



LIQUOR MANUFACTURER HANDBOOK

aglc.ca

Liquor Manufacturer Handbook

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SUBJECT: INTRODUCTION

POLICIES

- 1.1.1 Alberta Gaming, Liquor and Cannabis (AGLC) is established under the *Gaming, Liquor and Cannabis Act* (GLCA) and is governed by the requirements of the Criminal Code, the GLCA and the Gaming, Liquor and Cannabis Regulation (GLCR).
- 1.1.2 AGLC is the province's liquor authority, responsible for administering and regulating the liquor industry in Alberta.
- 1.1.3 *(Deleted May 2021)*
- 1.1.4 Board policies are approved by the Board of AGLC and signed by its Chair, on behalf of the Board.
- 1.1.5 Board policies related to liquor licence activities are conditions of the licence. This includes policies approved after the liquor licence is issued [Section 61(1) of the GLCA].
- 1.1.6 Guidelines are best business practices designed to help manufacturers meet operating requirements.
- 1.1.7 *(Deleted Nov 2022)*
- 1.1.8 *(Deleted Dec 2020)*
- 1.1.9 An activity not specifically permitted under these policies is prohibited.
- 1.1.10 Where a manufacturer's contact person does not have a working knowledge of the English language sufficient to understand the legislation and/or these policies, AGLC may request the manufacturer to have an interpreter present whenever: *(Amended Nov 2022)*
- a) discussing details of an application;
 - b) discussing the manufacturer's operation with AGLC; and
 - c) the manufacturer's contact person attends a Board meeting.

GUIDELINES

- 1.1.11 The purpose of this handbook is to provide information that will help manufacturers and their employees meet AGLC requirements for operating in accordance with the legislation and Board policies. The handbook does not replace the GLCA or the GLCR.



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SUBJECT: INTRODUCTION

1.1.12 The GLCA and GLCR may be accessed on the King's' Printer web site at Alberta King's Printer|Alberta.ca. *(Amended Nov 2022)*

DATE ISSUED: November 29, 2022 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: DEFINITIONS

POLICIES

1.2.1 The following definitions apply:

- a) "AGLC" means the Alberta Gaming, Liquor and Cannabis Commission;
- b) "AGLC Authorized Warehouse" means warehouses that are approved by AGLC, pursuant to Section 99 of the GLCR, to store and distribute liquor. They include:
 - i) the "Central AGLC Authorized Warehouse" means the warehouse located in St. Albert, permitted to store and distribute spirits, wine, coolers, and beer; and
 - ii) "Other Authorized Warehouses" means approved warehouses other than the Central AGLC Authorized Warehouse permitted to distribute domestic beer products;
(Added Dec 2019)
- c) "Board" means the Board of AGLC;
- d) (Deleted Mar 2020)
- e) "GLCA" means the *Gaming, Liquor and Cannabis Act*;
- f) "GLCR" means the Gaming, Liquor and Cannabis Regulation;
- g) "Handbook" means the Liquor Manufacturer Handbook;
- h) "Inspector" means an Inspector of AGLC, a police officer as defined in the *Police Act* or someone designated by AGLC as an Inspector under the GLCA;
- i) "kombucha beverage" means a fermented beverage made from brewed tea and sugar; (Added Mar 2020)
- j) "licensed premises" means all areas associated with the operations of the licensee, including but not limited to:
 - i) areas liquor may be sold or consumed; and
 - ii) any store room, lobby, kitchen, hallway or other service areas used by the licensee in support of the areas where liquor may be sold or consumed;
- k) "licensee" means the individual, partnership or corporation holding a Class E liquor licence;

SUBJECT: DEFINITIONS

- l) “liquor” means beverages that are intended for human consumption containing over 1% alcohol by volume (e.g., spirits, wine, liqueur, coolers, cider or beer);
- m) “liquor agency” (agency) means a corporation or individual who is in the business of representing a liquor supplier in the sale of the supplier’s liquor;
- n) “liquor supplier” (supplier) means:
 - i) a manufacturer;
 - ii) a person who operates an establishment for making liquor outside Alberta;
 - iii) a person, other than AGLC, who is a distributor of liquor; or
 - iv) any person who has a connection, as specified in the regulations, to a manufacturer or a person described in subclause ii) or iii) above; and
- o) “licensed facility” means the facility that an AGLC licensed Class E Manufacturer or Small Manufacturer operates and has legal control of, for the purpose of manufacturing liquor;
- p) “manufacturer” means an AGLC licensed Class E liquor Manufacturer;
- q) “NQAC” means the National Quality Assurance Committee. (Added Mar 2020)
- r) “refreshment beverage” refers to a beverage alcohol product produced from a base of wine, spirits, beer, and/or cider, where the base components of wine, spirits, beer, and/or cider are defined in the *Food and Drugs Act* and Regulations. (Added Mar 2020)
- s) “sampling” refers to liquor products being provided to licensees free of charge for the purpose of sampling an existing or new brand of product; and
- t) “staff” means any person employed by the licensee or contracted by the licensee or third party to perform assigned or delegated duties.



SECTION: GENERAL INFORMATION

NUMBER: 1.3

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SUBJECT: CONTACTING AGLC

GUIDELINES

- 1.3.1 There are five (5) AGLC offices in the province. AGLC hours are 8:15 a.m. to 4:00 p.m. Monday to Friday, excluding statutory holidays and between Christmas and New Year's Day. Outside office hours and when staff is unavailable, messages may be left on voice mail.

St. Albert (Head Office)

50 Corriveau Avenue Phone: 780-447-8600
St. Albert, Alberta Fax: 780-447-8911
T8N 3T5 Fax: 780-447-8912

Calgary

310, 6715 - 8 Street NE
Calgary, Alberta Phone: 403-292-7300
T2E 7H7 Fax: 403-292-7302

Red Deer

#3, 7965 – 49 Avenue
Red Deer, Alberta Phone: 403-314-2656
T4P 2V5 Fax: 403-314-2660

Grande Prairie

100, 11039 – 78 Avenue
Grande Prairie, Alberta Phone: 780-832-3000
T8W 2J7 Fax: 780-832-3006

Lethbridge

655 WT Hill Blvd South
Lethbridge, Alberta Phone: 403-331-6500
T1J 1Y6 Fax: 403-331-6506

- 1.3.2 AGLC web site address is: aglc.ca

- 1.3.3 AGLC's Liquor Manufacturer Liaison:
Liquor Planning & Reporting,
Liquor Services Division Phone: 780-447-8600
Email: liquorservices@aglc.ca

DATE ISSUED: September 11, 2018

AUTHORITY:

Original signed by
Gael MacLeod

SUBJECT: LEGISLATION AND COMPLIANCE

POLICIES

- 1.4.1 Manufacturers and their staff must comply with:
- a) the GLCA;
 - b) the GLCR;
 - c) Board policies; and
 - d) all federal, provincial and municipal legislation.
- 1.4.2 Pursuant to Section 100 of the GLCA, licensee records are subject to review and audit by AGLC. Records are to be maintained in a manner acceptable to AGLC, AGLC-appointed auditors and the Canada Revenue Agency, and be produced upon request. *(Added May 2021)*
- 1.4.3 Non-compliance with the legislation or Board policies may result in disciplinary action by the Board pursuant to Part 4 of the GLCA.
- 1.4.4 The licensee or manager approved by AGLC must notify AGLC immediately if charged with or convicted of an offence under:
- a) the *Criminal Code* (Canada);
 - b) the *Excise Act* (Canada);
 - c) the *Food and Drugs Act* (Canada);
 - d) the *Controlled Drugs and Substances Act* (Canada);
 - e) a foreign Act or Regulation substantially similar to an offence under a), b), c) or d);
 - f) the GLCA; or
 - g) the GLCR.
- 1.4.5 If a licensee is at any time charged or convicted of an offence set out in any of the legislation listed in Subsection 1.4.4, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the liquor licence.
- 1.4.6 If a licensee misleads AGLC, fails to provide information or provides inaccurate information, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the liquor licence.

SUBJECT: PROSERVE LIQUOR STAFF TRAINING

POLICIES

- 1.5.1 A manufacturer must meet ProServe Liquor Staff Training certification requirements. Equivalency may be granted for certificates issued by other provinces if it was acquired within the last five years. The worker must apply to info@smartprograms.aglc.ca to have their certificate recognized. *(Amended Nov 2022)*
- 1.5.2 ProServe certification is mandatory for the following full time and part time staff:
- a) positions where liquor is provided under the authority of a Class A, B, D, E, F and Duty Free licence (excluding Class D - Sacramental Wine Resale licence):
 - i) licensed premises owners that are responsible for directly managing a licensed premises;
 - ii) licensed premises managers, supervisors, retailers, bartenders, servers, greeters, hosts and delivery service drivers; *(Amended Dec. 2020)*
 - iii) security staff (directly employed or contracted by the licensee); and
 - iv) owners and managers of a company contracted to provide security.
 - b) positions where liquor is provided under the authority of a SEL Public Resale - Commercial:
 - i) managers, supervisors, bartenders, servers, and drink ticket sellers;
 - ii) security staff (directly employed or contracted by the licensee); and
 - iii) owners and managers of a company contracted to provide security.
 - c) positions where liquor is provided under the authority of a SEL Public Resale - Community:
 - i) the licensee and designate(s); and
 - ii) a minimum of 25% of all bartenders/servers on-site.
(Amended Jul 2019)

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Len Rhodes

SUBJECT: PROSERVE LIQUOR STAFF TRAINING

- d) persons registered with AGLC as a liquor agency and their employees, or a third-party agent acting on their behalf, whose duties include the sampling of liquor products. *(Amended Oct 2020)*
- 1.5.3 ProServe certification is not required for staff working full time or part time:
- a) as kitchen staff, bus persons, and cleaning staff in licensed premises;
 - b) *(Deleted Mar 2019)*
 - c) where liquor is provided under the authority of a Private Special Event licence;
 - d) where liquor is provided under the authority of a Class C licence (Note: the Board may require the licensee to meet ProServe training requirements if the Class C licensee has violated the GLCA, GLCR, or Board policies); and
 - e) as a volunteer at a Class B licensed premises. *(Added Jul 2021)*
- 1.5.4 Persons requiring ProServe must be certified:
- a) within 30 days of the employment start date for all new hires to positions identified in Subsections 1.5.2a) and 1.5.2d) or;
 - b) before a SEL Public Resale for staff in positions identified in Subsection 1.5.2 b) and c). *(Amended Mar 2019)*
- 1.5.5 *(Deleted Dec 2020)*
- 1.5.6 *(Deleted Dec 2020)*
- 1.5.7 A ProServe certificate must be maintained by successfully repeating the ProServe program, including passing the exam before the certificate expires. *(Amended Nov 2022)*
- 1.5.8 Licensee staff must provide proof of ProServe certification at the request of an AGLC Inspector. Proof of ProServe certification includes: *(Amended Dec. 2020)*
- a) printed certificate that has a QR code; or *(Amended Nov 2022)*
 - b) *(Deleted Dec 2020)*
 - c) *(Deleted Nov 2022)*
 - d) a clear digital image of the above (e.g., screen shot) saved on the staff member's mobile device. *(Amended Nov 2022)*

SUBJECT: PROSERVE LIQUOR STAFF TRAINING

- 1.5.9 It is the responsibility of the licensee to ensure:
- a) *(Deleted Dec 2020)*
 - b) at least one (1) ProServe certified staff member is on shift at all times.
- 1.5.10 An industry worker's ProServe certificate will be placed into conditional status when an employee at a licensed premises is found to violate any of the following:
- a) Section 75 of the GLCA: give, sell, or supply liquor to a minor;
 - b) Section 75.1 of the GLCA: sell or provide liquor to an intoxicated person, permit an intoxicated person to consume liquor or take part in a gaming activity or provincial lottery that is conducted in the licensed premises; and
 - c) AGLC Board policy: failure to ask for proof of age for those persons who appear to be under 25 years of age.
- 1.5.11 Industry workers whose ProServe certificate is placed into conditional status may continue working at a licensed premises, however, they are required to successfully retake the ProServe Liquor Staff training program and pay all required fees within 30 days from the date of notification by AGLC. Failure to do so will cancel their ProServe certificate. *(Amended Nov 2022)*
- 1.5.12 An Industry worker whose ProServe certificate is placed into conditional status may appeal their violation in writing to the Vice President, Regulatory Services, within 14 days of the date of notification by AGLC. The decision of the Vice President is final. *(Amended Nov 2022)*
- 1.5.13 Industry worker whose violation appeal is unsuccessful will have 30 days from the date of the appeal outcome to recertify. *(Amended Nov 2022)*
- 1.5.14 If an industry worker incurs three violations within a five-year period they will be ineligible for further ProServe certification.

GUIDELINES

- 1.5.15 To aid compliance with ProServe Liquor Staff Training certification requirements, it is suggested licensees keep a log of employees that are ProServe certified. The log should include the following information: *(Amended Dec 2020)*

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Len Rhodes



SECTION: GENERAL INFORMATION

NUMBER: 1.5

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SUBJECT: PROSERVE LIQUOR STAFF TRAINING

- a) employee name as it appears on their certificate;
- b) SMART Training registration number; and
- c) expiry date.

1.5.16 *(Deleted Dec 2020)*

1.5.17 The ProServe Liquor Staff Training program is found at smartprograms.aglc.ca. *(Amended Nov 2022)*

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SECTION: GENERAL INFORMATION

NUMBER: 1.6

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SUBJECT: STAFF TRAINING SESSIONS

GUIDELINES

- 1.6.1 AGLC Inspectors are available to provide training sessions to licensee staff to help them gain a better understanding of their responsibilities and authority regarding liquor manufacturing, sales, and service; and the operation of a licensed premises.
- 1.6.2 To arrange a staff training session, contact your nearest AGLC office (see Section 1.3 for AGLC contact information).

DATE ISSUED: September 11, 2018

AUTHORITY:

Original signed by
Gael MacLeod

SUBJECT: LICENCE FEES & AGENCY REGISTRATION

POLICIES

2.1.1 A one-time, non-refundable fee of \$200 must be submitted with all new liquor licence applications, with the following exceptions:

- a) No application fee is required for a new licence following expiry of the existing licence.
- b) A single fee of \$200 is required when an application is made for more than one (1) licence for the same premises at the same time.

2.1.2 An annual licence fee is due on the date of licence issue according to the following schedule:

- | | |
|-------------------------------------|-------|
| a) Class A | \$200 |
| b) Class D - Manufacturer Off Sales | \$100 |
| c) Class E | \$500 |

2.1.3 *(Deleted Nov 2022)*

2.1.4 A manufacturer is automatically registered as a liquor agency; and not required to make a separate application to become registered.

2.1.5 If a manufacturer's liquor licence is terminated, the agency registration is also terminated.

SUBJECT: APPLICATION REVIEW

POLICIES

2.2.1 Liquor licence applications are subject to review and approval by AGLC.

2.2.2 When reviewing applications, AGLC considers:

- a) the appropriateness of the proposed premises;
- b) the applicant's eligibility; and
- c) the expressed views of the local community.

2.2.3 If AGLC does not support a licence application, the applicant may request a Board hearing. *(Amended Nov 2022)*

2.2.4 If a licence expires, liquor manufacturing, sales and service are prohibited until a new licence is issued. *(Amended Nov 2022)*

Reasons for Licence Refusal

2.2.5 Reasons for licence refusal are listed under Sections 8 and 10 - 13 of the GLCR. *(Amended Nov 2022)*

2.2.6 *(Deleted Nov 2022)*

2.2.7 *(Deleted Nov 2022)*

2.2.8 *(Deleted Nov 2022)*

2.2.9 AGLC may also refuse to issue a liquor licence:

- a) if the applicant is not eligible to receive the licence; and
- b) if the requirements of the GLCA, GLCR and Board policies have not been met.

2.2.10 An application for a Class D Manufacturer's Off Sales licence will not be approved:

- a) unless the primary purpose of the Manufacturer Off Sales store is the sale of liquor to the general public and to licensees; and
- b) if the primary purpose of obtaining the Manufacturer's Off Sales licence is to establish a warehousing and distribution system for liquor licensees.

SUBJECT: APPLICATION REVIEW

GUIDELINES

- 2.2.11 First-time applicants should contact AGLC (see Section 1.3 for AGLC contact information).
- 2.2.12 A licensee should first consult this handbook and then contact AGLC when:
- a) seeking a new licence or a new class of licence;
 - b) seeking an endorsement to an existing licence (e.g., a patio or banquet room endorsement);
 - c) planning to renovate their premises; or
 - d) planning to relocate.
- 2.2.13 Licensees are sent a reminder notice before their existing licence expires.

