

February, 2006  
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**CENTRAL WAREHOUSE HOURS ARE MONDAY TO FRIDAY, 8:00 A.M. to 4:00 P.M.**

Orders received during normal business hours will be ready for pickup within 24 hours.  
(Orders placed Friday will be ready on Monday.)

The Central Warehouse will be **CLOSED** February 24th, 2006 for Heritage Day.

**WHITEHORSE LIQUOR STORE** will be **OPEN** from 11:00 a.m. to 5:00 p.m. on Friday, February 24th.

Liquor Stores in the communities will be **CLOSED** on Friday, February 24th.

**REGULAR HOURS** in effect at all liquor stores on Saturday, February 25th.

\*Mayo Store - closed for lunch daily between 1:00 p.m. - 2:00 p.m.

You can contact us at:  
Yukon Liquor Corporation  
9031 Quartz Road, Whitehorse, YT  
Y1A 4P9; or  
Phone: (867) 667-5245  
Toll Free: 1-800-661-0408  
Fax: (867) 393-6306  
E-mail: yukon.liquor@gov.yk.ca  
Web site: www.ylc.yk.ca

## Refusing Service

There are going to be times when you or your servers will have to discontinue or refuse service to a patron who is intoxicated.

It is your legal and moral responsibility to do this firmly and convincingly. You will need to do this in a way that will prevent a difficult situation from getting worse. The safety of that patron, staff and all other patrons should be your main concern. Do not hesitate to express regret to the patron and refer to the liquor laws that require you to take this action. (It is **not** appropriate to use the reason that a liquor inspector is in the premises to cut a patron off from liquor service.)

There are some strategies to make the process of refusing liquor service or sale go as smoothly and effectively as possible. First, a server should notify co-workers and/or the manager of their intent to discontinue service or refuse a sale to an apparently intoxicated patron. This sets up a support system in case it is needed.

Next, proceed by speaking calmly and courteously (and in private if possible). Use the patron's name, if known. Do not use emotionally charged words or accusations like, "You're drunk" or "You're cut off". Instead, remind the patron that "it's against the law to serve you further", that the refusal only applies to this particular occasion, and that you will be pleased to serve them in the future.

Listen and be empathetic by acknowledging emotions like anger or disappointment. Show concern for the patron. Suggest that you would be happy to arrange a safe ride home by calling a cab or a friend to come and get them. Remind the patron of their own liability and how your actions are to protect them.

Be firm and don't argue, bargain or back down! Remember to document details of the refusal or discontinuation of service in your incident log.

**Please encourage your staff to take our free 3-hour BARS course, for training in this area.**

## Yukon Liquor Corporation Board Meeting Dates 2006

Tentative dates:

February 21	August 22
March 21	September 19
April 11	October 24
May 16	November 21
June 20	December 5
July 11	

The Board is responsible for licensing decisions, and for hearing appeals of licence suspensions, barrings, and permit refusals. Currently, the Board has five members, appointed by the Government of Yukon. The Board meets monthly, with additional meetings scheduled as required. The Chair of the Board is Wayne Cousins and he may be reached at 667-5245.

# New Advertising Guidelines

In December 2005, all licensees were mailed a copy of the new Listing, Pricing & Promotion Guidelines and new Advertising Guidelines. The new guidelines replace the previous Advertising Policy (red book) and Marketing Policy (blue book) and have significantly simplified and clarified the rules for advertising and for listing, pricing, and promoting liquor products.

The key principle remains that liquor advertising by licensees and permit holders should encourage social responsibility in the sale and consumption of alcoholic beverages.

You are reminded that advertising outside your premises still requires advance approval from the Yukon Liquor Corporation. You are permitted to advertise and promote your business by:

- advertising the name of establishment or event
- sponsoring events
- running a contest with a **non-liquor prize, or offering non-liquor gifts**
- sponsorships
- advertising the kind of liquor (e.g., “beer” and specific products)
- advertising specials, without mentioning specific prices (e.g. “Happy Hour”)

For your convenience, the new guidelines are available in downloadable PDF files on our Web site at <http://www.ylc.yk.ca/forms/forms.html>.

If you have any questions or require clarification of any aspect of these guidelines, please contact the Licensing , Development & Social Responsibility Branch at 667-5245.

## DRINK RECIPES

### The Cactus Kiss Cocktail

1 oz gold tequila  
1/2 oz peach liqueur  
1/8 of a fresh lime  
3oz tart lime juice

In a cocktail shaker fill with ice, combine above ingredients. Shake and strain into a rock glass. Garnish with a peach slice and enjoy.

### Baja Blend Mocktail

1 cup ice  
1/2 cup strawberries  
1/2 oz grenadine  
3oz light cream

Add above ingredients to a blender. Blend until smooth and pour into a coupette glass. Garnish with a fresh strawberry.

