour
- glass container - ODR must also be separated into clear and colour
- tetra pack - ODR deposit value sizes can be mixed
- bag in box - ODR bag/bladder needs to be removed and box placed with cardboard
- ceramic/porcelain - ODR deposit value sizes can be mixed
- PETs TBS and ODR and deposit sizes can be mixed
- aluminum/steel container – cans TBS, ODR and deposit sizes can be mixed

## Deposit Value

- containers over 100ml and up to 630ml 10¢
- containers more than 630ml 20¢
- cans less than or equal to 1 L 10¢
- cans greater than 1L 20¢
- cylinders less than 30L \$20
- kegs greater than or equal to 30L \$50

Please note that containers less than or equal to 100ml should be placed in the customer's local blue box recycling program. If these containers are returned to TBS there will be no deposit paid, however TBS will ship to our recycler.

## Container Types

### Ceramic/Porcelain

Must be kept separate from all other package types returned in a box clearly labelled "CERAMIC."

### Aluminum/Steel Container (can)

TBS and ODR aluminum/steel containers (cans) can be commingled and loose (not in bags) within an empty can container (PECC) and liner with a maximum 260 dozen per bin \* note – cans missing their entire top were never sold to consumers and therefore does not have a deposit charged on them that needs to be refunded.

### Tetra Pack/Bag in Box/PET

Must be sorted separately by package type and returned using clear plastic bags that clearly state how many containers are in the bag.

Where volume warrants a gaylord bin and liner with a check off sheet adhered to the container denoting the number of units within may be used.

### Glass Container - Beer

All glass containers are to be returned in the original packaging or TBS knockdown cartons and separated by clear and colour. Containers are to be palletized using only brewer standard pallets with a maximum of 12 cases (24 bottles per case) placed on each row.

## Glass Container – ODR

Gaylord bins with a liner are used to return all ODR glass and must be separated by clear and colour with a check off sheet adhered to the container denoting the number of units by deposit value. In emergency cases only where supplies of gaylords have run low you may palletize ODR glass. Please reference page 16 [TBS and ODR Glass Containers >=630ml](#) for information on this process.

### Secondary Packaging

- plastic wrapping
- cardboard cases
- boxboard
- paper bags
- plastic rings
- bottle caps
- corks

Secondary packaging will be accepted for pick up at no charge to you and no deposit value credit given. All secondary packaging should be placed in separate bags.

### Case Piling and Palletizing

You may palletize ODR and TBS returns where volume warrants, the mixing of 10¢ containers and 20¢ containers in cartons on the same row is not permitted, with the exception of the top row of a return pallet.

### TBS and ODR Glass Containers < 630ml

A maximum of 12 cases (24 bottles per case) can be placed on each row, use the guide below for proper placement of cases. Only Brewer standard pallets are to be utilized and the row piling pattern must be alternated as depicted to ensure stability.

- two 12-pack original cartons can be used in place of one 24-pack case, 12-pack cartons are not to be placed in trays, nor are they to be placed in trays with 6-packs, nor are they to be placed in a 24-pack original carton with 12 loose bottles
- 6-packs (in original cartons) can be placed in trays to create a full case. Do not mix 6-pack cases and loose bottles or place 6-pack cartons in a 24-pack original carton
- only place fully enclosed original carton 24-pack containers on the 4 corners of each row (i.e. no knock downs, 12-packs, or 6-packs in trays)
- to palletize other industry case sizes use table L-2 below for proper placement
- **palletized empty bottles <630ml must be either tied with twine on the 4<sup>th</sup> and top row or the entire pallet must be shrink wrapped**

