



# Retail Liquor Store Handbook

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[aglc.ca](http://aglc.ca)

# Retail Liquor Store 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). *(Amended July 2018)*
- 1.1.2 AGLC is the province's liquor authority, responsible for administering and regulating the liquor industry in Alberta.
- 1.1.3 Board policies are approved by the Board of AGLC and signed by the Chair, on behalf of the Board.
- 1.1.4 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].
- 1.1.5 Guidelines are best business practices designed to help licensees meet operating requirements.
- 1.1.6 *(Deleted Nov 2022)*
- 1.1.7 *(Deleted Dec 2020)*
- 1.1.8 If a licence applicant, licensee or manager involved in the daily operation of a licensed premises does not have a working knowledge of the English language sufficient to understand the legislation and/or these policies, AGLC may request that the licensee have an interpreter present whenever: *(Amended Nov 2022)*
- a) discussing details of the licence application;
  - b) an Inspector visits the premises to review the licensee's responsibilities;
  - c) the licensee acknowledges its responsibilities by signing the Operating Procedures form; and
  - d) the licensee attends a Board hearing.

**GUIDELINES**

- 1.1.9 The Retail Liquor Store Handbook, that contains Board policies and guidelines, may be accessed on AGLC's web site at [aglc.ca](http://aglc.ca). *(Amended Nov 2022)*
- 1.1.10 The GLCA and GLCR may be accessed on the King's Printer web site at [kings-printer@gov.ab.ca](mailto:kings-printer@gov.ab.ca). *(Amended Nov 2022)*

**SUBJECT: DEFINITIONS**

**POLICIES**

1.2.1 In this handbook,

- a) "AGLC" means Alberta Gaming, Liquor and Cannabis Commission.
- b) "Board" means the Board of AGLC.
- c) "Common Carrier" means a business that provides merchandise transportation services to the general public in compliance with all applicable laws and regulations governing commercial transportation in Alberta. Examples of business that would be considered common carriers include, but are not necessarily limited to, national courier companies, postal services, and shipping companies. Examples of businesses that would not meet the definition of common carrier include restaurants, flower shops, and other businesses providing delivery of their own products and services, as well as specialized businesses that focus on a specific industry, like food delivery and/or passenger transportation. (Added Feb 2021)
- d) "General Merchandise Liquor Store" refers to the specific liquor retail area associated with the primary business. (Added Mar 2021)
- e) "GLCA" means the *Gaming, Liquor and Cannabis Act*.
- f) "GLCR" means the Gaming, Liquor and Cannabis Regulation.
- g) "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.
- h) "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 storage room, lobby, hallway or other service areas used by the licensee in support of the areas where liquor may be sold or consumed.
- i) "licensee" means the individual, partnership or corporation holding a liquor licence.

**SUBJECT: DEFINITIONS**

- j) “liquor” means beverages that are intended for human consumption containing over one (1) % alcohol by volume (e.g., spirits, wine, liqueur, coolers, cider or beer).
- k) “liquor agency” means a corporation or individual who is in the business of representing a liquor supplier in the sale of the supplier’s liquor.
- l) “liquor 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; and
  - iv) any person who has a connection, as specified in the GLCR, to a manufacturer or person described in described in 1.2.1 l) ii) and l) iii) above.
- m) “municipality” means:
  - i) a city, town, village summer village, municipal district or specialized community;
  - ii) a town under the *Parks Town Act* (Alberta); or
  - iii) a municipality formed by special Act.  
(Added Mar 2021)
- n) “minor” means a person under the age of 18 years.
- o) “primary business” refers to the business with which the general merchandise liquor store is affiliated. (Added Mar 2021)
- p) “staff” means any person employed by the licensee or contracted by the licensee or a third party to perform assigned or delegated duties.



**SECTION: GENERAL INFORMATION**

**NUMBER: 1.3**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: CONTACTING AGLC**

**GUIDELINES**

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

Alberta Gaming, Liquor and Cannabis Commission  
50 Corriveau Avenue  
St. Albert, Alberta T8N 3T5  
Phone Number: 780-447-8600  
Toll Free: 1-800-272-8876  
Fax Number: 780-447-8912

Alberta Gaming, Liquor and Cannabis Commission  
310, 6715 - 8 Street NE  
Calgary, Alberta T2E 7H7  
Phone Number: 403-292-7300  
Fax Number: 403-292-7302

Alberta Gaming, Liquor and Cannabis Commission  
3, 7965 - 49 Avenue  
Red Deer, Alberta T4P 2V5  
Phone Number: 403-314-2656  
Fax Number: 403-314-2660

Alberta Gaming, Liquor and Cannabis Commission  
100 - 11039 - 78 Avenue  
Grande Prairie, Alberta T8W 2J7  
Phone Number: 780-832-3000  
Fax Number: 780-832-3006

Alberta Gaming, Liquor and Cannabis Commission  
655 WT Hill Blvd South  
Lethbridge, Alberta T1J 1Y6  
Phone Number: 403-331-6500  
Fax Number: 403-331-6506

1.3.2 AGLC's web site address is: [aglc.ca](http://aglc.ca).

DATE ISSUED: June 1, 2012

AUTHORITY: Original signed by  
Marguerite Trussler



**SUBJECT: LEGISLATION AND BOARD POLICIES**

**POLICIES**

- 1.4.1 Licensees 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 Non-compliance with the legislation or Board policies may result in disciplinary action by the Board pursuant to Part 4 of the GLCA.
- 1.4.3 A 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.
- 1.4.4 If a licensee is at any time charged or convicted of an offence set out in any of the legislation listed in Subsection 1.4.3, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the liquor licence/registration.
- 1.4.5 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: LICENSEE'S RESPONSIBILITIES**

**POLICIES**

1.5.1 *(Deleted Dec 2020)*

1.5.2 The operation of a licensed premises shall be carried out in a socially responsible manner (see Subsection 1.5.5).

1.5.3 *(Deleted Feb 2021)*

1.5.4 A licensee and its staff with information about illegal activities related to liquor, tobacco or gaming is required to contact the nearest AGLC office (see Subsection 1.3). This includes:

- a) smuggled liquor or tobacco;
- b) stolen liquor or tobacco;
- c) homemade liquor, such as moonshine, wine or beer;
- d) tobacco not marked for sale in Alberta; and
- e) illegal gaming devices or illegal gaming houses.

**GUIDELINES**

1.5.5 Examples of operating a premises in a socially responsible manner include:

- a) training staff to understand violations of the legislation and policies, in accordance with ProServe training as specified in Subsection 1.6; and
- b) placing a high priority on maintaining a safe premises.

*(Amended Dec 2020)*

1.5.6 Licensees should be aware that the sale of liquor carries a risk of potential liability. Questions on liability should be directed to a lawyer

**SUBJECT: PROSERVE LIQUOR STAFF TRAINING**

**POLICIES**

- 1.6.1 A licensee 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](mailto:info@smartprograms.aglc.ca) to have their certificate recognized. *(Amended Nov 2022)*
- 1.6.2 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): *(Amended Mar 2019)*
    - 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 Special Event Licence (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 July 2019)*

DATE ISSUED: November 29, 2022

AUTHORITY:

Original signed by  
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)*
- 1.6.3 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);
  - e) where liquor is provided under the authority of a Class D Sacramental Wine Resale licence; and
  - f) as a volunteer at a Class B licensed premises. *(Added Jul 2021)*
- 1.6.4 Persons requiring ProServe must be certified:
- a) within 30 days of the employment start date for all new hires to positions identified in Section 1.6.2 a) and 1.6.2 d) or;
  - b) before a SEL Public Resale for staff in positions identified in Section 1.6.2 b) and c). *(Amended Mar 2019)*
- 1.6.5 *(Deleted Dec 2020)*
- 1.6.6 *(Deleted Dec 2020)*
- 1.6.7 A ProServe certificate must be maintained by successfully repeating the ProServe program, including passing the exam before the certificate expires. *(Amended Nov 2022)*
- 1.6.8 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)*

**SUBJECT: PROSERVE LIQUOR STAFF TRAINING**

- d) a clear digital image of the above (e.g. screen shot) saved on the staff member's mobile device. *(Amended Nov 2022)*

1.6.9 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.

1.6.10 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: *(Amended Nov 2022)*

- a) Section 75 GLCA: give, sell, or supply liquor to a minor;  
b) Section 75.1 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.

1.6.11 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)*

1.6.12 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)*

1.6.13 An Industry worker whose violation appeal is unsuccessful will have 30 days from the date of the appeal outcome to recertify. *(Amended Nov 2022)*

1.6.14 If an industry worker incurs three violations within a five-year period they will be ineligible for further ProServe certification.



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NUMBER: 1.6

RETAIL LIQUOR STORE HANDBOOK

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SUBJECT: PROSERVE LIQUOR STAFF TRAINING

**GUIDELINES**

1.6.15 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)*

- a) employee name as it appears on their certificate; *(Amended Nov 2022)*
- b) SMART Training registration number; and
- c) expiry date.

1.6.16 *(Deleted Dec 2020)*

1.6.17 The ProServe Liquor Staff Training program is at [smartprograms.aglc.ca](http://smartprograms.aglc.ca). *(Amended Nov 2022)*

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AUTHORITY: Original signed by  
Len Rhodes



**SECTION: GENERAL INFORMATION**

**NUMBER: 1.7**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: STAFF TRAINING SESSIONS**

**GUIDELINES**

- 1.7.1 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 sales and the operation of a licensed premise.
- 1.7.2 *(Deleted, Jan., 2018)*
- 1.7.3 To arrange a staff training session, contact your nearest AGLC office (see Subsection 1.3 for AGLC contact information).

