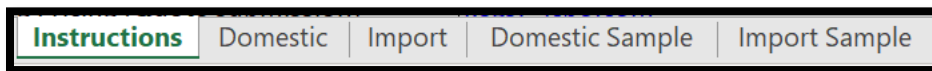


Beer Submission Form – How to Guide

FORM LAYOUT

- The submission form is comprised of 5 tabs including:



- Instructions** – how to use the form, what to fill out, rules/regulations, contact information, important links
- Domestic** – This tab must be used for all domestic product price change submissions
- Import** – This tab must be used for all import, import pack up and import TBS keg submissions
- Domestic Sample** – Sample domestic submission for your review
- Import Sample** – Sample import submission for your review

FILLING OUT THE SUBMISSION FORM – DOMESTIC DATA TAB

- It is important to note that all applicable fields in **RED MUST** be filled out correctly to enable the LCBO to process your price change request (see yellow highlights below). If the required fields are not filled out your submission can be declined.

Beer Price Submission Form - ALL RED FIELDS MUST BE FILLED IN FOR SUBMISSION PROCESSING										
Agent #										
Brewer:										
Phone #										
E-mail:										
Effective Date (DD-MM-YYY)										
LCBO #	TBS #	Product Name	TBS Item Yes/No	Container Type	No. Units	Container Size (ml)	Selling Unit Size (L)	New Retail Price (Rounded)	New Licensee Price	Comments
							0.0000			
							0.0000			
							0.0000			
							0.0000			
							0.0000			
							0.0000			
							0.0000			

- The brewer contact information (agent #, brewer name, phone #, email, and effective date) MUST be filled in accordingly to ensure follow up communications are sent to the correct contact and pricing is made effective for the correct day.

Agent #	998
Brewer:	Domestic Beer Company
Phone #	416-999-9999
E-mail:	JaneDoe@Domesticbeer.com
Effective Date (DD-MM-YYY)	27/01/2021

2) The SKU data fields MUST be filled in full. Please note the following -

- **SKU NUMBERS** - The LCBO and TBS SKU number fields must be populated if your SKUs are currently sold in these channels (see sample above. The following scenarios apply:
 - If your SKU is exclusive to LCBO (Grocery & Convenience) then provide your 6-digit LCBO SKU number (SKU number can be up to 6-digits long)
 - If your SKU is exclusive to TBS then provide your 7-digit TBS article SKU number
 - If your SKU is in both LCBO and TBS channels, then provide **BOTH** SKU numbers

LCBO #	TBS #	Product Name	TBS Item Yes/No	Container Type	No. units	Container Size (ml)	Selling Unit Size (L)	New Retail Price (Rounded)	New Licensee Price
156895	598365849	Pilsner	Yes	Can	1	473	0.4730	\$2.50	\$2.50
	986529695	Pilsner	Yes	Can	12	473	5.6760	\$12.50	\$12.75
	959313166	Pilsner	Yes	Can	24	473	11.3520	\$55.00	\$49.50
569865	897214654	Knight's IPA	Yes	Bottle	1	355	0.3550	\$2.00	

- **PRODUCT NAME** - The product name should be filled in using the naming convention you would want to appear on a store bin tag or signage. This should be the final customer facing SKU name.

LCBO #	TBS #	Product Name	TBS Item Yes/No	Container Type	No. units	Container Size (ml)	Selling Unit Size (L)	New Retail Price (Rounded)	New Licensee Price
156895	598365849	Pilsner	Yes	Can	1	473	0.4730	\$2.50	\$2.50
	986529695	Pilsner	Yes	Can	12	473	5.6760	\$12.50	\$12.75
	959313166	Pilsner	Yes	Can	24	473	11.3520	\$55.00	\$49.50
569865	897214654	Knight's IPA	Yes	Bottle	1	355	0.3550	\$2.00	

- **PRODUCT INFORMATION** – The product information cells should contain the pertinent product details including:
 - is your item in TBS (if answer is **YES** you should be providing a TBS SKU number, unless this is a new item). This is a drop-down selection.
 - What is the container type? This is a drop-down selection.
 - No. of units – how many units are in the individual selling unit (1 for single can, 6-pack, etc.)?
 - Container size – how big is the individual container size (500ml, 473ml, etc.)?
 - Selling Unit Size is a calculated field, **DO NOT MODIFY**

LCBO #	TBS #	Product Name	TBS Item Yes/No	Container Type	No. units	Container Size (ml)	Selling Unit Size (L)	New Retail Price (Rounded)	New Licensee Price
156895	598365849	Pilsner	Yes	Can	1	473	0.4730	\$2.50	\$2.50
	986529695	Pilsner	Yes	Can	12	473	5.6760	\$12.50	\$12.75
	959313166	Pilsner	Yes	Can	24	473	11.3520	\$55.00	\$49.50
569865	897214654	Knight's IPA	Yes	Bottle	1	355	0.3550	\$2.00	

- **RETAIL PRICES** – Provide your full customer facing desired retail price. This is the price which will be inclusive of all taxes, fees, deposits, etc. and will be visible “on shelf” to customers. **TIP* the new retail rounded price must be rounded to the nearest 5 cent increment such as 9.95, 10.00, 10.05; whereas licensee pricing can end in any value**