SUBJECT: OBJECTION TO AN APPLICATION

POLICIES

Class A, D or E Premises *(Amended Dec 2020)*

2.3.1 AGLC will post all applications for the following types of licences on its website (aglc.ca/licences):

- a) Class A, D and E liquor licence(s) for new premises; *(Amended Oct 2018)*
- b) existing licensed premises applying for additional Class A, D or E licence(s); *(Amended Oct 2018)*
- c) changes to the Class of liquor licence; and
- d) relocations of existing licensed premises.
(Amended Dec 2020)

2.3.2 The following information will be posted on AGLC website:

- a) name of the applicant;
- b) name of the proposed premises;
- c) municipal address of the proposed premises;
- d) licence(s) applied for; and
- e) the date that a written objection must be received by AGLC.

2.3.3 AGLC may not consider objections of the following nature as they are considered the responsibility of the municipality:

- a) number of licensees in a community;
- b) location;
- c) space between licensed premises;
- d) matters involving retail competition, community image and property values; and
- e) objections of a social/moral concern regarding the sale of liquor, generally.

(Added Aug 2019)

2.3.4 For all new premises, objections must be submitted in writing and received by AGLC within 7 calendar days from the date the application is posted on AGLC website in order for the objection to be considered during the current licensing process (See Subsection 2.3.16). *(Amended Apr and Dec 2020)*

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Len Rhodes

SUBJECT: OBJECTION TO AN APPLICATION

2.3.5 For existing licensed premises, only written objections received by AGLC at least 90 days prior to the expiration of the current licence will be provided to the Board for consideration.

2.3.6 *(Deleted Nov 2022)*

2.3.7 The applicant will be notified in writing of all objections received, other than those described in Section 2.3.3. *(Amended Aug 2019)*

2.3.8 The applicant will be given 14 days from the date of notification to respond in writing to the objection; an extension may be requested by the applicant. No licence(s) will be issued until the objection and the applicant's response, if any, have been considered by the Board.

2.3.9 *(Deleted Nov 2022)*

2.3.10 If no objections to the issue of a new licence are received within the 7 calendar days AGLC will continue with the licensing process. *(Amended Apr and Dec 2020)*

2.3.11 If no objections to the issue of an existing licence are received within the 90 calendar days prior to the expiration of the current licence AGLC will continue with the licensing process. *(Amended Dec 2020)*

2.3.12 The Board will not consider an objection for an existing licensed premises where there is a sale, transfer or change in control. Should an objection be received during a sale, transfer or change in control, the Board will deal with the objection at least 90 days before the expiration of the new licence term.

Appearances Before the Board

2.3.13 *(Deleted Nov 2022)*

2.3.14 If an application is to be heard by a Panel of the Board under Section 94 of the GLCA, AGLC may, at its discretion, call an objector as a witness before such a hearing. *(Added Aug 2019)*

Other Liquor Licence(s)/Registrations

2.3.15 *(Deleted Nov 2022)*

2.3.16 Any objection to an application for a licence received after the specified time frames noted above will not be taken into consideration. The objector(s) will be advised accordingly.

SUBJECT: OBJECTION TO AN APPLICATION

GUIDELINES

- 2.3.17 A person requesting the floor plan/site plan of the applicant's proposed premises will be given 7 days from the date the application is posted to view the plans and to submit a written objection. *(Amended Dec 2020)*
- 2.3.18 Objections and/or requests to view the plans of proposed premises may be forwarded to:
- Alberta Gaming, Liquor and Cannabis
Director, Compliance
50 Corriveau Avenue
St. Albert, AB. T8N 3T5
Fax: 780-447-8913
Email: Inspections.Mailbox@aglc.ca
- 2.3.19 If a request to view the plans is received, AGLC will contact the stakeholder to arrange a time to view the floor plan/site plan at the nearest AGLC office to the proposed premises. (See Section 1.3).

SUBJECT: CHANGE OF STATUS (SALE, ASSIGNMENT, TRANSFER OR CLOSURE)

POLICIES

- 2.4.1 A manufacturer cannot sell, assign or transfer a liquor licence.
- 2.4.2 A manufacturer's liquor licence is automatically cancelled when:
- a) a manufacturer sells, assigns or transfers a portion of the business in which activities authorized by the liquor licence are carried out; and
 - b) the sale, assignment or transfer results in a change in control of the business.
- 2.4.3 A sale, assignment or transfer of 5% or more of a business:
- a) that is a sole proprietorship, a partnership or a corporation; or
 - b) that is a distributing corporation as defined in the *Business Corporation Act*; and
 - c) under which the activities authorized by a liquor licence are carried out;
- must be reported to and approved by AGLC prior to the effective date of the sale, assignment or transfer.
(Amended Dec. 2020)
- 2.4.4 *(Deleted Dec. 2020)*
- 2.4.5 AGLC may, with respect to a sale, assignment or transfer as per Subsection 2.4.3:
- a) approve it without conditions;
 - b) approve it with conditions;
 - c) approve it with changes to or removal of existing conditions; or
 - d) refuse to approve it.
- 2.4.6 Where AGLC refuses to approve a sale, assignment or transfer, after the sale, assignment or transfer takes effect AGLC may treat the licensee as ineligible to hold a liquor licence and:
- a) cancel or suspend the licence; (Note: A licensee may request a Board hearing if the licence is cancelled or suspended) *(Amended Nov 2022)*

SUBJECT: CHANGE OF STATUS (SALE, ASSIGNMENT, TRANSFER OR CLOSURE)

- b) require a person to dispose of an interest in the business under which the activities authorized by the licensee are carried out; and/or
 - c) require a person to dispose of an interest in a licensed premises.
- 2.4.7 When a licensed premises must be closed due to significant damage by fire or other natural events, the licence is cancelled by AGLC. However, the licensee may obtain a new licence if the premises is restored to an acceptable condition, complies with current policies and the licensee continues to qualify to hold a liquor licence.
- 2.4.8 Existing licences may remain in effect if a licensee is placed in receivership or bankruptcy. The licence may continue for a period determined by the Board of AGLC and is subject to any conditions imposed on the licence by the Board.
- 2.4.9 AGLC shall refuse to grant a licence to a new owner when an Incident Report or disciplinary action is in progress against the existing licensee until such time as the Incident Report or disciplinary action has been dealt with by AGLC.
- 2.4.10 A licence application fee will not be charged when:
- a) individual owners incorporate and a controlling interest in the business continues to be held by the original owners;
 - b) the transfer or assignment of shares does not result in a transfer of control of the business; or
 - c) only the name of the company or premises changes.
- 2.4.11 The seller of a licensed premises may apply for a refund of the annual licence fee when:
- a) the premises have been sold; and
 - b) *(Deleted Nov 2022)*
- 2.4.12 A refund will not be paid when:
- a) the premises are destroyed by fire;
 - b) the premises are closed or licence surrendered;
 - c) the licence has been cancelled by the Board;

SUBJECT: CHANGE OF STATUS (SALE, ASSIGNMENT, TRANSFER OR CLOSURE)

- d) there is a change of licence class; or
- e) the licence is seasonal.

2.4.13 Refunds are based on the original annual licence fee less:

- a) the prorated portion during which the licence was in effect; and
- b) a \$100 administration charge.

GUIDELINES

2.4.14 Prospective applicants wishing to purchase a licensed premises can find a list of the documents required by AGLC at aglc.ca.

2.4.15 A licensee selling or closing their premises permanently may sell their remaining liquor stock to another licensee. The purchaser of the liquor stock is responsible to ensure the product is legal and of acceptable quality (i.e., not adulterated or contaminated).

SUBJECT: CLASS E LICENCE - SMALL MANUFACTURER

POLICIES

- 3.1.1 A Class E Small Manufacturer's licence may be issued to a qualified applicant to manufacture:
- a) less than 400,000 hectolitres (hl) of beer in total annual worldwide production (AWP);
 - b) less than 20,000 hl of cider, refreshment beverages (e.g. coolers), or kombucha in total AWP (i.e. any combination of cider, refreshment beverages or kombucha below 20,000 hl);
 - c) less than 10,000 hl of wine or mead in total AWP (i.e. any combination of wine and mead below 10,000 hl); or
 - d) less than 160,000 Litres of Absolute Alcohol (LAA) of spirits in total AWP [for example 160,000 L or 1,600 hl of Absolute Alcohol = 400,000 L or 4,000 hl AWP of finished product at 40% Alcohol by Volume (ABV)]. *(Amended Dec 2022)*

3.1.2 **Annual Worldwide Production (AWP)**

AGLC includes the total AWP in the facility/facilities (based on the previous calendar year) where the liquor manufacturer is or was producing or obtaining its liquor products. This includes all liquor products and all contracted or leased volumes being produced for the manufacturer by other parties. This does not include contracted volumes being produced by the manufacturer declaring production for another manufacturer and/or agency. For the purpose of determining AWP: *(Amended Nov 2022)*

- a) the manufacturer must provide independent verification to AGLC that reported production volumes of all products are accurately reflected in the Declaration of Production (Form 456). This verification must be submitted to AGLC within 90 days of the previous calendar year.
- b) *(Deleted May 2021)*
- c) *(Deleted May 2021)*

Note: If a manufacturer or associate of the manufacturer [as defined in Section 1(7) of the GLCR] has controlling interest [as defined in Section 1(2) of the GLCR] in another manufacturing facility, the AWP

SUBJECT: CLASS E LICENCE - SMALL MANUFACTURER

of all products in all facilities will be added together to determine the AWP; *(Amended May 2021)*

d) *(Deleted May 2021)*

3.1.3 When applying for a Class E licence, a manufacturer must provide proof of application for a Federal Excise Licence (e.g. confirmation email from the Canada Revenue Agency).

3.1.4 Licensees must operate and have legal control of the manufacturing facility and any equipment used in the production of the liquor. Any equipment used must be commercially made equipment, intended for the commercial manufacture of liquor. The facility must be dedicated to the manufacture of liquor and be physically separate from other businesses (i.e. its own entrance and exit separate from the entrance and exit of other businesses; a floor to ceiling wall between the businesses; and its own receiving and storage area separate from other businesses). The facility must receive municipal approval. In addition, a residence as defined in Section 1(1)(z) of the GLCA, is not an allowable location for a manufacturing facility. *(Amended Mar 2020)*

3.1.5 The use of neutral spirits and/or other beverage alcohol obtained in bulk is permitted as an input in the manufacturing of liquor products. Starting materials may include neutral spirits and existing beverage alcohol (i.e., liquor made by another manufacturer).
Note: "Bulk" means alcohol that is not packaged or sold to consumers. *(Amended May 2021)*

3.1.6 *(Deleted May 2021)*

3.1.7 *(Deleted Mar 2020)*

3.1.8 *(Deleted Mar 2020)*

3.1.9 *(Deleted Mar 2020)*

3.1.10 A licensee may blend or flavour liquor products obtained in bulk from other manufacturers/suppliers. A licensee that provides blending or flavouring services to other manufacturers/suppliers is considered to be contract manufacturing (refer to Section 6.2) *(Amended May 2021)*

3.1.11 *(Deleted Mar 2020)*

3.1.12 A licensee may provide packaging services (as defined in Section 3.4) to other liquor suppliers. *(Amended May 2021)*

SUBJECT: CLASS E LICENCE - SMALL MANUFACTURER

3.1.13 *(Deleted May 2021)*

3.1.14 Liquor products manufactured by a licensee are subject to periodic chemical analysis by AGLC.

3.1.15 The licensee warrants that all products manufactured:

- a) are of merchantable quality, fit and intended for human consumption and free from defects or corruption of any kind;
- b) fall within the maximum allowable limits as specified in the NQAC Quality and Health Standards and Alcohol Tolerances (as mentioned in the [Liquor Agency Portal](#)); (Amended Mar 2020)
- c) comply with NQAC standards for Tamper Evident Packaging (as mentioned in the [Liquor Agency Portal](#)) ; and (Amended Mar 2020)
- d) are packaged and labelled in safe containers and packages and in compliance with the *Controlled Drugs and Substances Act* (Canada), the *Food and Drugs Act* (Canada) and any regulations passed under this legislation as may be amended from time to time.

3.1.16 AGLC retains the right to request a sample for analysis if required.

3.1.17 The licensee must indemnify and hold harmless the AGLC, its employees and agents from any claims, demands, actions, liability, loss, expense or damage that may arise directly or indirectly from the production, sale or consumption of goods produced by the Class E licensee or from any act or omission of the Class E licensee, its employees or agents, including without limiting the generality of the foregoing:

- a) infringement of copyrights, patents or trademark rights by the Class E licensee;
- b) any defect, flaw, fault or corruption alleged or proven in any goods supplied by the Class E licensee;
- c) any failure by the Class E licensee to package or label goods as warranted above;
- d) non-compliance with the *Controlled Drugs and Substances Act* (Canada) and regulations;
- e) non-compliance with the *Food and Drugs Act* (Canada) and regulations;

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f) non-compliance with NQAC Quality and Health Standards and Alcohol Tolerances (as mentioned in the [Liquor Agency Portal](#)); and (Amended Mar 2020)

g) non-compliance with NQAC Standards for Tamper Evident Packaging (as mentioned in the [Liquor Agency Portal](#)). (Amended Mar 2020)

3.1.18 A licensee is not permitted to produce vaporized alcoholic beverages.

3.1.19 *(Deleted May 2021)*

3.1.20 A licensee may not enter into a contract or any other relationship with another licensee that results in an exchange of money, benefits or services except as allowed under Subsections 3.1.10 and 6.2 and Section 9.

3.1.21 *(Deleted May 2021)*

3.1.22 *(Deleted May 2021)*

3.1.23 A licensee's products are subject to provincial markup. Markup rates depend on product type and alcohol percentage ([Markup Rate Schedule](#))

3.1.24 Class E Small Manufacturers may: *(Added May 2021)*

a) apply for one or more Class A liquor licences, including Minors Allowed, Minors Prohibited, Manufacturer's Taproom and/or Manufacturer's Lounge for the sale and consumption of liquor on licensed premises (see Sections 3.7 – 3.10); *(Amended May 2021)*

b) apply for a Class D Manufacturer's Off Sales licence for the sale of products made by the manufacturer for off-premises consumption, including delivery (Section 3.5 - 3.6); *(Amended May 2021)*

c) sell their products at farmers' markets and artisan markets (see Section 3.5);

d) establish a hospitality room in a private reception area within the manufacturing facility for the purposes of a Special Event Hospitality licence; and

e) distribute products that are sold through AGLC directly from the Class E Small Manufacturer to other liquor licensees (see Section 5.4).

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3.1.25 *(Deleted May 2021)*

3.1.26 *(Deleted May 2021)*

3.1.27 *(Deleted May 2021)*

3.1.28 If a Small Manufacturer exceeds the total AWP specified in Subsection 3.1.1 and also owns more than one Class A premises and/or Class A premises located on a different property than the Class E licensed premises, the manufacturer must divest itself of these Class A premises within a year of declaring its total annual worldwide production to AGLC.

3.1.29 If there is a sale, assignment or transfer of a portion of the small manufacturer's business to a manufacturer, the manufacturer must divest itself of any Class A premises located on different property than the Class E licensed premises within a year of the sale, assignment or transfer.

