

**GENERAL MERCHANDISE**

**LIQUOR STORES**

**Operating Guidelines**



# **GENERAL MERCHANDISE LIQUOR STORES**

## **Operating Guidelines**

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**1.1 INTRODUCTION**

1.1.1 Section 47(b) Gaming and Liquor Regulation authorizes a general merchandise liquor store licence in conjunction with a general merchandise business. The relevant legislation is as follows:

Section 51(1) The Board may not issue a general merchandise liquor store licence for a general merchandise liquor store located in a municipality if a retail liquor store licence is in force for a retail liquor store located in the same municipality.

Section 51(2) The Board may not issue a general merchandise liquor store licence, for a new general merchandise liquor store located in a municipality if a general off sales licence is in force for a hotel located in the same municipality.

Section 51(3) The Board shall make policies establishing additional criteria for issuing general merchandise liquor store licences.

1.1.2 General merchandise liquor stores must be operated in accordance with the *Gaming and Liquor Act*, the Gaming and Liquor Regulation and AGLC policies and procedures established under the legislation.

1.1.3 Store operators are responsible for becoming familiar with the legislation and with these General Merchandise Liquor Stores - Operating Guidelines.

1.1.4 The purpose of these guidelines is to help operators meet AGLC requirements. Operators are responsible to keep this manual updated when new pages are received.

1.1.5 These guidelines do not replace the *Gaming and Liquor Act* or the Gaming and Liquor Regulation.

1.1.6 A copy of the handbook is available on the AGLC website at [www.aglc.gov.ab.ca](http://www.aglc.gov.ab.ca).

1.1.7 In these guidelines:



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- a) "primary business" refers to the business with which the general merchandise liquor store is affiliated.
- b) "General Merchandise Liquor Store" refers to the specific liquor retail area associated with the primary business;
- c) "liquor" refers to spirits, wines, coolers, ciders and beer; and
- d) "municipality" means the hamlet, village, town or unincorporated area which the general merchandise liquor store is located.

**1.2 DISTANCE REQUIREMENTS**

- 1.2.1 A general merchandise liquor store must normally be located 15 kilometres or more from the nearest retail liquor store or hotel with a general off sales licence.
- 1.2.2 Distance will be determined by measuring kilometres from the exact physical location of the proposed general merchandise liquor store to the exact physical location of the nearest existing retail liquor store or hotel with a general off sales licence.

**1.3 BUSINESS REQUIREMENTS**

- 1.3.1 General merchandise liquor stores are independent businesses that shall not represent themselves as acting as agents of the Commission.
- 1.3.2 General merchandise liquor stores operate in conjunction with another established retail business which sells consumable goods.
- 1.3.3 The business with which the licence is affiliated must continue to operate with the same general types of non-liquor products and in the same manner as originally approved as an agency store.
- 1.3.4 Operators must keep separate sets of records for liquor sales.

**DATE ISSUED:** December 15, 2005 **AUTHORITY:** ORIGINAL SIGNED BY Norm Peterson

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1.3.5 Licensees shall not enter into an agreement in which one party is to receive remuneration for working in the store based on the amount of liquor sold at the store.

1.3.6 Operators shall not enter into a contract or agreement, whether written or oral, which contains a condition or provision by which the remuneration, salary, commission, or other money payable under the contract or agreement is to vary with the volume of sales or brand of product.

1.3.7 The owner of a general merchandise liquor store shall not have a direct or indirect financial interest in, or be involved in the management of, or be an employee or representative of:

- a) a liquor supplier or liquor agency which sells liquor to the AGLC; or
- b) the AGLC.

1.3.8 A person/company may own more than one general merchandise liquor store and/or other licensed premises, (excluding a Class E manufacturers licence; see Section 1.3.7 above).

1.3.9 If the licensed business is owned by a limited company, the operator is required to provide a "Particulars of Incorporation of Company" which identifies all company shareholders and directors. Any changes in shareholders must be approved by the AGLC prior to the changes.

1.3.10 The AGLC must be advised of any change in the management of the business.

1.3.11 Minors may be hired to work in the business but shall not be involved in the sale or serving of liquor products.

1.3.12 General merchandise liquor store owners and employees are prohibited from consuming alcohol or being under the influence of alcohol while on duty.

**1.4 FACILITY REQUIREMENTS**

1.4.1 The general merchandise liquor store must be situated in a permanent building. The store must continue to operate as

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originally approved. Any major structural changes must have the prior written approval of the AGLC.

- 1.4.2 The store operator must rent or own the store premises and is responsible for constructing, fixturing and maintaining the store in accordance with all applicable municipal, provincial and federal laws and regulations and to a standard acceptable to the AGLC.
- 1.4.3 Where the premises are leased, written permission from the owner is required to retail liquor.
- 1.4.4 Store operators must be able to prevent access to the store by the general public during the times the store is closed. Product security issues are outlined in Section 1.5 - Security.
- 1.4.5 The store may be designed to provide self-service, over-the-counter service or a combination of service styles; however, primary consideration must be given to the control of liquor products.
- 1.4.6 Stores offering a self-service style of operation must merchandise liquor product from an area which is:
- a) physically separated from the products carried in the primary business, for example on a separate shelf, or in a dedicated corner, alcove or room; and
  - b) clearly visible from and in close proximity to the main sales counter; or
  - c) staffed by an adult at all times the liquor area of the store is open.
- 1.4.7 Drive-through windows are prohibited.

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**1.5 SECURITY**

1.5.1 Adequate security shall be provided for the staff and the premises. As liquor products are susceptible to theft, store operators should consider installing one or a combination of the following security measures:

- a security alarm system;
- window protective systems (aluminum shutters or bars);
- deadbolt locks;
- video surveillance equipment (to detect shoplifters and burglars); and
- criminal record checks on all employees (provided by the police).

1.5.2 Adequate lighting must be provided to assist staff in identifying minors and intoxicated individuals.

**1.6 CONTACTS**

1.6.1 The AGLC is responsible for licensing, regulating and monitoring of licensed general merchandise liquor stores.

1.6.2 On licensing regulations, contact the nearest Regulatory Division office:

**St. Albert**

50 Corriveau Avenue  
St. Albert, Alberta  
T8N 3T5

Phone: (780) 447-8600  
Fax: (780) 447-8911  
Fax: (780) 447-8912

**Calgary**

110 Deerfoot Atrium  
6715 8 Street NE  
Calgary, Alberta  
T2E 7H7

Phone: (403) 292-7300  
Fax: (403) 292-7302

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**Red Deer**

J5 Business Centre  
13, 7895 – 49 Avenue  
Red Deer, Alberta      Phone: (403) 314-2656  
T4P 2B4                      Fax: (403) 314-2660

**Lethbridge**

3103 – 12 Avenue North  
Lethbridge, Alberta      Phone: (403) 331-6500  
T1H 5P7                      Fax: (403) 331-6505

**Grande Prairie**

10020 – 124 Avenue  
Grande Prairie, Alberta      Phone: (780) 832-3000  
T8V 5L7                      Fax: (780) 832-3006

1.6.3      The AGLC web site address is [www.aglc.gov.ab.ca](http://www.aglc.gov.ab.ca)

1.6.4      On issuing special event licences, contact:

St. Albert                      (780) 447-8846

Calgary                        (403) 292-7300

1.6.5      On ordering product, see Section 6. Product Ordering. The Order Desk numbers are:

St. Albert and area              (780) 458-4500

Long distance                      1-800-661-8943

Fax                                      (780) 458-4502

Long distance Fax                  1-800-727-8960

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1.6.6 For more information on ordering product and product pick-up and delivery, contact:

Connect Logistics Services Inc.  
50 Corriveau Avenue  
St. Albert, Alberta  
T8N 3T5

Telephone (780) 458-4492  
1-800-265-6784

1.6.7 For more information on paying for product, contact:

Liquor Revenue & Banking

Phone (780) 447-8707  
Fax (780) 447-8917

1.6.8 General merchandise liquor store management and staff are asked to telephone the AGLC at 1-800-577-2522 with information about illegal liquor or tobacco which includes:

- a) smuggled American liquor or tobacco;
- b) stolen liquor or tobacco;
- c) homemade liquor, such as moonshine, wine or beer when sold or offered for sale; and
- d) tobacco not marked for sale in Alberta.