DATE ISSUED: February 23, 2018

AUTHORITY: Original signed by  
Gael MacLeod



**SECTION: GENERAL INFORMATION**  
**NUMBER: 1.8**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: AUDIT**

*(Deleted February 2021)*

**DATE ISSUED:** February 18, 2021      **AUTHORITY:** Original signed by Len Rhodes



**SUBJECT: LICENCE FEES**

**POLICIES**

- 2.1.1 A one-time, non-refundable fee of \$200 must be submitted with all new licence applications.
- 2.1.2 *(Deleted Feb 2021)*
- 2.1.3 No application fee is required for a new licence following expiry of the existing licence.
- 2.1.4 An annual licence fee of \$700 is due on the date of licence issue for retail liquor stores. *(Amended Mar 2021)*
- 2.1.5 An annual licence fee of \$300 is due on the date of licence issue for general merchandise liquor stores. *(Added Mar 2021)*
- 2.1.6 *(Deleted Nov 2022)*

**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;
  - c) compliance with municipal requirements; and
  - d) 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 sales is 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 retail liquor store licence will not be approved:
- a) unless the primary purpose of the retail liquor store is the sale of liquor to the general public and to licensees ; and
  - b) if the primary purpose of obtaining the retail liquor store 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., delivery service);
  - c) planning to renovate the premises; or
  - d) planning to relocate.
- 2.2.13 Licensees are sent a reminder notice before their existing licence expires. *(Amended Nov 2022)*
- 2.2.14 The Board may take into account any of the following factors when making a decision respecting an application for a retail liquor store:
- a) the extent and nature of opposition from community members or groups to establishment of a retail liquor store in a particular location;
  - b) the results of consultations with local authorities;
    - i) the nature of the primary business of the applicant and the clientele that frequent it; and
    - ii) whether the sale of liquor products is, in the opinion of the Board, primarily for the purpose of enhancing the sale of non-liquor products.

**SUBJECT: OBJECTION TO AN APPLICATION**

**POLICIES**

**Class A, B, C, D, E or F Premises**

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

- a) Class A, B, C, D, E and F liquor licence(s) for new premises;  
*(Amended Oct 2018)*
- b) existing licensed premises applying for additional Class A, B, C, D, E or F 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'S 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

**SUBJECT: OBJECTION TO AN APPLICATION**

be considered during the current licensing process (See Subsection 2.3.16). *(Amended Apr and Dec 2020)*

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 2.4.3. *(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)*

**SUBJECT: OBJECTION TO AN APPLICATION**

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.

**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 Commission  
Director, Compliance  
50 Corriveau Avenue  
St. Albert, AB. T8N 3T5  
Fax: 780-447-8913  
Email: [Inspections.Mailbox@aglc.ca](mailto: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 for AGLC office locations.

**SUBJECT: CONVERSION FROM RETAIL LIQUOR STORE TO GENERAL  
MERCHANDISE LIQUOR STORE**

**POLICIES** *(Added Mar 2021)*

- 2.4.1 An existing Class D Retail Liquor Store licence may be converted to a General Merchandise Liquor Store licence except under the following conditions:
- a) if there is more than one Class D Retail Liquor Store in the same municipality.
  - b) no written support from the municipality.
  - c) less than 15 kilometres from an existing Class D Retail Liquor Store (see Section 3.6).
  - d) less than 15 kilometres from a hotel that has a Class D General Off Sales licence (see Section 3.6).

**SUBJECT: SEPARATE BUSINESS REQUIREMENTS**

**POLICIES**

3.1.1 A retail liquor store licence will not be issued to an applicant unless the business, under which activities authorized by the licence will be carried out, is separate from any other business. The following factors are used to determine whether a retail liquor store is a separate business from any other commonly-owned or affiliated business (non-liquor store): (Amended Apr 2020)

- a) The retail liquor store is physically separate and detached from other businesses in accordance with Schedule 2 of the GLCR. (Amended Jun 2024)
- b) The retail liquor store will operate as a separate viable business to make a reasonable profit for itself and will not be operated solely as a loss-leader in support of any commonly-owned or affiliated business.
- c) The retail liquor store licensee is incorporated as a separate company (unless it is a sole proprietorship, a co-operative, or is prohibited by legislation).

**Note:** Multiple retail liquor stores may be operated by the separate company.

- d) Separate financial records are maintained for the retail liquor store.
- e) A commercial relationship exists between the retail liquor store and any other commonly-owned or affiliated business for the purposes of leasing space, purchasing equipment, product or supplies, or other necessary services.
- f) Employees are hired by, and work for, the retail liquor store.
- g) The retail liquor store has management separate from that of any other commonly-owned or affiliated business.

**Note:** For the purpose of this policy, a business would be affiliated with another business if one controls or operates the other or if they are commonly controlled or operated.

3.1.2 (Deleted Apr 2020)

3.1.3 A commercial relationship must exist between the retail liquor store and any other commonly-owned or affiliated business as per Subsection 3.1.1e).

3.1.4 Applicants must have a written agreement/contract in effect clearly stating the terms and conditions between the applicant and the commonly-owned or affiliated business for the purposes of leasing space, purchasing





**SECTION: BUSINESS/FACILITY REQUIREMENTS**  
**NUMBER: 3.1**

**SUBJECT: SEPARATE BUSINESS REQUIREMENTS**

equipment, product or supplies or any other necessary services. A  
copy of the written agreement/contract:

- a) must be submitted to AGLC for review if:
  - i) the liquor store is a new premises;
  - ii) the liquor store is an existing licensed premises where a new licence is required as a result of a sale, assignment or transfer of the business; and
  - iii) the existing agreement/contract has amendments.
- b) does not have to be submitted to AGLC:
  - i) for existing licensed premises when an application is being made for the issue of a new licence upon expiration of a current licence, and
  - ii) there are no changes to the existing agreement/contract.

**SUBJECT: FACILITY REQUIREMENTS**

**POLICIES**

3.2.1 *(Deleted Feb 2021)*

3.2.2 *(Deleted Feb 2021)*

3.2.3 *(Deleted Feb 2021)*

3.2.4 Retail liquor stores and general merchandise liquor stores are independent businesses that must not represent themselves as acting as agents of AGLC. *(Amended Mar 2021)*

3.2.5 Facility requirements for retail liquor stores include a retail sales area, a product receiving capability and storage for reserve stock. An area for the return and storage of empty containers is optional. *(Amended Mar 2021)*

3.2.6 Drive-through windows are prohibited.

3.2.7 Retail liquor stores must normally store their liquor products on site. The Board may approve a separate warehouse to enable a retail liquor store licensee to service multiple liquor stores operated by the licensee and other licensees. However, warehouses may not be established for the sole purpose of supplying other licensees. All liquor orders and payment for liquor orders must be made at the retail liquor store. Licensees may pick up liquor orders assembled at the warehouse. If a separate warehouse is approved by the Board, it must be controlled and operated by the licensee and must be specifically listed, by address, on the retail liquor store licence.

3.2.8 *(Deleted Feb 2021)*

3.2.9 The owner of a retail liquor store or general merchandise liquor store must not have a direct or indirect financial interest in, or be involved in the management of, or be an employee, representative or agent of:

- a) a liquor supplier or liquor agency which sells liquor to AGLC; or
- b) AGLC.

*(Amended Mar 2021)*

3.2.10 *(Deleted Feb 2021)*

**GUIDELINES**

3.2.11 Additional optional receiving/storage design considerations to be taken into account include:

- a) a loading dock area accessible to a 48-foot tractor trailer;

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**SECTION: BUSINESS/FACILITY REQUIREMENTS**  
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**SUBJECT: FACILITY REQUIREMENTS**

- b) a receiving door wide enough to ensure that pallets can pass through the opening;
- c) a delivery ramp, forklift or scissor lift may be appropriate; or
- d) a storage area that can accommodate palletized products.

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**SUBJECT: STORE NAME AND SIGNS**

**POLICIES**

3.3.1 Each retail liquor store must have a distinct business name which:

- a) *(Deleted Feb 2021)*
- b) is not registered by another business interest. For more information contact Alberta Registries at 780-427-7013 or [servicealberta.gov.ab.ca](http://servicealberta.gov.ab.ca).

3.3.2 Use of the term "Alberta Liquor Store" or "ALCB" is prohibited in a store name.

3.3.3 *(Deleted Feb 2021)*

3.3.4 *(Deleted Feb 2021)*

3.3.5 *(Deleted Feb 2021)*

3.3.6 Sign(s) or identification may not include graphics of:

- a) cartoon character(s) which appeal to minors;
- b) character(s) shown drinking or about to drink alcohol; or
- c) character(s) which appear to be intoxicated.

3.3.7 Signage may not include the use of liquor or non-liquor brand name(s) or logo(s), or liquor or non-liquor manufacturer's company name(s) or logo(s).

3.3.8 The licensee must post AGLC's Fetal Alcohol Spectrum Disorder poster in a prominent location in its store. The poster is available for download on AGLC website at <http://aglc.ca/responsibleliquorservice/postersandbrochures.asp>

**GUIDELINES**

3.3.9 A common business name may be used when a number of retail liquor stores are operated by the same owner.

3.3.10 There is no restriction on the size of signs.

**SUBJECT: STRUCTURAL CHANGES**

**POLICY**

- 3.4.1 The written approval of AGLC is required before making any major structural changes to a retail liquor store.
- 3.4.2 Major structural changes include:
- a) removal or relocation of the walls enclosing a licensed premises; and
  - b) renovations that result in the premises no longer meeting licensing requirements (e.g. removal of storage areas).
- 3.4.3 General merchandise liquor stores cannot be relocated without the prior approval of AGLC. *(Added Mar 2021)*

**GUIDELINES**

- 3.4.4 A licensee planning major structural changes should contact AGLC in advance and arrange to present plans of the proposed changes.

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

**POLICIES**

- 3.5.1 A liquor licensee cannot sell, assign or transfer a liquor licence.
- 3.5.2 A liquor licence is automatically cancelled when:
- a) a licensee 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.
- 3.5.3 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 Corporations 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)*
- 3.5.4 *(Deleted Dec 2020)*
- 3.5.5 AGLC may, with respect to a sale, assignment or transfer as per Subsections 3.5.3:
- 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.
- 3.5.6 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 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.

3.5.7 When a licensed premises must be closed due to significant damage by fire or other natural event, 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.

3.5.8 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.

3.5.9 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.

3.5.10 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.

3.5.11 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)*

3.5.12 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;

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

3.5.13 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**

3.5.14 Prospective applicants wishing to purchase a licensed premises can find a list of the documents required by AGLC at [aglc.ca](http://aglc.ca).

