

CANNABIS RETAILER Bulletin

In consultation with Health Canada, the following information is intended as guidance to cannabis licensees and registrants to assist in the planning of cannabis promotions.

As this information is intended as a guide only, it is recommended licensees and registrants exercise proper due diligence to ensure activities comply with all federal, provincial and municipal requirements.

For the purpose of this bulletin, “*promotion*” means “*activities directed to the public which are designed to provide information on a product or service.*”

Promotion of cannabis products, cannabis accessories or a service related to cannabis by a cannabis licensee or registrant is permitted under the following conditions:

- Promotions may occur in a place where minors are prohibited by law. Licensed premises where promotions may occur include:
 - retail cannabis stores and;
 - the following where a licensee has applied for an endorsement to “prohibit minors at all times” :
 - convention centres;
 - hotel banquet rooms; and
 - Class A Minors Prohibited premises.
 - Promotion of cannabis is not permitted in any other licensed premises.
- A municipality may also establish a place where minors are prohibited by law and promotions must comply with the Cannabis Act.
- Promotions may not:
 - be conducted in a manner or place that reasonably may appeal or be visible to minors;
 - evoke a positive or negative emotion or a way of life that represents glamour, recreation, excitement, vitality, risk or daring; or
 - include testimonials, endorsements or the depiction of a person, character or animal whether real or fictional.
- All on-line promotions must include reasonable steps to ensure minors cannot access the information. Self-attestation of age is not considered reasonable steps. Health Canada has recognized third party verified age-gate as proper reasonable steps to ensure minors cannot access prohibited information.

For additional information please contact your local AGLC Inspections office or inspections.mailbox@aglc.ca.