**1.7 AUDIT**

1.7.1 Store business activity records are subject to review by the AGLC and must be maintained in a manner acceptable to Revenue Canada.

1.7.2 The areas normally subject to audit will include, but are not limited to:

- a) invoices;
- b) special event licence sales;

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- c) cash register sales records;
- d) inventory records; and
- e) annual financial statements.

**1.8 REGULATORY AGENCIES**

1.8.1 Licensees must operate their licensed premises according to municipal, provincial and federal laws. The AGLC will provide municipal, provincial and federal regulatory agencies with a copy of a licensee's "Disciplinary Action" record upon request.

**1.9 PROHIBITED RELATIONSHIPS**

1.9.1 Stores are prohibited by law from asking for or receiving things of value from a liquor supplier or liquor agency as an inducement to stock their product, provide improved shelf positioning to their brand of liquor or for any other consideration.

1.9.2 Prohibited inducements or benefits include but are not limited to money, lavish gifts, services (including painting and decorating), furnishings, refrigeration equipment or fixtures, among others (see Section 81, Gaming and Liquor Regulation).

1.9.3 Stores may promote specific brands of liquor within the store by displaying brand posters or banners, giving away small value items with brand logos, holding contests, etc. liquor supplier or liquor agency or their representatives usually provide such materials.

1.9.4 Any promotional materials or activities must be acceptable under the AGLC policy guidelines and be recorded on a Buy-Sell Agreement (see Section 9, Product Promotions).

1.9.5 Store operators are not permitted to sell branded items of liquor suppliers or liquor agencies (e.g., hats, T-shirts, glasses).

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- 1.9.6 Any promotion that includes awarding, discounting or giving of any property, service or activity that is not permitted in licensed premises is prohibited.

**1.10 ALBERTA SERVER INTERVENTION PROGRAM (ASIP)**

- 1.10.1 The AGLC endorses and supports the Alberta Server Intervention Program (ASIP). ASIP is a provincially recognized program; equivalency is not granted for programs offered in other provinces.

- 1.10.2 Registration requirements are as follows:

- a) individuals who own, manage or work in a position responsible either directly or indirectly for the sale or service of liquor at licensed premises or venues must successfully complete ASIP training as per Section 1.10.3 a);
- b) registered representatives, including liquor merchandisers employed in full or part-time positions whose duties include the sampling or tasting of liquor products, must successfully complete ASIP training as per Section 1.10.3 b);
- c) individuals involved in the sale or service of liquor while working at public events where liquor is provided under the authority of a Special Event Licence – Public Resale, are required to successfully complete ASIP training as per Section 1.10.3 c);
- d) individuals involved in the sale or service of liquor at private events where liquor is provided under the authority of a Private Special Event Licence are not required to complete ASIP training; and
- e) individuals involved in the sale or service of liquor at functions where liquor is provided under the authority of a Class C Institutions (residential) Licence are not required to complete ASIP training.

- 1.10.3 ASIP training will be phased in as follows:



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- a) Class A, B, C, D, E and Duty Free licences (except as specified in Section 1.10.2 e) above):
  - i) one individual per licensed premises must successfully complete the program and be registered by June 30, 2006;
  - ii) each licensed premises must have a minimum of one ASIP-trained individual on duty at any given time during operating hours by January 1, 2007; and
  - iii) all individuals involved in the sale or service of liquor must have successfully completed ASIP training by January 1, 2010.
- b) Registered representatives, including liquor merchandisers, must successfully complete ASIP training by June 30, 2006.
- c) Special Event Licence – Public Resale:
  - i) each licensed premises must have a minimum of one ASIP-trained individual on duty at any given time during operating hours by January 1, 2007; and
  - ii) all individuals involved in the sale or service of liquor must have successfully completed ASIP training by January 1, 2010.
- d) Effective January 1, 2010 everyone working in licensed premises, either full or part time, with the exception of kitchen staff and bus persons, will have 30 days from their employment start date to successfully complete ASIP training.

1.10.4 ASIP Registration requirements are as follows:

- a) ASIP registration is valid for a period of five (5) years from the date of issue;

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- b) Individuals who have successfully completed "It's Good Business" (IGB) or "Techniques of Alcohol Management" (TAM) since September 2000 will be grandfathered for five (5) years from the date of successfully completing IGB or TAM;
- c) Sixty (60) days prior to expiry of the original registration, individuals will be required to successfully complete the course; and
- d) The mechanism chosen to complete the re-registration requirement is at the discretion of the individual.

1.10.5 Individuals are required to provide proof of ASIP registration and produce identification cards as follows:

- a) proof of having successfully completed ASIP training must be in a person's possession at the place of employment;
- b) ASIP identification cards must be presented upon request for review by AGLC Inspectors;
- c) failure to provide the ASIP card may result in disciplinary action;
- d) on the dates identified in Section 1.9.3, licensees, including Special Event Licensees – Public Resale, must ensure each person involved in the sale or service of liquor is duly registered prior to assuming their duties; and
- e) valid ASIP identification cards will be recognized in all classes of licensed premises.

1.10.6 A central repository for the storage and retrieval of all ASIP data will be maintained as follows:

- a) the Examination Centre will receive and score all ASIP hard copy exams;
- b) minimum passing mark is 80%;

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- c) individuals who fail the examination can re-write in accordance with ASIP written policy; and
- d) individuals who complete their training on-line will instantly receive confirmation (pass or fail). The results will be electronically transferred to the Examination Centre for issue of the appropriate certificate and identification card.

1.10.7 The "Train the Trainer" program will be made available to anyone who applies to AGLC to be a facilitator. All individuals who successfully complete the "Train the Trainer" program will be approved facilitators.

1.10.8 Detailed information on ASIP may be obtained by contacting the AGLC administration offices at:

Alberta Server Intervention Program  
Alberta Gaming and Liquor Commission  
50 Corriveau Avenue  
St. Albert, Alberta  
T8N 3T5

Toll Free: 1-877-436-6336  
Telephone: (780) 436-6335  
Fax: (780) 447-7550  
e-mail: [info@asip.ca](mailto:info@asip.ca)  
Web Site: [www.asip.ca](http://www.asip.ca)

1.10.9 Program Fees are as follows:

PROGRAM		FEE	GST	TOTAL
Self-Directed: online	Website Instruction and Exam	\$25.00	\$1.75	\$26.75
Self-Directed: Manual (paper-based with video)	Participant Manual Video (DVD or VHS) Exam	\$50.00	\$3.50	\$53.50
Facilitated Seminar	Participant Manual Exam (Supplied by Trainer)	\$50.00	\$3.50	\$53.50

**DATE ISSUED:** December 15, 2005 **AUTHORITY:** ORIGINAL SIGNED  
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1.10.10 Trainer fees are as follows:

PRODUCT/PROGRAM		FEE	GST	TOTAL
Training Kit	Power Point with video-clips on CD Facilitator Guide Participant Manual	\$149.95	\$10.50	\$160.45
Train-The-Trainer Workshop	Trainers must also purchase the training Kit plus participant manuals	\$185.00	\$12.95	\$197.95
Participant Manuals	Participant Manual Exam	\$19.95 (1 – 19)	\$1.40	\$21.35
		\$17.95 (20 or more)	\$1.26	\$19.21

**DATE ISSUED:** December 15, 2005 **AUTHORITY:** ORIGINAL SIGNED BY Norm Peterson

**SECTION: 2. ADMINISTRATION**

**2.1 NEW APPLICATIONS**

- 2.1.1 Individuals interested in applying for a general merchandise liquor store licence should first contact the Regulatory Division.
- 2.1.2 Applicants must have a letter of support from the municipality they are located in.
- 2.1.3 An applicant who has been refused a licence may request a Board hearing to review the decision not to grant a licence, by making written application within 30 days of receiving notice of the refusal.
- 2.1.4 Licensees should consult this handbook and then contact the Regulatory Division when:
- a) seeking a new licence or new class of licence; or
  - b) wanting a change in licence class.