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





**SECTION: BUSINESS/FACILITY REQUIREMENTS**

**NUMBER: 3.6**

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**SUBJECT: DISTANCE REQUIREMENTS FOR GENERAL MERCHANDISE LIQUOR STORES**

**POLICIES** *(Added Mar 2021)*

- 3.6.1 A general merchandise liquor store must normally be located 15 kilometres or more from the nearest retail liquor store or hotel with a general off sales licence.
- 3.6.2 Distance will be determined by measuring, in kilometres, the shortest driving distance on existing public roads from the exact physical location of the proposed general merchandise liquor store to the exact physical location of the nearest existing retail liquor store or hotel with a general off sales licence.

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**SUBJECT: BUSINESS AND FACILITY REQUIREMENTS FOR GENERAL MERCHANDISE LIQUOR STORES**

**POLICIES** *(Added Mar 2021)*

- 3.7.1 A general merchandise liquor store is affiliated with a primary business (i.e. the sale of consumable goods and non-liquor products) which operated prior to the approval of the liquor licence. The primary business must continue to operate in the same manner as when the liquor licence was approved.
- 3.7.2 Any significant change to the type of primary business the liquor licence is affiliated with must be approved by AGLC, in advance.
- 3.7.3 Operators must keep separate sets of records for liquor sales.
- 3.7.4 A person/company may own more than one (1) general merchandise liquor store and/or other licensed premises, except for a Class E manufacturer's licence. If the other licensed premises is a Class D retail liquor store, the business under which the liquor store operates must be separate from any other business.
- 3.7.5 The general merchandise liquor store must be situated in a permanent building and be operated as originally approved.
- 3.7.6 Stores offering a self-service style of operation must merchandise liquor product from an area which is:
  - a) physically separated from the products carried in the primary business, for example on a separate shelf, or in a dedicated corner, alcove or room; and
  - b) clearly visible from and in close proximity to the main sales counter; or
  - c) staffed by an adult at all times the liquor area of the store is opened.
- 3.7.7 General merchandise liquor stores must store their liquor products on site.

**GUIDELINES**

- 3.7.8 The store may be designed to provide self-service, over-the-counter service or a combination of service styles; however, primary consideration shall be given to the control of liquor products.

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**SUBJECT: HOURS OF LIQUOR SERVICE**

**POLICIES**

- 4.1.1 The retail liquor store may set its hours of operation between the maximum allowable hours of 9:00 a.m. and 2:00 a.m., Monday through Sunday. Stores may operate reduced hours. *(Amended Dec 2020)*
- 4.1.2 *(Deleted Feb 2021)*
- 4.1.3 A Class D licensed premises must be closed:
- a) *(Deleted Dec 2019)*
  - b) at all times other than the hours endorsed for liquor sales on the licence, unless the premises is also a Class A licensed premises.
- 4.1.4 The retail liquor store licence must be prominently displayed in the liquor sales area at all times. *(Amended Feb 2021)*
- 4.1.5 On the date Daylight Savings Time takes effect or ends, liquor sales must end before clocks are adjusted and may not re-start until the next business day.

**GUIDELINES**

- 4.1.6 Municipalities will notify stores if they must remain closed during municipal elections.

**SUBJECT: LIQUOR PRODUCTS AND PRICING**

**POLICIES**

4.2.1 A retail liquor store shall not possess, keep, sell or provide any liquor product at or from the store which has not been purchased directly from AGLC or from a liquor supplier or liquor agency authorized by AGLC to warehouse and distribute its products, or from other Class D licensees.

4.2.2 *(Deleted Feb 2021)*

4.2.3 *(Deleted Feb 2021)*

4.2.4 Retail liquor stores may set their own retail prices. *(Amended Feb 2021)*

4.2.5 Retail prices must be clearly displayed.

4.2.6 Upon customer request, receipts are to be provided for liquor purchases. *(Amended Feb 2021)*

4.2.7 Liquor products must be sold in sealed containers as supplied by the liquor supplier or liquor agent. 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) *(Deleted Feb 2021)*

4.2.8 Wine may only be offered for sale directly to the consumer if the container size has a net quantity of 50ml, 100ml, 200ml, 250ml, 375ml, 500ml, 750ml, 1L, 1.5L, 2L, 3L, or 4L (litres). If a licensee imports a non-standard size wine, it can only be sold to:

- a) licensees for the food service industry;
- b) special event licensees; or
- c) used for promotional purposes (this does not include on-packing or added-value promotions). *(Amended Feb 2021)*

4.2.9 *(Moved to 5.1.5 Feb 2021)*

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**SUBJECT: NON-LIQUOR PRODUCTS**

**POLICIES**

- 4.3.1 A licensee may not sell or provide any non-liquor items except for liquor related products approved by AGLC.
- 4.3.2 Retail liquor stores are prohibited from selling the following:
- a) (Deleted Feb 2023)
  - b) drinks marketed as having natural health benefits and/or “hangover” cures; and (Amended Feb 2023)
  - c) branded items of liquor suppliers or liquor agencies.
- 4.3.3 Non-liquor product sales will be no more than 10% of total dollar sales.

**GUIDELINES**

- 4.3.4 A list of the non-liquor items a retail liquor store may sell include the following: (Items not listed are prohibited.)
- a) soft drinks, juices, energy drinks and water (maximum size not to exceed 2 litres); (Amended Feb 2023)
  - b) non-food items used in the preparation of cocktails (e.g. Tabasco sauce, Worcestershire sauce, hot buttered rum mix, mulled wine mixes and spices, hibiscus flowers, margarita rimmers and Clamato rimmers);
  - c) portable coolers; (Added Apr 2020)
  - d) ice and ice buckets;
  - e) de-alcoholized beer, wine, coolers (products that have one (1) % alcohol by volume or less);
  - f) liquor flasks (design must not be intended to conceal the fact that they may contain liquor), wine containers, decanters, wineskins, wine racks, wine brushes and wine preservers;
  - g) beer containers, beer can holders/attachable handles;
  - h) disposable drink containers, coasters, cocktail napkins;
  - i) glassware (beer mugs, wine glasses, shot glasses);
  - j) bottle openers, pour spouts, corkscrews, cocktail shakers, stir sticks, straws, wine stoppers, bottle tops; (Added Apr 2020)



**SECTION: PREMISES MANAGEMENT**  
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**SUBJECT: NON-LIQUOR PRODUCTS**

- k) bottle bags, gift bags, gift boxes, gift wrapping, bottle neck greeting tags, personalized stick on bottle labels;
- l) liquor related books, magazines, and videos;
- m) bar towels; legal limit breathalysers; and
- n) other liquor related products, approved by AGLC beforehand, that are used in the sale, service and consumption of liquor.

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**SUBJECT: MINORS**

**POLICIES**

- 4.4.1 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.
- 4.4.2 No minor may enter a Class D licensed retail liquor store, a hotel off sales room, a manufacturer's off sales room, or a duty free store 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)*
- 4.4.3 No minor may work as staff in a Class D licensed retail liquor store, a hotel off sales room, a manufacturer's off sales room, a duty free store; or any other premises where a "minors prohibited" condition has been imposed on the licence.
- 4.4.4 No minor may sell liquor products in a general merchandise liquor store. *(Added Mar 2021)*
- 4.4.5 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 the Class D licensed premises unaccompanied by a parent, guardian or spouse who is an adult. If unsatisfied a person is at least 18 years of age, licensee staff must refuse entry or ask the person to leave.
- 4.4.6 For the purposes of Subsection 4.4.4, valid primary identification must:
- a) have a photo;
  - b) have a name;
  - c) *(Deleted Nov 2019)*
  - d) be Government issued;
  - e) include date of birth;
  - f) not be expired;
  - g) have a unique identifier number; and
  - h) be an original (not a copy).

**SUBJECT: MINORS**

4.4.7 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.

4.4.8 A "No Minors" sign must be posted at all entrances to a licensed premises where minors are prohibited.

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

**GUIDELINES**

4.4.10 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).

4.4.11 *(Deleted Nov 2019)*

4.4.12 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.



**SUBJECT: INTOXICATED PERSONS**

**POLICIES**

- 4.5.1 Licensees and staff are prohibited from providing or selling liquor to anyone who appears to be intoxicated by liquor or a drug.

**GUIDELINES**

- 4.5.2 A person who is intoxicated by liquor or under the influence of a drug may:
- a) stagger (have an unsteady walk);
  - b) have poor coordination;
  - c) slur their words;
  - d) have bloodshot eyes and/or breath that smells of alcohol;
  - e) be messy in appearance; or
  - f) behave in an overly bold, disruptive manner.
- 4.5.3 If licensee staff is aware an apparently intoxicated person drove to the licensed premises, the staff should suggest the person take a taxi and offer to call for one.
- 4.5.4 If an apparently intoxicated person leaves a licensed premise and gets into a motor vehicle to drive, licensee staff should note the licence plate number, model and colour of the vehicle and the direction the vehicle is travelling, and notify police immediately.

**SUBJECT: STAFFING REQUIREMENTS**

**POLICY**

- 4.6.1 A retail liquor store must be staffed at all times it is open for business. It cannot be staffed by a person who is working in another adjacent business. *(Amended Feb 2021)*
- 4.6.2 *(Deleted Feb 2021)*
- 4.6.3 Retail liquor store owners and employees are prohibited from consuming liquor or being under the influence of alcohol while on duty.

**SUBJECT: SECURITY**

**GUIDELINES**

(Amended Jun 2021)

- 4.7.1 It is recommended licensees develop security procedures to deal with any emergency or safety issues that arise at the premises. Recommended security procedures include:
- a) maintaining an ongoing product inventory system;
  - b) placing small, easily pocketed items close to point of sale counters;
  - c) locking up high value items or placing high value items in locations where access may be restricted to patrons;
  - d) encouraging staff to greet and make eye contact with all patrons upon entry;
  - e) requesting that backpacks and bags are left at a suitable place near the entrance of the store or not allowing them in the premises;
  - f) developing training/programs for staff on armed robberies, break and enters/thefts, shoplifting, physical assault, cash handling procedures, counterfeit currency, fraudulent use of credit cards, customers short-changing clerks, and issuing of *Petty Trespass Act* notices;
  - g) having Police contact information readily available to staff and reporting all incidents to the Police;
  - h) not keeping large sums of cash in cash registers or on the premises. Large stores should also consider the use of drop safes and an armoured car service. Post signs stating this policy;
  - i) maintaining an incident log book to record incidents (thefts, intoxication, minors etc.) and action taken by staff. The log book should include the date, time, type of incident and incident details;
  - j) ensuring premises staff are easily identifiable by a bright colored shirt, jacket, vest or other suitable garment with the word Staff written across the front or back;
  - k) ensuring a minimum of two staff in the store at all times;

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**SUBJECT: SECURITY**

- l) contacting their local Police department and requesting a Crime Prevention through Environmental Design (CPTED) assessment to assist with making their premises safer. CPTED strategies aim to reduce victimization and deter offender decisions that precede criminal acts;
- m) charging all individuals apprehended for shoplifting or employees stealing product or cash. Post signs stating this policy;
- n) issuing *Petty Trespass Act* notices for all persons caught shoplifting, attempting to shoplift, loitering or being a nuisance; and
- o) conducting criminal record checks on all employees or prospective employees (provided by the Police for a fee).