### Piling Pattern (</=630ml)

1	4	6	
2		7	
3	5	8	
9	10	11	12

### Row Alternate

9	10	11	12
3	5	8	
2		7	
1	4	6	

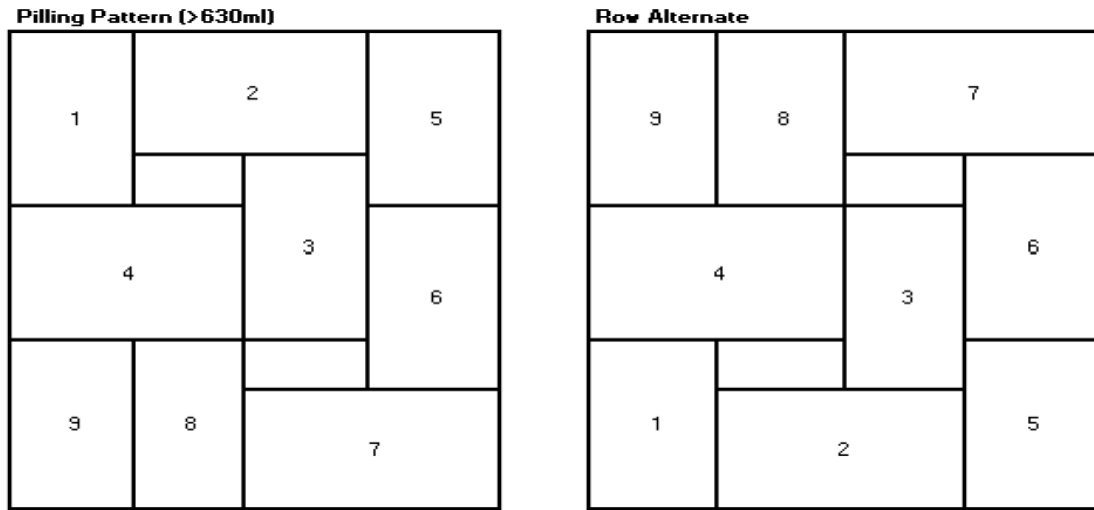
Table L-2: Cases of containers < 630 ml

24	24	24	24	24	28	28	28	24
24	24		24		24	24	24	24
24	24	24	24	24	12	12	12	24
24	24	24	24	24	24	24	24	24
28	28			28	24	24	24	24
28	28				15	6	15	24
28	28				28	28	28	24
28	28			28	28	28	28	24
18	18	18	18	24	24	24	24	24
				24	20	28		24
18	18	18	18	24	24	24	24	24
12	12	12	12	24	24	24	24	24
20	20	20	24	24	15	15	15	15
20	20	20	24	24	6	6	6	6
24	24	24	24	24	12	12	12	24
24	24	24	24	24	24	24	24	24
15	15	15	15	24	18	18	18	18
15	15	15	15	24	24		24	
				24	24	24	24	24
24	24	24	24	24	24	24	24	24

**TBS and ODR Glass Containers >=630ml**

\*Only to be used if your supply of gaylords has run low.

A maximum of 9 cases (12 bottles per case) can be placed on each row, use the guide below for proper placement of cases. Only Brewer standard pallets are to be utilized and the row piling pattern must be alternated as depicted to ensure stability.

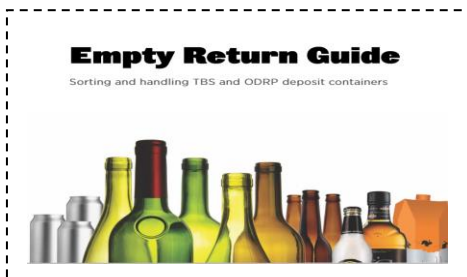


- two 6-pack cartons can be used in place of 12-pack case
- **palletized empty bottles >630ml must be tied on every row or the entire pallet must be shrink wrapped**
- when piling cartons with various heights on a single row, attention must be taken to ensure pallet stability when additional rows are added. When possible, place these cartons on top pallet rows to ensure stability

**Pallet Construction**

The chart below lists maximum pallet heights by various row combinations. Pallets of returns must not exceed the heights listed below:

Possible Pallet Scenarios	Rows per Pallet		Pallet Height (inches)
	less than or equal to 630ml	greater than 630ml	
1	7	0	68.75
2	6	1	72.50
3	5	2	76.25
4	3	3	70.75
5	2	4	74.50
6	0	5	69.00







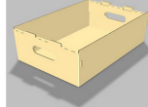





For additional information on empty returns please reference our **Empty Return Guide** included in your welcome package or you can find it on our website at [www.thebeerstore.ca/retail-partners-program/manuals-and-forms](http://www.thebeerstore.ca/retail-partners-program/manuals-and-forms)



## Supplies

TBS has supplies that you may require for empty sortation. If you need these, you can place an order for them to be delivered on your next delivery day.