**2.2 CONVERSION FROM CLASS D RETAIL LIQUOR STORE**

- 2.2.1 An existing Class D Retail Liquor Store licence may be converted to a general merchandise liquor store licence except under the following conditions:
- a) if there is more than one Class D Retail Liquor Store in the same municipality.
  - b) no written support from the municipality.
  - c) less than 15 kilometres from an existing Class D Retail Liquor Store.
  - d) less than 15 kilometres from a hotel that has a Class D general off sales licence.

**2.3 LICENCE ISSUE**

- 2.3.1 A general merchandise liquor licence is in effect for one year.

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2.3.2 Notices to apply for a licence shall be provided by the Regulatory Division before licence expiry on the Application for Liquor Licence (see Section 11, Sample Forms).

2.3.3 The application for liquor licence, along with the appropriate annual fee of \$300 must be received by the Regulatory Division before the licence will be issued.

2.3.4 If a licence expires, the store must discontinue liquor sales and remove all liquor products from public display until a new licence is issued.

2.3.5 A general merchandise liquor licence for a new premises will not be issued in the event a retail liquor store or hotel off-sales is licensed in the same municipality.

2.3.6 A general merchandise liquor licence for an existing premises will not be issued in the event a retail liquor store is licensed in the same municipality.

**2.4 SALE/PURCHASE OR CHANGE OF STATUS**

2.4.1 A liquor licence is cancelled when a licensee sells, assigns or transfers the licence.

2.4.2 Liquor licences may be cancelled when there is a sale, assignment or transfer of the business, or a portion of the business, which results in a change in control of the business.

2.4.3 A proposed sale, assignment or transfer of a portion of a business:

a) that is a sole proprietorship, a partnership or a corporation, that is not a distributing corporation, as defined in the *Business Corporations Act*; and

b) under which the activities authorized by a liquor licence are carried out;

must be reported to the AGLC and approved by the Board prior to the effective date of the sale, assignment or transfer. The Board may approve the sale, assignment or transfer of a portion of the business and may impose conditions on the licence.

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2.4.4 A sale, assignment or transfer of 5% or more of a business:

- a) that is a distributing corporation as defined in the *Business Corporations Act*; and
- b) under which the activities authorized by a liquor licence are carried out;

must be reported to the AGLC by the licensee within ten (10) business days after the effective date of the sale, assignment or transfer and must be approved by the Board.

2.4.5 The Board may, in respect of a sale, assignment or transfer requiring its approval;

- a) approve it without conditions;
- b) approve it subject to conditions;
- c) approve it subject to the variation or rescission of existing conditions; or
- d) refuse to approve it.

2.4.6 Where the Board refuses to approve a sale, assignment or transfer under Subsection 2.4.5 d), after the effective date of the sale, assignment or transfer, the Board may treat the licensee as ineligible to hold a licence and apply sanctions as outlined in Section 92 of the *Gaming and Liquor Act*.

2.4.7 A general merchandise liquor licence will not be approved with the sale/purchase of the business where a licensed retail liquor store or hotel that has a Class D General Off Sales Licence is in force in the same municipality.

2.4.8 An application fee and a licence fee will not be charged when:

- a) individual owners incorporate and a controlling interest in the business continues to be held by the original individual owners;
- b) the transfer or assignment of shares does not result in a transfer of control of the business;

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- c) the sale does not result in a transfer of control; or
- d) only the name of the company or premises changes.

2.4.9 The seller may apply for a licence fee refund when:

- a) the premises have been sold and:
  - i) relicensed under a new licence number; or
  - ii) not relicensed; and
- b) the licence certificate has been returned.

2.4.10 Refunds will not be paid when:

- a) premises are destroyed by fire;
- b) premises are closed or licences surrendered;
- c) licences are cancelled by the Board;
- d) a change of licence class occurs; or
- e) the licence is seasonal.

2.4.11 The refund will be based on the original licence fee, less:

- a) the prorated portion during which the licence was in effect, and
- b) a \$100.00 administration charge.

**2.5 SUPPLIES**

2.5.1 Stores are provided with "General Merchandise Liquor Stores - Operating Guidelines."

2.5.2 Store operators must contact Regulatory Division, St. Albert, or Calgary, Red Deer, Lethbridge or Grande Prairie to:

- a) order Special Event licences (licences are sold at face value); and



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b) request a supply of the licence pamphlets "Liquor Licences for Private Functions."

2.5.3 All store fixturing, price tags, signage etc. is the responsibility of the store.

**2.6 LICENCE FEES**

2.6.1 A one-time, non-refundable licence application fee of \$200 is required. There is no application fee for a licence following the expiry of an existing licence.

2.6.2 A \$300 annual licence fee is due at the time of licence issue.

**SECTION: 3. OPERATIONS**

**3.1 HOURS OF OPERATION**

- 3.1.1 The maximum hours of liquor sales are noted on the licence.
- 3.1.2 The store may set its hours of liquor sales between the maximum allowable hours of 10:00 a.m. and 2:00 a.m., Monday through Sunday. Stores may operate reduced hours.
- 3.1.3 The Board has the authority to reduce or increase hours of operation.
- 3.1.4 Stores are prohibited from selling liquor on Christmas Day.
- 3.1.5 Municipalities will notify stores if liquor sales are prohibited during municipal elections.
- 3.1.6 Stores must clearly post the hours during which liquor service is available in their store. To the extent reasonably possible, the liquor display/self-serve area of the business should be closed off (access restricted) during hours the primary business is open and liquor sales are prohibited.
- 3.1.7 When daylight saving time either commences or ends, the maximum hours (3.1.2) shall be based on the time before clocks are adjusted. Liquor sale hours shall be based on the new adjusted hours at the start of the next business day.

**3.2 LIQUOR PRODUCTS**

- 3.2.1 A general merchandise liquor store shall not possess, keep, sell or provide any liquor product at or from the store which has not been purchased directly from the AGLC or from a liquor supplier or liquor agency authorized by the AGLC to warehouse and distribute its products, or from a retail liquor store, general off-sale premises or other licensed general merchandise store.
- 3.2.2 The operator determines the categories, brands and sizes of products available for sale in the store.
- 3.2.3 The store may sell cooking wines, cooking liquors, stomach bitters and herbal beverages provided the products are purchased as follows:

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- a) products which may be purchased directly from suppliers and distributors and not be subject to the AGLC mark-up include:
- i) cooking wines containing 20% or less alcohol by volume and containing a minimum of 1.5 grams of salt per 100 ml of liquid,
  - ii) cooking liquors containing 20% or less alcohol by volume not deemed palatable (consumable) by the AGLC,
  - iii) stomach bitters containing 20% or less alcohol by volume or stomach bitters containing more than 20% alcohol by volume and sold in containers of 200 ml or less,
  - iv) herbal beverages containing 20% or less alcohol by volume; and
- b) products which must be purchased through the AGLC and are subject to the AGLC mark-up include:
- i) cooking wines containing 20% or less alcohol by volume and considered palatable by the AGLC,
  - ii) all cooking wines containing more than 20% alcohol by volume,
  - iii) cooking liquors containing 20% or less alcohol by volume and considered palatable by the AGLC,
  - iv) all cooking liquors containing more than 20% alcohol by volume,
  - v) stomach bitters containing more than 20% alcohol by volume sold in containers greater than 200 ml, and
  - vi) herbal beverages containing more than 20% alcohol by volume.