4.7.2 It is recommended staff be educated about the above procedures to provide them a guideline of how to act in the event of an emergency.

4.7.3 It is recommended licensees consider installing video surveillance as follows:

- a) video surveillance recording devices and lighting at each entrance and exit of the premises, of sufficient quality to identify facial features of patrons entering the premises.
- b) video surveillance recording devices and lighting to provide complete camera/surveillance coverage of patron areas of sufficient quality to identify facial features of patrons and staff;
- c) video surveillance be in operation at all times the premises is open for business. Video surveillance recording devices display the date (including day, month, and year) and time, accurately and constantly on the frames of the recordings. The video surveillance recordings be retained for a minimum of 28 days;
- d) each video camera be installed in a manner that will prevent the power source from being tampered with;
- e) all cameras be linked to video recorders direct or via quad or matrix switchers and be recorded in real time (30 images per second); and
- f) digital recording units meet the following minimum standards:

**SUBJECT: SECURITY**

- i) the digital video recording device (DVRD) record at 30 images per second per camera with a minimum pixel image common interchange format (CIF) recording;
- ii) the DVRD may house a built-in security data container (SDC) or utilize external storage devices or secured cloud storage services;
- iii) the DVRD archive recorded data to a CD, DVD, flash drive or a secured cloud storage service in compressed, authenticable format. A viewing or playback tool also be available to review this video, as well as a method for ensuring the authenticity of the video excerpt;
- iv) Clearly written/printed signs be prominently displayed to advise of video surveillance equipment locations. Signage be placed such that the public has reasonable and adequate warning that surveillance is, or may be in operation, before entering any area under video surveillance; and
- v) video surveillance and recordings need to meet all privacy legislative requirements any other applicable laws.

4.7.4 It is recommended additional crime deterrent measures such as the following be considered:

- a) Store access control measures that include:
  - i) a security alarm system monitored by a security alarm company;
  - ii) height markers at all entrances and exits to allow for easy determination of height of a culprit in the case of a criminal proceeding;
  - iii) entrances and exits equipped with an audible tone or pager to alert staff when someone enters the premises so they can be greeted upon entry;
  - iv) ensuring customer access to the store is limited to the store front and is visible from the street, shopping centre parking lot or mall access;

**SUBJECT: SECURITY**

- v) in buildings with neighbouring tenants, floor to ceiling solid wall construction, especially where ceiling tiles are used (to prevent access from an adjoining business);
- vi) window protective systems (aluminum shutters or bars);
- vii) using deadbolt locks; and
- viii) installing telephones and panic buttons in the cash register area and issuing remote panic buttons to staff;
- b) ample windows and interior/exterior lighting to allow surveillance from the street. It is strongly recommended that licensees keep windows clear of coverings (including exterior landscaping and foliage) to allow clear visibility into the premises;
- c) all customer parking areas be in front of buildings and be well lit;
- d) public telephones and benches are not located in or near stores as they may attract loiterers, panhandlers, juveniles, prostitutes or drug dealers;
- e) product racks not be so high as to restrict visibility and aisles remain free of any barriers that obstruct visibility;
- f) vestibule spaces are highly recommended to create an additional layer of protection;
- g) cash registers be at the front of the store. This will increase the perceived risk to an offender if he/she is greeted by the clerk immediately;
- h) loading bays :
  - i) be constructed at truck deck (as opposed to ground) height to prevent forced entry; or
  - ii) have eight inch diameter cement filled steel tubes strategically placed around loading areas and areas where glass windows extend below truck deck height; and
  - iii) have steel (not wood) drop bars behind all loading doors to deter entry by prying;
- i) theft prevention signage that displays:
  - i) security prevention methods in place;

**SUBJECT: SECURITY**

- ii) commitment to prosecute all thefts; and
- iii) possible fines and sanctions.
- j) identification entry systems:
  - i) using a magnetic lock entry system with an ID scanner at the front entrance vestibule to allow only people with valid ID to enter would assist with:
    - incidents of theft, violence or otherwise unacceptable behavior, in or around the licensed premises.
    - attempts by minors to enter the licensed premises.

Note: Pursuant to Section 69.2(1) of the GLCA, only a patron's name, age and photograph may be collected and used for the purpose of crime prevention and public safety. For more information on the collection, storage and disclosure of personal information see Guidelines for Licensed Premises: Collecting, Using and Disclosing Personal Information of Patrons at the OIPC website at [www.oipc.ab.ca](http://www.oipc.ab.ca) or contact the OIPC at 403-297-2728 or 1-888-878-4044. (Amended May 2022)



**SECTION: PREMISES MANAGEMENT**  
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**SUBJECT: GIFT BASKETS/GIFT CERTIFICATES**

**POLICIES**

- 4.8.1 A retail liquor store may offer gift baskets for sale provided the contents of the baskets are limited to liquor and authorized non-liquor product items.
- 4.8.2 A retail liquor store may offer gift certificates for sale.
- 4.8.3 *(Moved to 7.4.4 Feb 2021)*
- 4.8.4 *(Deleted Feb 2021)*

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**SUBJECT: CHARITABLE ACTIVITIES/CAMPAIGNS**

**POLICIES**

4.9.1 A retail liquor store may allow charitable organizations to conduct fund raising activities within the premises (premises includes areas where liquor is sold and stored, entrances, exits, hallways, etc.) as follows:

- a) the selling of non-food items, which are recognized as part of a large national campaign, either through honour boxes or personal attendant supplied by the organization, such as:
  - i) Royal Canadian Legion Poppy Fund;
  - ii) Salvation Army Christmas Kettles;
  - iii) daffodil sales by Cancer Society; and
  - iv) S.P.C.A. lapel pins;
- b) displaying cash boxes for cash donations;
- c) food and gift bank depositories; and
- d) the selling of raffle tickets by a personal attendant of the organization.

4.9.2 (Deleted May 2020)

**GUIDELINES**

4.9.3 A retail liquor store may allow all types of charitable activity to take place outside the store premises.

**SUBJECT: LIQUOR/FOOD SERVICE**

**POLICIES**

- 4.10.1 A retail liquor store operator must not permit free liquor to be offered or given to a customer except for sealed bottles of liquor as a prize (see Subsection 7.4.1) or for legitimate tasting purposes (see Subsection 7.5).
- 4.10.2 Apart from tastings of liquor the only other occasion at which liquor may be served or consumed in a retail liquor store is during customer appreciation, anniversary or grand opening of the retail liquor store. The liquor may only be served to customers of legal drinking age.
- 4.10.3 A retail liquor store must not set aside an area in the liquor store to be presented as a place where liquor may be consumed in a leisurely manner (for example, as a bar or lounge).
- 4.10.4 Food, snacks or other edible products may only be offered in a retail liquor store:
- a) during a customer appreciation, anniversary or grand opening of the retail liquor store; or
  - b) as part of a liquor tasting. The Class D licensee must provide, solely at its cost, the allowed food items (see Subsection 7.5).  
*(Amended Mar 2018)*
- 4.10.5 *(Moved to 7.5.11 Feb 2021)*
- 4.10.6 *(Moved to 7.5.12 Feb 2021)*
- 4.10.7 *(Deleted Feb 2021)*
- 4.10.8 *(Moved to 4.2.8 Feb 2021)*

**SUBJECT: DELIVERY SERVICE**

**POLICIES**

4.11.1 Liquor delivery is subject to the following conditions:

- a) Liquor must only be delivered to locations 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;
  - ii) staff of the licensee, including contracted staff, whose actions are the responsibility of the licensee; or
  - iii) *(Deleted May 2024)*
  - iv) 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 and only deliver to locations within Alberta. The store must demand proof that a licence is in effect. *(Amended May 2024)*
- c) Liquor may be delivered by a common carrier (see Subsection 1.2.1).  
*(Added Feb 2024)*
- d) Liquor must not be delivered to a minor or intoxicated person.
- e) 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 4.4.).

4.11.2 A liquor order must leave the retail liquor store during the maximum hours of operation, (9:00 a.m. to 2:00 a.m.); however, an additional 30 minutes is permitted for delivery. *(Amended Dec 2020)*

**GUIDELINES**

4.11.3 Retail liquor store operators may provide a delivery service.

4.11.4 A fee may be charged for delivery services.

4.11.5 The store may deliver more than one order at a time.

4.11.6 Delivery services exclusively to other licensees may commence at 7:00 a.m., any day of the week.

DATE ISSUED: May 10, 2024

AUTHORITY: Original signed by  
Len Rhodes



**SECTION: PREMISES MANAGEMENT**

**NUMBER: 4.12**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: COLLECTION OF PERSONAL INFORMATION**

**POLICIES**

- 4.12.1 Pursuant to Section 69.2(1) of the GLCA, a licensee may, but is not required to, collect a patron's name, age and photograph. No other information may be collected. The collection of this information may only be used for the purpose of crime prevention and public safety.  
(Amended May 2022)
  
- 4.12.2 Licensees must comply with privacy legislation and guidelines established by the Office of the Information and Privacy Commissioner (OIPC). For more information on the collection, storage, and disclosure of personal information please visit [www.OIPC.ab.ca](http://www.OIPC.ab.ca) or contact the OIPC at 1-888-878-4044. (Amended May 2022)

DATE ISSUED: May 19, 2022

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: GENERAL INFORMATION**

**POLICIES**

5.1.1 AGLC is the sole importer of liquor into Alberta. All liquor offered for sale in a licensed premises must be purchased by the licensee from one of the following AGLC-approved sources:

- a) St. Albert warehouse (i.e., Connect Logistics Services Inc.);
- b) a liquor supplier or liquor agency authorized to warehouse and distribute products (e.g., domestic brewery); or
- c) a Class D retailer authorized to sell to licensees (i.e., retail liquor store, general merchandise liquor store, general off sales).

