

Grocery & Convenience: Build Your Plan with Molson Coors

GETTING STARTED SELLING BEER & RTDS INVOLVES A FEW IMPORTANT STEPS

from confirming your eligibility and obtaining the right licence, to setting up ordering and preparing your store and staff for the first day of sales.

This resource brings those steps together into one place, so you know what to expect and where to go for the right information as you get started.

The Molson Coors team is here to help! Ready to start selling? Here's where to begin

STEP 1: Confirm Your Eligibility

Different requirements apply depending on your store type, floor space, and food assortment.

The best place to confirm your eligibility is directly with the AGCO (Alcohol and Gaming Commission of Ontario).

Learn more about eligibility and requirements [here](#)

STEP 2: Apply for Your Licence

Once you confirm eligibility, you will apply for the appropriate license through the AGCO's iAGCO online portal.

AGCO.ca outlines:

- Application steps
- Fees
- Required documentation
- Timelines
- Compliance expectations

According to the AGCO, a license can take anywhere from a few days up to 6 weeks to process an application. We recommend getting started as soon as you can!

Start your application here

[iAGCO Portal](#)

STEP 3: LCBO Onboarding

After your licence is approved, the LCBO will reach out to you within 2 business days with an onboarding form. The LCBO team will guide you through the onboarding process to begin ordering products.

This includes:

- Setting up your wholesale account
- Understanding how ordering works
- Preparing for delivery
- Setting pricing

HOW ORDERING WORKS IN ONTARIO

All beer & RTD orders are placed through the LCBO wholesale system.

- **ORDERING**
Retailers select products from the approved LCBO catalogue and place orders online.
- **FULFILLMENT**
Orders may be fulfilled by the LCBO, Ontario Producers, or The Beer Store. The LCBO coordinates this process.
- **DELIVERY**
The LCBO coordinates delivery to your retail location.
- **PAYMENT**
Retailers pay the LCBO directly for all orders.

STEP 4: Prepare Your Staff

Before selling alcohol, staff must be trained on:

- **Age verification and ID checks**
- **Responsible sales practices**

All staff members involved with alcohol sale must be 18+ and complete an AGCO Board-approved training program.

More details on expectations and requirements are available here:

[AGCO Responsible Sale](#)



STEP 5: Prepare Your Store

Before your 1st day of sales, ensure:

- Beer & RTDs have dedicated and organized space
- Products are easy to find and clearly priced
- Cold products are placed where shoppers expect them.

For guidance on preparing your store or product assortment, contact your Molson Coors sales representative or refer to the sections on:

molsoncoors.com/retailer-resource

STEP 6: Place Your First Order

Congratulations! Use the LCBO order portal to place your first order.

For help choosing the right mix of products, consult with your sales representative or refer to

The catalogue listed on molsoncoors.com/retailer-resource

HELPFUL RESOURCES

AGCO

agco.ca

LCBO

doingbusinesswithlcbo.com

FAQ

molsoncoors.com/retailer-resource

See: *FAQ*

Product Catalogue

molsoncoors.com/retailer-resource

See: *Our Catalogue of Products*

Have Questions or Need Support?

If you have any questions about products, assortment planning, or getting started, contact:

Molson Coors

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