**Note:** All herbal beverages require a Drug Identification Number, from Health Canada.

**SECTION: 3. OPERATIONS**

3.2.4 Liquor adulterated in any manner, purchased or possessed illegally, brought into Alberta illegally or manufactured illegally, is subject to immediate seizure by Inspectors. Stores involved in such activities are subject to prosecution and to penalties imposed by the Board.

3.2.5 All General Merchandise Liquor Store licensees shall maintain invoices and receipts to account for the lawful purchase of all liquor on the premises.

**3.3 NON-LIQUOR PRODUCTS**

3.3.1 A general merchandise liquor store is affiliated with a primary business which operated prior to the approval of the liquor licence.

3.3.2 The primary business shall continue to operate in the same manner as when the liquor licence was approved.

3.3.3 Any significant change to the type of primary business the liquor licence is affiliated with must be approved by the AGLC, in advance.

**3.4 STORE INSPECTION**

3.4.1 AGLC Inspectors and representatives of law enforcement agencies must be given full and unrestricted access to the licensed premises at any reasonable time, regardless of whether the store is open to the public. Such access is required to ensure compliance with the *Gaming and Liquor Act*, Gaming and Liquor Regulation, local by-laws and Board policies.

3.4.2 Police "walk through" programs are supported and encouraged by the AGLC and the licensee and staff are required to cooperate fully with any law enforcement officer attending at the licensed premises. Every police officer is an Inspector under the *Gaming and Liquor Act*.

3.4.3 Inspectors carry AGLC photo identification and a badge while on duty and licensees may request proof of identification prior to providing information.

**SECTION: 3. OPERATIONS**

- 3.4.4 Inspectors visit licensed premises to:
- a) ensure compliance with legislation and operating standards;
  - b) confirm that no structural changes have been made that affect compliance with the liquor licence;
  - c) provide advice to licensees who wish to apply for a new class of licence, special endorsement or licence extension;
  - d) investigate complaints;
  - e) conduct training seminars; and
  - f) respond to requests from licensees to discuss operational concerns.
- 3.4.5 Licensees, particularly new operators, may wish to use inspection visits to ask any questions they might have about the *Gaming and Liquor Act*, Gaming and Liquor Regulation and Board policy.
- 3.4.6 Inspections are opportunities for the licensee to discuss proposed structural changes, pending sale of premises or a change in shareholders or management.
- 3.4.7 Inspectors will work with licensees to help them meet operating standards; however, Inspectors may report violations to the Board.
- 3.4.8 Inspectors and officials of the AGLC shall be allowed to examine and make copies of all liquor records. Inspectors or AGLC officials may remove all records for further examination. Where an Inspector has reasonable grounds for believing that a violation of the *Gaming and Liquor Act*, the Gaming and Liquor Regulation or Board policy has occurred, the Inspector has the authority to ask the licensee to rectify the situation by appropriate means.
- 3.4.9 When the licensee or manager is not personally on the premises when the alleged violation is observed, or when an inspection is carried out, an Inspector will endeavour to notify

**SECTION: 3. OPERATIONS**

the licensee, manager or employee in charge, of the alleged violation within two working days (Monday to Friday) of the investigation being finalized.

- 3.4.10 Reports of alleged violation(s) or potential problems received from the police, fire, health, other government agencies or the general public regarding a licensed premises shall be investigated and may result in an Incident Report.
- 3.4.11 An Inspector will prepare an Incident Report setting out the details of an alleged violation(s) and all Incident Reports shall be dated when the investigation is finalized.
- 3.4.12 The licensee and employees of the licensee shall not hinder, obstruct or impede Inspectors in the performance of their duties. Full co-operation, including answering all reasonable questions, must be provided pertaining to the management and operation of licensed premises.

**SECTION: 4. SPECIAL EVENT LICENCES**

**4.1 PRIVATE SPECIAL EVENT LICENCES - GENERAL**

- 4.1.1 A private special event licence is an authorization granted to individuals or non-profit organizations wishing to hold occasional private functions and to sell and serve liquor or provide liquor free of charge to invited guests for a period of time specified on the special event licence.
- 4.1.2 A special event licence applicant/holder may purchase liquor from any authorized Class D licensee, not solely the licensee that sold the special event licence.
- 4.1.3 Each licensee is to be provided a copy of the pamphlet "Liquor Special Event Licences for Private Functions."
- 4.1.4 A private special event function is defined as a closed function for members and their guests only. Advance tickets may be advertised to members and guests (see Section 4.9 on special event advertising) and sold by the membership of the organization; no public advertising will be permitted. The service and consumption of liquor in outdoor areas is to be held in a covered facility (e.g., hall, tent or fenced-in area covered by a tarpaulin).
- 4.1.5 A public special event function is defined as a function open to the general public. Tickets may be advertised to the public and may be available at ticket agencies, business outlets or kiosks in shopping malls. The service and consumption of liquor may be held in an outdoor fenced-in area, bleachers and/or an arena.

**NOTE:** General merchandise liquor store licensees are not permitted to sell special event licences for public functions. Applicants must be referred to the Licensing Division for these events.

**4.2 ISSUING SPECIAL EVENT LICENCES**

- 4.2.1 Only Class D licensees (retail liquor stores, authorized general merchandise liquor stores, and hotels with a general off sales

**SECTION: 4. SPECIAL EVENT LICENCES**

licence) and the Licensing Division are permitted to sell special event licences.

4.2.2 General Merchandise liquor stores are authorized to sell special event licences for private functions which are not open to the general public, based on the following considerations:

- a) if the store is less than 10 kilometres from a retail liquor store or a hotel with a general off sales licence (excluding locations where the store replaced an ALCB store), special event sales are prohibited; or
- b) if the store is between 10 and 14 kilometres from a retail liquor store, special event sales may be approved by the AGLC; or
- c) if the store is 15 kilometres or more from a retail liquor store, special event sales are allowed.

4.2.3 Licences issued by general merchandise liquor store licensees can only be sold for private special event functions which are not open to the general public.

4.2.4 The AGLC will advise local and area general merchandise liquor store licensees of individuals or groups that have disregarded licensee holder responsibilities and require special consideration before being granted approval.

4.2.5 A general merchandise liquor store may issue the following special event licences:

- a) Private Non-sale Licences (functions where no liquor or attendance charges apply to the patrons); and
- b) Private Resale Licences (functions where charges exist for liquor and/or admission to the premises).



**SECTION: 4. SPECIAL EVENT LICENCES**

- 4.2.6 Licences shall only be issued for functions that are to take place in the immediate or surrounding community where the licence is purchased.
- 4.2.7 The authority to sell special event licences (or restriction) is noted on the liquor licence.
- 4.2.8 A licence may not be issued to any person who is:
- a) under the age of eighteen years; or
  - b) intoxicated.
- 4.2.9 A licence shall be issued solely for the use of the special event licensee and is not transferable to another person or group.
- 4.2.10 A licence may be issued to a liquor supplier or liquor agency representative or other second party on behalf of a licence applicant when the purchaser has the written authorization of the licence applicant. A Licence Authorization Letter, AGLC Form (LIC/P/793), has been provided to manufacturer representatives for obtaining licence applicant authorization. The completed authorization form is to be attached to the AGLC (yellow) copy of the special event licence issued.
- 4.2.11 Licences issued for special event functions where there may be charges to the patron may only be sold to the group's staff social committee.
- 4.2.12 AGLC approval is required before a special event licence can be issued for the following:
- a) functions over 400 persons;
  - b) private non-sale licences on buses;
  - c) private resale licences for auctions;

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- d) private resale licences for high school graduation dances;  
and
- e) liquor service before 10:00 a.m.

**NOTE:** Prior to issuing a Special Event Licence which requires AGLC approval, the name of the AGLC employee who reviews and authorizes the licence shall be noted on the licence by the vendor.

4.2.13 All other special event licences are issued by the Licensing Division in St. Albert, Calgary, or Stettler with the exception of public resale licences (St. Albert and Calgary only).