3.1.30 *(Deleted May 2021)*

3.1.31 *(Deleted May 2021)*

3.1.32 *(Deleted May 2021)*

GUIDELINES

3.1.33 *(Deleted May 2021)*

3.1.34 *(Deleted May 2021)*



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SUBJECT: CLASS E LICENCE – ESTATE MANUFACTURER

(Deleted May 2021)

DATE ISSUED: May 20, 2021 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: CLASS E LICENCE - MANUFACTURER

POLICIES

3.3.1 A Class E Manufacturer's licence may be issued to a qualified applicant to manufacture:

- a) 400,000 hectolitres (hl) or more of beer in total annual worldwide production (AWP);
- b) 20,000 hl or more of cider, refreshment beverages (e.g. coolers), or kombucha in total AWP (i.e. any combination of cider, refreshment beverages or kombucha at or above 20,000 hl);
- c) 10,000 hl or more of wine or mead in total AWP; (i.e. any combination of wine and mead at or above 10,000 hl); or
- d) 160,000 Litres of Absolute Alcohol (LAA) or more of spirits in total AWP [for example 160,000 L or 1,600 hl of Absolute Alcohol = 400,000 L or 4,000 hl AWP of finished product at 40% Alcohol by Volume (ABV)] *(Amended Dec 2022)*

3.3.2 Manufacturers must comply with the manufacturing policies specified in Subsections 3.1.2 – 3.1.23.

3.3.3 Manufacturers are not permitted to sell their products at farmers' markets, artisan markets or trade shows. *(Amended June 2023)*

3.3.4 *(Deleted May 2021)*

3.3.5 *(Deleted May 2021)*

3.3.6 *(Deleted May 2021)*

3.3.7 *(Deleted May 2021)*

3.3.8 *(Deleted May 2021)*

3.3.9 Class E Manufacturers may:

- a) apply for a Class A Minors Allowed or Minors Prohibited licence, for the sale and consumption of liquor on a licensed premises if the manufacturing facility and Class A liquor licence are located on the same property (see Sections 3.7 and 3.10). *(Amended May 2021)*
- b) apply for a Class A Manufacturer Taproom or a Manufacturer Lounge licence for the sale and consumption of liquor on licensed premises (see Section 3.9 – 3.10) *(Amended May 2021)*

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Len Rhodes



SECTION: CLASSES OF LICENCES

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SUBJECT: CLASS E LICENCE - MANUFACTURER

- c) apply for a Class D Manufacturer's Off Sales licence for the sale of products made by the manufacturer for off-premises consumption, including delivery (see Section 3.5 - 3.6); and
(Amended May 2021)
- d) establish a hospitality room in a private reception area within the manufacturing facility for the purposes of a Special Event Hospitality licence.
(Added May 2021)

GUIDELINES

3.3.10 An out-of-province manufacturer that supplies product to AGLC does not require a Class E licence.

3.3.11 *(Deleted May 2021)*

3.3.12 *(Deleted May 2021)*

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Len Rhodes

SUBJECT: CLASS E LICENCE - PACKAGING

POLICIES

3.4.1 In Section 3.4:

- a) “blend” means to combine or mix liquor with other liquor or non-liquor ingredients;
- b) “finished product” means the final packaged product intended for human consumption;
- c) “flavour” means to deliberately alter the taste of; and
- d) “package” means to transfer liquor into a container such as a bottle, can, box or other receptacle used for holding liquor and/or into any package that holds the containers.

3.4.2 A Class E - Packaging licence will only be issued to blend, flavor and/or package liquor for, or on behalf of, a liquor supplier as approved by AGLC.

3.4.3 A Class E – Packaging licensee will be permitted to:

- a) blend, flavour and package liquor in its licensed premises;
- b) possess and store the liquor it blends, flavours and packages in its licensed premises; and
- c) deliver the liquor it blends, flavours and packages to:
 - i) AGLC on behalf of the liquor supplier; or
 - ii) the liquor supplier.

3.4.4 A Class E - Packaging licensee is prohibited from manufacturing or selling liquor.

3.4.5 Before a Class E - Packaging licence is issued, the applicant must obtain a Federal Excise Licence.

3.4.6 The Class E - Packaging licensee warrants that all goods supplied to AGLC:

- a) are of merchantable quality, fit and intended for human consumption and free from defects or corruption of any kind;
- b) fall within the maximum allowable limits as specified in the AGLC Quality and Health Standards and Alcohol Tolerances (as mentioned in the [Liquor Agency Portal](#));

SUBJECT: CLASS E LICENCE - PACKAGING

- c) comply with AGLC Standards for Tamper Evident Packaging (as mentioned in the [Liquor Agency Portal](#)); and
- d) are packaged and labelled in safe containers and packages and in compliance with the *Controlled Drugs and Substances Act* (Canada), the *Food and Drugs Act* (Canada) and any regulations passed under this legislation as may be amended from time to time.

3.4.7 *(Deleted May 2021)*

3.4.8 *(Deleted May 2021)*

3.4.9 The Class E - Packaging licensee must indemnify and hold harmless AGLC, its employees and agents from any claims, demands, actions, liability, loss, expense or damage that may arise directly or indirectly out of the production, sale or consumption of goods produced by the Class E – Packaging licensee or out of any act or omission of the Class E – Packaging licensee, its employees or agents, including without limiting the generality of the foregoing:

- a) infringement of copyrights, patents or trademark rights by the Class E – Packaging licensee;
- b) any defect, flaw, fault or corruption alleged or proven in any goods supplied by the Class E – Packaging licensee;
- c) any failure by the Class E – Packaging licensee to package or label goods as warranted above;
- d) non-compliance with the *Controlled Drugs and Substances Act* (Canada) and regulations;
- e) non-compliance with the *Food and Drugs Act* (Canada) and regulations;
- f) non-compliance with the AGLC Quality and Health Standards and Alcohol Tolerances (as mentioned in the [Liquor Agency Portal](#)); and
- g) non-compliance with AGLC Standards for Tamper Evident Packaging (as mentioned in the [Liquor Agency Portal](#)).

3.4.10 AGLC retains the right to request a sample for analysis, if required.

3.4.11 *(Deleted May 2021)*

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SUBJECT: CLASS E LICENCE - PACKAGING

GUIDELINES

3.4.12 *(Deleted May 2021)*

3.4.13 *(Deleted May 2021)*

3.4.14 *(Deleted May 2021)*

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Len Rhodes

SUBJECT: CLASS D LICENCE - MANUFACTURER OFF SALES

POLICIES

3.5.1 A Small Manufacturer or Manufacturer holding a valid Class E licence may obtain a Class D Off Sales licence authorizing the sale of products made by the manufacturer for off-premises consumption with the following conditions:

- a) the licensee operates and has legal control of the facility in which the off sales outlet is located;
- b) unless otherwise approved by the Board, only products manufactured under the Class E licence may be sold through off sales;
- c) the licensee must collect and remit the per-litre flat markup on behalf of AGLC for all off sales; *(Added Jan 2022)*
- d) the licensee must collect and remit the following to AGLC for all off sales:
 - i) container deposit;
 - ii) environmental fees; and
 - iii) applicable GST charges.

(Amended Jan 2022)

- e) *(Deleted May 2021)*
- f) liquor sold under a Class D licence must be in sealed containers and removed from the premises by the patron for off-premises consumption.

3.5.2 A Small Manufacturer holding a Class D Manufacturer's Off Sales Licence will have an endorsement on its licence to allow the sale of product at farmers' markets approved by the Ministry of Agriculture, Forestry and Rural Economic Development under the following conditions:

- a) all provisions of Subsection 3.5.1b) - e) must be met;
- b) a designated, self-contained area must be available for product storage, display and sales;
- c) minors must not be served or sold any liquor;
- d) must obtain approval from the appropriate health authority; and *(Amended June 2019)*

SUBJECT: CLASS D LICENCE - MANUFACTURER OFF SALES

e) must obtain approval from the desired event.

(Amended June 2019, Jan 2022 and June 2023)

3.5.3 A Small Manufacturer holding a Class D Manufacturer's Off Sales Licence will have an endorsement on its licence to allow the sale of product at artisan markets approved in advance by AGLC. *(Amended June 2023)* In addition to meeting the conditions specified in Subsection 3.5.2a) – e), the artisan market must have a written jurying process (or similar show entry or vendor selection process) that ensures:

- a) the market focus is on high-quality, handmade goods;
- b) the market is at minimum composed of 80% vendors/manufacturers who sell self-produced goods and not commercially produced goods; *(Amended June 2019)*
- c) *(Deleted June 2019)*
- d) no used goods;
- e) each manufacturer has its own booth that must be staffed by the manufacturer or its direct employees;
- f) the market is comprised of a variety of artisan vendor types; and
- g) liquor products and/or work assembled from commercial kits or materials are not allowed.

3.5.4 A Small Manufacturer holding a Class D Manufacturer's Off Sales Licence will have an endorsement on its licence to allow the sale of product at trade shows approved in advance by AGLC. In addition to meeting the conditions specified in Subsection 3.5.2a) – e), the trade show must:

- a) feature businesses in a particular industry promoting their products and services;
- b) be held at a public facility (e.g. convention centre, exhibition centre, expo centre); and/or
- c) be a ticketed event.

(Added June 2023)

3.5.5 No one under age 18 may be admitted to an off sales outlet unless accompanied by a parent, guardian or spouse who is an adult and who is on the licensed premises to purchase liquor for off-premises consumption.



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SUBJECT: CLASS D LICENCE - MANUFACTURER OFF SALES

- 3.5.6 A Class D – Manufacturer’s Off Sales licensee may deliver liquor subject to the conditions specified in Section 3.6.
- 3.5.7 *(Deleted May 2021)*
- 3.5.8 A licensee may designate a self-contained area within the off sales outlet for hospitality purposes. Products used for hospitality purposes must be purchased from AGLC.
- 3.5.9 A licensee is authorized to set their own prices for off sales to consumers, however sales to other licensees must be at the product’s registered wholesale price. *(Amended May 2021)*
- 3.5.10 *(Deleted May 2021)*

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SUBJECT: CLASS D LICENCE – DELIVERY SERVICE

POLICIES

- 3.6.1 A Small Manufacturer or Manufacturer holding a valid Class D Manufacturer's Off Sales licence, is automatically approved for a Class D Delivery Service licence. *(Amended May 2021)*
- 3.6.2 Liquor to fill orders must be purchased from a manufacturer's off sales licence. *(Amended May 2021)*
- 3.6.3 Liquor delivery to individuals is subject to the following conditions:
- a) liquor must only be delivered to locations within Alberta where liquor possession and consumption is legal (i.e., a private residence, temporary residence or office).
 - b) the delivery person must be at least 18 years of age and either be: *(Amended Dec 2020)*
 - i) the licensee; or
 - ii) staff of the licensee, including contracted staff, whose actions are the responsibility of the licensee. *(Amended Dec 2019)*
 - iii) a delivery service licensee. If a store contracts with an individual or company (e.g. taxi) to deliver orders, that party must have a delivery service licence. The store must demand proof that a licence is in effect. *(Added Dec 2020)*
 - c) *(Deleted Dec 2019)*
 - d) Liquor may be delivered by a common carrier. *(Added Dec 2020)*
 - e) Liquor must not be delivered to a minor or intoxicated person. *(Added Dec 2020)*
 - f) When an order is to be delivered to an individual who appears to be under age 25, the delivery person must check photograph identification (see Subsection 7.4.). *(Added Dec 2020)*
- 3.6.4 Liquor delivery to another licensee is subject to the following conditions:
- a) Liquor must only be delivered to a valid liquor licensee.
 - b) The delivery person must be at least 18 years of age and either be:
 - i) the licensee; or



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SUBJECT: CLASS D LICENCE – DELIVERY SERVICE

- ii) staff of the licensee, including contracted staff, whose actions are the responsibility of the licensee. *(Amended Dec 2019)*
- c) Only liquor the liquor licensee orders may be delivered to the licensee.

3.6.5 *(Deleted May 2021)*

3.6.6 *(Moved to 5.4.5 May 2021)*

3.6.7 *(Moved to 5.4.6 May 2021)*

3.6.8 A liquor order must leave the licensed premises during regular business hours; however, delivery may continue for 30 minutes after closing. *(Amended May 2021)*

3.6.9 *(Moved to 5.4.6 May 2021)*

3.6.10 A licensee may charge a fee for delivery services. *(Amended May 2021)*

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SUBJECT: CLASS A LICENCE

POLICIES

3.7.1 A Class A licence may be issued for the sale and consumption of liquor on licensed premises that serves the general public where food is the primary source of business. Sealed liquor may also be sold for consumption off the licensed premises (see Subsection 3.7.16).
(Amended Mar 2020 and Nov 2022)

3.7.2 The licensee must post AGLC's Fetal Alcohol Spectrum Disorder poster in a prominent location in its licensed premises. The poster is available for download on AGLC website at:
<https://aglc.ca/liquor/responsible-liquor-service/posters-and-brochures>

Class A Minors Allowed *(Added Nov 2022)*

3.7.3 A Class A Minors Allowed licence may be issued for the sale and consumption of liquor on licensed premises that serves the general public where food is the primary source of business.

3.7.4 The licensed premises must be located in a permanent facility and contain equipment to support the primary business of food service. Food service must be available during all hours of liquor service.

3.7.5 Staff must be:

- a) available to prepare food, serve food and liquor and supervise patrons during all hours of liquor service; and
- b) at least 18 years of age to carry or serve liquor, or to manage the licensed premises.

3.7.6 A Class A Minors Allowed licensee may apply to AGLC to change the style of operation during evening hours (usually after 9 p.m.) to a Minors Prohibited licensed premises (adults only including staff). If approved, no one under the age of 18 is allowed to enter the licensed premises during these hours.

Class A Minors Prohibited *(Added Nov 2022)*

3.7.7 A Class A Minors Prohibited licence may be issued for the sale and consumption of liquor on licensed premises that are open to the general public and where liquor is the primary source of business.

3.7.8 The licensed premises must be in a permanent facility and meet the following requirements:

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SUBJECT: CLASS A LICENCE

- a) Full-height solid walls enclosing the premises [full height wall means a wall at least 2.44 metres (eight (8) feet) high, normally floor to ceiling];
- b) Food service comprising of a minimum of a snack-type food menu (e.g., potato chips, nuts or other preserved snacks); Food service is not required after 11 p.m.
- c) Liquor service provided from a staffed and suitably equipped bar.
- d) Staff being:
 - i) available to provide liquor and food service and to supervise patrons during all hours of liquor service; and
 - ii) at least 18 years of age.

3.7.9 An adjacent Minors Allowed licensed premises may also share the liquor service bar.

GUIDELINES

3.7.10 *(Deleted Dec 2020)*

3.7.11 *(Deleted Dec 2020)*

3.7.12 *(Deleted Dec 2020)*

3.7.13 *(Deleted Dec 2020)*

3.7.14 *(Deleted Dec 2020)*

3.7.15 A Class A licensee may request: *(Amended Nov 2022)*

- a) an extension to an adjoining patio area (see Section 7.13); or
- b) a Caterer's Extension to provide food and liquor to events away from the licensed premises (see Section 7.14).

3.7.16 If liquor is sold for off premises consumption, the liquor must be in a sealed, commercial container. In the case of draught beer, the cap design of the container (e.g., growlers or crowlers) should demonstrate the container has not been opened during transportation. *(Added Mar 2020)*

A Class A licensee may deliver liquor subject to the conditions specified in Subsections 3.6.3 - 3.6.4. *(Added May 2020)*

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SUBJECT: CLASS A LICENCE - MINORS PROHIBITED

(Deleted Nov 2022)

Please see Section 3.7 for policies regarding a Class A Minors Prohibited premises.

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SUBJECT: CLASS A LICENCE - MINORS PROHIBITED

- 3.8.9 An adjacent Minors Allowed licensed premises may also share the liquor service bar.
- 3.8.10 *(Deleted Dec. 2020)*
- 3.8.11 A Class A Minors Prohibited licensee may request:
- a) an extension to an adjoining patio area (see Section 7.13); or
 - b) a Caterer's Extension to provide food and liquor to events away from the licensed premises (see Section 7.14).
- 3.8.12 If liquor is sold for off premises consumption, the liquor must be in a sealed, commercial container. In the case of draught beer, the cap design of the container (e.g. growlers or crowlers) should demonstrate the container has not been opened during transportation. *(Added Mar 2020)*
- 3.8.13 A Class A licensee may deliver liquor subject to the conditions specified in Subsections 3.6.4 – 3.6.7. *(Added May 2020)*

SUBJECT: CLASS A LICENCE - MANUFACTURER TAPROOM (COMMUNITY HUB)

POLICIES

3.9.1 A manufacturer holding a valid Class E licence may obtain a Class A Taproom licence authorizing the sale and consumption of liquor on licensed premises that are open to the general public and where manufacturing is the primary source of business. Sealed liquor may also be sold for consumption off the licensed premises. If liquor is sold for off premises consumption, the liquor must be in a sealed, commercial container. In the case of draught beer, the cap design of the container (e.g. growlers or crowlers) should demonstrate the container has not been opened during transportation. *(Amended Dec. 2020)*

Physical Requirements

3.9.2 The licensed premises must be in a permanent facility and the licensee must operate and have legal control of the premises where the sale of the product will occur.

3.9.3 The taproom must meet the following requirements:

- a) the taproom must be located on the premises of the associated Class E manufacturing facility and the manufacturer must be producing liquor;
- b) the premises must be suitably defined to separate the taproom from the manufacturing facility; patrons must not be able to freely access the manufacturing area (e.g. enclosed by a physical barrier, solid walls or glass partition);
- c) there must be a service bar;
- d) there must be public washrooms in accordance with the Alberta Building Code;
- e) there may be an adjoining outdoor patio that meets the patio requirements specified in Section 7.13.

Product Sales

3.9.4 Only liquor products manufactured under the Class E licence may be sold at the premises. However, other liquor products may be used with the manufacturer's primary liquor ingredient in drinks that showcases the manufacturer's products. These other products must not be sold exclusively on their own.

