

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*		Currently*	
Alberta Liquor Control Board stores	208	Retail liquor stores	1,492
Hotel off-sales	530	Off-sales (hotel / manufacturer / other)	564
Private retailers (beer / wine / agency)	65	General merchandise liquor stores	98
Total liquor retailers	803	Other liquor retailers (commercial caterer / sacramental wine / delivery service)	121
Products available	2,200	Total liquor retailers	2,275
Pricing: Government set shelf price, which was consistent in all stores.		Products available	29,115
* From ALCB Annual Report, year ended January 5, 1993.		Pricing: Retailers set shelf price based on market conditions and competition.	
		*As of December 31, 2019.	

Pricing and Supply

- Suppliers of spirits, wine and beer (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 manufacturer's cost, federal customs and excise duties (where applicable), AGLC's markup, recycling costs, bottle deposit and GST.
- AGLC retains the revenue from the markup and remits it to the Government of Alberta's General Revenue Fund (less expenses).

Public Satisfaction

- **85** per cent of Albertans who purchased liquor in the past 12 months are satisfied with the conduct of Alberta's liquor business

AGLC Survey of Albertans, fiscal year 2018-19.

Sales AGLC Annual Report 2018-19, page 46.

	Volume (1hL = 100L)	Dollars (thousands)
Spirits	274,445 hL	\$792,153
Wine	445,795 hL	\$611,992
Coolers / Ciders	322,919 hL	\$162,131
Beer	2,496,794 hL	\$1,028,914
Total	3,539,953 hL	\$2,595,190
Revenue to government		\$860 million

Manufacturing in Alberta As of December 31, 2019.

Breweries*	122
Distilleries	37
Estate Manufacturers	15
Refreshment Beverages**	5
Total	179

*One licensee produces beer plus spirits.

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

Licensing & Compliance

Licensees / Registrations in Effect*

Class A MINORS ALLOWED (Restaurants)	4,237
Class A MINORS PROHIBITED (Bars / Lounges / Taprooms)	1,284
Class B (Convention Centre / Racetrack / Arena / Salon)	844
Class C (Private Club / Military or Police Canteen)	769
Class D (Retail Store / Hotel Off-Sales)	2,275
Class E (Distillery / Winery / Brewery / Refreshment Beverages / Packaging)	181
Class F (Ferment on Premises)	17
Other (Duty Free / Liquor Agency)	654
Total Licensees / Registrations	10,261

*As of December 31, 2019.

Licence Classes

For more information on classes of liquor licences, visit aglc.ca.

Inspections Fiscal year 2018-2019.

- AGLC inspectors conducted nearly **23,000** inspections at licensed gaming, liquor and cannabis premises.
- 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** per cent of liquor licensees complied with legislation, regulation and policy.

Recycling

- As part of our commitment to providing a high level of responsible liquor service, AGLC works in partnership with the Beverage Container Management Board in container recycling efforts throughout the province.
- In 2018, more than **2 billion** containers (soft drink, juice, water and liquor bottles and cans) were returned to recycling depots with a return rate of **86** per cent.*

*Beverage Container Management Board

Encouraging Responsibility

DrinkSense

AGLC encourages Albertans to make positive choices for themselves by following Canada's Low-Risk Drinking Guidelines and avoiding alcohol-related harms. Visit DrinkSenseAB.ca.

Dry9

The Dry9 program encourages women and their supporters to not drink alcohol while pregnant or trying to conceive and to share their healthy choice with others. Visit Dry9.ca.

Responsible Consumption

Among Albertans surveyed, **79** per cent report they have purchased alcohol and **80** per cent reported that they drink responsibly based on Canada's Low-Risk Drinking Guidelines.

AGLC Survey of Albertans, fiscal year 2018-19.

Training for Staff at Licensed Premises

ProServe Liquor Staff Training

Mandatory online training for anyone involved in security, or the sale or service of liquor.

494,212

certificates issued since program began in 2004

ProTect Security Staff Training

Online training for security staff and managers of licensed premises. Mandatory for employees whose position requires them to respond to problems within a licensed premises.

51,922

certificates issued since program began in 2008

Visit SmartPrograms.aglc.ca.