



LCBO CONSUMER SHOW GUIDELINES

1. For purposes of definition, a “Consumer Show” is considered to be a show, which is open to the general public and where beverage alcohol samples are sold to the public.
2. Consumer Show Guidelines are reviewed on an ongoing basis, and will be subject to change from time to time as required. The LCBO/LLBO will endeavor to notify interested parties as far in advance of intended changes as possible.
3. Exhibitors at consumer shows will abide by the general rules and regulations currently enforced by the LCBO/LLBO, and the ethics of the trade.
4. Any type of beverage alcohol product may be served, provided the product has been examined and approved by the LCBO Laboratory.
5. Where a product is brought into the Province through the Private Stock Department, laboratory approval will only be given at the Show. This means that Private Stock orders for Show purposes must be in the LCBO Toronto Warehouse at least eight weeks prior to the actual consumer show opening date.
6. Where an exhibitor wishes to demonstrate alcoholic beverage mixes, or similar products, the alcoholic portion of the sample must be obtained through the LCBO and must conform in sample size, content and pricing to these guidelines. Exhibitors should also be aware that only registered agents are allowed to offer samples at these events. Further exhibitors of this type of product should check with the LLBO for advertising restrictions that may relate to their exhibit space.
7. There are some special restrictions for consulate or trade organization exhibitors. These exhibitors will be limited in the selection of the products that they may serve to those products (Private Stock or currently listed) that are in the portfolio of an agent who is already exhibiting in the show, or to a product, which is currently listed and available in our Vintages outlets. Pouring of product by non-registered persons will be allowed in this type of booth, provided there is a registered representative or trade association senior executive in attendance during the pouring and discussion of the product. **Exhibitors may pour up to a maximum of ten products per ten feet of contracted booth footage. The mix of products shown per ten-foot section is at the exhibitor’s discretion.**
8. Trade Samples must not be served while the show is open to the public.
9. The Show will have a common area dedicated to the education of the general public, wherein lectures by appropriate guest speakers and other events of interest may be held.



10. Products poured for the public must adhere to the following maximums, and tasting glasses provided for Show patrons must be clearly marked to aid pouring and inspection. Maximum servings are based on alcohol content (by volume) of the product.

23% or greater maximum serving 15 ml.

7% to 23% maximum serving 30 ml. (marked 1 ounce)

Less than 7% maximum serving 60 ml. (marked 2 ounces)

Over pouring will NOT be tolerated. Please pour within the required guidelines.

11. Exhibitors should aim at pricing samples as close to the break-even point as possible. The following is the accepted formula for achieving this: Take the retail price of the product, add the cost of the levy, add a 10 cents per sample service charge and divide the total amount by the number of servings available from the bottle.

EXAMPLE:

750 ml. Table wine	\$14.00
Current levy (16%)	<u>\$2.24</u>
	\$16.24

Add 10 cents per serving (25)	<u>\$2.50</u>
	\$18.74

Divide by # of servings (25) =	\$0.75 per serving
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***It is very important to not overprice your samples. Better prices encourage increased sampling and an opportunity to attract new customers to your establishment.**

12. Exhibitors at consumer shows should be aware that all products shown at consumer shows, whether brought in through the Private Stock system or drawn from current LCBO listings, must be purchased through the Liquor Control Board of Ontario. An exception is made to this policy for Ontario wineries with regards to who may purchase their stock through their own retail outlet.

Exhibitors or potential exhibitors are strongly advised to check directly with the LCBO Purchasing Department and the LCBO Laboratory to determine the lead time necessary to have products available for any given consumer show.

Exhibitors should also contact the LCBO Merchandising Department for detailed ordering instructions for currently available items.

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*Items subject to change without notice