SUBJECT: CLASS A LICENCE - MANUFACTURER TAPROOM (COMMUNITY HUB)

3.9.5 If the licensee has a Class D Manufacturer Off Sales licence, it may sell its manufactured products for off premises consumption. These products must be sold in sealed containers. Special considerations exist for draught beer and bulk wine sales, including:

- a) the cap design should enable the purchaser to demonstrate that the container has not been opened during transportation;
- b) available quantities and related prices must be clearly displayed;
- c) disposable containers are acceptable, however, a container deposit may become necessary to ensure environmental concerns are addressed; and
- d) the federal government sets standards in areas such as acceptable container material and labelling content.

3.9.6 Tastings are permitted, but must comply with the Tastings policy listed under Section 9.5.

3.9.7 The licensee must maintain records of all sales satisfactory to AGLC.

Food Service

3.9.8 Food service is required in the taproom at all hours liquor service is available. Acceptable food service consists of 5-6 items suitable for a light meal. This may be a combination of hot and cold food items. A menu must be submitted to AGLC for approval.

3.9.9 Acceptable food service may be provided by:

- a) having suitable kitchen equipment within the premises capable of providing the appropriate food items listed in Subsection 3.9.8; or
- b) a third party, via a food service contract for the hours the premises is open to the public, with the approval of AGLC (e.g. food truck or local restaurant).

Note: Where a food service contract is not in place or honoured, the licensee must provide suitable kitchen equipment capable of providing hot or cold food items suitable for a light meal.

Entertainment and Events

SUBJECT: CLASS A LICENCE - MANUFACTURER TAPROOM (COMMUNITY HUB)

3.9.10 Licensees may have private events within the taproom area. During an event, food service must be provided.

3.9.11 Licensees may provide entertainment and games in the taproom premises as listed under Section 7.9.

Special Event Licences

3.9.12 The licensee has the option to suspend its Class A Taproom licence to hold private Special Event Licences (SEL). The following conditions must be met in order to conduct such an event:

- a) an SEL must be issued to a qualified applicant prior to the event taking place;
- b) all liquor purchases and sales are the responsibility of the SEL holder;
- c) the Class A taproom licence must be suspended for the duration of the SEL; and
- d) the SEL holder must comply to the SEL policies specified in Section 9.12.

3.9.13 The taproom licensee may charge a fee to the SEL holder for its services.

3.9.14 If the taproom licensee has a Class D Off Sales licence within the taproom premises where the SEL is occurring, the Class D licence must be suspended along with the Class A Taproom licence.

3.9.15 If the Class D Off Sales licence is in a separate and defined area with its own entrance/exit, and operates independently of the Class A Taproom licence, the Class D licence may remain in effect for that area only.

Minors

3.9.16 Minors are permitted in the premises, but must be accompanied by a parent, guardian or spouse who is an adult.

Minors are prohibited from working in the premises.

Note: Additional policies regarding minors may be found in Section 7.4.

SUBJECT: CLASS A LICENCE - MANUFACTURER LOUNGE

POLICIES

3.10.1 A manufacturer holding a valid Class E licence may obtain a Class A Manufacturer Lounge licence authorizing the sale of their products for on-premises consumption in order to provide customers the opportunity to assess the products. The manufacturer's lounge must not operate like other Class A premises (e.g. restaurant, bar, taproom). If liquor is sold for off premises consumption, the liquor must be in a sealed, commercial container. In the case of draught beer, the cap design of the container (e.g. growlers or crowlers) should demonstrate the container has not been opened during transportation. *(Amended Dec. 2020)*

3.10.2 The licensee may host functions at the premises directed at the education, tasting and promotion of the manufactured product (e.g. product launches, product anniversary events).

Physical Requirements

3.10.3 The licensed premises must be in a permanent facility and the licensee must operate and have legal control of the premises where the sale of the product will occur.

3.10.4 The manufacturer's lounge must meet the following requirements:

- a) the lounge must be located on the premises of the associated Class E manufacturing facility and the manufacturer must be producing liquor;
- b) the premises must have a physically defined area acceptable to AGLC;
- c) there must be a service bar in the premises;
- d) there must be public washrooms in accordance with the Alberta Building Code; and
- e) the premises may have an adjoining outdoor patio that meets the patio requirements, guidelines are available on AGLC website: aglc.ca.

Product Sales

3.10.5 Only liquor products manufactured under the Class E licence may be sold at the premises. However, other liquor products may be used

SUBJECT: CLASS A LICENCE - MANUFACTURER LOUNGE

with the manufacturer's primary liquor ingredient in drinks that showcase the manufacturer's products. These other products must not be sold exclusively on their own.

3.10.6 If the licensee has a Class D Off Sales licence, it may sell its manufactured products for off premises consumption. These products must be sold in sealed containers. Special considerations exist for draught beer and bulk wine sales, including:

- a) the cap design should enable the purchaser to demonstrate that the container has not been opened during transportation;
- b) available quantities and related prices must be clearly displayed;
- c) disposable containers are acceptable, however, a container deposit may become necessary to ensure environmental concerns are addressed; and
- d) the federal government sets standards in areas such as acceptable container material and labelling content.

3.10.7 Tastings are permitted, but must comply with the Tastings policy listed under Section 9.5.

3.10.8 The licensee must maintain records of all sales satisfactory to AGLC.

Minors

3.10.9 Minors are permitted in the premises, but must be accompanied by a parent, guardian or spouse who is an adult.

3.10.10 Minors are prohibited from working in the premises.

Note: Additional policies regarding minors may be found in Section 7.4.

SUBJECT: GENERAL INFORMATION

POLICIES

- 4.1.1 All liquor products in Alberta must be registered with AGLC and sold through AGLC.
- 4.1.2 Liquor manufacturers must complete, sign and submit a “Letter of Authorization” regarding product registrations.
- 4.1.3 In addition, if a manufacturer acts as its own liquor agency, the manufacturer must complete, sign and submit a “Letter of Understanding.”
- 4.1.4 Each particular product brand must not be represented by more than one (1) liquor agency at the same time, unless otherwise stated in Subsection 6.2.3j)iii). *(Amended May 2021)*
- 4.1.5 *(Deleted May 2021)*
- 4.1.6 *(Deleted May 2021)*
- 4.1.7 The product description must be an accurate reflection of the actual product.
- 4.1.8 A liquor manufacturer/agency must advise AGLC immediately if it becomes aware of changes to sales units per case or alcohol by volume on registered products.
- 4.1.9 *(Deleted May 2021)*
- 4.1.10 If the product has an attached on-pack (liquor either originating from the manufacturer or assembled by an AGLC Authorized Warehouse for sale to licensees), the product description must indicate the inclusion of the on-pack. *(Amended Dec 2019)*
- 4.1.11 Manufacturers/agencies are not permitted to impose a minimum order quantity per product per licensee.

GUIDELINES

- 4.1.12 *(Deleted May 2021)*
- 4.1.13 *(Deleted May 2021)*
- 4.1.14 *(Deleted May 2021)*
- 4.1.15 Manufacturers/agencies may impose a maximum order quantity per product per licensee.



SECTION: PRODUCT REGISTRATION
NUMBER: 4.2

MANUFACTURER HANDBOOK

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SUBJECT: PRODUCT CODE ASSIGNMENT

POLICIES

- 4.2.1 AGLC will assign a unique six-digit Product Code to new products.
- 4.2.2 Manufacturers/agencies must use the assigned Product Codes when quoting price changes to AGLC or requesting any product information updates

CENTRAL AGLC AUTHORIZED WAREHOUSE

- 4.2.3 For product that is distributed through the Central AGLC Authorized Warehouse, the Shipping Container Code (SCC) must be printed on the outer shipping carton/case on two (2) adjacent sides. *(Amended May 2021)*

GUIDELINES

- 4.2.4 AGLC does not require the Product Code or the Universal Product Code (UPC) be printed on the product’s packaging or label.

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SECTION: PRODUCT REGISTRATION

NUMBER: 4.3

MANUFACTURER HANDBOOK

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SUBJECT: NON-STANDARD SIZES (APPLIES TO WINES ONLY)

POLICIES

4.3.1 Wine may only be offered for sale by AGLC to liquor licensees if the container size has a net quantity of 50ml, 100ml, 200ml, 250ml, 375ml, 500ml, 750ml, 1L, 1.5L, 2L, 3L, or 4L (litres). Wines that do not fall within these parameters are in violation of Section 36 1(c) of the Federal Consumer Packaging and Labelling Regulation. Non-standard size wine may only be sold by AGLC to liquor licensees:

- a) for use in the food service industry;
- b) for use by special event licensees; or
- c) for promotional purposes (this does not include on-packing or added-value promotions).

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AUTHORITY:

Original signed by
Gael MacLeod

SUBJECT: CONTAINERS

POLICIES

- 4.4.1 Beverage containers in Alberta are governed by the *Environmental Protection and Enhancement Act* and the Beverage Container Recycling Regulation.
- 4.4.2 This legislation requires all beverage containers to be registered. AGLC will accept liquor containers that are of a type (e.g., glass bottle, polyethylene terephthalate (PET) bottle, aluminum cans) that are currently registered with the Beverage Container Management Board (BCMB).
- 4.4.3 Liquor manufacturers/agencies requesting products to be listed which are not in a container of a type currently registered in Alberta, must have the container registered with the BCMB. AGLC will not list the product until the container is registered.

GUIDELINES

- 4.4.4 For de-alcoholized beverages, and other non-liquor beverages, where a container deposit and recycling costs are applicable, the agency is responsible for reporting sales to the BCMB.
- 4.4.5 *(Deleted May 2021)*



SECTION: PRODUCT REGISTRATION
NUMBER: 4.5

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SUBJECT: ARCHIVING AND REACTIVATING PRODUCTS

(Deleted May 2021)

For information regarding archiving and reactivating products, please see Section 3.3 of the Liquor Agency Handbook.

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SECTION: PRODUCT REGISTRATION

NUMBER: 4.6

MANUFACTURER HANDBOOK

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SUBJECT: ADVANCED SHIPPING NOTICE REGISTRATION

POLICIES

- 4.6.1 A liquor manufacturer/agency is required to provide the Central AGLC warehouse operator with a completed advanced shipping notice. Freight carriers are required to schedule unloading at the warehouse facility. No appointments will be scheduled without a registered advanced shipping notice. Any questions regarding advanced shipping notices should be directed to the Central AGLC Authorized Warehouse. *(Amended May 2021)*
- 4.6.2 For manufacturers using Other Authorized Warehouses, information regarding advanced shipping notices must be covered in the terms and conditions set out in the agreement with warehouse (see Subsection 5.6.3). *(Added Dec 2019)*
- 4.6.3 All liquor advanced shipping notices are on a consignment basis only.
- 4.6.4 All shipments must be made to the consignee (the liquor manufacturer/agency) in care of AGLC and shipped to an AGLC liquor warehousing agent. Consignees must ensure the freight forwarder has their liquor manufacturer/agency name for third party liability (AGLC is not liable). *(Amended Dec 2019)*
- 4.6.5 *(Deleted May 2021)*
- 4.6.6 *(Deleted May 2021)*
- 4.6.7 *(Deleted May 2021)*
- 4.6.8 *(Moved to 4.6.2 May 2021)*

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SECTION: PRODUCT REGISTRATION
NUMBER: 4.6

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SUBJECT: ADVANCED SHIPPING NOTICE REGISTRATION

and conditions set out in the agreement with the warehouse (see Subsection 5.6.3). (Added Dec 2019)

DATE ISSUED: December 3, 2019 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: PRODUCT PRICING

POLICIES

- 5.1.1 The price of liquor must be the same, at any one time, for all licensees regardless of the quantity purchased.
- 5.1.2 Price changes are permitted on a weekly basis. Deadlines for the weekly price quotes are 4:00 p.m. Wednesday for implementation on the Friday of the following week. If a price change deadline falls on a statutory holiday, the date of the holiday still remains the deadline date. All price submissions should include the Product Code, new invoice price and specific effective date. They must be entered through the [Liquor Agency Portal](#) or email: pricing@aglc.ca or fax: 780-447-8919.
- 5.1.3 Pricing of a product that is at “New Listing” status may be changed at any time up until the time of the initial release of the first shipment. At that time, the status is updated to “Active.” After a product has been updated to “Active” status and released for sale, price changes can then be implemented (see Subsection 5.1.2).
- 5.1.4 The liquor manufacturer/agency must ensure the price of a product’s single unit is equal to the price of the same product’s single unit when the same product is packaged in a different case configuration, a mixed case or any such variation. If a product’s single unit is contained in an enclosed package for sale to the consumer (e.g. beer/cooler packs) then the pricing per single unit may be different.
- 5.1.5 The liquor manufacturer/agency must ensure its liquor component(s) of a gift pack is listed at a wholesale price equal to or greater than the price of the liquor’s base sales unit.

GUIDELINES

- 5.1.6 It is the manufacturer/agency’s responsibility to review AGLC’s confirmation of the price change to verify its accuracy. If an error/omission is found, the manufacturer/agency must contact AGLC immediately by email: pricing@aglc.ca or by calling: 780-447-8675.
- 5.1.7 Manufacturers/agencies having submitted their changes through [Liquor Agency Portal](#) will receive an automatic confirmation through the report function on the application. During the week following the price change deadline, agencies who submitted price changes via



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NUMBER: 5.1

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SUBJECT: PRODUCT PRICING

email or fax will receive written confirmation of the price change submission.

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AUTHORITY: _____

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Gael MacLeod

SUBJECT: PRIVATE LABELS

POLICIES

- 5.2.1 Private label means a product with a label which bears a licensed premises-specific name or a licensed premises' trademarked name on the principal display panel (front label). Stickers or strip labels that bear the premises or trademarked name are not acceptable. *(Amended Jul 2021)*
- 5.2.2 Private label products that comply with Subsection 5.2 of this Handbook may exceed the allocation limit of 1,000 cases of sales per Product Code (see Subsection 3.10 of the [Liquor Agency Handbook](#) for more information regarding allocated products).
- 5.2.3 For new product registrations, the liquor manufacturer/agency must indicate to AGLC if the product is a private label. An example of the private label must be submitted with the registration form of the new product. All private label products must be approved by AGLC, Product & Pricing, prior to being registered.
- 5.2.4 The liquor manufacturer/agency shall ensure private label products are listed at a wholesale price equal to or greater than the lowest general listed products that the liquor manufacturer/agency has in the same category and product type. If a liquor supplier or liquor agency has only one (1) product in a category and product type, the wholesale price must be equal to or greater than the lowest general listed product of all liquor suppliers or liquor agencies in the same category and product type.
- 5.2.5 The liquor manufacturer/agency shall ensure the lowest general listed product is available at all times (see Subsection 5.2.4). If the product is out of stock for more than a two (2) month period, the manufacturer/agency will be contacted and advised to comply with the private label policy.
- 5.2.6 There are no restrictions on package sizes for private labelled products other than wine, as noted in Subsection 4.4.1.
- 5.2.7 Private labelled products are subject to all applicable taxes, duties and markups applicable to liquor products in that category.
- 5.2.8 Private labelled products cannot be sold by a Class D licensee to other Class D licensees.

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Len Rhodes



SECTION: PRODUCT SALES

NUMBER: 5.2

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SUBJECT: PRIVATE LABELS

5.2.9 AGLC will not be responsible for the unauthorized purchase of product (at any price) if it is left unallocated at an AGLC Authorized Warehouse.

5.2.10 Liquor manufacturers/agencies supplying licensees with private labelled liquor products are subject to the following:

- a) all federal labelling requirements must be met;
- b) any licensee wanting a private labelled product that will meet the minimum order quantity, as set by the liquor manufacturer/agency, will receive equal consideration from the liquor manufacturer/agency; and
- c) private labels cannot be used by liquor manufacturers/agencies as an inducement to licensees whereby they receive a premium product at a discounted price.

GUIDELINES

5.2.11 Private label products will automatically be excluded from printing in the CLS online product catalogue; however, they are not automatically allocated. Arrangements to allocate product should be made through CLS. For further information please refer to Section 3.12 of the [Liquor Agency Handbook](#).