5.1.2 A licensee must keep a record of all liquor purchases (i.e., invoices and receipts) to prove the source of all liquor in the licensed premises.

5.1.3 *(Deleted Dec 2020)*

5.1.4 Two (2) or more licensees may consolidate their orders (i.e., place their orders together) to satisfy minimum order requirements. The following conditions apply:

- a) A consolidated order must refer to only one (1) licence number and be shipped on one (1) bill of lading.
- b) The licensee placing the order is responsible for full payment.
- c) Once the licensee who placed the order receives it, the products may be distributed to other participating licensees.
- d) The licensee who received the order is authorized to collect payment from other participating licensees for the wholesale price of their products, plus any portion of the freight costs.

**Non-Beverage Liquor Products**

5.1.5 A retail liquor store may sell cooking wines, cooking liquors, stomach/cocktail bitters and herbal beverages provided the products are purchased as stated in 5.1.6 and 5.1.7 below. *(Amended Feb 2021)*

5.1.6 A Class D licensee may purchase the following liquor products directly from suppliers or distributors:

**SUBJECT: GENERAL INFORMATION**

- a) cooking wines containing 20% or less alcohol by volume and a minimum of 1.5 grams of salt per 100 ml;
- b) cooking liquors containing 20% or less alcohol by volume not considered drinkable by AGLC;
- c) stomach/cocktail bitters containing 20% or less alcohol by volume, or stomach/cocktail bitters of higher alcohol content sold in containers of 200 ml or less; and
- d) herbal beverages containing 20% or less alcohol by volume.

5.1.7 A Class D licensee must purchase the following products from an AGLC-approved source:

- a) cooking wines and spirits containing more than 20% alcohol by volume;
- b) cooking wines and spirits containing 20% or less alcohol by volume and considered drinkable by AGLC;
- c) stomach/cocktail bitters containing more than 20% alcohol by volume and sold in containers larger than 200 ml; and
- d) herbal beverages containing more than 20% alcohol by volume.

5.1.8 *(Deleted Dec 2020)*

**SUBJECT: LIQUOR PURCHASES**

**GUIDELINES**

5.2.1 *(Deleted Nov 2022)*

5.2.2 To place an order with Connect Logistics Services Inc. (CLS), or for information about its order days, minimum order quantities, product pickup and delivery, contact CLS during regular business hours: *(Amended Nov 2022)*

Hours: 8 a.m. – 4: 30 p.m. Monday through Friday  
8 a.m. – 3:30 p.m. Sunday

Phone: 1-800-265-6784 toll-free across Alberta, or  
780-418-6500 in the Edmonton area

Fax: 1-800-727-8960 toll-free across Alberta, or  
780-458-8588 in the Edmonton area

5.2.3 Orders may also be placed through the CLS website ([www.liquorconnect.com](http://www.liquorconnect.com)). To register for online services, call CLS at 1-800-265-6784.

5.2.4 Licensees may order brewery products from AGLC as follows:

a) To order Molson or Labatt beer, contact Brewers Distributor Ltd.:

Calgary and area 403-531-1080

Province-wide 1-800-661-2337

b) To order Big Rock beer, contact Big Rock Brewery:

Edmonton and area 780-413-6677

Calgary and area 403-720-3239

Red Deer & south 1-800-242-3107

North of Red Deer 1-800-381-4682

Fax 403-236-7523

c) To order Sleeman products, contact the Sleeman Distribution Centre:

Province-wide 1-888-517-8764

Fax 1-888-517-8760

*(moved from 5.3.1 Nov 2022)*

**SUBJECT: LIQUOR PURCHASES**

- 5.2.5 Licensees may also order product from Class E breweries, wineries and distilleries. Manufacturers' contact information can be located on AGLC's website using Search Liquor Licensees. Select 'Licensee Class', 'Class E' and 'Search'. *(moved from 5.3.1.1 Nov 2022)*
- 5.2.6 The following information is required to place an order:
- a) name of licensed retail outlet;
  - b) AGLC licence number;
  - c) 6-digit product code for each item ordered (see the Liquor Wholesale Price list); and
  - d) quantities required (full case).
- 5.2.7 Retail Liquor Stores may sell to or purchase liquor from any authorized Class D retailer. Prices and quantities purchased are negotiable between the purchaser and the retailer. *(moved from 5.4.1 and 5.4.2 Nov 2022)*
- 5.2.8 Pricing information is available on AGLC'S website ([aglc.ca](http://aglc.ca)). *(Amended Nov 2022)*





SECTION: LIQUOR PURCHASES AND RETURNS

NUMBER: 5.3

RETAIL LIQUOR STORE HANDBOOK

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SUBJECT: PURCHASES FROM CLASS E MANUFACTURERS

*(Deleted Nov 2022)*

***Please see Section 5.2 for information regarding liquor purchases from Class E Manufacturers.***

DATE ISSUED: November 29, 2022

AUTHORITY:

Original signed by  
Len Rhodes



SECTION: LIQUOR PURCHASES AND RETURNS

NUMBER: 5.4

RETAIL LIQUOR STORE HANDBOOK

PAGE 1 OF 1

SUBJECT: PURCHASES FROM CLASS D RETAILERS

*(Deleted Nov 2022)*

***Please see Section 5.2 for information regarding liquor purchases from Class E Manufacturers***

DATE ISSUED: November 29, 2022

AUTHORITY:

Original signed by  
Len Rhodes



**SECTION: LIQUOR PURCHASES AND RETURNS**

**NUMBER: 5.5**

**RETAIL LIQUOR STORE HANDBOOK**

**PAGE 1 OF 1**

**SUBJECT: PURCHASES FROM A PRIVATE PARTY OR ESTATE**

**POLICIES**

- 5.5.1 In exceptional circumstances, a retail liquor store may purchase liquor products from a private party or an estate. The retail liquor store licensee must obtain approval in writing from AGLC before making the purchase.
- 5.5.2 AGLC will approve this type of purchase only if it can be proven that the liquor products were initially purchased legally in Alberta.

**DATE ISSUED:** February 16, 2012

**AUTHORITY:** Original signed by  
Marguerite Trussler



**SECTION: LIQUOR PURCHASES AND RETURNS**

**NUMBER: 5.6**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: ABSOLUTE/ETHYL ALCOHOL**

**POLICIES**

5.6.1 *(Deleted Feb 2021)*

5.6.2 Retail liquor stores are not permitted to stock or sell absolute alcohol or ethyl alcohol. *(Amended Feb 2021)*

**GUIDELINES**

5.6.3 Inquiries received at a retail liquor store for the purchase of absolute alcohol are to be referred to AGLC. *(Amended Feb 2021)*

DATE ISSUED: February 18, 2021

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: LIQUOR COST AND PAYMENT****POLICIES**

- 5.7.1 Liquor cost to a licensee must be based on product prices at the time the order is placed.
- 5.7.2 Payment must be warehouse-specific, with a separate transaction for each order placed under a specific licence number.
- 5.7.3 Payment must be confirmed before an order is released to a licensee. The following forms of payment are acceptable:
- a) certified cheque;
  - b) bank draft;
  - c) bank money order;
  - d) *(Deleted Nov 2022)*
  - e) online electronic payment through AGLC approved financial institutions (see list on [aglc.ca](http://aglc.ca)); and *(Added Nov 2022)*
  - f) Third Party Payment Processor approved by AGLC (see [aglc.ca](http://aglc.ca)).
- 5.7.4 *(Deleted Nov 2022)*
- 5.7.5 No form of credit is extended.
- 5.7.6 If for any reason a payment is rejected or reversed by the bank:  
*(Amended Nov 2022)*
- a) any outstanding orders will not be released to the licensee, nor will the licensee be allowed to place any further orders until the amount owing is paid by approved payment method; and  
*(Amended Nov 2022)*
  - b) the licensee must pay any service charges determined by AGLC.

**GUIDELINES**

- 5.7.7 Repeated payment problems may result in licence suspension.



SECTION: LIQUOR PURCHASES AND RETURNS

NUMBER: 5.8

RETAIL LIQUOR STORE HANDBOOK

PAGE 1 OF 1

SUBJECT: REFUNDS FOR DELIVERY PROBLEMS

*(Deleted Dec 2020)*

***Please see the Connect Logistics Services Retail Handbook for information regarding refunds for delivery problems.***

DATE ISSUED: December 14, 2020

AUTHORITY:

Original signed by  
Len Rhodes



**SECTION: LIQUOR PURCHASES AND RETURNS**

**NUMBER: 5.9**

**RETAIL LIQUOR STORE HANDBOOK**

**PAGE 1 OF 3**

**SUBJECT: REFUNDS FOR FAULTY PRODUCT**

**POLICIES**

5.9.1 Licensees that purchase products directly from AGLC through the Central AGLC Authorized Warehouse may request a refund from AGLC for faulty product. Faulty product includes:

- a) a sealed bottle(s) which:
  - i) is partially filled;
  - ii) has a damaged cap or cork; or
  - iii) is contaminated with a foreign material;
- b) bottle(s) that are missing from a sealed case, with no imprint in the case; and
- c) faulty products included in a) or b) above and returned due to a customer complaint.

*(Amended July 2023)*

5.9.2 AGLC validates all faulty product claims.

5.9.3 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).

5.9.4 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. A return receipt is required for a faulty product return from a customer. If a product has been discontinued AGLC may decline to provide a refund. *(Amended July 2023)*

5.9.5 Requests for refunds beyond 30 days, excluding product returned by customers, will be allowed if the claim request includes written approval from the liquor agent.

5.9.6 Faulty bottles, and cases that are missing bottles, must be kept by the licensee until AGLC approves disposition.

5.9.7 Faulty products approved for credit by AGLC must immediately be destroyed. The product must not be made available for resale.

5.9.8 A licensee is authorized to destroy faulty liquor products under the following conditions:

DATE ISSUED: July 6, 2023

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: REFUNDS FOR FAULTY PRODUCT**

- a) the faulty product claim has been approved and AGLC provides written consent to destroy the faulty liquor product;
- b) the product destruction is performed by an employee of the licensee on the licensed premises and in the presence of at least one witness; and
- c) the product and destruction process is clearly visible in a video recording and retained for a minimum of 90 days.