4.2.14 Persons inquiring about special event licences issued only by the Licensing Division, or persons having any concerns regarding special event licences should be directed to the Licensing Division at any of the following locations:

St. Albert	(780) 447-8600
Calgary	(403) 292-7300
Stettler	(403) 740-7050

**4.3 PRIVATE NON-SALE SPECIAL EVENT LICENCES**

4.3.1 A private non-sale special event licence fee is \$10.00; an additional maximum \$2.00 service fee may be charged by the general merchandise liquor store.

4.3.2 The holder of a private non-sale licence may not directly or indirectly charge for liquor or admission.

4.3.3 There may be no advertising of the function to the general public. Only members and invited guests may attend.

4.3.4 A private non-sale licence for a bus must receive the advance approval of the Licensing Division. The following information is to be obtained:

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- a) name of licensee (purchaser) that the bus licence is issued to;
- b) date of departure;
- c) estimated times of departure and arrival;
- d) number of passengers on the bus and percentage/number that are adults;
- e) departure and arrival locations; and
- f) a letter from the owner of the bus stating there is no objection to consumption of liquor on the bus.

4.3.5 Approval is required for each special event bus licence. All of the following conditions must be met before a special event bus licence application will be considered by the Licensing Division:

- a) a minimum number of 24 passengers;
- b) the group must be primarily adults;
- c) the group has exclusive use of the bus; and
- d) licence to be valid for liquor service within the Province of Alberta borders only (i.e. no liquor consumption is permitted in other provinces):
  - i) if the bus destination is outside of the Alberta border, the licence shall indicate that liquor consumption is not permitted beyond Alberta borders.
  - ii) if liquor consumption will occur on the return trip, the licence shall indicate that liquor service may commence after the bus has re-entered the Province of Alberta.

**SECTION: 4. SPECIAL EVENT LICENCES**

**NOTE:** All liquor consumption must cease a half hour prior to the estimated arrival at the destination or at the Alberta border, whichever is earlier.

4.3.6 A liquor licence may not be issued and liquor service is not permitted, on a bus tour where travel is planned under the following circumstances:

- a) within the confines of a city, town or village;
- b) to or between other municipalities for the purpose of visiting licensed premises (i.e. pub-crawl); and
- c) if any of the conditions in Section 4.3.5 above are not met.

4.3.7 The authorization letter must be attached to the yellow copy of the licence.

4.3.8 The licence must be presented on request and only authorizes liquor purchased under the authority of the licence to be served and consumed by passengers.

**4.4 PRIVATE RESALE SPECIAL EVENT LICENCES**

4.4.1 A private resale special event licence fee is \$25.00; an additional maximum \$2.00 service fee may be charged by the general merchandise liquor store.

4.4.2 A private resale licence must be applied for by a specific individual(s) representing a social committee or club holding a bank account with two signing authorities.

4.4.3 A private resale licence may be issued to the following types of groups and must be reapplied for each time an event is held (one-time use):

- a) a non-profit organization;

**SECTION: 4. SPECIAL EVENT LICENCES**

- b) a charitable organization which is registered as a charity;
- c) a service club or association of individuals organized for a joint purpose but not for the purpose of any individual making a profit;
- d) a company registered under Part 9 of the Companies Act; or
- e) an individual who is solely responsible for organizing a family function (i.e. wedding, birthday, twenty-fifth anniversary, family reunion).

4.4.4 The licence is valid for the particular event specified (i.e. consecutive days) on the licence and is limited to the activities that coincide with that particular special event licence only.

4.4.5 A private resale licence may not be obtained for the purpose of providing employment or gainfully benefitting any person or business. Proceeds derived from liquor functions must be used either for the common benefit of a legitimate association or donated to a recognized charity of the association's choice.

**4.5 LICENCE COMPLETION AND ERRORS**

4.5.1 A licence is a legal document and is not to be changed.

4.5.2 A private non-sale licence cannot be changed to a private resale licence and vice versa, nor can the licence price be altered.

4.5.3 It is imperative to ensure that all areas of the licence are properly and clearly completed.

4.5.4 The licence document must be fully completed by the issuer before the applicant leaves the premises with the licence. The licence must be signed by the issuer (general merchandise store staff) and the licensee (purchaser). Section 11. - Sample Forms, offers a series of sample completed licences. If further assistance is required, contact the Licensing Division.

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- 4.5.5 If corrections are necessary, changes are to be made as follows:
- a) draw one line through the area that is to be changed; and print in the new information;
  - b) each change must be signed or initialed by the person making the change (i.e. the issuer); and
  - c) do not use correction fluid or an eraser to change information on the licence(s).

**4.6 ORDERING SPECIAL EVENT LICENCES**

4.6.1 Licences may be purchased in person at the Licensing Division in St. Albert, Stettler or Calgary, or by mail by completing a Special Event Licence order form (LIC/[P/5177). Licences are not to be sold to, or exchanged with, other licensees.

4.6.2 Licences are purchased from the AGLC at the full value of the licence in any quantities, as determined by the licensee. All cheques must be made payable to the AGLC.

Example A:

20 Private Non-Sale Licences	x \$10.00	=	\$200.00
5 Private Resale Licences	x \$25.00	=	<u>\$125.00</u>
			\$325.00

Example B:

5 Private Non-Sale Licences	x \$10.00	=	\$ 50.00
2 Private Resale Licences	x \$25.00	=	<u>\$ 50.00</u>
			\$100.00

4.6.3 Licensees may assess a service fee of up to \$2.00 for each licence they issue. GST is to be applied to the service fee but not to the licence fee.

4.6.4 When a special event licensee reports that a licence has been lost, a photocopy of the vendor copy may be endorsed by the vendor as a replacement.

**SECTION: 4. SPECIAL EVENT LICENCES**

4.6.5 A customer refund of the licence fee may be appropriate when the licence function was cancelled for a legitimate reason (i.e. event rain out). The original (white) copy of the licence shall be returned to the Licensing Division with a signed, hand printed explanation of the cancelled function. A replacement licence will be provided, at no cost if the customer qualifies for refund under these conditions.

4.6.6 When an unused licence is damaged prior to issue, mark "void" on the top copy and return all copies (white, yellow and pink) to the Licensing Division and a replacement licence will be provided.

4.6.7 A completed Special Event Licence Order Form is required when requesting replacement licences.

4.6.8 At the end of each calendar month or at the time of the next special event licence order, whichever comes first, the licensee shall return the AGLC copies of special event licences which have been issued, (yellow copies), to the AGLC Licensing Division in St. Albert. Attach Special Event Licence Authorization Letters for licences sold to parties other than the licence applicant.

**4.7 LOCATIONS FOR SPECIAL EVENTS**

4.7.1 Special event licence functions may be held in licensed premises (Class A, B or C) provided they are held in a private room or any area that is set aside for the exclusive use of the licensee. The licensee will have voluntarily suspended the liquor licence for the period of time that the special event licence is in effect.

4.7.2 Where special event licence functions are planned to take place in the private licensed room, the current licence must not be in effect and the Licensing Division must approve the use of the licensed room; Edmonton (780) 447-8600, Calgary (403) 292-7300, Stettler (403) 740-7050.

**SECTION: 4. SPECIAL EVENT LICENCES**

4.7.3 Premises suitable for special event licence functions include:

- a) community halls;
- b) banquet rooms;
- c) meeting rooms;
- d) tents or other temporary structures where approval has been obtained from appropriate local municipal authorities;
- e) schools/educational institutions where written approval from a school official has been received;
- f) private non-sale licences for buses can only be issued where prior verbal approval has been granted from the Licensing Division;
- g) other licensed premises where the licensee (Class A, B or C) has suspended the liquor licence for the time the special event licence is in effect (where an enclosed area is to be dedicated for a special event function, the other licence must be suspended for that area only, but will remain in effect for the rest of the premises); and
- h) party rooms in multiple family residential complexes.