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SECTION: PRODUCT SALES

NUMBER: 5.3

MANUFACTURER HANDBOOK

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SUBJECT: CONSIGNMENT PAYMENT

POLICIES

5.3.1 Payments for consignment orders will be made weekly for all product sold the previous week. (Amended Dec 2019)

5.3.2 If consignment payments are returned to AGLC, the manufacturer will be notified by letter requesting proper information to allow the consignment payment to be made. If the manufacturer does not respond to the letter within the time period specified in the letter, the remaining product related to this manufacturer will be deemed abandoned and may be destroyed. The unclaimed consignment payments will be offset against any amounts owing to AGLC or the Central AGLC Authorized Warehouse (if manufacturer is using this warehouse) related to this product, with the remaining amount transferred to AGLC miscellaneous revenue one (1) year after destruction of the product, or, if there is no inventory, one (1) year after the point when product would have been deemed abandoned. (Amended Dec 2019)

Note: For manufacturers using Other Authorized Warehouses, please see Section 5.6.3. (Added Dec 2019)

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SUBJECT: SELF-DISTRIBUTION (NON-CONSIGNMENT) PAYMENT

POLICIES

- 5.4.1 Class E Small Manufacturers may distribute products that are sold through AGLC directly from the Class E Small Manufacturer to other liquor licensees. *(Added May 2021)*
- 5.4.2 Liquor cannot be distributed to a liquor licensee until the licensee buying the product has paid the AGLC for the liquor, in accordance with Section 80(3) GLCA. *(Added May 2021)*
- 5.4.3 It is the responsibility of the licensee to produce the invoice to the liquor licensee for the liquor order. The invoice and payment shall be based on the product price in effect on the day the order is placed and this date shall be clear on the face of the invoice. *(Moved from 3.6.7 May 2021)*
- 5.4.4 Liquor delivery to another licensee is subject to the following conditions:
- a) Liquor must only be delivered to a valid licensee;
 - b) The delivery person must be at least 18 years of age and either be:
 - i) The licensee; or
 - ii) Staff of the licensee, including contracted staff, whose actions are the responsibility of the licensee.
 - c) Only liquor the liquor licensee orders may be delivered to the licensee.
(Moved from 3.6.4 May 2021)
- 5.4.5 A licensee may institute minimum order thresholds for liquor licensee orders. *(Moved from 3.6.6 May 2021)*
- 5.4.6 The licensee is responsible for loss or damage to liquor until it is delivered to and accepted by the customer or liquor licensee. *(Moved from 3.6.9 May 2021)*
- 5.4.7 Payments to manufacturers for self-distributed liquor product will be made weekly based on the manufacturer's transmission of sales. *(Moved from 5.4.1 May 2021)*
- 5.4.8 A licensee buying the manufacturer's liquor product will pay AGLC the wholesale price. From the wholesale price received AGLC will deduct:

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SUBJECT: SELF-DISTRIBUTION (NON-CONSIGNMENT) PAYMENT

- a) deposit fee – if applicable;
- b) recycling fee – if applicable;
- c) markup;
- d) GST; and
- e) pay the manufacturer the invoice price.

(Moved from 5.4.2 May 2021)

5.4.9 When a Class E manufacturer sells to its Class A or D, AGLC must receive payment prior to the liquor product being moved physically, and/or on paper, from the Class E to its Class A or D. *(Amended and moved from 5.4.3 May 2021)*



SECTION: PRODUCT SALES

NUMBER: 5.5

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SUBJECT: INSURANCE

(Deleted May 2021)

For information regarding insurance, please see Section 1.7 of the Liquor Warehouse Handbook.

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SUBJECT: WAREHOUSING & WAREHOUSE CHARGES

POLICIES

- 5.6.1 A Manufacturer may deliver:
- a) product directly to another licensee in accordance with Section 5.4; or *(Amended May 2021)*
 - b) product to an AGLC Authorized Warehouse for distribution per Subsections 5.6.2 and 5.6.3 below. *(added Dec 2019)*

5.6.2 A licensee that distributes liquor products through the Central AGLC Authorized Warehouse must adhere to the Sections of this Handbook that refer to CENTRAL AGLC AUTHORIZED WAREHOUSE. *(Added Dec 2019)*

- 5.6.3 A licensee that distributes domestic beer through any other AGLC Authorized Warehouse agrees to the terms and conditions set out in an agreement with the warehouse which should include:
- a) warehousing charges;
 - b) timelines to process advanced shipping notices;
 - c) product returns and recalls; and
 - d) details and costs of any other services provided.

Note: The Sections of this Handbook that refer to CENTRAL AGLC AUTHORIZED WAREHOUSE do not apply. *(Added Dec 2019)*

5.6.4 If a licensee and the Warehouse indicated in Subsection 5.6.3 above become involved in a dispute resolving the terms of the agreement, AGLC will not become involved in resolving the dispute. AGLC will rely upon direction agreed to by the parties involved or by court order. *(Added Dec 2019)*

5.6.5 The agreement between the licensee and Warehouse indicated in Subsection 5.6.3 above is subject to review by AGLC, upon request. *(Added Dec 2019)*

CENTRAL AGLC AUTHORIZED WAREHOUSE *(Added Sept 2019)*

5.6.6 All warehousing charges are determined by the Central AGLC Authorized Warehouse as indicated in the CLS Liquor Agency Handbook [\(link\)](#). The Non-Registered Advanced Shipping Notice Surcharge and the Non-Registered Product Listing Surcharge will be incurred when a liquor manufacturer/agency does not follow the procedures referred to in Subsections 4.1.1 and 4.1.3 of this



SECTION: PRODUCT SALES

NUMBER: 5.6

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SUBJECT: WAREHOUSING & WAREHOUSE CHARGES

Handbook. All warehousing charges are automatically deducted from the designated consignment payee's account (see Subsection 5.3.2).
(Amended Dec 2019)

5.6.7 The New Product Listing Set-up charge is applied by the Central AGLC Authorized Warehouse not only the products received in the province for the first time, but also to products which had been inactive for two years and have since been re-activated. If the product is re-activated within the two (2) year period, the set-up charge is waived. *(Amended Dec 2019)*

5.6.8 Consignment payments made to a liquor manufacturer/agency are net of warehouse charges. If the consignment payments do not equal or exceed warehouse charges, the liquor manufacturer/agency must pay the outstanding difference directly to the Central AGLC Authorized Warehouse. *(Amended Dec 2019)*

5.6.9 Manufacturers/agencies will be notified by letter in any outstanding warehouse charges. If a liquor manufacturer does not pay the outstanding warehouse charges within the time period specified in the notification letter, the liquor manufacturer/agency's remaining product will be deemed abandoned by AGLC and may be destroyed.

5.6.10 The Central AGLC Authorized Warehouse will fax or email the Receiving Reports and Receiving Surcharges the night the product is received, to a valid fax number or email address it has on file. All other warehousing charge details will accompany the consignment payment detail a manufacturer/agency receives once each week. *(Amended Dec 2019)*

OTHER AUTHORIZED WAREHOUSES *(Added Dec 2019)*

5.6.11 For manufacturers using Other Authorized Warehouses, information regarding warehousing charges must be covered in terms and conditions set out in the agreement with the warehouse (see Subsection 5.6.3). *(Added Dec 2019)*

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SUBJECT: PRODUCT RETURNS AND RECALLS

POLICIES

- 5.7.1 Product Returns are allowed for the following reasons:
- a) recalled product (either issued by the Canadian Food Inspection Agency, AGLC or the liquor manufacturer/agency);
 - b) stale-dated product (Note: Stale-dated product refers to a product that has surpassed a “best before” date or “stale-date” as indicated on the product label and/or container. Stale-dated does not refer to older/out-dated vintages of wine); or
 - c) faulty product (see Section 5.8). *(Amended May 2021)*
- 5.7.2 Return of inventory for reasons other than outlined in Subsection 5.7.1 are not allowed. *(Amended May 2021)*

GUIDELINES

- 5.7.3 The manufacturer/agency is responsible for approving all product returns from licensees. If the liquor manufacturer/agency approves a return, the authorization must specify which party (either the liquor manufacturer/agency or the licensee) will be responsible for the freight and re-stocking charges, if applicable. *(Amended May 2021)*
- 5.7.4 *(Deleted May 2021)*
- 5.7.5 *(Deleted May 2021)*
- 5.7.6 *(Deleted May 2021)*

Product Recalls

- 5.7.7 A liquor manufacturer/agency may voluntarily recall a product. Before the product is recalled the manufacturer/agency will:
- a) advise AGLC of the recall and the reason for the product recall;
 - b) arrange for the product to be returned and destroyed; and *(Amended May 2021)*
 - c) advise licensees of the procedures to follow for returning the product.

SUBJECT: REFUNDS FOR FAULTY PRODUCT

POLICIES

- 5.8.1 Licensees that purchase products directly from AGLC through the Central AGLC Authorized Warehouse may request a refund from AGLC for the following types of faulty products handled by that warehouse: (Amended Dec 2019)
- a) products returned due to customer complaint;
 - b) a sealed bottle(s) which:
 - i) is partially filled;
 - ii) has a damaged cap or cork; or
 - iii) is contaminated with a foreign material; and
 - c) bottle(s) that are missing from a sealed case, with no imprint in the case.
- 5.8.2 AGLC validates all faulty product claims.
- 5.8.3 Faulty product claims will be automatically deducted from consignment payments based on the product's duty paid price (invoice price plus any applicable customs duty/excise duty).
- 5.8.4 A claim for a refund must be received by AGLC within 30 days of product delivery, except for products returned by customers. Customer returns may be refunded up to one (1) year from the date of invoice. If a product has been discontinued AGLC may decline to provide a refund.
- 5.8.5 Requests for refunds beyond 30 days, excluding product returned by customers, will be allowed if the claim request includes written approval from the liquor manufacturer/agency.
- 5.8.6 Faulty bottles, and cases that are missing bottles, must be kept by the licensee until AGLC approves disposition.
- 5.8.7 Faulty products approved for credit by AGLC must immediately be destroyed. The product must not be made available for resale.
- 5.8.8 Refund amounts are based on the original wholesale price paid by the licensee to AGLC.

SUBJECT: REFUNDS FOR FAULTY PRODUCT

5.8.9 Licensees purchasing product from a retail liquor store must report faulty product claims to the retailer. The retailer may then initiate a claim with AGLC for those products purchased directly from AGLC.

5.8.10 Faulty kegs returned to a brewery are assessed by AGLC. Only kegs at least 80% full by weight are eligible for refund.

5.8.11 Replacement of faulty product by a liquor supplier or agency for products purchased from warehouse other than the Central AGLC Authorized Warehouse must be properly documented, and include the following: *(Amended Dec 2019)*

- a) name of licensee;
- b) date replacement was made;
- c) product and quantity replaced;
- d) specific reason for replacement; and
- e) acknowledgement of replacement by the retail liquor store (a copy of the acknowledgement must be kept by the liquor store).

Note: Records must clearly distinguish between:

- i) product used for promotions or sampling; and
- ii) product used to replace faulty product.

5.8.12 *(Deleted Dec. 2020)*

5.8.13 When AGLC issues a product recall, the licensee must immediately suspend sales of these products and remove them from store shelves. *(Amended Dec. 2020)*

5.8.14 Licensees must deal with the recalled product as directed by AGLC, which may include returning it to the warehouse for a full refund (see Subsections 5.7.3 – 5.7.7).

GUIDELINES

5.8.15 To make a claim for refund, a licensee must complete a Faulty Product Claim Request form. The form can be found at aglc.ca. Completed forms must be sent to FaultyProduct@aglc.ca.

5.8.16 *(Deleted Dec. 2020)*

5.8.17 *(Deleted Dec. 2020)*

SUBJECT: REFUNDS FOR FAULTY PRODUCT

- 5.8.18 Refund claims are normally processed within 30 days of receipt of the claim, even if not validated by AGLC within that timeframe. However, the licensee must keep all bottles and cases listed on the form until AGLC approves disposition. Should any of the product be missing or otherwise ineligible, the licensee will be required to repay the refund.
- 5.8.19 Product analysis by AGLC for faulty product claims may be required.
- 5.8.20 If a product listed on a Faulty Product Claim Request is ineligible for refund, AGLC will advise the licensee and explain why. *(Amended Dec. 2020)*
- 5.8.21 Dry breaks (no product spilled) should not be reported on a Faulty Product Claim Request form. Compensation for dry breaks is automatically processed each year, based on the licensee's purchases the previous year. *(Amended Dec. 2020)*

Products Causing Illness

- 5.8.22 Customer allegations of injury or illness resulting from a faulty product must be reported immediately to AGLC Product and Pricing Department:

Alberta Gaming, Liquor and Cannabis Commission
50 Corriveau Avenue
St. Albert, Alberta T8N 3T5
Attention: Product and Pricing
Telephone: 780-447-8832
Email: Product@aglc.ca

SUBJECT: STORAGE

POLICIES

- 6.1.1 Licensees may only store liquor products that: *(Amended May 2021)*
- a) the licensee manufactures;
 - b) the licensee manufactures in collaboration with another Class E licensee (see Subsection 6.2.2); or
 - c) have been manufactured for another Class E licensee or the licensee manufactures for a registered agency through a contract (see Subsection 6.2.3). *(Amended Oct 2020)*
- 6.1.2 Licensees may also store liquor products for blending, flavoring and packaging purposes (see Section 3.1). *(Amended Oct 2020)*
- 6.1.3 *(Deleted Oct 2020)*
- 6.1.4 *(Deleted Oct 2020)*
- 6.1.5 *(Deleted Oct 2020)*
- 6.1.6 *(Deleted Oct 2020)*
- 6.1.7 *(Deleted Oct 2020)*
- 6.1.8 *(Deleted Oct 2020)*
- 6.1.9 Licensees may apply for an extension of their licence to include additional locations for the purposes of storing liquor products as outlined in 6.1.1 & 6.1.2 above and aging. *(Amended Jun 2022)*
- 6.1.10 As per section 14(1) GLCR, the separate storage facility must be under the legal care and control of the licensee and is subject to existing storage and distribution policies (see Section 5.4 and Section 5.6). *(Amended Jun 2022)*

SUBJECT: COLLABORATION & CONTRACT MANUFACTURING

POLICIES

6.2.1 For the purposes of this section, the following definitions apply:

- a) “collaboration manufacturing” means two or more manufacturers work together to produce liquor at a single AGLC licensed Class E manufacturing facility;
- b) “contract manufacturing” means a contract exists between a manufacturer or an AGLC registered agency and another manufacturer, to manufacture liquor;
- c) “contractee” means the entity that enters into a contract with a manufacturer that produces the liquor;
- d) “contractor” means the manufacturer that produces the liquor;
- e) “manufacturer” means an AGLC licensed Class E Small Manufacturer or Manufacturer; and *(Amended May 2021)*
- f) “manufacturing facility” means the facility that an AGLC licensed Class E Small Manufacturer or Manufacturer operates and has legal control of, for the purpose of manufacturing liquor. *(Amended May 2021)*

Collaboration Manufacturing

6.2.2 Collaboration manufacturing must meet the following requirements:

- a) all participants must be licensed manufacturers. The collaboration may start upon licensing and may involve different types of liquor manufacturers (e.g, a beer manufacturer may collaborate with a distillery). *(Amended Mar 2020)*

Note: Entities registered solely as liquor agencies are not eligible for collaboration manufacturing;

- b) the manufacturing must take place at a licensed Class E manufacturing facility where the host manufacturer operates and has legal control of the manufacturing facility and equipment;
- c) a manufacturing representative of the host manufacturer must be present at all times during the collaboration process;

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- d) the host manufacturer and all participating manufacturers must report the total collaboration production volume to AGLC and include it in their AWP;
- e) the product must be registered with AGLC, separately, by each manufacturer that will be selling the product. Manufacturers must register the product under the same name, and must include their own brewery, winery, distillery or cidery name in brackets at the end of the product name; *(Amended Dec 2018)*
- f) distribution of collaboration liquor products must meet the following requirements:
 - i) the resultant product may be sold by all manufacturers involved in the collaboration;
 - ii) the product may be sold in the manufacturers' related Class A premises as long as no more than four collaboration products manufactured at a different licensed Class E manufacturing facility are offered, at one time;

Note: liquor that is contract brewed at another Class E manufacturing facility and then transferred back to the contractee's premises does not count toward this number;
 - iii) the product may be sold in the manufacturers' related Class D premises; and
- g) *(Deleted May 2021)*

Contract Manufacturing

6.2.3 Contract manufacturing must meet the following requirements:

- a) the contractee must be licensed as a manufacturer or registered as a liquor agency, with AGLC.;
- b) the contractor must have a Class E Manufacturer or Small Manufacturer licence issued by AGLC; *(Amended May 2021)*
- c) contract manufacturing may start upon licensing for manufacturers and registration for agencies; *(Added Mar 2020)*
- d) the manufacturing must take place at the contractor's licensed Class E manufacturing facility where the contractor operates

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Len Rhodes

SUBJECT: COLLABORATION & CONTRACT MANUFACTURING

- and has legal control of the manufacturing facility and equipment;
- e) the manufacturer may operate solely as a contractor without the need to manufacture their own products; *(Added Mar 2020)*
 - f) a manufacturing representative of the contractor must be present at all times during the manufacturing process;
 - g) if contracted spirits require aging:
 - i) and the contractee is another manufacturer, the product may be aged at either the contractee or contractor's manufacturing facility; or
 - ii) If the contractee is a registered agency, the product must be aged at the contractor's licensed Class E manufacturing facility;*(Note deleted May 2021)*
 - h) the contractee must report the total contracted production volume to AGLC and include it in their AWP; *(Amended Nov 2022)*
 - i) the product must be registered with AGLC, by the contractee, unless otherwise stated in j) & k) below; *(Amended May 2021)*
 - j) when the contractee is another Class E Manufacturer: *(Amended May 2021)*
 - i) the resultant liquor may be returned to the contractee's facility and self-distributed by the contractee; *(Added May 2021)*
 - ii) the resultant liquor may be distributed through an AGLC Authorized Warehouse; *OR (Added May 2021)*
 - iii) the resultant liquor may be distributed by the contractor provided the following are met: *(Added May 2021)*
 - the contractor registers the product with AGLC;
 - the contractor has no claim to market the product; and
 - a contract agreement exists indicating the contractee owns the product.
 - k) when the contractee is a registered agency, Subsections 6.2.3j) ii) – iii) apply. *(Amended May 2021)*



**SECTION: PREMISES MANAGEMENT -
MANUFACTURING FACILITY**
NUMBER: 6.2

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SUBJECT: COLLABORATION & CONTRACT MANUFACTURING

- l) *(Deleted May 2021)*
- m) any disputes between the contractor and contractee must be resolved between the two parties. AGLC is held harmless from any disputes that may arise

Notes:

- 1) *(Deleted May 2021)*
- 2) *(Deleted Mar 2020)*

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SUBJECT: HOURS OF LIQUOR SALES & CONSUMPTION

POLICIES

7.1.1 The maximum hours of liquor sales or service are as follows: *(Amended Dec 2020)*

Class A Licence

a) Minors Allowed, Minors Prohibited, Taproom and Lounge licences 9:00 a.m. - 2:00 a.m.

