

Liquor Advertising and Product Promotions



The Alberta Gaming and Liquor Commission (AGLC) recently concluded a review of the liquor advertising and product promotion policies, which included evaluation of policies as well as consultations with registered agencies and industry associations.

As a result, a number of changes were made to the liquor advertising and product promotion policies. The amended policies provide clarity for business operations and further the integrity and level playing field in Alberta’s marketplace, while balancing multiple competing interests.

All of the policy amendments directly address the advertising and promotional activities of liquor licensees and liquor agencies as well as their related business arrangements. Specific areas where amendments were made or new policies introduced include:

- Definition of records
- Co-operative advertising
- Brand advertising
- Travel costs
- Branded signage
- Branded dispensing equipment
- Non-essential items
- Branding and co-branding
- Buy/Sell Agreements
- Product tasting and sampling costs
- Sampling frequency
- Records of promotions
- Promotional clothing
- Near-pack promotions
- Added-value items

Details regarding the amendments and new policies may be found in the Liquor Advertising and Product Promotions Summary Document located on the AGLC website at www.aglc.ca.

If you have any questions, please contact the AGLC Inspections Branch at inspections@aglc.ca.

LIQUOR Bulletin



Choices Albertans can trust.