*(Added July 2023)*

5.9.9 Refund amounts are based on the original wholesale price paid by the licensee to AGLC.

5.9.10 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.

5.9.11 Faulty kegs returned to a warehouse are assessed by AGLC. Only kegs at least 80% full by weight are eligible for refund. *(Amended July 2023)*

5.9.12 *(Deleted July 2023)*

5.9.13 *(Deleted Dec 2020)*

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

5.9.15 Licensees must deal with the recalled product as directed by AGLC, which may include returning it to the warehouse for a full refund.

**GUIDELINES**

5.9.16 To make a claim for refund, a licensee must complete a Faulty Product Claim Request form. The form can be found at [aglc.ca](http://aglc.ca). Completed forms must be sent to [FaultyProduct@aglc.ca](mailto:FaultyProduct@aglc.ca).

5.9.17 *(Deleted Dec 2020)*

5.9.18 *(Deleted Dec 2020)*

5.9.19 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.





**SECTION: LIQUOR PURCHASES AND RETURNS**  
**NUMBER: 5.9**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: REFUNDS FOR FAULTY PRODUCT**

- 5.9.20 Product analysis by AGLC for faulty product claims may be required.
- 5.9.21 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)*
- 5.9.22 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. Payment is made to each licensee to a maximum allowed in the Operating Guidelines (0.005% of wholesale purchases). Compensation for less than \$5 and compensation to terminated licensees will not be issued. *(Amended Dec 2020)*

**Products Causing Illness**

- 5.9.23 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  
50 Corriveau Avenue  
St. Albert, Alberta T8N 3T5  
Attention: Product and Pricing  
Telephone: 780-447-8832  
Email: [Product@aglc.ca](mailto:Product@aglc.ca)

DATE ISSUED: July 6, 2023 AUTHORITY: Original signed by Len Rhodes

**SUBJECT: EMPTY CONTAINER RETURNS**

**POLICIES**

5.10.1 AGLC does not require retail liquor stores to accept containers for refund.

**GUIDELINES**

5.10.2 Empty beverage container returns in Alberta are governed by the Beverage Container Management Board (BCMB), a body delegated authority by *the Environmental Protection and Enhancement Act* to administer the Beverage Container Recycling Regulation.

5.10.3 *(Deleted Dec 2020)*

5.10.4 *(Deleted Dec 2020)*

5.10.5 *(Deleted Dec 2020)*

5.10.6 *(Deleted Dec 2020)*

5.10.7 *(Deleted Dec 2020)*

5.10.8 *(Deleted Dec 2020)*

5.10.9 For information on operating a container return depot, contact:

Beverage Container Management Board

Edmonton, AB. T6A 3M1

Phone: 780-424-3193

Toll Free: 1-888-424-7671

Fax 780-428-4620

[bcmb.ab.ca](http://bcmb.ab.ca)

*(Amended Dec 2020)*

**SUBJECT: CUSTOMER RETURNS****POLICIES**

- 5.11.1 A retail liquor store must accept full resalable containers of liquor returned for refund by a special event licensee, if the product was purchased at that retail liquor store. The customer must present a copy of the Special Event Licence (SEL) used at the event. A restocking fee may be charged. *(Amended Nov 2017)*

**GUIDELINES**

- 5.11.2 Retail liquor stores may accept full resalable containers of liquor sold to the general public and returned for refund.
- 5.11.3 Retail liquor stores may use the following as a guide for determining whether or not a returned product is in sellable condition:
- a) closures are not weak, loose or damaged;
  - b) seal strips are intact;
  - c) label on bottle is intact; or
  - d) bottle is not cracked.

**Note:** This list is not exhaustive and store operators may use their discretion in determining whether the product is sellable or may have been damaged or tampered with

**SUBJECT: PRODUCT RETURNS****POLICIES**

5.12.1 Product Returns are allowed for the following reasons:

- a) recalled product (either issued by the Canadian Food Inspection Agency, AGLC or the liquor agency);
- b) stale-dated product (**Note:** stale-dated product refers to a product that has surpassed a “best before” date or “stale-date” indicated on the product label and/or container. Stale-dated does not refer to older/out-dated vintages of wine); or
- c) faulty product.

5.12.2 Return of inventory to CLS for reasons other than outlined in 5.12.1 will not be allowed.

**GUIDELINES****Returns to CLS:**

5.12.3 The agency is responsible for approving all product returns from licensees. If the liquor agency approves a return, the agency must provide written authorization to CLS Customer Service. The authorization must specify which party (either the liquor agency or the licensee) will be responsible for the freight and re-stocking charges. Re-stocking charges apply even if the product will be returned to the supplier or destroyed. *(Amended Feb 2021)*

5.12.4 Once the agency has provided written authorization, CLS Customer Service will make arrangements for completion of a CLS Product Return Authorization form and the actual return of the product.

**Returns from Other Warehouses**

5.12.5 The supplier is responsible for approving all product returns from licensees.

5.12.6 Licensees must comply with each supplier’s specified procedures.

**SUBJECT: PERSONAL IMPORTATION OF LIQUOR****GUIDELINES**

5.13.1 Pursuant to section 89 of the Gaming, Liquor and Cannabis Regulation, an adult may import liquor purchased in a province or territory other than Alberta for personal use and consumption in Alberta in accordance with this policy:

- a) An adult may bring liquor into Alberta from another province or territory in any quantity for personal use if the liquor is:
  - i) in the direct possession of the individual; or
  - ii) as part of the individual's baggage, where the individual and individual's baggage are being carried on board the same vehicle, aircraft, boat, or other conveyance.
- b) An adult may cause liquor to be brought into Alberta from another province or territory in any quantity in the following manner:
  - i) contact a Class D (Retail Liquor Store) licensee and request that the product be brought into Alberta and the quantity desired; or
  - ii) contact a registered liquor agency and request that the product be brought into Alberta and the quantity desired.

**Note:** There are no minimum or maximum quantity requirements.

5.13.2 For the purposes of Subsection 5.13.1b) i) above, a Class D licensee, requested by an adult to bring a product into Alberta may contact a registered liquor agency to arrange for the importation, or refer the adult to another retail liquor store licensee or directly to an agency to make the arrangements.

5.13.3 Product imported pursuant to Subsections 5.13.1b) i) or 5.13.1b) ii) may be picked up from, or delivered by, the retail liquor store licensee to the adult who ordered it.

5.13.4 *(Deleted Feb 2021)*

**SUBJECT: FUTURES****POLICIES**

- 5.14.1 In this section, Futures are defined as liquor products which are purchased by a liquor agency a minimum of 12 months prior to being bottled. Liquor Agency Futures Deposits (LAFD) are the deposits received from licensees for payments made by agencies to liquor manufacturers, or their representatives, for Futures products.
- 5.14.2 Licensees may pay a LAFD amount to an agency for Futures.
- 5.14.3 When registering the Futures product the agency must provide an invoice price which includes the LAFD received from the licensees. Due to the nature of Futures products, price changes will be allowed to be made as required, rather than on the normal bi-weekly basis.
- 5.14.4 When registering the Futures product, the agency must provide AGLC with a list of the LAFDs paid by all licensees for each product code. The following information is required by licensee:
- a) licence number;
  - b) product code;
  - c) number of cases of each product code allocated to this licensee;
  - d) LAFD amount per case for each product code, which must be in whole dollars; and
  - e) total LAFD amount for each licensee for each product code [must agree to c) and d) above].
- 5.14.5 As is standard procedure, licensees will pay AGLC for the product when purchased. The payment will equal the wholesale amount less the LAFD paid to the agency.
- 5.14.6 Through the consignment payment process, AGLC will pay the agency its price, less the LAFD paid by each licensee.
- 5.14.7 The onus is on the agency to provide complete and accurate data on the LAFD received from licensees. AGLC will not be responsible for assuming any financial liability due to incomplete or inaccurate submissions. Any disagreements in the amount of the deposits paid by the licensee or received by the agency must be resolved between the two parties.

**SUBJECT: GENERAL INFORMATION**

**POLICIES**

6.1.1 For all of Section 6,

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 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. *(Added Apr 2016)*

6.1.2 A liquor 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-t and Telecommunications Commission (CRTC) and any other regulator with jurisdiction.

6.1.3 All advertising must be:

a) accurate and verifiable; and

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

6.1.4 Advertising must not:

a) *(Deleted Nov 2022)*

**SUBJECT: GENERAL INFORMATION**

- 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;
- f) disparage (put down) another company, business or product.  
*(Amended Nov 2022)*

**6.1.5 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.

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

**6.1.7** *(Deleted Feb 2021)*

**6.1.8** Co-operative advertising (advertising by licensees that includes the specific mention of liquor manufacturers/suppliers/agencies), is permitted under the following conditions: *(Amended Apr 2016)*

- 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.

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

**6.1.10** *(Deleted Jul 2022)*

**6.1.11** *(Deleted Dec 2020)*





**SECTION: ADVERTISING**

**NUMBER: 6.1**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: GENERAL INFORMATION**

**GUIDELINES**

- 6.1.12 Advertising which promotes the responsible consumption of liquor (i.e., legal, moderate and safe) is highly recommended and supported by AGLC.
- 6.1.13 *(Deleted Dec 2020)*
- 6.1.14 References to brand advertising do not apply to Special Event licensees.
- 6.1.15 Corporate or brand identification may be used in public service or community advertising.
- 6.1.16 *(Deleted Dec 2020)*
- 6.1.17 A licensee and a manufacturer of non-liquor products may advertise jointly, as long as the advertising complies with Section 6 policies.

DATE ISSUED: November 29, 2022

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: ADVERTISING BY CLASS D LICENSEES AND DUTY FREE STORES**

**POLICIES**

6.2.1 *(Deleted Feb 2021)*

6.2.2 Comparative price advertising is allowed. *(Amended Feb 2021)*

6.2.3 Brand advertising is acceptable, with the following conditions:

- a) the licensee must receive permission in advance from the liquor supplier (or whoever owns/controls the brand identification) to use the brand logo, typeset or trademark; and
- b) the licensee may not request or receive any benefit (money or other) from a liquor supplier for advertising its brands.