Description	Shipping Size		Description	Shipping Size	
Clear bags 26" x 36" Clear bags 35" x 50"	250/case 125/case		PECC can bin liner	1 each	
Gaylord	1 each		Shipped from label	500/roll	
Knockdown – ODR (12)	25/bundle		Shrink wrap	1 each	
Knockdown – TBS (24)	60/bundle		TBS pallet	1 each	
PECC can bin	1 each		Twine	1 roll/box	

## Payment Options

### Brewery Vouchers

All brewery vouchers received from home consumers customers will be physically altered by TBS at time of redemption with a single hole-punch. All vouchers presented by your customers should be inspected for the hole-punch, if the hole-punch is present, the voucher is considered void and should not be accepted. Any vouchers returned to TBS from an LCO for reimbursement with a hole-punch will not be accepted.

LCOs must adhere to the following handling procedures:

- when a customer presents a brewery voucher for payment, the transaction must be entered in the presence of the customer
- upon receipt, the cashier must check the authenticity of the voucher and ensure that it is not a forgery or facsimile or been previously redeemed, look for the hole-punch
- ensure that the proper brand and package size is redeemed for the voucher (vouchers identifying bottles must be provided as bottles)
- voucher must be signed and dated by the customer at time of redemption, the value of the redeemed product must be present on the front or back of the voucher
- if multiple vouchers are presented, a full signature must appear on one of the vouchers and the others must have the customer's initials
- all vouchers redeemed by the LCO must include the LCO number

Brewery vouchers presented as a form of payment towards an outstanding balance will no longer receive immediate credit, it will be applied to your account by our Accounts Receivable Department within seven (7) business days of voucher receipt. This delay in applying the credit will not affect your weekly orders if your account is in good standing.

Redeemed brewery vouchers must be given to the TBS driver to record on your bill of lading and to return to the logistics site for reimbursement.

## Gift Cards

Any Beer Store gift card presented by a customer **cannot be redeemed** by the LCO, gift cards are only accepted at TBS Retail Stores and Distribution Centres.

## Payment Option - Direct

- present a business cheque to the driver once your delivery has been received (our drivers do not accept cash)
- present a business cheque or cash at any TBS Retail Store or Distribution Centre within 3 days after delivery
- credit card payment through Versapay (third party fees of 3% of order total will apply) within 3 days after delivery

## Payment Option – Financial Institution

- pre-authorized debit: TBS will draw the payment from your account 7 days after delivery
- online banking: LCO send the payment to TBS electronically by the 4<sup>th</sup> day after delivery
- teller: LCO present the remittance stub and payment to the teller at their financial institution by the day after delivery

**please check with your financial institution to determine when payments need to be sent to ensure the transaction goes through the same day.**

For online banking set up TBS as a payee and use the 10-digit SAP customer number listed at the top of your invoice as the account number. Do not use the “LCO/license number” (5-digit number starting with a 3) on the invoice it won't be recognized by the financial institution.

Other than pre-authorized debit where TBS is responsible for initiating the payment, if you do not send payment on or before the applicable due date, future orders may go on credit hold. At the discretion of TBS, multiple past due incidents or incidents of payment not clearing at your bank will cause you to lose your good standing status with TBS.

Any questions with regards to your account please contact our Customer Contact Centre.

## Pricing

- the posted price must include the deposit and applicable taxes
- all products will be sold to customers at the same provincial approved price, which is consistent at all TBS, grocery store and LCO locations, product must be sold at the same price across Ontario
- all products must be sold to customers in the same selling unit that the LCO purchased from TBS and must be sold at the provincial approved price
- regular price updates will be accessible on the TBS website [www.thebeerstore.ca/retail-partners-program/prices-surcharges](http://www.thebeerstore.ca/retail-partners-program/prices-surcharges) and it will be the LCO's responsibility to ensure that price changes are applied on effective dates
- pricing is updated on the TBS website each Monday (except holiday Mondays will be updated on Tuesdays), LCO customers must update their product pricing accordingly

## Required Practices and Procedures

### Insurance

A certificate of insurance, as defined in section 11 of your contract with The Beer Store is to be submitted annually on or before the coverage expiry date. The insurance policy must always be maintained in full force and effect throughout the term of the contract.

