

# Liquor in Alberta — Quick Facts

(November 2006)

## Alberta's unique model

- The government privatized liquor retailing in September 1993.
- The private sector retails, warehouses and distributes liquor in Alberta.
- The Government of Alberta, through the Alberta Gaming and Liquor Commission (AGLC), continues to regulate the industry, issue liquor licences, and collect revenues from the sale of liquor.
- 78% of Albertans are satisfied with the conduct of Alberta's liquor business.

Source: Ministry of Gaming Performance Measure Survey (2005-2006)

## How it works

- Manufacturers of spirits, wine and beer ship their product to privately-operated warehouses approved by the AGLC.
- Manufacturers or agents set cost prices on liquor products.
- The wholesale price to licensees includes the manufacturer's cost, federal customs and excise taxes and duties (where applicable), the AGLC's flat markup, recycling costs, and the deposit.
- Retailers set their own retail prices.
- The province retains the revenue from the flat markup.

## Retail network

- Number of retail outlets (as of November 2006): — 1,138
  - 1,048 private retail liquor stores
  - 90 general merchandise liquor stores (rural locations)
- Number of products:
  - Products available (as of November 2006) – 13,253
  - Total products listed (as of November 2006) – 23,976
- Liquor sales by volume (2005-06 actual):
  - spirits 223,546 hectolitres (HL)
  - wine 260,400 HL
  - coolers/ciders 133,886 HL
  - beer 2,447,587 HL
- Government revenue (2005-06) — \$603 million

## Current mark-up rates

For complete details on the AGLC's Mark-up rates, please follow this link: [Mark-up Rates Schedule](#)

## Since privatization

- A wider range of products are available – the number of listed products has increased over 300%.
- Competitive liquor prices – some of the lowest liquor prices in the country.
- More jobs – over 4,000 full and part time compared to 1,300 before privatization.
- The province continues to generate substantial revenue.

## Licences by class (as of November 2006)

• Class A (minors allowed)	3,317
• Class A (minors prohibited)	1,818
• Class B	507
• Class C	780
• Class D	1,763
• Class E	19
<b>TOTAL LICENCES</b>	<b>8,204</b>

## Class A licence

- Issued for the sale and consumption of liquor in premises open to the public.
- Examples: dining lounges and licensed restaurants, beverage rooms or taverns, lounges, and nightclubs. Minors are prohibited from beverage rooms, lounges, and nightclubs.

## Class B licence

- Issued for the sale and consumption of liquor in premises open to people who have paid an entrance fee, purchased a ticket, or otherwise are entitled to use the facility.
- Examples: convention centre, racetrack, recreational facility, sports stadium, theatre, and public conveyance (e.g. aircraft, trains, buses, water excursion craft).

## Class C licence

- Issued for the sale and consumption of liquor in premises restricted to members or other specified or allowed individuals.
- Examples: clubs, canteens, institutions, and travellers' lounges.

## Class D licence

- Authorizes the licensee to sell liquor for off-premises consumption.
- Examples: retail liquor stores, hotel off-sales, manufacturers' off-sales, delivery service and general merchandise liquor stores.

## Class E licence

- Issued for the manufacture of liquor in Alberta.  
Examples: distilleries, wineries, breweries and brew pubs.

## Alcohol consumption in Alberta

Source: The Canadian Addiction Survey (CAS) final report, March 2005  
([www.gov.ab.ca/aadac](http://www.gov.ab.ca/aadac))

- 25.2 % of Albertans drink less than once a month. This is lower than in Prince Edward Island where 30.8% and New Brunswick where 32.1% drink less than once a month. The other province's rates were similar to Alberta's.
- 31.9 % of Albertans drink 1 to 3 times a week. In comparison, Quebec's rate at 39.9 % is higher. The rates of all other provinces were similar to Alberta's.
- 35.3 % of Albertans drink 1 to 3 times a month. All other province's rates were similar to Alberta's.
- 7.6% of Albertans drank 4 or more times a week. Ontario had a significantly higher rate at 12.9%. The rates of most other provinces were similar to Alberta's.
- The Alberta Alcohol and Drug Abuse Commission's alcohol treatment programs are fully funded by the Alberta Lottery Fund, through Alberta Health and Wellness.

For more information about alcohol treatment programs, contact your local AADAC office at 1-866-332-2322

