

Yukon Liquor Corporation Advertising by Licensees and Permit-Holders

Key Principle:

Advertising should encourage social responsibility in the sale and consumption of alcoholic beverages.

Who can advertise to the public?

Licensees and permit-holders can advertise liquor, with advance approval from Yukon Liquor Corporation.

How can a licensee advertise and promote its business?

- advertise the name of establishment or event
- sponsor events
- run a contest with a non-liquor prize
- offer non-liquor gifts
- sponsorships
- advertise the kind of liquor (e.g. "beer") and specific products
- advertise specials, without mentioning specific prices (e.g. "Happy Hour")

What standards apply?

Advertising in all media must comply with CRTC standards for broadcast advertising (attached).

Can licensees accept gifts from liquor manufacturers and suppliers as a promotion or incentive?

Licensees can accept promotional items of nominal value (such as coasters, posters, place mats, swizzle sticks, scoreboards, chalkboards, clocks).

Licensees can use more expensive promotional items, but these must be owned by the manufacturer or supplier.

Licensees can accept product samples from manufacturers and suppliers in limited amounts, for consumption only by licensees and staff (not patrons). These samples should not be more than 1 standard-sized bottle per year, or 1 dozen beer, of a particular product, for each licensee.

Licensees cannot accept any financial or other benefit (rebate, price discount, form of payment, etc.) from a manufacturer or supplier.

TASTINGS

Consumer tastings are allowed in licensed premises. These tastings may be advertised.

Sample sizes should not be more than:

Beer, cider, coolers	2 oz.
Wine	2 oz.
Spirits	½ oz.

CODE FOR BROADCAST ADVERTISING OF ALCOHOLIC BEVERAGES
Canadian Radio-Television and Telecommunications Commission

Commercial messages for alcoholic beverages shall not:

- a) attempt to influence non-drinkers of any age to drink or to purchase alcoholic beverages;
- b) be directed at persons under the legal drinking age, associate any such product with youth or youth symbols, or portray persons under the legal drinking age or persons who could reasonably be mistaken for such persons in a context where any such product is being shown or promoted;
- c) portray the product in the context of, or in relation to, an activity attractive primarily to people under the legal drinking age;
- d) contain an endorsement of the product, personally or by implication, either directly or indirectly, by any person, character or group who is or is likely to be a role model for minors because of a past or present position of public trust, special achievement in any field of endeavour, association with charities and/or advocacy activities benefiting children, reputation or exposure in the mass media;
- e) attempt to establish the product as a status symbol, a necessity for the enjoyment of life or an escape from life's problems, or attempt to establish that consumption of the product should take precedence over other activities;
- f) imply directly or indirectly that social acceptance, social status, personal success, or business or athletic achievement may be acquired, enhanced or reinforced through consumption of the product;
- g) imply directly or indirectly that the presence or consumption of alcohol is, in any way, essential to the enjoyment of an activity or an event;
- h) portray any such product, or its consumption, in an immoderate way;
- i) exaggerate the importance or effect of any aspect of the product or its packaging;
- j) show or use language that suggests, in any way, product misuse or product dependency, compulsive behaviour, urgency of need or urgency of use;
- k) use imperative language to urge people to purchase or consume the product;
- l) introduce the product in such a way or at such a time that it may be associated with the operation of any vehicle or conveyance requiring skill;
- m) introduce the product in such a way or at such a time as may associate the product with any activity requiring a significant degree of skill, care or mental alertness or involving an obvious element of danger;
- n) contain inducements to prefer an alcoholic beverage because of its higher alcohol content;
- o) refer to the feeling and effect caused by alcohol consumption or show or convey the impression, by behaviour or comportment, that the people depicted in the message are under the influence of alcohol;
- p) portray persons with any such product in situations in which the consumption of alcohol is prohibited; or,
- q) contain scenes in which any such product is consumed, or that give the impression, visually or in sound, that it is being or has been consumed.