6.2.4 A licensee who also owns or operates another company or business may not:

- a) conduct common/joint advertising featuring both business interests in the same advertising (joint advertising); or
- b) use one business to promote the other (cross-market advertising/promotions) with the exception of loyalty programs. *(Amended Feb 2021)*

6.2.5 *(Deleted Dec 2020)*

6.2.6 The restrictions of Subsection 6.2.4 also apply to any retail liquor store which uses the trade mark name of another business or company not owned or operated by the licensee.

6.2.7 Class D liquor delivery service advertising must not promote the use, sale or consumption of liquor.

6.2.8 *(Deleted Feb 2021)*



SECTION: ADVERTISING

NUMBER: 6.3

RETAIL LIQUOR STORE HANDBOOK

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SUBJECT: ADVERTISING BY SPECIAL EVENT LICENSEES

*(Deleted Dec 2020)*

***Please see the Special Event Licence Policies and Guidelines at [aglc.ca](http://aglc.ca) for policies regarding Advertising by Special Event Licensees.***

DATE ISSUED: December 14, 2020

AUTHORITY:

Original signed by  
Len Rhodes



SECTION: ADVERTISING  
NUMBER: 6.4

RETAIL LIQUOR STORE HANDBOOK

PAGE 1 OF 1

SUBJECT: ADVERTISING CONTENT RESTRICTIONS

*(Deleted Dec 2020)*

***Please see the Liquor Agency Handbook and Section 6.1 of the Retail Liquor Store Handbook for Advertising Content Restrictions.***

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

**SUBJECT: SPONSORSHIPS**

**POLICIES**

6.5.1 Sponsorship may only involve a publicly advertised contest (see Subsection 6.5.3) or the donation of cash or non-liquor merchandise, a trophy and/or a prize by a licensee, agency or supplier, directly to an event or team. Donations to licensees are not permitted. *(Amended Mar 2024)*

6.5.2 *(Deleted Mar 2024)*

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

- a) participation in a contest or raffle 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 7.7.1

6.5.4 *(Deleted Feb 2021)*

6.5.5 *(Deleted Mar 2024)*

6.5.6 *(Deleted Mar 2024)*

6.5.7 *(Deleted Mar 2024)*

6.5.8 *(Deleted Mar 2024)*

6.5.9 *(Deleted Dec 2020)*

6.5.10 *(Deleted Mar 2024)*

**GUIDELINES**

6.5.11 *(Deleted Mar 2024)*

6.5.12 Items displaying a corporate or brand logo may be donated to a registered charity for use as give-aways and raffle prizes.

**SUBJECT: TRADE SHOWS**

**POLICIES**

6.6.1 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 7.5.1 and 7.5.2 are followed. *(Amended Feb 2021)*
- d) *(Deleted Feb 2021)*

6.6.2 A retail liquor store may apply to sell liquor at a non-liquor industry trade show for off premises consumption. The licensee must obtain AGLC approval in advance, and meet all conditions of the approval.

**GUIDELINES**

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

6.6.4 *(Deleted Feb 2021)*



SECTION: ADVERTISING  
NUMBER: 6.7

RETAIL LIQUOR STORE HANDBOOK

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SUBJECT: MARKET RESEARCH

*(Deleted Dec 2020)*  
***Please see the Liquor Agency Handbook at [aglc.ca](http://aglc.ca) for policies regarding Market Research.***

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SECTION: ADVERTISING  
NUMBER: 6.8

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SUBJECT: HOSTING NO SALE FUNCTIONS

*(Deleted Dec 2020)*

***Please see the Liquor Agency Handbook at [aglc.ca](http://aglc.ca) for policies regarding Hosting No Sale Functions.***

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



**SUBJECT: GENERAL INFORMATION**

**POLICIES**

- 7.1.1 For all of Section 7:
- 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 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. *(Amended Jul 2022)*
- 7.1.2 A product promotion must not encourage the irresponsible use, consumption or service of liquor.
- 7.1.3 A licensee may participate in a liquor 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 Subsection 7.5) and sampling (see Subsection 7.6).
  - b) The promotion must take place in a licensed premise.
- 7.1.4 *(Deleted Nov 2022)*
- 7.1.5 A product promotion may be co-sponsored by a third party.
- 7.1.6 As per Section 85 of the GLCR, product promotions not specifically addressed in Section 7 require the prior approval of AGLC. *(Amended Jul 2022)*

**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS****POLICIES**

- 7.2.1 A liquor agency is prohibited from directing any promotional activity or items to a licensee that could directly benefit the licensee or their staff, and a licensee may not request or accept any such inducements.
- 7.2.2 Licensees are prohibited from asking for or receiving items of value from an agency as an inducement to stock an agency's product, provide improved shelf positioning to an agency's brand of liquor or for any other consideration.
- 7.2.3 A liquor agency is prohibited from participating in any way in a licensee's customer loyalty program, and a licensee may not request that a liquor agency participate in such a program.
- 7.2.4 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)*
- 7.2.5 A liquor agency is prohibited from paying for a licensee's activities that are recreational or leisurely in nature. *(Amended Jul 2022)*
- 7.2.6 A liquor 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 7.6; or
  - d) compensation for expenses related to:

**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**

- i) interior decorating (e.g., painting, draperies, carpeting, decor), renovations or maintenance to a licensed 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 (except racks noted in Subsection 7.2.11b);
- iii) refrigeration or dispensing equipment (exceptions for refrigerators noted in Subsection 7.2.11a); dispensing equipment in 7.2.12 and tap handles in 7.2.14) or
- iv) *(Deleted Feb 2021)*
- v) other items considered essential to operating a licensed premises, including building infrastructure and utilities.

7.2.7 A liquor agency may provide interior signs displaying the agency's brand to licensees. However, an 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).

7.2.8 A liquor 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.

7.2.9 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)*

7.2.10 *(Deleted Dec 2020)*

7.2.11 Liquor agencies may provide a Class D Retail Liquor Store licensee with promotional refrigeration and racking that is portable and standalone. The following specifications regarding the equipment must be met:

- a) Refrigerators:
  - i) a maximum size of 12 cubic feet;
  - ii) a maximum of two refrigerators from one particular agency;

**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**

- iii) a maximum of four, agency-provided refrigerators in a licensed premises;
- iv) ownership of the refrigerators must remain with the agency(s); and
- v) services associated with the installation or maintenance of the refrigerators (i.e. electrical and power) must be the sole responsibility of the licensee.

b) Racks:

- i) a maximum size of 36 inches x 48 inches x 72 inches;
- ii) *(Deleted Jul 2022)*
- iii) a maximum of four, agency-provided racks in a licensed premises
- iv) ownership of the racks must remain with the agency(s); and
- v) services associated with the installation of the racks (i.e. electrical and power) must be the sole responsibility of the licensee.

7.2.12 An agency may loan towers and proprietary branded dispensing equipment non-essential to the operation of a licensed premises to a licensee. Proprietary branded dispensing equipment is defined as:

- a) stand-alone;
- b) maximum dispensing capacity not to exceed 10 litres;
- c) not utilized as the licensee's primary dispensing method; and
- d) services associated to the equipment, including power or any other installation, must be the sole responsibility of the licensee.

*(Added Feb. 2018)*

7.2.13 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.

7.2.14 A liquor agency may provide a licensee with non-essential items, including:

**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**

- 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
- mirrors
- napkins
- patio umbrellas
- place mats
- posters
- promotional fridges (see subsection 7.2.9.1a)
- promotional racks (see subsection 7.2.9.1b)
- sandwich boards
- sanitation stations *(Added Jul 2022)*
- serving trays
- tent cards and inserts

7.2.15 The following conditions apply to the non-essential items listed in subsection 7.2.10:

- 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**

7.2.16 Liquor agencies and licensees may contact AGLC if unsure whether an item is considered essential or non-essential.

**SUBJECT: PROMOTIONAL AGREEMENTS**

**POLICIES**

7.3.1 A liquor agency may provide a licensee with promotional items for its customers in exchange for the licensee promoting a specific brand(s) of liquor. 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)*

7.3.2 Records must be kept by the 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 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)*

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

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

7.3.5 *(Deleted Feb 2021)*

7.3.6 Promotional agreements that comply with these policies do not require AGLC approval.

**GUIDELINES**

7.3.7 *(Deleted May 2018)*

7.3.8 *(Deleted Jul 2022)*

**SUBJECT: LICENSEE PROMOTIONS**

**POLICIES**

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

- a) *(Deleted Feb 2021)*
- 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) The time, date and place of the draw must be clearly displayed on the premises. *(Amended Feb 2021)*

7.4.2 *(Deleted Feb 2021)*

**GUIDELINES**

7.4.3 *(Deleted Feb 2021)*

7.4.4 Retail liquor stores may give away merchandise, other than liquor or food, to promote the store (for example, key chains, baseball caps, ashtrays, etc.) provided the merchandise identifies the store and is not given to the store by liquor suppliers or liquor agencies.

**SUBJECT: LIQUOR TASTINGS**

**POLICIES**

7.5.1 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)*

7.5.2 Maximum tasting sizes are as follows:

- a) beer and ciders - 112 ml (4 oz.); *(Amended 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)*

7.5.3 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)*

7.5.4 A liquor 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 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 agency's employee or the licensee;
- e) the liquor agency and licensee 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.

7.5.5 Tastings by liquor agencies must not be conducted outside of the licensed premises (for example, on a patio outside the store, in a tent outside the store, etc.).