Class D Licence

- a) Retail liquor store licence 9:00 a.m. - 2:00 a.m.
- b) Manufacturer's Off Sales licence 9:00 a.m. - 2:00 a.m.
- c) Delivery service licence 9:00 a.m. – 2:00 a.m., however delivery may continue for 30 minutes after closing.

7.1.2 Where on-premises consumption is authorized, liquor consumption may continue for a maximum of one (1) hour after liquor service ends. All liquor must be cleared from patron areas by 3:00 a.m.

7.1.3 All patrons must leave a Class A Minors Prohibited, Class A Taproom and Class A Lounge licensed premises at the end of the one (1) hour consumption period. The only persons allowed to remain are the licensee's spouse and staff, and workers maintaining or making repairs to the licensed premises.

7.1.4 Subsection 7.1.3 applies equally to a Class A Minors Allowed licensed premises with a condition on the licence prohibiting minors during evening hours. The premises may not reopen to patrons for food service before 6 a.m. the next business day.

7.1.5 Class A Minors Prohibited, Class A Taproom and Class A Lounge licensed premises must be closed:

- a) *(Deleted Dec 2019)*
- b) all times other than the hours endorsed for liquor service and consumption on the licence.

SUBJECT: HOURS OF LIQUOR SALES & CONSUMPTION

7.1.6 A Class D licensed premises must be closed:

a) *(Deleted Dec 2019)*

b) all times other than the hours endorsed for liquor sales on the licence, unless the premises is also a Class A licensed premises.

7.1.7 On the date Daylight Savings Time takes effect or ends, liquor sales or service must end before clocks are adjusted and may not re-start until the next business day.

7.1.8 Maximum hours of liquor sales or service are the same under a licence and a licence extension, unless otherwise specified by the Board.

7.1.9 *(Deleted Nov 2022)*

GUIDELINES

7.1.10 "Last call" must be timed to ensure patrons who order liquor are served within the hours of liquor service specified on the licence.

SUBJECT: LIQUOR PRICING

POLICIES

- 7.2.1 For on-premises consumption, the amount of liquor in a drink (i.e., # of ounces or millilitres) and the price must be specified on a menu or price list.
- 7.2.2 Licensees may set their own liquor prices for on-premises consumption, subject to the minimum prices specified below. A licensee is authorized to set their own prices for off sales as well, however sales to licensees must be at the registered wholesale price.
(Amended Dec 2020)
- 7.2.3 Class A licensees, may not sell, or offer to sell, for on-premises consumption, liquor at less than the following minimum prices:
(Amended May 2021)
- Spirits and liqueurs: \$2.75 / 28.5 ml (1 oz) or less;
Wine: \$0.35 / 28.5 ml (1 oz);
Draught beer: \$0.16 / 28.5 ml (1 oz); and
Bottled/Canned Beer,
Coolers or Cider: \$2.75 /341 ml bottle or 355 ml can.
- Note: GST is not included in the above prices.
- 7.2.4 If a serving of spirits or liqueurs exceeds 28.5 ml, including mixed drinks offered for off premises consumption, the minimum price of the drink must be based on the single serving menu price and increase in direct proportion to the volume served based on the minimum price of \$2.75. For example, if a single serve drink has a menu price of \$5.00, the following minimum prices apply to similar drinks containing more than 28.5 ml of spirits or liqueurs: *(Amended Dec 2020)*
- drinks containing 43 ml (1.5 oz) of spirits or liqueurs – the minimum price required is \$6.37 (\$5.00 + \$1.37);
 - drinks containing 57 ml (2 oz) of spirits or liqueurs – the minimum price required is \$7.75 (\$5.00 + \$2.75); and
 - drinks containing 85.5 ml (3 oz) of spirits or liqueurs – the minimum price required is \$10.50 (\$5.00 + \$2.75 + \$2.75).
- 7.2.5 A Class A licensee is not allowed to offer:
- free liquor specials;

SUBJECT: LIQUOR PRICING

- b) more than one (1) drink for a single price (e.g., “2 for 1” specials, or “triples for the price of a single”); and
- c) “all you can drink” specials for a fixed cost.

7.2.6 “Buckets of Beer and/or Refreshment Beverages” pricing is permitted as long as the full menu price is charged for the first drink and a minimum of \$2.75 is charged for each subsequent drink. For example if the menu price of a beer is \$5.00 and a bucket contains three beers, the minimum total price of the bucket will be \$10.50 (\$5.00 + \$2.75 + \$2.75). *(Amended Dec 2020)*

7.2.7 Liquor sale activities must not promote intoxication.

7.2.8 Gift certificates may only be redeemed for liquor if they are purchased at face value (for example, in order to redeem a \$10 gift certificate for liquor, the gift certificate must be purchased for at least \$10).

7.2.9 *(Deleted Dec 2020)*

7.2.10 Food specials must not be dependent on liquor purchases by patrons.

7.2.11 Food items, along with a selection of non-alcoholic beverages, must be listed on a printed menu or on a menu display board, with each item individually priced.



SECTION: PREMISES MANAGEMENT – CLASS A LICENCES
NUMBER: 7.3

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SUBJECT: LIQUOR SERVICE

(Deleted May 2021)

For information regarding liquor service for on-premises consumption, please see Section 5.3 of the Licensee Handbook.

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SUBJECT: MINORS**POLICIES**

- 7.4.1 It is an offence under the GLCA to sell or provide liquor to anyone under 18 years of age. Management and staff of a licensed premises are responsible to ensure liquor is not sold or provided to minors.
- 7.4.2 No minor may enter a Class A Minors Prohibited licensed premises or any other licensed premises where minors are prohibited, except as specified in Subsections 7.4.11 and 7.4.12.
- 7.4.3 No minor may enter a manufacturer's off sales outlet unless accompanied by a parent, guardian or spouse who is an adult and who is in the licensed premises to purchase liquor for off-premises consumption. *(Amended Dec. 2020)*
- 7.4.4 No minor may enter a Class E licensed premises unless accompanied by a parent, guardian or spouse who is an adult and who is in the licensed premises to purchase liquor for off-premises consumption and/or tours.
- 7.4.5 No minor may enter a licensed premises where nude entertainment is being performed.
- 7.4.6 No minor may work as staff in a Class A Minors Prohibited licensed premises, a manufacturer's off sales room, or any other premises where a "minors prohibited" condition has been imposed on the licence. *(Amended Dec. 2020)*
- 7.4.7 No minor may be employed in a Class E licensed premises.
- 7.4.8 Licensee staff are required to obtain valid identification and verify proof of age whenever a person who appears to be under 25 years of age attempts to buy liquor or to enter a licensed premises where minors are prohibited. If unsatisfied that a person is at least 18 years of age, licensee staff must refuse entry or ask the person to leave.
- 7.4.9 For the purposes of Subsection 7.4.9, valid primary identification must:
- a) have a photo;
 - b) have a name;
 - c) be Government issued;
 - d) include date of birth;
 - e) not be expired;

SUBJECT: MINORS

f) have a unique identifier number; and

g) be an original (not a copy).

(Added Nov 2019)

7.4.10 If the identification appears not to be genuine, licensee staff must request a second piece of identification. Valid secondary identification must:

a) have a name;

b) be Government issued;

c) have a unique identifier number; and

d) include date of birth.

(Added Nov 2019)

7.4.11 A minor child or spouse of a Class A Minors Prohibited licensee or manager may enter and remain on the licensed premises during hours of no liquor service.

7.4.12 Under the supervision of the licensee, a minor may enter a Class A Minors Prohibited licensed premises to repair or service equipment or furnishings and remain on the premises for the time required to complete the service.

7.4.13 A Class A Minors Prohibited licensee, or other licensee of the premises where minors are prohibited, wishing to employ a minor as an entertainer must seek the approval of AGLC prior to contracting the individual in question. The minor cannot be employed as a nude entertainer.

GUIDELINES

7.4.14 A condition prohibiting minors may be imposed on a Class A, B or C licensee when no minors may enter or remain on the licensed premises.

7.4.15 A Class A Minors Prohibited licensee may apply to AGLC in writing for permission to allow minors onto the licensed premises during a family-oriented occasion (e.g., Christmas Day, Easter Sunday, Mother's Day, Father's Day, etc.). The request will be considered only if the premises will be operated for family dining.

SUBJECT: MINORS

7.4.16 A Class A Minors Prohibited licensee may request temporary suspension of the licence (i.e., no liquor service will be permitted) to allow minors onto the premises for an unlicensed event.

- a) A suspension may be granted if:
 - i) the entertainment will end no later than 12 a.m. (midnight) and all minors will be off the premises by 12:30 a.m.; and
 - ii) police, fire, municipal, health and related authorities have no objections.
- b) A suspension will not be granted if the premises have video lottery terminals (VLTs).

7.4.17 A Class A Minors Prohibited licensee may request a licence endorsement or permission for a single occasion to allow minors onto the premises for food service between the hours of 6 a.m. and 9 a.m. If approved, it is the responsibility of the licensee to ensure no minors remain on the premises after 9 a.m. *(Amended Dec. 2020)*

7.4.18 Identification should be carefully examined under good lighting and/or a black light should be used to ensure the:

- a) photograph is a true likeness and has not been substituted;
- b) the plastic laminate has not been tampered with; and
- c) the lettering of the name, date of birth and other data have not been altered (lettering that has been altered will show up under a black light).

7.4.19 Licensee staff may telephone police whenever a minor attempts to purchase liquor, is found consuming liquor or is found in a licensed premises where minors are prohibited. *(Amended Dec 2020)*



SECTION: PREMISES MANAGEMENT - CLASS A
LICENCES

NUMBER: 7.5

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SUBJECT: SUPERVISION OF PATRONS

(Deleted May 2021)

For information regarding supervision of patrons, please see Section 5.6 of the Licensee Handbook.

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SECTION: PREMISES MANAGEMENT - CLASS A
LICENCES

NUMBER: 7.6

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SUBJECT: COLLECTION OF PERSONAL INFORMATION

(Deleted May 2021)

For information regarding collection of personal information, please see Section 5.7 of the Licensee Handbook.

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SECTION: PREMISES MANAGEMENT - CLASS A
LICENCES

NUMBER: 7.7

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SUBJECT: INTOXICATED PERSONS

(Deleted May 2021)

For information regarding intoxicated persons, please see Section 5.8 of the Licensee Handbook.

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SECTION: PREMISES MANAGEMENT - CLASS A LICENCES

NUMBER: 7.8

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SUBJECT: ILLEGAL DRUGS

(Deleted May 2021)

For information regarding illegal drugs, please see Section 5.9 of the Licensee Handbook.

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SECTION: PREMISES MANAGEMENT - CLASS A LICENCES
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SUBJECT: GENERAL ENTERTAINMENT, GAMES AND DANCING

(Deleted May 2021)

For information regarding general entertainment, games and dancing, please see Section 5.10 of the Licensee Handbook.

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SUBJECT: SEPARATION OF A LICENSED PREMISES

POLICIES

- 7.10.1 Class A Minors Prohibited premises must be enclosed with full height solid walls, unless otherwise approved by AGLC. "Full height wall" means a wall at least 2.44 metres [eight (8) feet] high, normally floor to ceiling.
- 7.10.2 All licensed premises must be suitably defined by a permanent or portable barrier such as planters, ropes, railings or similar items, unless otherwise approved by AGLC.
- 7.10.3 The physical separation between the manufacturing area and a Class A licensed area in the same premises must be suitably defined by a permanent barrier, of minimum one metre, such as a half wall, railing, or similar items, unless other approved by AGLC.
- 7.10.4 The physical separation between a licensed premises and another licensed or unlicensed area must be suitably defined by a permanent or portable barrier such as planters, ropes, railings or similar items, unless otherwise approved by AGLC.
- 7.10.5 A wall separating two (2) licensed premises may have a single opening for access to the other licensed premises if both premises are operated by the same licensee.
- 7.10.6 Full height solid walls are required for any premises providing nude entertainment. Nude entertainment must not be visible from outside the premises.



SECTION: PREMISES MANAGEMENT - CLASS A LICENCES
NUMBER: 7.11

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SUBJECT: OCCUPANT LOAD

(Deleted Dec. 2020)

Please consult with your local municipality on information regarding occupant loads.

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SECTION: PREMISES MANAGEMENT - CLASS A LICENCES
NUMBER: 7.12

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SUBJECT: STRUCTURAL CHANGES

(Deleted May 2021)

For information regarding structural changes to a Class A premises, please see Section 5.14 of the Licensee Handbook.

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SECTION: PREMISES MANAGEMENT - CLASS A
LICENCES
NUMBER: 7.13

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SUBJECT: PATIO EXTENSION

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For information regarding patio extensions, please see Section 4.2 of the Licensee Handbook.

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SECTION: PREMISES MANAGEMENT - CLASS A
LICENCES
NUMBER: 7.14

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SUBJECT: CATERER'S EXTENSION

(Deleted May 2021)

For information regarding a caterer's extension, please see Section 4.3 of the Licensee Handbook.

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SECTION: PREMISES MANAGEMENT - CLASS A LICENCES
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SUBJECT: FOOD SERVICE

(Deleted May 2021)

For information regarding food service for a Class A premises, please see Section 5.4 of the Licensee Handbook.

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SUBJECT: GENERAL INFORMATION

POLICIES

8.1.1 For all of Section 8:

- a) "advertising" means the use of media to communicate a message to an audience through words, audio and/or visuals. It is communicated through various mass media, including but not limited to:
 - i) traditional media such as television, radio, newspapers, magazines, outdoor advertising, flyers, billboards, transit shelters, inflatables, commercial and corporate vehicles or direct mail; and
 - ii) new media, including but not limited to digital and social media advertising, organic social media posts on newsfeeds and/or profiles, email, search results, blogs, websites or short message service (SMS); *(Amended Aug 2019)*
- b) "liquor agency" includes all associated shareholders, directors, management, agents and employees of liquor manufacturers/agencies and suppliers; and
- c) "records" are electronic or paper documents that summarize a transaction and include the documents to support these transactions. These documents include, but are not limited to, financial statements, invoices, receipts, vouchers, contracts, cancelled cheques, credit card receipts and emails.

8.1.2 Only those businesses and/or persons with a Class E Small Manufacturer's licence or Manufacturer's licence or who are registered as a liquor agency with AGLC may conduct marketing, merchandising, and promotional activities of liquor in Alberta. *(Amended May 2021)*

8.1.3 A liquor manufacturer/agency, a licensee or a third party acting on their behalf (i.e., marketing company) may advertise in any medium not specifically prohibited, as long as the advertising complies with these policies, the Canadian Radio-television and Telecommunications Commission (CRTC) and any other regulator with jurisdiction.

8.1.4 All advertising must be:

- a) accurate and verifiable; and

SUBJECT: GENERAL INFORMATION

- b) within the limits of good taste and propriety (i.e., not offensive to the general population).

8.1.5 Advertising must not:

- a) *(Deleted Nov 2022)*
- b) encourage non-drinkers to consume liquor;
- c) promote irresponsible liquor consumption or service;
- d) show heavy or prolonged liquor consumption;
- e) give the impression liquor benefits a person's health; and
- f) disparage (put down) another company, business or product.

