

TO: ALBERTA GAMING, LIQUOR & CANNABIS (AGLC)

1. The liquor agency named below understands his or her legal obligations under:
 - a) the *Gaming, Liquor and Cannabis Act*, specifically Sections 62, 66(1) and 67(2);
 - b) the Gaming, Liquor and Cannabis Regulation, specifically Sections 72-74, 80-85, and 87; and
 - c) AGLC Policy Guidelines: Product Promotions in Licensed Premises.
2. The liquor agency acknowledges responsibility to ensure its' staff becomes aware of the requirement contained in this Acknowledgement and Undertaking.
3. The liquor agency confirms that it has not entered into any verbal or written, express or implied agreement with a licensee or licensee staff (hereafter referred to as "licensee") to sell any particular brand, class, kind or type of liquor, whether beer, spirits or wine except as authorized by the *Gaming, Liquor & Cannabis Act*; Gaming, Liquor & Cannabis Regulation; AGLC Policies and/or agreements which have been approved by the Board of AGLC.
4. The liquor agency confirms that it has not offered or given to a licensee any bonus, concession, consideration, discount, money, money's worth, rebate, thing of value or promise of any consideration whatsoever, except as authorized by the *Gaming, Liquor and Cannabis Act*; Gaming, Liquor and Cannabis Regulation; AGLC Policies and/or agreements which have been approved by the Board of AGLC.

Inducements or benefits include: money, free liquor, paid vacations, furniture, equipment, services (such as painting or decorating), items considered essential to the licensee's operation, staff incentives, paid entertainment, paid advertising, or any other thing prohibited under the *Gaming, Liquor and Cannabis Act*; Gaming, Liquor and Cannabis Regulation; or AGLC policy.

5. The liquor agency understands that failure to follow the requirements of the *Gaming, Liquor and Cannabis Act*; Gaming, Liquor and Cannabis Regulation; or AGLC policy (includes handbooks and operating guidelines) may result in prosecution under the *Gaming, Liquor and Cannabis Act*; Gaming, Liquor and Cannabis Regulation; or other legislation, or appearance before the Board of AGLC.
6. This Acknowledgement and Undertaking is being made to AGLC to ensure that the requirements of the *Gaming, Liquor and Cannabis Act*; the Gaming, Liquor and Cannabis Regulation; and AGLC policies governing prohibited relationships between liquor agencies and licensees are fully supported by the hospitality industry.
7. The liquor agency agrees to advise AGLC each time a licensee or employee of the licensee requests a benefit or inducement from the liquor agency.

Agent Signature

(Please Print Name)

Name of Liquor Agency

The following describes monetary (or monetary value) inducements which liquor agencies or employees of liquor agencies, are prohibited from providing to licensees.

1. Payments, rebates or credits of any monetary value to licensees.
2. Deposits into licensee accounts in any direct or indirect manner.
3. Any liquor products other than nominal liquor product samples permitted under policy guidelines, "Product Promotions in Licensed Premises".
4. Interior decorating (e.g. painting, draperies, carpeting) and renovations or maintenance to the licensed premises or other property owned, rented, or leased by a licensee or anyone directly or indirectly involved with the licensee in a business relationship.
5. Furniture, equipment, signs, fixtures, or decorations normally required in the operation of a licensed premises.
6. All forms of entertainment (e.g. musical and other) that would normally be paid for by the licensee.
7. Refrigeration or dispensing equipment.
8. Underwriting licensees' expenses, either directly or indirectly, for any travel, whether or not it is for business purposes, a vacation, or a combination of both.
9. Seasons tickets to sporting or other events.
10. Full menu printing.

This is a summary only. A relationship between a liquor agency and licensee, or any product promotion, must comply with the *Gaming, Liquor and Cannabis Act*; *Gaming, Liquor and Cannabis Regulation*; or policy guidelines.

Any product promotion not specifically permitted is prohibited. For further information, contact the Regulatory Services Division, AGLC:

St. Albert Office	780-447-8600	Lethbridge Office	403-331-6500
Calgary Office	403-292-7300	Red Deer Office	403-314-2656
Grande Prairie Office	780-832-3000		

References: *Gaming, Liquor and Cannabis Act*, Sections 62, 66 and 67
Gaming, Liquor and Cannabis Regulation, Sections 72-74, 80-85 and 87
 Product Promotions in Licensed Premises (Rev. Nov. 1, 2009)

Please retain Appendix A and Appendix B for your records.

The following are allowable product promotions or services which liquor agencies may provide to licensees. These are permitted under the *Gaming, Liquor and Cannabis Act*; Gaming, Liquor and Cannabis Regulation; or the policy guidelines titled "Product Promotions".

1. Liquor product samples as allowed under policy guidelines, "Product Promotions".
2. Non-essential merchandise which includes product brand or corporate name.

Examples:

Aprons for staff	Flags, pennants, banners	Quick pourers (speed spouts)
Ashtrays	Hats for staff	Serviettes/napkins
Bar towels	Inflatables	Serving trays
Bottle openers	Lapel pins	Signs (not identifying the licensee)
Change trays/tab trays	Menu clips	Special schedules on display for patrons
Champagne corks	Mirrors/clocks	T-shirts
Coasters	Patio umbrellas	Tent cards
Corkscrews	Place mats	Sweatshirts
Draught tap handles	Plastic glasses	Swizzle sticks
Drip mats	Posters	

3. Other non-essential items sold to licensee at or above wholesale cost.

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