7.5.6 A Class D licensee may conduct free tastings of liquor to patrons on behalf of a liquor agency, with the following conditions:

- a) the liquor agency and the licensee must have a written Promotional Agreement. The Agreement must:
  - i) specify the date, time and location of the tasting; *(Amended Mar 2018)*
  - ii) identify the liquor product(s) that will be offered along with the quantity and the licensee's cost for the product(s); *(Amended Mar 2018)*
  - iii) identify staffing costs specific to the tasting (i.e., wages, benefits and administrative costs to a maximum of \$25/hour); and *(Amended Mar 2018)*
  - iv) be signed by both the liquor agency and licensee before the tasting can take place.
- b) the liquor agency representing the product(s) being tasted may be involved in the tasting; and *(Amended Dec 2018)*
- c) items charged by the licensee to the liquor agency are limited to staffing costs and the licensee's cost of the product(s) being tasted. *(Added Mar 2018)*

7.5.7 A Class D licensee may conduct its own liquor tastings, independent of a liquor agency, and charge a fee to its customers, with the following conditions:

**SUBJECT: LIQUOR TASTINGS**

- a) experts (e.g. manufacturer/agency representative) of the liquor product being tasted may be involved in the tasting for consumer education; *(Amended Dec 2018)*
- b) the licensee is not allowed to charge back the costs of a tasting to a liquor agency;
- c) *(Deleted Dec 2018)*
- d) *(Deleted Apr 2020)*

7.5.8 Allowable food items in a Class D premises must be snack-sized portions that complement the liquor being tasted. Full course meals (catered or otherwise) are not permitted. *(Amended Apr 2020)*

7.5.9 Liquor tastings may be conducted by the retail liquor store operator to private groups, on an invitational basis, for educational purposes on or off the liquor store premises. For example, tasting by the glass during a training session at a private club is allowed if a qualified applicant obtains a Private Resale Special Event licence; (for more information, contact the Regulatory Division in St. Albert at 780-447-8837. Training sessions in the retail liquor store may only be conducted in licensed areas of the store.

7.5.10 *(Deleted Oct 2020)*

7.5.11 Off-premises liquor tastings (no mixed drinks) may be offered by a Class D Licensee at the retail store providing:

- a) tasting sizes do not exceed maximum size limits set out in Subsection 7.5.2;
- b) the liquor is in a sealed, tamper-proof/tamper-evident container;
- c) tastings are not packaged in a manner that resembles a retail liquor product; and
- d) information for each of the tasting products is provided to the consumer in a manner that clearly identifies:
  - i) the percentage of alcohol, volume and brand of liquor; and
  - ii) the ingredients/contents of each product provided.

*(Added Dec 2020)*

7.5.12 Off-premises liquor tastings may be delivered. For information on delivery requirements, please see Subsection 4.11.1. *(Added Dec 2020)*



**SECTION: PRODUCT PROMOTION**  
**NUMBER: 7.6**

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**SUBJECT: PRODUCT SAMPLING FOR LICENSEES**

*(Deleted Feb 2021)*

***Please see the Liquor Agency Handbook at [aglc.ca](http://aglc.ca) for policies regarding Product Sampling for Licensees.***

**DATE ISSUED:** February 18, 2021      **AUTHORITY:** Original signed by Len Rhodes



SECTION: PRODUCT PROMOTION  
NUMBER: 7.7

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SUBJECT: PRODUCT SAMPLING FOR PUBLIC

*(Deleted Feb 2021)*

***Please see the Liquor Agency Handbook at [aglc.ca](http://aglc.ca) for policies regarding Product Sampling For Public.***

DATE ISSUED: February 18, 2021 AUTHORITY: Original signed by Len Rhodes

**SUBJECT: GENERAL PRODUCT PROMOTIONS****POLICIES**

7.8.1 A product promotion may involve a contest, competition or draw, and may be administered by a licensee on behalf of a liquor 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 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 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 agency).

7.8.2 Both the liquor 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 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; *(Amended Jul 2022)*
- b) a licensee conducting a promotion on behalf of a liquor 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 *(Amended Jul 2022)*
- c) *(Deleted Jul 2022)*

7.8.3 *(Deleted Feb 2021)*

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Len Rhodes



**SECTION: PRODUCT PROMOTION**  
**NUMBER: 7.8**

**SUBJECT: GENERAL PRODUCT PROMOTIONS**

7.8.4 *(Deleted Dec 2020)*

**GUIDELINES**

7.8.5 There is no limit to prize value.

7.8.6 A licensee may reduce the price of one or more products as part of a promotion.

7.8.7 *(Deleted Feb 2021)*

7.8.8 *(Deleted Dec 2020)*

**SUBJECT: ADDED-VALUE PRODUCT PROMOTIONS**

**POLICIES**

7.9.1 An "added-value promotion" promotes a specific brand of liquor by offering consumers who purchase the brand at a retail liquor outlet a second item at no charge.

7.9.2 Acceptable added-value items include:

a) Liquor

- i) A liquor agency may provide liquor added-value items to Class D licensees only. The liquor agency must maintain a record of all added-value liquor provided.
- ii) The words "SAMPLE" or "NOT FOR RESALE" must be clearly and permanently marked on the container. A licensee may not deface or remove the label or tag. *(Amended Feb 2021)*
- iii) The liquor provided as an added-value item may not exceed the 20% maximum value allowed under Subsection 7.9.4b), unless otherwise approved in writing by AGLC. *(Amended Jul 2022)*
- iv) Added-value liquor items are subject to regular provincial mark-ups.

b) Money-off coupons for:

- i) a liquor product, redeemable only by the liquor agency or a third party (i.e., coupon clearing house); or
- ii) a non-liquor product, redeemable by the liquor agency or by non-liquor retailer of the product.

c) Non-perishable food items (e.g., packaged snack food, food seasoning, powdered drink mix); and

d) Objects of nominal value (e.g. corkscrew, bottle opener, wine glass, beer mug, shot glass, key ring, golf ball decal, figurine, CD, etc). *(Amended Feb 2021)*

7.9.3 An added-value promotion may be conducted as an on-pack, in-pack or near-pack promotion:

a) On-Pack

**SUBJECT: ADDED-VALUE PRODUCT PROMOTIONS**

A liquor on-pack item must be attached to the liquor product with a plastic ring, elastic band, shrink wrap or similar method by:

- i) the liquor agency, at its plant;
- ii) the liquor agency's employee;
- iii) Connect Logistics Services Inc., at the Liquor Distribution Centre in St. Albert (a fee is charged for this service); or
- iv) the staff of a retail liquor store by arrangement with the liquor agency.

b) In-Pack

An in-pack item must be placed within the packaging of the liquor product (e.g., a case of beer or wine box) by the liquor agency at its plant.

c) Near-Pack

- i) A near-pack item must be purchased, supplied and delivered to the retail liquor outlet by the liquor agency or the supplier of the item.
- ii) The item must be offered only with the purchase of the specified product.

7.9.4 A liquor agency may conduct an added-value promotion in a retail liquor outlet (i.e. a Class D licensed premises or Duty Free Store), with the following conditions:

- a) The promotion must be directed at consumers.
- b) The cost of an added-value item must not exceed 20 per cent of the wholesale price of the liquor product being promoted, whether provided by the liquor agency or by a third party. A redemption rate may not be factored in when calculating cost.  
*(Amended Jul 2022)*
- c) Only one added-value item may be offered with the purchase of each bottle or unit (e.g., case of beer) of the liquor being promoted.
- d) Added-value items cannot be changed based on the amount of liquor purchased. For example, if an added-value item



**SUBJECT: ADDED-VALUE PRODUCT PROMOTIONS**

associated with a particular liquor product is a bottle opener and a customer buys 3 bottles of the product, a customer is entitled to three bottle openers, not another value-added item of a higher value.

- e) Added-value items provided by an agency may not be:
  - i) removed from a liquor product by a licensee;
  - ii) offered for sale separately; or
  - iii) provided to a licensee or licensee staff for their personal use or benefit (see Subsection 7.9.10).
- f) A liquor agency may not purchase, order or obtain any non-liquor item to be used in an added-value promotion from any business in which a participating Class D licensee has a direct or indirect interest. *(Amended Oct 2023)*
- g) A liquor agency may purchase liquor products to be used in an added value promotion from a participating Class D licensee at the licensee's cost of the product. *(Added Oct 2023)*

7.9.5 A Class D licensee may conduct their own added-value promotion, independent of a liquor agency, with the following additional conditions:

- a) The items provided are of nominal value;
- b) *(Deleted Feb 2021)*
- c) The items may identify the licensee's premises; and.
- d) Money-off coupons for liquor purchases are acceptable.

7.9.6 Tobacco products are prohibited as an added-value item.

7.9.7 No aspect of a licensee's business may be used as an added-value item, either directly or indirectly, without the prior approval of AGLC (e.g., coupon for money off a purchase at a licensed premises operated by the licensee; coupon for money off a ski lift ticket at a ski hill operated by the licensee).

7.9.8 Added-value promotions which do not comply with all of the policies in this section require the prior approval of AGLC.

7.9.9 AGLC reserves the right to set limits on the quantity of liquor provided to a licensee for an added-value promotion.

**SUBJECT: GENERAL INFORMATION****POLICIES**

9.1.1 *(Deleted Dec 2020)*

9.1.2 *(Deleted Dec 2020)*

9.1.3 *(Deleted Dec 2020)*

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

9.1.5 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 (see Subsection 10.1).

**GUIDELINES**

9.1.6 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 who 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.

9.1.7 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.

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Len Rhodes



**SECTION: INSPECTIONS**

**NUMBER: 9.1**

**RETAIL LIQUOR STORE HANDBOOK**

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**SUBJECT: GENERAL INFORMATION**

9.1.8 *(Deleted Dec 2020)*

9.1.9 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.

9.1.10 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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SECTION: INSPECTIONS  
NUMBER: 9.2

RETAIL LIQUOR STORE HANDBOOK

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SUBJECT: LIQUOR SEIZURE AND ANALYSIS

*(Deleted Nov 2022)*

***Please see Sections 103(4) and 106(1) GLCA for more information on liquor seizure and analysis.***

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**SECTION: LICENSEE DISCIPLINE**

**NUMBER: 10.1**

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**SUBJECT: INCIDENT REPORTS**

**GUIDELINES**

- 10.1.1 An AGLC Inspector who observes an alleged violation may prepare an Incident Report detailing the circumstances. *(Amended Dec 2020)*
- 10.1.2 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.
- 10.1.3 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: 10.2

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SUBJECT: NOTICE OF ADMINISTRATIVE SANCTION

*(Deleted Nov 2019)*

***Please see the Board Hearing Panel Rules and Procedures Document at [aglc.ca](http://aglc.ca) for Information on Notice Of Administrative Sanction.***

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SECTION: LICENSEE DISCIPLINE

NUMBER: 10.3

RETAIL LIQUOR STORE HANDBOOK

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SUBJECT: BOARD HEARINGS

*(Deleted Nov 2019)*

***Please see the Board Hearing Panel Rules and Procedures Document At [aglc.ca](http://aglc.ca)  
For Information on Board Hearings.***

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AUTHORITY:

Original signed by  
Len Rhodes