4.7.4 Locations where special event licence functions are not permitted include:

- a) where liquor consumption will take place on the street (i.e. street dances, block parties);
- b) premises where a liquor licence (Class A, B or C) is under suspension;
- c) public areas accessed by the general public;
- d) private residences for private resale licence functions; and



**SECTION: 4. SPECIAL EVENT LICENCES**

e) outdoor areas where a tent or enclosure has not been provided.

4.7.5 A licence is not required for non-sale functions held in a private residence, including a party room function hosted by a resident of the residential complex.

4.7.6 Alcohol sales from private residences and/or residential properties are prohibited.

**4.8 HOURS**

4.8.1 Special event licences may be issued for hours between 10:00 a.m. and 3:00 a.m., each day the licence is in effect. Extended hours may be approved by the Licensing Division, starting no earlier than 6:00 a.m.

4.8.2 At special event licensed functions, consumption of liquor is permitted for a maximum of one hour after the time when liquor sales cease. The service of liquor must end not later than 2:00 a.m. with all consumption ceasing and liquor removed from public areas by 3:00 a.m. unless otherwise approved by the Licensing Division.

4.8.3 Licence hours may be split. In the case of a split, two separate one (1) hour consumption periods will apply. For example:

bar service 2:00 p.m. to 5:00 p.m., consumption until 6:00 p.m.; then bar service 9:00 p.m. to 2:00 a.m., consumption until 3:00 a.m.

4.8.4 Requests for liquor service that commences earlier than 10:00 a.m. must receive prior approval of the Licensing Division.

4.8.5 A single special event licence may authorize a series of related activities that take place on consecutive days (i.e. activities takes place on more than one day but are recognized as a single event). Examples include but are not limited to:

**SECTION: 4. SPECIAL EVENT LICENCES**

- a) a wedding followed by a gift opening the next day;
- b) a curling bonspiel; or
- c) a convention.

**4.9 ADMISSION/ATTENDANCE/ADVERTISING**

- 4.9.1 Admission to private resale licence and private non-sale licence functions is restricted to members and invited guests.
- 4.9.2 Licence requests where attendance is expected to be more than 400 people must be approved by the Licensing Division.
- 4.9.3 Allowing minors to attend is at the discretion of the licence holder, however, no person under the age of eighteen years, under any circumstances is to:
  - a) be served;
  - b) be allowed to consume alcohol;
  - c) sell, serve or handle alcohol;
  - d) sell liquor tickets; or
  - e) receive alcohol from other people in attendance.
- 4.9.4 Attendance by minors should be restricted to functions, or portions of functions, which are family oriented.
- 4.9.5 Minors may be prohibited from private non-sale and private resale licence functions. If attendance of minors is restricted, a visible "no minors" sign shall be posted at all entry points to the premises.
- 4.9.6 A licence for a high school graduation function requires written approval from a school official.

**SECTION: 4. SPECIAL EVENT LICENCES**

4.9.7 The authorized capacity of the facility as determined by local authorities must not be exceeded.

4.9.8 Advertising of functions must be directed only to members of the association or organization and invited guests. Advertising must not be worded to extend an invitation to the public.

4.9.9 Tickets to private functions cannot be sold to the public.

**4.10 FOOD**

4.10.1 Food is recommended at all special event licensed functions.

4.10.2 Non-alcoholic beverages (for example soft drinks, coffee, etc.) must be available at special event licensed functions.

**4.11 LIQUOR PURCHASES/RETURNS**

4.11.1 Only the liquor purchased under the authority of the special event licence may be allowed on the premises, and the receipts for all liquor purchased under the authority of a licence must be attached to the licence. Homemade liquor, duty free liquor, wine or beer and/or liquor not purchased from a retail liquor store, general off sale, manufacturer's off sale or a general merchandise liquor store is prohibited at a function (e.g., "b.y.o.b." is not permitted).

4.11.2 The special event licensee is to be instructed that under no circumstances are homemade liquor products be taken to and/or consumed at a licensed function. Under the legislation, homemade wine, cider and or beer may not be served or consumed at any licensed function. The special event licensee could be liable to prosecution.

4.11.3 When the issuer of a special event licence has any suspicions that homemade liquor products, or any other type of illegal liquor, may be served at a special event function, please provide the details immediately to the Licensing Division.

**SECTION: 4. SPECIAL EVENT LICENCES**

4.11.4 A general merchandise liquor store licensee shall accept for refund returns of unopened, resalable bottles from a special event licence holder who purchased the product from them.

**4.12 TERMS**

4.12.1 A general merchandise liquor store licensee shall ensure special event licences are issued in accordance with all the conditions in this section, otherwise the authority to issue special event licences could be suspended or canceled.

4.12.2 The general merchandise liquor store licensee agrees to return the AGLC copies of special event licences which have been issued (yellow copies) at the end of each calendar month or at the time of the next special event order (See Section 4.6 - Ordering Special Event Licences). Attach Licence Authorization Letters for licences sold to parties other than the licence applicant.

4.12.3 The general merchandise liquor store licensee (pink) copy of all licences issued shall be kept on file by the licensee for a minimum one year period.

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**SECTION: 5. CUSTOMER SERVICE**

**5.1 LIQUOR SALES**

- 5.1.1 General merchandise liquor stores may sell liquor product to the general public, licence holders and other licensees.
- 5.1.2 Stores may set their own retail prices. Consumer response and market forces will influence pricing.
- 5.1.3 Retail prices must be clearly displayed.
- 5.1.4 Cash register receipts must be provided for all liquor product sold. Receipts for Special Event licence functions must be attached to the licence.
- 5.1.5 Persons must be of legal drinking age or older to serve or sell liquor products.
- 5.1.6 Stores may accept credit cards as a method of payment but must accept the potential liability that may arise from accepting credit cards.
- 5.1.7 Liquor products must be sold in sealed containers as supplied by the liquor supplier or liquor agency. Special considerations exist for draught beer and bulk wine sales, including:
  - a) the cap design should enable the purchaser to demonstrate that the container has not been opened during transportation;
  - b) available quantities and related prices must be clearly displayed;
  - c) disposable containers are acceptable, however, a container deposit may become necessary to insure environmental concerns are addressed; and
  - d) the federal government sets standards in areas such as acceptable container material and labelling content.

**SECTION: 5. CUSTOMER SERVICE**

**5.2 MINORS/INTOXICATED PERSONS**

5.2.1 It is the legal responsibility of all employees of the store to ensure that liquor is not sold to minors (persons under eighteen years of age).

5.2.2 A store owner, manager or any employee must demand proof of age when a person of questionable age (anyone who appears to be less than 25 years of age) attempts to purchase liquor. Photograph identification must be presented upon request, any of the following are acceptable:

- a) Alberta Operator's Licence; or
- b) Alberta Registries Identification Card (this non-driver's identification is available through private registry offices);  
or
- c) Passport, Armed Forces Identification Card, Out-of-Province Photo Operator's Licence, Certificate of Indian Status or Immigrant Authorization; or
- d) Other comparable form of identification from other jurisdictions.

5.2.3 In the event the required photographic identification appears not to be genuine, then a second piece of identification from the following list must be requested:

- a) Birth Certificate;
- b) Citizenship Certificate;
- c) Baptismal Certificate;
- d) Foreign Government Visa; or
- e) Fire Arms Acquisition Certificate.

5.2.4 Careful examination of identification under adequate lighting and/or a black light must take place to ensure:

- a) the photograph is genuine and has not been substituted;

**SECTION: 5. CUSTOMER SERVICE**

- b) the plastic laminate has not been tampered with;
- c) the lettering that provides information on name and date of birth has not been altered; and
- d) for Operator's Licences, the lettering that provides information on name, date of birth and the information on minor status has not been altered.

**NOTE:** Letters that have been altered will show up under a black light.

5.2.5 Where there is any doubt that identification is genuine, have the individual provide a sample signature and compare the signature to the signature on the photograph identification. Also, ask for a second piece of signature identification.

5.2.6 Caution should also be exercised to check for identification each and every time a person of questionable age attempts to purchase liquor, including regular customers. On a previous occasion, false identification may have been produced and accepted.