LCBO #	TBS #	Product Name	TBS Item Yes/No	Container Type	No. units	Container Size (ml)	Selling Unit Size (L)	New Retail Price (Rounded)	New Licensee Price
156895	598365849	Pilsner	Yes	Can	1	473	0.4730	\$2.50	\$2.50
	986529695	Pilsner	Yes	Can	12	473	5.6760	\$12.50	\$12.75
	959313166	Pilsner	Yes	Can	24	473	11.3520	\$55.00	\$49.50
569865	897214654	Knight's IPA	Yes	Bottle	1	355	0.3550	\$2.00	

FILLING OUT THE SUBMISSION FORM – IMPORT DATA TAB

- Step 1 and Step 2 as noted above are the same for the import tab, however step 2 has additional data which needs to be filled in for imported product price change requests including:
 - PACK UP PRICING – pack ups are size extensions that TBS sells, but the LCBO does not (the LCBO will sell the “Mother SKU” – usually a single can or 6-pack, whereas TBS will also sell the 12-pack, 24-pack etc. pack extensions). Pack ups will **NOT** have an LCBO SKU number, but will ALWAYS have a TBS SKU number. Pack ups will also **NEVER** have a quote price included (more on this below). A Pack up sample is highlighted in Orange below. Also noted below in yellow, you must select Yes/No if the SKUs entered on the submission form is a pack up or not.

LCBO #	TBS #	Product Name	Packup Pricing Yes/No	Container Type	No. units	Container Size (ml)	Selling Unit Size (L)	Quote Price	New Retail Price (Rounded)	New Licensee Price
587666	8963165	Pilsner	No	Can	1	473	0.4730	\$28.50	\$2.75	\$2.95
	7856326	Pilsner	Yes	Can	24	473	11.3520		\$50.95	\$61.95
879566	6359953	Captain Kolsch	No	Bottle	6	500	3.0000	\$42.50	\$12.75	\$12.95

- QUOTE PRICE – Imported products carried in TBS with an LCBO number MUST provide a quote letter on signed supplier letter head in addition to the beer submission from when prompting a price change (if no quote letter is submitted your submission can be declined). The same quote amount on the quote letter should also be noted on the form as shown below in yellow. More information on import quote letters can be found on our [Weekly Beer Submission Helpful Tips](#) page.

LCBO #	TBS #	Product Name	Packup Pricing Yes/No	Container Type	No. units	Container Size (ml)	Selling Unit Size (L)	Quote Price	New Retail Price (Rounded)	New Licensee Price
587666	8963165	Pilsner	No	Can	1	473	0.4730	\$28.50	\$2.75	\$2.95
	7856326	Pilsner	Yes	Can	24	473	11.3520		\$50.95	\$61.95
879566	6359953	Captain Kolsch	No	Bottle	6	500	3.0000	\$42.50	\$12.75	\$12.95

HELPFUL TIPS


- Use the comments section to capture any data you would like to bring attention to such as New Products requiring set up in TBS, or any other notes you would like to flag.

LCBO #	TBS #	Product Name	Comments
			New Sku
			New Sku
			New Sku
			New Sku
			New Sku

- By hovering over the red comments tab displayed throughout the submission form, you can view helpful tips and requirements for filling out the various fields.

LCBO #	TBS #		TBS It Yes/No
555698		Belgian IPA	No
986663		Light Lager	No
		Lager	Yes

Enter the TBS number (This is a 7 digit number)
If there is no TBS number leave blank



- Send completed forms to pricing@lcbo.com by 4pm on Monday. Include in the subject line "Beer Pricing – Brewer name, effective date". Retail prices submitted by 4pm will be effective two weeks later on Monday in the appropriate retail channels. Any submission received AFTER 4pm will be processed in the following week.
- **“Do not include pricing on the submission form for SKUs on LCBO LTO which have been approved in the Merchandise Promotion Tracking System (MPTS).** The LCBO will update the promotional pricing automatically when the SKUs go on and off LTO at the beginning of each period. Please note, you can include a price change for a product coming off LTO once the LTO ends.
- Any TBS Import keg price change requests must be sent to both pricing@lcbo.com and kegs@lcbo.com to complete processing (quote letters are required in addition to the submission form).
- Only beer products should be included on this form, **DO NOT** include RTD/Cider, Spirits or Wines. Please contact pricing@lcbo.com for context on how to change prices for these other business units.
- Domestic and Imported price change requests should be sent in one submission form (no longer required to send two different forms for each).
- NEW BRANDS – TBS - If your SKU is new to TBS, you are required to submit initial pack up pricing, including the 24 pack up price or the product will not be set up at TBS. Once your items have been submitted to the LCBO for initial pricing set up, the LCBO will pass along the data to TBS for item set up. Once the item is set up, TBS will provide you with your new TBS article SKU number which must be used going forward to initiate a price change.
- Pertinent LCBO and TBS contact information as well as helpful links can be found on the INSTRUCTION TAB in the submission form.
- If you submit a weekly price change, the LCBO will provide you back with an excel copy of your price change request for confirmation and record keeping. If any pricing appears to be incorrect, please notify the LCBO no later than 3pm on the Thursday of the submission week to ensure pricing is correct for implementation. Additional information regarding the beer price change process and timelines can be found on our [Weekly Beer Submission Helpful Tips](#) page.
- **DO NOT MANIPULATE OR CHANGE THE FORMATTING OF THIS FORM. CHANGING THE FORMATTING ON THIS FROM CAN RESULT IN DECLINED SUBMISSIONS**

Updated April 15, 2021