SIAL Canada 2027 · April 27–29, 2027 · Enercare Centre, Toronto

Alcohol Importation and Sampling Procedure

Two procedures apply, depending on whether your products are already sold through the **Liquor Control Board of Ontario (LCBO)**. Please choose the one that matches your situation:

- **Option 1** – your products are **not** currently available for sale through the LCBO: you must import them through a **private order**.
- **Option 2** – your products **are** currently available for sale through the LCBO: buy them in LCBO stores.

Option 1 Products NOT currently available through the LCBO

> **Plan ahead.** The process can take up to two months. Products must be delivered to the LCBO warehouse (Trillium Supply Chain) **by the end of March 2027 at the latest**, so that laboratory testing is completed before the show.
>
> **Do not ship anything before you receive the LCBO Purchase Order.**

❶ Permit and onboarding forms

- Complete the Exhibitor Profile Form to obtain the SIAL Canada Special Occasion Permit (SOP).
- **New LCBO vendors**: Complete the LCBO Vendor Onboarding Form and the Port Code Information Form: port or pick-up location and shipping terms (**FCA** or **Ex-cellars**). The LCBO uses it to set you up as a supplier and organize your shipment.
- **Already an LCBO vendor**? You do not need to complete these two forms.
- Send the forms to SIAL Canada at logistics@expocanadafrance.com, which forwards them to the LCBO.

❷ Order documents

- Once your vendor profile is approved, you will receive the **LCBO Order Form** and the **LCBO Supplier Quote Template**.
- Complete them and return them to SIAL Canada, which transmits them to the LCBO so your items and order can be set up.

❸ Purchase Order and shipping

- The LCBO issues the **Purchase Order (PO)** and sends it **directly to you**, the vendor. It includes the carrier instructions, who to contact and where to deliver.
- **Standard shipments:** the LCBO arranges and handles transportation to its Trillium warehouse, following the instructions on your PO.
- **Air freight:** you arrange and pay for the shipment to Toronto Pearson (see below).
- The LCBO pays the vendor directly, according to the payment information in your LCBO vendor file.

If you ship by air freight

You are responsible for **all transportation costs to Toronto Pearson (YYZ)**, including terminal, handling and NAV CANADA charges.

From YYZ, the **LCBO handles customs clearance, Canadian duties and delivery** to its warehouse (Trillium Supply Chain, 205 Speirs Giffen Ave., Caledon, ON L7C 3Y7)

Before your goods arrive, send a completed **Canada Customs Invoice** to customsdepartment@lcbo.com. A missing or incomplete invoice can cause delays and extra charges.

❹ Laboratory testing

- The LCBO tests every product. The fee is charged **per product**, plus applicable taxes, and is deducted from the LCBO payment to the vendor:

Spirits	Wine and beer
$250 CAD +tx per product	$275 CAD +tx per product

❺ Delivery to the exhibition

- Once your products are tested and processed, the LCBO coordinates with SIAL Canada, which informs you that your order is ready.
- You arrange delivery from the LCBO warehouse to the show. Recommended transporter: North American Logistics Services (NALSI) – order form.

❻ Payment of fees

- When the LCBO has received your products, it informs SIAL Canada of the final net amount.
- SIAL Canada advances the fees on your behalf to confirm the private order and invoices you for reimbursement, **payable no later than one week before the event (April 20, 2027)**.
- All fees are billed to the registered direct exhibitor, who must re-bill co-exhibitors if applicable.

Option 2 Products ALREADY available through the LCBO

❶ Permit

- Complete the Exhibitor Profile Form to obtain the SIAL Canada Special Occasion Permit (SOP).

❷ Purchase your products in LCBO stores

- **Show the SIAL SOP** to the store when purchasing.
- Keep the **proof of purchase** at your booth for the entire duration of the show.

Sampling rules Options 1 and 2

- Samples are limited to **2 ounces per tasting**.
- A copy of the **SIAL Special Occasion Permit** must be displayed at your booth.
- In Ontario, staff serving alcohol must hold a valid **Smart Serve** certification (Full Course online, 3-4 hours, currently $44.95 CAD) and carry a copy at the show. More information.

Questions? SIAL Canada Logistics - logistics@expocanadafrance.com

For help completing the LCBO vendor forms, the LCBO Private Ordering team can assist you - OrderRequests@lcbo.com or 416-864-6739 / 1-800-668-5144.