

# LIQUOR QUICK FACTS

2023 - 2024

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## Alberta's liquor model

Since 1993, Alberta's unique liquor model has created an open and competitive marketplace, providing ample business opportunity and consumer choice. AGLC is responsible for managing the liquor supply chain in Alberta and ensuring progressive developments in the industry while building strong relationships with liquor stakeholders.

### Before privatization\*

Alberta Liquor Control Board stores	208
Hotel off-sales	530
Private retailers (beer / wine / agency)	65
<b>Total liquor retailers</b>	<b>803</b>
<b>Products available</b>	<b>2,200</b>

Pricing: Government set shelf price, which was consistent in all stores.

\*From ALCB Annual Report, year ended January 5, 1993.

### Currently\*

Retail liquor stores	1,622
Off-sales** (hotel/manufacturer/other)	539
General merchandise liquor stores	101
Other liquor retailers (commercial caterers/delivery services)	176
<b>Total liquor retailers</b>	<b>2,429</b>
<b>Products available</b>	<b>35,185</b>

Pricing: Retailers set shelf price based on market conditions and competition.

\*As of March 31, 2024.

\*\*Effective March 17, 2020, Class A Minors Allowed and Minors Prohibited licensees are permitted to sell liquor for off-site consumption. Liquor may be sold through take-out or delivery from licensed establishments with or without the purchase of food.

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## Inspections Between April 1, 2023, and March 31, 2024.

- AGLC inspectors conducted **20,455** inspections at liquor licensed premises, **6,824** licensees were inspected and **60** licensees were issued **68** penalties.
- Inspectors check licensees for compliance in a number of areas including, but not limited to: patron proof of age, selling to minors, serving to intoxicated patrons and serving after hours.
- **99.12** per cent of liquor licensees complied with legislation, regulation and policy.

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## Pricing and supply

- Suppliers of spirits, wine, beer and refreshment beverages (or agencies that represent them) ship their product to privately operated warehouses approved by AGLC.
- Licensees, including retailers, buy their liquor products at wholesale prices.
- The wholesale price includes the invoice price, federal customs and excise duties (where applicable), liquor markup, recycling fees, bottle deposit and GST.
- Revenue from the markup is retained by AGLC and remitted to the Government of Alberta's General Revenue Fund (less expenses).

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## Recycling

- As part of our environmental commitments, AGLC works in partnership with the Beverage Container Management Board in container recycling efforts throughout the province.
- In 2023, over 2.2 billion beverage containers (soft drink, juice, water, and liquor bottles and cans) were returned to recycling depots with a return rate of 84.9 per cent.\*

\*Beverage Container Management Board

# Encouraging responsibility

## DrinkSense

AGLC encourages Albertans to be informed and make responsible, moderate choices for themselves when consuming alcohol and avoiding alcohol-related harms. Visit [DrinkSenseAB.ca](https://www.drinksenseab.ca).



The Dry9 program encourages pregnant Albertans and their supporters to not drink alcohol while pregnant or trying to conceive and to share their healthy choice with others. Visit [Dry9.ca](https://www.dry9.ca).

## Responsible consumption

Results from our annual Survey of Albertans shows alcohol is enjoyed responsibly and is a personal choice by Albertans. Among Albertans surveyed, **85** per cent report they have purchased alcohol and **93** per cent reported that they drink responsibly based on 2011 Canada's Low-Risk Drinking Guidelines.

*AGLC Survey of Albertans, fiscal year 2023-2024.*

## Training for staff at licensed premises

*As of March 31, 2024.*



### **PROSERVE** LIQUOR Staff Training

#### **ProServe Liquor Staff Training**

Certification is mandatory for anyone involved in liquor sales, service or delivery, or providing security at licensed premises.



**692,199**

certificates issued since program began in 2004



### **PROTECT** SECURITY Staff Training

#### **ProTect Security Staff Training**

Mandatory for security staff, managers and supervisors of security at minors prohibited licensed premises and Commercial Public Resale Special Events. Owners, managers and security staff of companies contracted to provide security must also be ProTect-certified.



**73,185**

certificates issued since program began in 2008

Visit [smartprograms.aglc.ca](https://www.smartprograms.aglc.ca).

## Liquor financial results

### Financial results

For the year ended March 31  
(in thousands of dollars).

	2024 <sup>1</sup>	2023
<b>Liquor net revenue</b>	<b>\$ 823,205</b>	<b>\$ 850,412</b>
Operating expenses	(45,705)	(37,838)
Other revenue	13,094	12,530
<b>Liquor net income</b> (Net Income to GoA)	<b>\$ 790,594</b>	<b>\$ 825,104</b>

<sup>1</sup>AGLC Annual Report 2023-24, pages 80.

### Sales<sup>1</sup>

For the year ended March 31.

	2024 <sup>2</sup>		2023	
	(in thousands of dollars)	(in hectolitres, hL)	(in thousands of dollars)	(in hectolitres, hL)
Beer	\$ 936,700	2,132,370	\$ 943,344	2,189,809
Spirits	927,133	301,691	933,641	299,984
Wine	623,440	397,887	636,960	412,790
Refreshment beverages	313,042	581,089	294,606	567,550
<b>TOTAL</b>	<b>\$ 2,800,315</b>	<b>3,413,037</b>	<b>\$ 2,808,551</b>	<b>3,470,133</b>

<sup>1</sup>Liquor that is sold to licensees (e.g., retailers) at wholesale prices.

<sup>2</sup>AGLC Annual Report 2023-24, page 47.

## Licensing & compliance

### Licences / registrations in effect\*

As at March 31, 2024.

<b>Class A</b> (restaurants/bars/lounges/taprooms)	5,599
<b>Class B</b> (sports stadiums/convention centers/ racetracks)	1,117
<b>Class C</b> (private clubs/military or police canteens)	755
<b>Class D</b> (retail stores/hotel off-sales/delivery services)	2,429
<b>Class E</b> (breweries/distilleries)	260
<b>Class F</b> (fermentation/winemaking facilities)	22
<b>TOTAL*</b>	<b>10,182</b>
<b>Liquor agencies</b>	844

\*Totals do not include an additional four duty free store licenses.

### Licence classes

For more information on classes of liquor licences, visit [aglc.ca/liquor/liquor-licences](https://aglc.ca/liquor/liquor-licences).

## Manufacturing in Alberta

As at March 31, 2024.

Breweries	152
Distilleries	63
Wineries/meaderies	26
Refreshment beverage* manufacturers	14
Packaging facilities**	5
<b>TOTAL</b>	<b>255</b>

\* Refreshment beverages include coolers, ciders, kombucha and ready-to-drink.

\*\* Licensees who blend, flavour and/or package liquor for, or on behalf of, a liquor supplier as approved by AGLC.