5.2.7 It is the legal responsibility of all employees of the store to ensure that liquor is not sold to persons who appear to be intoxicated or under the influence of drugs, which is suggested by:

- a) a staggering or unsteady walking pattern;
- b) lack of coordination;
- c) disorderly appearance, bloodshot eyes;
- d) slurred speech, alcohol on breath; or
- e) an overly bold disruptive behaviour.

5.2.8 A person of questionable age who is unable to produce satisfactory proof of age, or a person who appears to be intoxicated shall be refused liquor service. Minors attempting to purchase liquor are committing an offence and can be charged.

5.2.9 If you know an apparently intoxicated person drove to the store, you should suggest alternate transportation.

**SECTION: 5. CUSTOMER SERVICE**

- 5.2.10 Intoxicated persons may become aggressive and should not be unduly provoked. If the individual refuses to leave the store when requested and becomes threatening, the police should be called.
- 5.2.11 If an apparently intoxicated individual leaves the store and operates a motor vehicle, the licence plate number, make and colour of vehicle and direction the vehicle is travelling should be noted and the police called immediately.
- 5.2.12 Stores should refuse to serve a customer who appears to be buying liquor for a minor or intoxicated person; for example, the customer was observed accepting money from a person outside the store, especially if that person has previously been refused service.
- 5.2.13 Signage regarding minors and the requirement to produce identification is to be displayed in a prominent location.
- 5.2.14 Selling to minors or intoxicated persons may result in disciplinary action being taken including suspension or cancellation of the liquor licence.
- 5.2.15 Stores should be aware that selling to a minor or an intoxicated person is an offence under the *Gaming and Liquor Act* and may result in a charge being laid by the police against the employee and/or the store owner(s).

**5.3 DELIVERY SERVICE**

- 5.3.1 Store operators may provide a delivery service.
- 5.3.2 The store may not deliver liquor product to anyone under the legal drinking age or to a person apparently under the influence of liquor or drugs. See section 5.2.
- 5.3.3 Delivery may only be made to a place where liquor may be legally possessed or consumed (e.g., private residence, temporary residence, office).
- 5.3.4 Delivery service may only be provided by persons of legal drinking age or older.



**SECTION: 5. CUSTOMER SERVICE**

- 5.3.5 The delivery of orders must be made by either:
- a) the general merchandise liquor store owner;
  - b) an employee of the store whose actions are the responsibility of the store owner; or
  - c) a delivery service licensee. If a store contracts with an individual or company (e.g., taxi) to deliver orders, that party must have a delivery service licence. The store must demand proof that a licence is in effect.
- 5.3.6 The licensee is responsible for all liquor deliveries made by their staff and shall have the necessary procedures in place to ensure that liquor is not delivered to a minor or intoxicated person. The holder of a delivery service licence assumes responsibility for any liquor delivery made on behalf of the store.
- 5.3.7 When an order is delivered to an individual that appears to be less than 25 years of age, the procedures for checking minors in section 5.2 shall be followed. Photograph identification must be presented, and the following information is to be recorded by the person making the delivery:
- a) the individual's name (as per identification produced);
  - b) date and time;
  - c) address;
  - d) product delivered; and
  - e) identification produced, including details such as Operator's Licence number.
- 5.3.8 The store may charge a fee for delivery services.
- 5.3.9 More than one order may be delivered at a time; however, each order must be accompanied by a completed Delivery Order Slip FORM LIC/5236 (05/01) provided in Section 11, Sample Forms.

**SECTION: 5. CUSTOMER SERVICE**

- 5.3.10 The Delivery Order Slip must include the following:
- a) the store name, address and phone number;
  - b) the purchaser's name and address;
  - c) a list of liquor product being delivered, including its price;
  - d) the delivery charge; and
  - e) the following statement:  
"This liquor is being delivered in accordance with AGLC policy under Class D Licence No. \_\_\_\_\_."
- 5.3.11 Advertising of this delivery service may not promote the use, sale or consumption of liquor.
- 5.3.12 The liquor order must be delivered during the maximum hours of operation, (10:00 a.m. to 2:00 a.m.); however for stores that remain open until 2:00 a.m., an additional 30 minutes is permitted for delivery provided the liquor order leaves the store by 2:00 a.m.
- 5.3.13 Delivery services exclusive to other licensed premises and licence holders may commence at 7:00 a.m., any day of the week.

**5.4 CUSTOMER RETURNS**

- 5.4.1 Stores may accept full resalable containers of liquor sold to the general public and returned for refund.
- 5.4.2 Stores shall accept full resalable containers of liquor returned for refund by special event licensees, if the product was purchased at that store.
- 5.4.3 Stores may use the following as a guide for determining whether or not a returned product is in saleable condition:
- a) closures are not weak, loose or damaged;
  - b) seal strips are intact;
  - c) label on bottle is intact; or

**SECTION: 5. CUSTOMER SERVICE**

d) bottle is not cracked.

This list is not exhaustive and stores may use their discretion in determining whether a product is saleable or may have been damaged or tampered with.

5.4.4 The AGLC will consider faulty product refund requests from stores for product purchased directly from the St. Albert warehouse; see Section 7.5.

**5.5 EMPTY CONTAINER RETURNS**

5.5.1 Empty container returns in Alberta are governed by the Environmental Protection and Enhancement Act, and the Beverage Container Recycling Regulation.

5.5.2 This legislation requires retailers, including general merchandise liquor stores, to advertise the deposit amounts applicable to the container types sold by the retailer, for example, by the prominent public display of an information poster.

5.5.3 For information on the requirement to advertise deposit amounts or on operating a container return depot, contact Beverage Container Management Board, Edmonton. Phone: (780) 424-3193; Fax: (780) 428-4620; or Toll Free: 1-888-424-7671.

5.5.4 The AGLC does not require stores to accept containers for refund.

5.5.5 If a store decides to refund empty beer containers, the store shall refund the full deposit amount for both cans and bottles as follows:

- a) for beer containers less than or equal to 1000 ml, the deposit is \$0.10 per container (\$1.20 per dozen);
- b) for beer containers greater than 1000 ml, the deposit is \$0.20 per container (\$2.40 per dozen).

**SECTION: 5. CUSTOMER SERVICE**

5.5.6 Stores that offer a deposit refund program for beer containers must:

- a) provide a refund whether or not a product purchase is made; and
- b) provide the refund in cash if the patron so requests.

5.5.7 Stores planning to offer an empty beer container return service must check with local municipal authorities to ensure the proposed operation meets all municipal requirements.

5.5.8 Stores may not accept non-refillable containers (except for beer containers) for refund. These containers must be returned for refund to registered bottle depots only.

**SECTION: 6. PRODUCT ORDERING**

**6.1 GENERAL**

6.1.1 The AGLC is the sole importer of liquor products into Alberta.

6.1.2 The AGLC does not control the number of package sizes or products available.

6.1.3 Liquor suppliers and liquor agencies are involved in various activities to consolidate, ship and import products from source for the AGLC warehouse.

6.1.4 Stores must purchase liquor products from the following list of AGLC approved sources:

- a) the St. Albert warehouse (i.e., Connect Logistics Services Inc.);
- b) a liquor supplier or liquor agency authorized to warehouse and distribute products (i.e., domestic brewers); or
- c) Class D licensees authorized to sell to licensees.

6.1.5 Purchases from other Class D licensees shall be at a price negotiated between the parties.

6.1.6 Licensees may choose to consolidate orders to satisfy minimum order requirements as follows:

- a) consolidated orders must be placed using one licence number and shipped on one bill of lading; and
- b) the store placing the order is responsible for full payment of the order;
- c) the consolidated order, once received, may be distributed to the other licensees participating in the consolidated order; and
- d) the licensee is authorized to collect payment for the wholesale price paid plus any portion of freight costs incurred.

