

## **Ontario Supply Chain Report: Navigating the Canadian Market for U.S. Distillers 2023**

DISCUS' export program recently commissioned a guide for U.S. spirits exporters interested in selling to Ontario's government run spirits monopoly, the Liquor Control Board of Ontario (LCBO), which is the only authorized entity that can import alcohol into Ontario.

The guide provides a summary of the requirements to import and sell alcohol into Ontario, including a detailed breakdown of the LCBO's procurement process for new products, how the LCBO makes decisions to purchase, and details on what can be expected for purchase orders. In addition, the guide provides an overview of recent changes to the Ontario alcohol landscape, including selling to bottle shops and directly to consumers.

The report was supported through the U.S. Department of Agriculture's Market Access Program (MAP), which shares the cost of overseas marketing and promotional activities that help build commercial export markets for U.S. agricultural products and commodities. In partnership with the United States Department of Agriculture, DISCUS aims to increase American spirits exports and educate the hospitality industry, adult consumers, and media in key spirits markets on the taste, heritage, and style of American distilled spirits.

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The Distilled Spirits Council of the United States is the leading voice and advocate for distilled spirits in the United States. DISCUS prohibits discrimination in its programs on the basis of race, religion, national origin, age, gender, disability, or other protected status.