8.1.6 Minors:

- a) Advertising must not appeal to minors or be placed in any medium targeted specifically at minors.
- b) No minor or anyone who may reasonably be mistaken for a minor may appear in advertising for a liquor product.
- c) *(Deleted Nov 2022)*
- d) The use or imitation of children's fairy tales, jingles, nursery rhymes, songs, musical themes or fictional characters from children's books is prohibited in liquor advertising

8.1.7 A product endorsement by well-known personality or look-a-like should not imply that drinking liquor contributed to their success.

8.1.8 Brand advertising is allowed by a liquor supplier or a manufacturer's off-sales licensee. Brand advertising by Class A licensees must comply with Subsection 8.2.3 and brand advertising by Class D licensees must comply with Subsection 8.3.3.

8.1.9 Co-operative advertising (advertising by licensees that includes the specific mention of liquor manufacturers/suppliers/agencies), is permitted under the following conditions:

- a) the licensee must pay all costs pertaining to the advertising; and
- b) all records for advertising must be kept by the licensee for a period of two years and provided to AGLC on request.

SUBJECT: GENERAL INFORMATION

8.1.10 A liquor manufacturer/agency is not allowed to pay any advertising costs for a licensee, either directly or indirectly.

8.1.11 *(Deleted Jul 2022)*

8.1.12 *(Deleted Dec 2020)*

GUIDELINES

8.1.13 Advertising which promotes the responsible consumption of liquor (i.e., legal, moderate and safe) is highly recommended and supported by AGLC.

8.1.14 *(Deleted Dec 2020)*

8.1.15 References to brand advertising do not apply to Special Event licensees.

8.1.16 Corporate or brand identification may be used in public service or community advertising.

8.1.17 *(Deleted Dec 2020)*

8.1.18 A licensee and a manufacturer of non-liquor products may advertise jointly, as long as the advertising complies with these policies.

SUBJECT: ADVERTISING BY CLASS A LICENSEES

POLICIES

- 8.2.1 A licensee may advertise the name of the licensed premises and the services offered according to the type of licence(s) held.
- 8.2.2 Brand advertising is acceptable, with the following conditions:
- a) the licensee must receive permission in advance from the liquor manufacturer/agency (or whoever owns/controls the brand identification) to use the brand logo, typeset or trademark; and
 - b) the licensee is prohibited from receiving or requesting any benefit (money or other) from a liquor manufacturer/agency for advertising its brands.
- 8.2.3 A licensee may advertise liquor at reduced or discounted prices as long as the prices are not below the minimum prices specified in Sections 7.2.3 and 7.2.4.
- 8.2.4 Advertising for packages which include liquor in the price (e.g., Champagne Brunch, Mother's Day special, New Year's Eve special) are allowed, as long as the ad specifies the amount of liquor to be provided and it complies with the minimum drink prices specified in Subsections 7.2.3 and 7.2.4.

GUIDELINES

- 8.2.5 A licensee may use a television remote unit to broadcast live entertainment from its licensed premises as long as patrons are aware they may be televised.
- 8.2.6 *(Deleted Dec. 2020)*
- 8.2.7 A licensee may use a radio remote unit to broadcast live music from its licensed premises and promote the premises' name and location (or a specific room within the premises).



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SUBJECT: ADVERTISING BY CLASS D LICENSEES

(Deleted Dec 2020)

For information regarding advertising by Class D licensees, please see Section 6.2 of the Retail Liquor Store Handbook.

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SECTION: ADVERTISING

NUMBER: 8.4

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SUBJECT: ADVERTISING CONTENT RESTRICTIONS

(Deleted Dec 2020)

For information regarding advertising content restrictions, please see Section 8.1 of the Manufacturer Handbook.

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SUBJECT: EXCLUSIVITY AGREEMENTS & SPONSORSHIPS**POLICIES****EXCLUSIVITY AGREEMENTS**

- 8.5.1 Pursuant to Section 85 of the GLCR, the Board of AGLC may approve an arrangement, such as an exclusivity agreement, between a liquor licensee and a liquor manufacturer or agency to promote a particular type of liquor.
- 8.5.2 Exclusivity Agreement (“EA”) means a document establishing the terms and conditions under which a licensee agrees to the exclusive use of a manufacturer’s or agency’s products during a specified event or at a specified venue. Exclusive use means only the manufacturer’s or agency’s products, as approved by AGLC, will be used for that product type during the event or at the venue. *(Amended Jul 2022)*
- 8.5.3 All events and/or venues involving the exclusive use of liquor require an EA approved by AGLC. A liquor manufacturer/agency or supplier may not enter into an agreement, directly or indirectly, with a liquor licensee, where the licensee agrees to exclusively sell the liquor of the manufacturer/agency or supplier, unless approved by way of an EA in accordance with this section.
- 8.5.4 EAs apply to the licensed area(s) only.
- 8.5.5 AGLC will consider EAs for the following types of events which are open to the general public and where the primary purpose of public attendance is not for the consumption of liquor:
- a) community-based entertainment (community-based means it is available to a significant segment of the community); or
 - b) professional or semi-professional sports teams or sporting events; or
 - c) a broad-based cultural event (broad-based means representative of the larger community).
- 8.5.6 Eligible locations for these events are:
- a) convention centres;
 - b) ski hills;

SUBJECT: EXCLUSIVITY AGREEMENTS & SPONSORSHIPS

- c) the home arena or sports stadium of the team, or the venue where the professional or semi-professional sporting event takes place;
- d) municipally approved public areas with the licensed area located within a tent or fenced area; or
- e) other locations approved in advance by AGLC.

8.5.7 Licensed premises where food and liquor are the primary source of business do not qualify for EAs. This restriction does not apply to licensed premises located within a premises conducting an event mentioned in Subsection 8.5.6 (e.g. lounge within a team's arena).

8.5.8 Each proposed agreement must specifically identify the following:

- a) all parties participating in the agreement, including the name and registration number of the manufacturer/agency or supplier and the name, licence number and class of licensed premises;
- b) the type of event(s) taking place;
- c) the location of the event(s) including identification of the licensed area(s);
- d) the type of liquor licence in effect during the event(s);
- e) the commencement and termination dates of the proposed agreement;
- f) the date(s) of the event(s); and
- g) the specific dollar value being paid, the type of liquor products, brand and quantity of liquor products and the type and value of services offered.

Draft EAs must be submitted to AGLC for review and approval before both parties sign the agreement. If approved, an executed (signed) copy of the EA must be submitted to AGLC prior to the start date of the agreement.

8.5.9 The total dollar value of support, products or services being provided determines the deadline for submitting the draft agreement to AGLC:

<u>Value of Agreement</u>	<u>Due Date for Submission</u>
Less than \$5,000	15 days prior to start date
\$5,001 to \$10,000	20 days prior to start date

SUBJECT: EXCLUSIVITY AGREEMENTS & SPONSORSHIPS

\$10,001 to \$100,000	30 days prior to start date
\$100,001 to \$1,000,000	45 days prior to start date
Over \$1,000,000	60 days prior to start date

8.5.10 Proposed agreements in which the start date predates its referral to AGLC will not be entertained or considered for any reason.

SPONSORSHIPS

8.5.11 Sponsorship may only involve a publicly advertised contest (See Subsection 8.5.13) or the unconditional donation of cash or merchandise, a trophy, and/or a prize, by a licensee, manufacturer/agency or supplier, directly to an event or team. *(Amended Nov 2022)*

8.5.12 A licensee, manufacturer/agency or supplier may sponsor or co-sponsor an event or team with the following conditions:

- a) a liquor supplier or brand name may be used only if the event or team is adult-oriented and not geared toward minors; and
- b) a Class A or D licensee may sponsor an event involving minors as long as liquor is not mentioned in any way.

8.5.13 Sponsorship or co-sponsorship of a publicly advertised contest is allowed with the following restrictions:

- a) participation in a contest must not be conditional on the purchase or consumption of liquor;
- b) a contest sponsored by a liquor supplier must be directed only towards persons of legal drinking age; and
- c) if the contest is conducted on licensed premises, the licensee must also comply with Subsection 9.4.1

8.5.14 Sponsorship promoting a specific brand of liquor in a Class A licensed premises requires the prior approval of AGLC. All other eligible sponsorships do not require the approval of AGLC.

8.5.15 A sponsored event held on-campus at an educational institution must have the prior approval of the institution's administration.

SUBJECT: EXCLUSIVITY AGREEMENTS & SPONSORSHIPS

- 8.5.16 Corporate or brand names and logos may:
- a) be displayed on signs in an arena or stadium used primarily for sporting or entertainment events (e.g., scoreboard panel, rink board, banner for sponsored event); and *(Amended Nov 2022)*
 - b) *(Deleted Nov 2022)*
 - c) not be displayed on signs at events involving minors (for example, Minor Hockey Week).
- 8.5.17 A corporate or brand name and logo may be displayed on a corporate vehicle and the vehicle may appear at a sponsored event.
- 8.5.18 A liquor manufacturer/agency, supplier or licensee may own a sports franchise.
- 8.5.19 *(Deleted Dec 2020)*
- 8.5.20 The focus of sponsorship advertising shall be on the event or activity being sponsored, and not a liquor manufacturer/agency, supplier or brand.

GUIDELINES

- 8.5.21 Proposed agreements may be submitted to AGLC by mail, fax or email at the following.
- 50 Corriveau Avenue
c/o Compliance Branch
St. Albert, Alberta
T8N 3T5
Fax: 780-447-8912
Email: inspections.mailbox@aglc.ca
- 8.5.22 Items displaying a corporate or brand logo may be donated to a registered charity for use as give-away prizes.

SUBJECT: TRADE SHOWS

POLICIES

8.6.1 Participation in a trade show may be undertaken with a display booth. The following conditions apply: *(Amended Feb 2021)*

- a) Participation in a trade show may be advertised. *(Amended Feb 2021)*
- b) The display booth may advertise liquor and related products and staff may wear promotional clothing. Promotional and educational materials may be given away.
- c) Tastings may be sold or provided as long as the conditions specified in Sections 9.5.1 and 9.5.2 are followed. *(Amended Feb 2021)*
- d) *(Deleted Feb 2021)*

GUIDELINES

8.6.2 A licensee participating in a trade show must also comply with the trade show operator's requirements for display booths and liquor tastings.

8.6.3 See Section 3.5.4 regarding the sale of products made by a manufacturer for off-premises consumption. *(Added June 2023)*



SECTION: ADVERTISING
NUMBER: 8.7

MANUFACTURER HANDBOOK

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SUBJECT: MARKET RESEARCH

(Deleted Dec 2020)

For information regarding market research, please see Section 4.8 of the Liquor Agency Handbook.

DATE ISSUED: December 14, 2020 AUTHORITY: Original signed by Len Rhodes

SUBJECT: HOSTING A NO SALES FUNCTION

POLICIES

- 8.8.1 A no sale function may be hosted by liquor agencies or licensees at which invited guests may sample liquor.
- 8.8.2 Attendance at a no sale function must be by invitation only. There may be no advertising of the event.
- 8.8.3 If the event is to be held in an unlicensed location, the host must obtain a special event licence beforehand.

SUBJECT: GENERAL INFORMATION**POLICIES**

9.1.1 For all of Section 9:

- a) "product promotion" means activities within licensed premises designed to encourage the sale of specific brand(s) of liquor;
- b) "liquor agency" includes all associated shareholders, directors, management, agents, and employees of liquor manufacturer/agencies and suppliers; and
- c) "records" are electronic or paper documents that summarize a transaction and include the documents to support these transactions. These documents may include, but are not limited to, financial statements, invoices, receipts, vouchers, contracts, cancelled cheques, credit card receipts, and emails.

9.1.2 Only those businesses and/or persons with a Class E manufacturer's licence or who are registered as a liquor agency with AGLC may conduct marketing, merchandising, and promotional activities of liquor in Alberta

9.1.3 A product promotion must not encourage the irresponsible use, consumption or service of liquor.

9.1.4 A licensee may participate in a liquor manufacturer's/agency's local, regional, provincial or national corporate or brand promotion, with the following conditions:

- a) Product promotions must be directed to consumers or patrons of a licensed premises, with the exception of tasting (see Section 9.5) and sampling (see Section 9.6).
- b) The promotion must take place in licensed premises.

9.1.5 *(Deleted Nov 2022)*

9.1.6 A product promotion may be co-sponsored by a third party.

9.1.7 As per Section 85 of the GLCR, product promotions not specifically addressed in Section 9.4 require the prior approval of AGLC. *(Amended Jul 2022)*

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**POLICIES**

9.2.1 A liquor manufacturer/agency is prohibited from directing any promotional activity or items to a licensee that could directly benefit the licensee or their staff, unless the manufacturer and licensee are the same entity pursuant to Section 84 of the GLCR, and a licensee may not request or accept any such inducements.

9.2.2 A liquor manufacturer/agency is prohibited from participating in any way in a licensee's customer loyalty program, and a licensee may not request that a liquor manufacturer/agency participate in such a program.

9.2.3 *(Deleted Jul 2022)*

9.2.4 To increase awareness, knowledge or information of a liquor agency's products or brand of products, an agency may pay the following education-related expenses for a licensee.

- a) direct-route transportation, meals and accommodation to a winery, brewery or distillery or any other place the agency owns, represents or has an interest;
- b) registration fees for conferences, seminars, workshops related to an agency's products; and
- c) dinners/events designed to increase awareness of the liquor agency's products.

(Amended Jul 2022)

9.2.5 A liquor agency is prohibited from paying for a licensee's activities that are recreational or leisurely in nature. *(Amended Jul 2022)*

9.2.6 A liquor manufacturer/agency may not offer or provide to a licensee:

- a) cash, rebates, coupons or credits of any monetary value;
- b) a deposit into any account held by the licensee, directly or indirectly;
- c) free liquor products, other than for sampling purposes as specified in Section 9.6; or
- d) compensation for expenses related to:
 - i) interior decorating (e.g., painting, draperies, carpeting, decor), renovations or maintenance to a licensed

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Len Rhodes

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS

premises, or any other property owned, rented or leased by a licensee or anyone directly or indirectly involved with the licensee;

ii) furniture, kitchen and bar equipment, or fixtures; *(Amended Jul 2022)*

iii) refrigeration or dispensing equipment (exceptions for tap handles noted in Subsection 9.2.12); or *(Amended Dec 2020)*

iv) *(Deleted Jul 2022)*

v) other items considered essential to operating a licensed premises, including building infrastructure and utilities. *(Amended Jul 2022)*

9.2.6 A liquor manufacturer/agency may provide interior signs displaying the manufacturer's/agency's brand to licensees. However, a manufacturer/agency is not permitted to provide signs that display the licensee's business name or signs necessary for the operation of the business (e.g. entry/exit signs and bathroom signs).

9.2.8 A liquor manufacturer/agency may offer a licensee tickets to sporting, cultural or entertainment events, with the following conditions:

a) tickets must be for events not normally paid for by the licensee; and

b) *(Deleted Jul 2022)*

c) no season tickets may be provided.

9.2.9 A liquor agency may pay for live entertainment at a licensee's premises. The agency shall pay for the entertainment directly, not through the licensee. *(Added Jul 2022)*

9.2.10 *(Deleted Dec 2020)*

9.2.10 *(Deleted Dec 2020)*

9.2.11 Proprietary owned branded dispensing units and towers may be loaned to a licensee. A loan agreement must be in place and specify the type of equipment being loaned and the term of the agreement. Loan agreements can take any form as long as they contain the aforementioned information. The loan agreement must be provided to AGLC on request. A Promotional Agreement is not to be used as a loan agreement.

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS

9.2.12 A liquor manufacturer/agency may provide a licensee with non-essential items, including:

- aprons or hats for staff
- bar towels
- bottle openers and corkscrews
- interior branded signs (must not contain or display the licensee's business name)
- clocks
- coasters
- condiment caddies
- draught tap handles
- drip mats
- flags, pennants and banners
- fruit slicers
- glasses and mugs
- ice buckets
- inflatables
- lapel pins
- menu printing *(Added Jul 2022)*
- mirrors
- napkins
- patio umbrellas
- place mats
- portable patio heaters *(Added Jul 2022)*
- posters
- sandwich boards
- sanitation stations *(Added Jul 2022)*
- tent cards and inserts

9.2.13 The following conditions apply to the non-essential items listed in Subsection 9.2.12:

- a) branding and co-branding of these items is permitted;
- b) if liquor pricing is stated on any of these items, the prices must match those on the menu or the posted price and must be determined by the licensee; and
- c) they cannot be sold to customers.

GUIDELINES

9.2.15 Liquor manufacturers/agencies and licensees may contact AGLC (see Section 1.3), if unsure whether an item is considered essential or non-essential.