The Beer Store requires to be named as an additional insured party to the insurance policy with coverage of minimum \$2 million per occurrence with a \$2 million aggregate. Our Corporate Office is located at 12258 Coleraine Dr, Bolton, ON, L7E 3A9 and your insurance policy should reflect this address as it relates to the additional insured party.

Updated certificate of insurance is to be emailed annually to [logistics@thebeerstore.ca](mailto:logistics@thebeerstore.ca).

### Social Responsibility

LCBO Convenience Outlet employees must enforce the requirements of the Liquor Licensing and Control Act as it relates to customers, copies of the Act can be obtained at [www.e-laws.gov.on.ca](http://www.e-laws.gov.on.ca).

For additional information visit the Alcohol and Gaming Commission of Ontario website at [www.agco.ca](http://www.agco.ca).

### Brewer Neutrality

An LCO represents all Brewers selling products through the LCBO and TBS, you are to treat all Brewers and products in a fair and equitable manner and no Brewer or product shall receive preferential treatment.

### Brewer Representatives

Brewery representatives must be treated in a courteous, but impartial manner and under no circumstances should an LCO discuss another Brewer's business with a competitor.

When requested, a Brewery representative should be allowed to inspect the inventory of their Brewer's products and when possible, should be accompanied by one of the LCO's employees.

Brewery representatives are not allowed to distribute promotional material or interface with your customers while in your stores or on your parking lot.

Sales information such as the impact of new brands on the market or any other statistical information is not to be discussed with customers or Brewery representatives.

### Brewer Product Information and Recommendations

When product inquiries are received from customers, your employees should engage customers to identify their preferred tastes and explain differences among types and categories. When a customer indicates a preferred colour or taste profile, hop prevalence, colour, aroma, alcohol content etc., your employees should be encouraged to talk the customer about all of the brands that coincide with the customer's identified taste profile.

## Signage and Advertising

### Advertising – Use of The Beer Store Wordmark

Subject to prior written approval from TBS, “The Beer Store” wordmark is available for use in advertising by an LCO. Prior approval is obtained by contacting [marketingdepartment@thebeerstore.ca](mailto:marketingdepartment@thebeerstore.ca) and submitting a copy of the advertisement for authorization. At no time, until the prior written approval and consent of TBS, shall an LCO use the TBS wordmark or TBS branding for any type of advertising campaign whether through social media platforms, poster displays, radio ads, TV commercials, or any other type of platform.

### Brewer Advertising

All advertising beer products must comply with all the regulations enacted pursuant to the Liquor Licence Act. It is the responsibility of the LCO to ensure that all advertisements fall within the parameters set out in the regulations and in the AGCO Liquor Advertising Guidelines, as may be amended from time to time.

Visit the Alcohol and Gaming Commission of Ontario website at [www.agco.ca](http://www.agco.ca) for further information.

### Signage

- upon start up, you will receive one interior and one exterior sign
- additional signs are available at cost
- ensure signage is maintained in good condition and viewable to customers
- any signage, whether interior or exterior should not have their view obstructed from the public
- LCOs are responsible for replacing damaged signage
- additional signage contemplated by the LCO must first be approved by TBS for both content and graphic design
- signage not approved or use of the TBS wordmark in any form of advertising or signage that does not meet TBS standards must be removed upon request at the LCO’s expense

For all questions regarding signage please email [logistics@thebeerstore.ca](mailto:logistics@thebeerstore.ca).

### Updates

For updates to our LCBO Convenience Outlet Policy and Procedure manual or other material please visit [www.thebeerstore.ca/retail-partners-program/manuals-and-forms](http://www.thebeerstore.ca/retail-partners-program/manuals-and-forms)