

## **Alcohol Importation and Sampling Procedure**

Depending on whether your products are sold through the Liquor Control Board of Ontario (LCBO) or not, two different procedures apply. Please select the option that corresponds to your situation to ensure compliance with the appropriate regulations.

- [Option 1: Your products are NOT currently available for sale through the LCBO – click here](#)
  - [Option 2: Your products ARE currently available for sale through the LCBO – click here](#)
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### **Option 1: Your products ARE NOT currently available for sale through the LCBO**

If your products **ARE NOT** currently available for sale through the Liquor Control Board of Ontario (LCBO), you **MUST** import them from your country or province of origin to the exhibition via a private order.



**Important:** Please note that the entire process can take up to **two months**.  
**Do not ship your products before receiving the PURCHASE ORDER from the LCBO.**

#### **Procedure to Follow:**

##### **1. Permit and Vendor Profile**

- Complete the [Exhibitor Profile Form](#) to obtain the **SIAL Canada Special Occasion Permit (POS)**.
- Complete and send the [Vendor Profile](#) to SIAL Canada at [logistics@expocanadafrance.com](mailto:logistics@expocanadafrance.com). SIAL Canada will submit your file to the LCBO to initiate the private order importation process.

##### **2. Order Documents**

- Once the **Vendor Profile** is approved by the LCBO, you will receive the **Order Form** and the **Supplier Quote Template** to complete and return to SIAL Canada at [logistics@expocanadafrance.com](mailto:logistics@expocanadafrance.com).

##### **3. LCBO Validation and Processing**

- After processing your order, SIAL Canada will send you the **Purchase Order (PO)** issued by the LCBO.
- You must contact the transporter listed on the **Purchase Order** to arrange shipment.

- The **LCBO will transfer payment to the vendor** (as indicated on the **Vendor Profile**), but **shipping costs are the vendor's responsibility**.
- The LCBO charges laboratory testing fees as follows:
  - **\$55 + tax** for quantities under **90L**
  - **\$250 + tax** (wine/beer) or **\$225 + tax** (spirits) for quantities over **90L**
  - These fees will be deducted directly from the LCBO's initial payment.

#### 4. Delivery and Transport to the Exhibition

- **SIAL Canada will notify you when your order is ready for sale.**
- You must arrange delivery from the **LCBO warehouse** to the exhibition (recommended transporter: **North American Logistics Services - NALSI**). [Click here](#) to access the NALSI form.

#### 5. Payment of Fees

- Once the LCBO receives your products, they will inform SIAL Canada of the **final net amount**.
- **SIAL Canada will advance the fees on your behalf to confirm the private order** and will send you an invoice for reimbursement, **payable no later than one week before the event**.  
*(Please note that all fees will be billed to the **registered direct exhibitor**. Direct exhibitors must re-bill their co-exhibitors, if applicable.)*

#### 6. Sampling Regulations and Certification

- **Samples are limited to 2 ounces per tasting.**
- A copy of SIAL Special Occasion Permit **must be displayed in your booth**.
- In Ontario, staff serving alcohol **must be Smart Serve certified (Smart Serve Full Course)**. Certification can be obtained online, and staff must carry a **valid copy of their certification** at the exhibition. [Click here](#) for more information on Smart Serve certification.

For any questions, please contact **Mathieu Riendeau** at [logistics@expocanadafrance.com](mailto:logistics@expocanadafrance.com).

## **Option 2: Your products ARE currently available for sale through the LCBO**

If your products are currently available for sale through the Liquor Control Board of Ontario (LCBO):

### **Procedure to Follow:**

#### **1. Vendor Profile**

- Complete the [Exhibitor Profile Form](#) to obtain the **SIAL Canada Special Occasion Permit (POS)**.

#### **2. Purchase of products**

- Purchase your products directly from LCBO stores. A proof of purchase must be kept at your booth for the entire duration of the show.

#### **3. Sampling Regulations and Certification**

- **Samples are limited to 2 ounces per tasting.**
- A copy of SIAL Special Occasion Permit **must be displayed in your booth.**
- In Ontario, staff serving alcohol **must be Smart Serve certified (Smart Serve Full Course)**. Certification can be obtained online, and staff must carry a **valid copy of their certification** at the exhibition. [Click here](#) for more information on Smart Serve certification.

For any questions, please contact **Mathieu Riendeau** at [logistics@expocanadafrance.com](mailto:logistics@expocanadafrance.com).