SUBJECT: PROMOTIONAL AGREEMENTS**POLICIES**

9.3.1 A liquor manufacturer/agency may provide a licensee with promotional items for its customers in exchange for the licensee promoting a specific brand(s) of liquor. Manufacturers/agencies and licensees must keep sufficient records of these activities in order to demonstrate compliance with legislation, regulation and policies. Records are not required for non-liquor items provided that are of an individual value of less than \$5.00 (e.g. bottle openers, corkscrews) and added value items for existing inventory. *(Amended Jul 2022)*

9.3.2 Records must be kept by the manufacturer/agency and by the licensee on the licensed premises for a minimum of two years and be provided to AGLC upon request. The records include:

- a) name of manufacturer/agency;
- b) name of licensee;
- c) duration of promotional agreement;
- d) list of promotional items, the value of each item and/or services provided and their retail value;
- e) the terms of the agreement, specifying product brands and quantities; and
- f) name, address and phone number of every person who receives a give-away item with a value of more than \$100.

(Amended Jul 2022)

9.3.3 Cash, cheques, gift cards or prepaid credit cards are prohibited as promotional items. *(Amended Jul 2022)*

9.3.4 Promotional Agreements cannot result in excluding or prohibiting any competitor's product(s). *(Amended Jul 2022)*

9.3.5 *(Deleted Jul 2022)*

9.3.6 A Promotional Agreement that complies with these policies does not require AGLC approval.

9.3.7 *(Deleted Jul 2022)*

GUIDELINES

9.3.8 *(Deleted Jul 2022)*

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SUBJECT: LICENSEE PROMOTIONS

POLICIES

9.4.1 A licensee may conduct promotional activities in the licensed premises with the following conditions:

- a) Free liquor may not be awarded as a prize in a Class A licensed premises.
- b) A sealed bottle of liquor may be awarded as a prize on a Class D licensed premises, for off premises consumption.
- c) The purchase or consumption of liquor cannot be required in order to participate in a competition, contest, draw, giveaway or similar promotion, and participants must be told that there is no such requirement.
- d) Participants may be required to be present at the time of a draw in order to receive a prize. However, the time, date and place of the draw must be clearly displayed on the premises.

9.4.2 A liquor manufacturer/agency may donate liquor or merchandise and/or conduct free tastings for a bona fide charitable fundraising event or activity on a licensed premises, with the following conditions:

- a) the liquor manufacturer/agency and licensee must keep sufficient records of each event (see Section 9.3.2);
- b) all liquor purchased must be from a Class D licensee or otherwise approved by AGLC; and
- c) *(Deleted Jul 2022)*
- d) all profits from the event or activity must be turned over to the charity;
- e) *(Deleted Dec 2020)*

GUIDELINES

9.4.3 There is no limit to the quantity of merchandise and/or liquor that may be donated in support of charitable fundraising.

SUBJECT: LIQUOR TASTINGS**POLICIES**

9.5.1 A liquor tasting is an activity that allows patrons the opportunity to taste featured liquor products. Liquor tastings may be conducted on a Class A, B, C, D or E licensed premises under the following conditions:

- a) minors are not provided liquor;
- b) no one is served the product to the point of intoxication;
- c) the server has valid ProServe certification; and
- d) tasting records are provided to AGLC on request. *(Added Mar 2018)*

9.5.2 Maximum tasting sizes are as follows:

- a) beer and ciders – 112 ml (4 oz.); *(Added Mar 2018)*
- b) refreshment beverages (e.g. coolers/premixed) – 112 ml (4 oz.); *(Amended Mar 2018)*
- c) wine – 56 ml (2 oz); *(Amended Mar 2018)*
- d) spirits – 28 ml (1 oz); and *(Amended Dec 2020)*
- e) liqueurs – 28 ml (1 oz). *(Amended Dec 2020)*

9.5.3 Liquor agencies are not licensed to sell liquor and as a result may not charge a fee to customers for liquor tastings. This includes tastings conducted by a Class D licensee on behalf of an agency. *(Added Dec 2018)*

9.5.4 A liquor manufacturer/agency may provide free individual tastings of liquor to patrons on a Class A, B, C, D or E licensed premises with the following conditions:

- a) the liquor used for the tastings:
 - i) must be purchased from the licensee, at the licensee's cost of the product, or
 - ii) may be an unfinished product from a previous tasting(s) at another location(s), if the licensee permits the agency to use the product; *(Added Mar 2018)*
- b) the liquor manufacturer/agency or its employee must be present on the licensed premises;

SUBJECT: LIQUOR TASTINGS

- c) the booth or area from which the tastings are offered must be staffed;
- d) the tastings may be served by the liquor manufacturer's/agency's employee or the licensee;
- e) the liquor manufacturer/agency must maintain a written record of the tasting including:
 - i) the date, time and location; and
 - ii) the liquor product(s) along with the quantity and cost.

(Added Mar 2018)

9.5.5 *(Deleted Dec. 2020)*

9.5.6 *(Deleted Dec. 2020)*

9.5.7 *(Deleted Dec. 2020)*

9.5.8 *(Deleted Oct. 2020)*



SECTION: PRODUCT PROMOTIONS
NUMBER: 9.6

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SUBJECT: PRODUCT SAMPLING FOR LICENSEES

(Deleted May 2021)

For information regarding product sampling for licensees, please see Section 5.6 of the Liquor Agency Handbook.

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SECTION: PRODUCT PROMOTION
NUMBER: 9.7

LIQUOR MANUFACTURER HANDBOOK

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SUBJECT: PRODUCT SAMPLING FOR PUBLIC

(Deleted May 2021)

For information regarding product sampling for the public, please see Section 5.7 of the Liquor Agency Handbook.

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SUBJECT: GENERAL PRODUCT PROMOTIONS

POLICIES

9.8.1 A product promotion may involve a contest, competition or draw, and may be administered by a licensee on behalf of a liquor manufacturer/agency with the following conditions:

- a) all patrons who enter a contest, competition or draw must be eligible under the conditions set by the liquor manufacturer/agency. Minors are not eligible;
- b) participation cannot be conditional on the purchase or consumption of liquor;
- c) all promotional items provided to a licensee by a liquor manufacturer/agency must be used only for the specified contest, competition or draw;
- d) the closing date of a contest, competition or draw must be posted in the licensed premises; and
- e) all draws must take place in the licensed premises on the date and time advertised (except draws conducted by the liquor manufacturer/agency).

9.8.2 Both the liquor manufacturer/agency and the licensee providing promotional give-away items must ensure the items reach patrons as intended and must meet the following conditions:

- a) both the liquor manufacturer/agency and the licensee must maintain sufficient written records for two years of every promotional activity in a licensed premises involving a give-away item with an individual wholesale value of more than \$100. The records must include the name of the licensed premises, a description of the give-away item and its wholesale value. The records must be provided to AGLC on request;
- b) a licensee conducting a promotion on behalf of a liquor manufacturer/agency must keep sufficient written records for two years of the name, address and telephone number of every person who receives a give-away item with a wholesale value of more than \$100. The records must be provided to AGLC on request; and
- c) *(Deleted Jul 2022)*

SUBJECT: GENERAL PRODUCT PROMOTIONS

9.8.3 A liquor manufacturer/agency may provide a licensee with clothing items with corporate or brand logos for staff to wear during a promotion (e.g., t-shirts, aprons, sweatshirts). The clothing items:

- a) must have a maximum \$100 wholesale cost per item); *(Amended Jul 2022)*
- b) cannot become a mandatory “uniform”; and
- c) may be kept by the licensee when the promotion ends.

9.8.4 A licensee may reduce the price of one or more products as part of a promotion, as long as the price complies with the minimum prices specified in Section 7.2.

9.8.5 *(Deleted Dec 2020)*

GUIDELINES

9.8.6 There is no limit to prize value.

9.8.7 The liquor manufacturer/agency is not required to be present during these types of product promotions.

9.8.8 *(Deleted Dec 2020)*



SECTION: PRODUCT PROMOTIONS
NUMBER: 9.9

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SUBJECT: ADDED-VALUE PROMOTIONS

(Deleted Dec 2020)

Please see the Retail Liquor Store Handbook at aglc.ca for policies regarding Added-Value Promotions.

DATE ISSUED: December 14, 2020 AUTHORITY: Original signed by Len Rhodes

SUBJECT: ADDED-VALUE LIQUOR ("ON-PACKS")**POLICIES**

- 9.10.1 Provincial markup is assessed on all added value liquor products (on-packs).
- 9.10.2 A liquor manufacturer/agency representative may attach added value liquor products in any quantity at a Class D licensed premises. The liquor licensee may only attach the on-packs by arrangement with the liquor manufacturer/agency.
- 9.10.3 All Canadian labelling requirements must be met on the added-value liquor product.
- 9.10.4 All added value liquor products must be labelled with either of the following phrases: "Sample" or "Not For Resale."
- 9.10.5 The liquor manufacturer/agency shall ensure added value liquor products are listed at a wholesale price equal to or greater than the price of the base sales unit.
- 9.10.6 If the added value liquor product is attached by the liquor manufacturer/agency prior to shipment to AGLC, or the liquor manufacturer/agency contracts an AGLC Authorized Warehouse to attach the added value liquor products, then a listing application must be submitted in order to assign the added value liquor product (i.e., the 750 ml plus the 50 ml) a separate Product Code. This ensures the added value liquor product is included in the pricing calculation and, therefore, markup is collected. Note: Please refer to the "Product Promotions in Licensed Premises Policy Guidelines" (see Section 9.9) for further details regarding added value liquor products.
(Amended Dec 2019)
- 9.10.7 If the added value liquor product is attached by the liquor manufacturer/agency prior to shipment to AGLC, or the liquor manufacturer/ agency contracts an AGLC Authorized Warehouse to attach the added value liquor products, there must be one (1) added value liquor product attached to every base unit in each case. (Amended Dec 2019)
- 9.10.8 If the added value liquor product is a registered product and there is inventory on hand, the liquor manufacturer/agency may order the product and do its own on-packing. When the order is picked up, the wholesale price is paid, therefore, markup is collected.

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SUBJECT: SAMPLING LICENSEES**POLICIES**

9.11.1 Liquor products purchased at wholesale prices by liquor manufacturers/agencies must only be used as follows:

- a) The product is for the personal use of licensees or their staff;
- b) The product is donated to a special event licensee for a private non-sale or resale function approved by AGLC;
- c) The product cannot be sold to patrons in any licensed premises; and
- d) The product cannot be shipped out of Alberta.

9.11.2 Liquor manufacturers/agencies that purchase liquor at wholesale prices are prohibited from selling the liquor under any circumstances.

9.11.3 Each liquor manufacturer/agency wanting to purchase liquor at wholesale prices will be given an Agency Registration Number, which must be used when placing an order. When placing an order the Product Code and case quantity are required.

9.11.4 Payment for orders from an AGLC Authorized Warehouse must be made before the product is picked up. Payment options are as follows: (Amended Dec 2019)

- a) certified cheque;
- b) bank draft;
- c) bank money order; or
- d) an AGLC approved electronic payment option [e.g. electronic bank transfer or IVR (Interactive Voice Response)]. For details about electronic methods of payment, see: [liquor-licences](#) or contact AGLC at: 780-447-7554.

9.11.5 AGLC will not accept returns of product.

9.11.6 All liquor manufacturers/agencies are required to keep detailed records of each bottle or container or product purchased from AGLC as follows:

- a) name of product purchased;
- b) product code;

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SUBJECT: SAMPLING LICENSEES

- c) quantity purchased;
- d) name of liquor manufacturer/agency and employee sampling the product;
- e) name and address of licensee (that is, licensed premises and employee or staff) receiving product, date of receipt, and quantity of product provided as a sample on this date; and
- f) amount of the product provided to the licensee in the past.

9.11.7 Information for each bottle or container purchased must be made available upon request from AGLC.

CENTRAL AGLC AUTHORIZED WAREHOUSE

9.11.8 Ordering procedures are as follows:

- a) All orders must be placed through the CLS order desk via liquorconnect.com or call the CLS order desk at: 1-800-661-8943 (Edmonton and area 780-458-4500) between 6:00 a.m. and 2:30 p.m. Monday through Friday; and between 8:00 a.m. to 2:30 p.m. Sunday; or fax: 1-800-727-8960/780-458-4502.
- b) Orders may be picked up from CLS at the St. Albert Warehouse two (2) working days following the placement of the order (between 1:00 p.m. and 3:00 p.m. Tuesday through Thursday; and between 10:00 a.m. and 2:00 p.m. Friday).
- c) The liquor manufacturer/agency must contact the Liquor Payment Collection Office at: liquor.payment@aglc.ca to finalize the details for payment.

GUIDELINES

9.11.9 Liquor manufacturers/agencies may buy product to sample from retail liquor stores, general off-sales or general merchandise liquor stores at a price that is equivalent to the licensee's cost.

SUBJECT: GENERAL INFORMATION

POLICIES

10.1.1 *(Deleted Dec. 2020)*

10.1.2 *(Deleted Dec. 2020)*

10.1.3 *(Deleted Dec. 2020)*

10.1.4 When an AGLC Inspector finds a licensee in contravention of the GLCA, the GLCR or Board policy, the Inspector may request the licensee take appropriate steps to comply with the legislation or policy.

10.1.5 Any alleged violation observed by an AGLC Inspector, or a report of potential problems received from police, fire, health, other government official or the general public, will be investigated and may result in an Incident Report.

GUIDELINES

10.1.6 AGLC Inspectors visit licensed premises to:

- a) check for compliance with the GLCA, GLCR and Board policies;
- b) confirm no structural changes have been made to the premises affecting compliance with the licence;
- c) advise licensees that want to apply for a new class of licence, a licence endorsement or a licence extension;
- d) investigate complaints;
- e) conduct audits on licensee books and records;
- f) conduct training seminars; and
- g) respond to licensee concerns about the operation of the licensed premises.

10.1.7 Inspections provide licensees with an opportunity to discuss with AGLC Inspectors:

- a) proposed structural changes;
- b) sale of the licensed premises;
- c) change in shareholders or management; and/or
- d) any questions they might have about the GLCA the GLCR and Board policies.



SECTION: INSPECTIONS
NUMBER: 10.1

MANUFACTURER HANDBOOK

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SUBJECT: GENERAL INFORMATION

- 10.1.8 All AGLC Inspectors carry photo identification while on duty. A licensee may ask to see an Inspector's identification before providing any information.
- 10.1.9 AGLC Inspectors are available to meet with licensees to assist them in the interpretation of legislation and Board policies; however, Inspectors may report any violations they observe to the Board.
- 10.1.10 AGLC supports and encourages police "walk through" programs. Every police officer is considered an Inspector under the GLCA, and licensees and their staff are required to cooperate fully with police officers who enter the licensed premises.

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SUBJECT: LIQUOR SEIZURE AND ANALYSIS

POLICIES

10.2.1 Unauthorized or illegal liquor is not permitted in a licensed premises.

10.2.2 Unauthorized or illegal liquor includes, but is not limited to, liquor that has been:

- a) obtained from an unauthorized source;
- b) adulterated (diluted with water or mixed with another liquor product or substance not requested by a patron);
- c) re-labelled by a licensee; or
- d) provided to a licensee as an added-value item then offered for sale.

10.2.3 *(Deleted Nov 2022)*

10.2.4 An Inspector will submit an Incident Report which may result in disciplinary action, up to and including suspension or cancellation of licence.

GUIDELINES

10.2.5 *(Deleted Dec 2020)*

10.2.6 The liquor may be analyzed to confirm it has not been adulterated and that "short pouring" of mixed drinks is not taking place.

10.2.7 *(Deleted Nov 2022)*



SECTION: INSPECTIONS
NUMBER: 10.3

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SUBJECT: AUDIT

(Deleted May 2021)

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SECTION: LICENSEE DISCIPLINE
NUMBER: 11.1

MANUFACTURER HANDBOOK

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SUBJECT: INCIDENT REPORTS

POLICIES

- 11.1.1 An AGLC Inspector who observes an alleged violation may prepare an Incident Report detailing the circumstances. *(Amended Dec. 2020)*
- 11.1.2 The President & Chief Executive Officer or delegate may propose a penalty or refer the Incident Report to the Board for review and decision where circumstances warrant.
- 11.1.3 On reviewing an Incident Report, the Board may decide to impose a penalty with or without a hearing.

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SECTION: LICENSEE DISCIPLINE

NUMBER: 11.2

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SUBJECT: NOTICE OF PENALTY

(Deleted Nov 2019)

Please see the board hearing panel rules and procedures document at aglc.ca for information on notice of penalty.

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SECTION: LICENSEE DISCIPLINE

NUMBER: 11.3

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SUBJECT: BOARD HEARINGS

(Deleted Nov 2019)

Please see the board hearing panel rules and procedures document at aglc.ca for information on board hearings.

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