**SECTION: 6. PRODUCT ORDERING**

**6.2 ORDER DESK**

- 6.2.1 The Order Desk provides product ordering services for the St. Albert warehouse operated by Connect Logistics Services Inc.
- 6.2.2 Instructions for order requirements regarding order days, minimum order quantities, product pick-up and delivery will be provided by Connect Logistics Services Inc.
- 6.2.3 Products warehoused by Connect Logistics Services Inc. can be ordered by phoning the order desk at 1-800-661-8943 (Edmonton and area (780) 458-4500), between 6:00 a.m. - 2:30 p.m. Monday through Friday and between 8:00 a.m. - 2:30 p.m. Sunday. Faxed orders will be accepted at 1-800-727-8960 (toll free) or (780) 458-4502 (Edmonton and area). Orders may be placed through the web site at [www.liquorconnect.com](http://www.liquorconnect.com). To obtain information, registration and passwords for web site call Connect Logistics customer service at 1-800-265-6784. Phoning early on the designated order day will facilitate order confirmation, assembly and transportation. The following information will be required:
- a) premises liquor store name;
  - b) licence number;
  - c) Canada Standards Product Code (CSPC) number, located in the Liquor Wholesale Price List; and
  - d) full case quantities required.
- 6.2.4 Product transportation or pickup arrangements will be confirmed with the store at the time the order is placed.
- 6.2.5 Licensees and Agents may access the AGLC website at [www.aglc.gov.ab.ca](http://www.aglc.gov.ab.ca) for product price changes. The web page will be updated every two weeks. To register for a password contact Regulatory Division at (780) 447-8863 or 1-800-272-8876.

**SECTION: 6. PRODUCT ORDERING**

**6.3 DOMESTIC BREWERY ORDERS**

6.3.1 To purchase Molson and Labatt beer from the AGLC, place an order with the Brewers Distributor by telephoning as follows:

- a) Calgary and area, call (403) 531-1080; or
- b) all other areas of the Province, call 1-800-661-2337

6.3.2 Big Rock beer is purchased from the AGLC by placing an order with Big Rock Brewery by calling:

- a) Edmonton (780) 413-6677
- b) Calgary (403) 279-2337
- c) Red Deer and south 1-800-242-3107
- d) North of Red Deer 1-800-381-4682
- e) By Fax (403) 236-7523

6.3.3 To purchase from Sleeman Distribution Centre call the following;

- a) Phone 1-888-517-8764
- b) Fax 1-888-517-8760

6.3.4 To purchase from the AGLC, place an order from the following domestic brewers:

- a) Alley Kat Brewing, Edmonton (780) 436-8922
- b) Wild Rose Brewing, Calgary (403) 720-2733
- c) Grizzly Paw Brewing, Canmore (403) 678-9983

6.3.5 It is at the sole discretion of the warehouse whether delivery service to the store is provided. The warehouse may set minimum order quantities for delivery service.

6.3.6 Stores may be required to pay for the order prior to the order being shipped.

**SECTION: 6. PRODUCT ORDERING**

**6.4 SPECIAL ORDERS**

- 6.4.1 The AGLC will not place product orders with suppliers on behalf of stores.
- 6.4.2 Stores that want to special order products not available in the Liquor Wholesale Price List shall engage the services of a representative of the liquor supplier or liquor agency.

**6.5 ESTATE PURCHASES**

- 6.5.1 Under exceptional circumstances stores may purchase liquor products from private parties or estates, with prior written authorization from the AGLC.
- 6.5.2 Approval will only be provided where it can be demonstrated that the liquor products were initially legally purchased in Alberta.



**SECTION: 7. PICKUP, PAYMENT AND RETURNS**

**7.1 ORDER PICKUP AND DELIVERY**

7.1.1 The St. Albert warehouse is operated by Connect Logistics Services Inc. Instructions regarding product pickup and delivery will be confirmed at the time the order is placed. Connect Logistics Services Inc. can be reached at 1-800-661-8943 or (780) 458-4500.

7.1.2 Brewers and brewers' agents who warehouse and distribute beer may arrange for and provide delivery of beer to the store. It is at the brewer's or brewer's agent's sole discretion as to whether delivery to the store is provided.

**7.2 PAYMENT**

7.2.1 Confirmation of payment is required before product is released from all liquor warehouses and small breweries. Payment shall be based on the product price in effect on the day the order is placed.

7.2.2 Acceptable payment methods are as follows:

- a) Certified cheque
- b) Bank draft
- c) Bank money order
- d) With a Bank Guarantee Letter the following are acceptable;
  - i) uncertified cheque; or
  - ii) interactive voice response (IVR)
- e) Direct deposit is available through approved financial institutions provided;
  - i) authorization is provided by the AGLC; or
  - ii) the AGLC initiated direct deposit set-up.

**SECTION: 7. PICKUP, PAYMENT AND RETURNS**

7.2.3 The AGLC requires payment to be warehouse specific, with separate transactions required for orders under different licence numbers.

7.2.4 A Bank Guarantee Letter is required for payment by way of uncertified cheque or Interactive Voice Response (IVR). A store must establish a bank guarantee in an amount equal to, or greater than, the operator's total anticipated weekly purchases.

7.2.5 If, for any reason, a cheque (including an IVR "draw cheque") is returned by the bank:

- a) no further orders will be accepted until the default is covered by cash, certified cheque or bank money order;
- b) any outstanding orders will not be released until the conditions under a) have been met; and
- c) The charge to a licensee for returned cheques is:
  - i) First occurrence - \$25.00 each
  - ii) Second occurrence - \$ 50.00 each
  - iii) Subsequent occurrences - \$100.00 each

7.2.6 Repeated payment problems may result in the suspension of automated bank payment services and/or the general merchandise off-sale licence.

7.2.7 No form of credit will be accepted.

**7.3 AGLC INVOICING**

7.3.1 Any concerns or questions regarding AGLC invoices should be directed to the Licensee Cashier, (780) 447-8673.

**7.4 DELIVERY PROBLEMS**

7.4.1 Compensation will be considered for valid product delivery claims involving direct deliveries by Connect Logistics Services Inc. (CLS) contracted carriers.

**SECTION: 7. PICKUP, PAYMENT AND RETURNS**

7.4.2 Claims will be investigated for the following CLS contracted carrier delivery problems:

- a) breakage (container wet);
- b) missing case(s) (short shipment); and/or
- c) incorrect order (switch case error);

7.4.3 Claims for breakage and missing cases (see Subsection 7.4.2 clauses a and b) not delivered by a CLS contracted carrier (e.g. picked-up at the St. Albert warehouse or at a distribution point by either the store or a store's contracted carrier) are not eligible for a product delivery claim.

7.4.4 Refunds shall be based on the original wholesale purchase price paid to the AGLC by the claimant.

7.4.5 All shipments of liquor products should be examined carefully to ensure all product is accounted for when the order is received, before signing the Bill of Lading (i.e. correct quantities and not damaged).

7.4.6 If there is a problem detected, the following steps are to be completed:

- a) Sign and return the Bill of Lading to the carrier after detailing the following information:
  - i) an explanation of the error (breakage, shortage, overage or picking error); the product name (brand);
  - ii) the container size;
  - iii) 6-digit Product Code;
  - iv) case quantity;
  - v) details of containers damaged;
  - vi) details of incorrect case(s) delivered; and
  - vii) details of case(s) overages or shortages (Note shortages must be signed off by both the carrier and consignee).

**NOTE:** On large orders the receiver may only become aware of an incorrect order when the order is unpacked and checked against the invoice after the

**SECTION: 7. PICKUP, PAYMENT AND RETURNS**

carrier has already left. All incorrect case(s) delivery problems must be reported to Connect Logistics Services within two working days.

- b) For missing case(s) and incorrect order delivery problems telephone Connect Logistics Customer Service at (780) 418-6500 or 1-800-265-6784 immediately (i.e. normally the same day the order is received, or within two working days where an incorrect order is detected after the Bill of Lading is signed as per Subsection 7.4.6 clause a).

The following information will be required:

- i) 6-digit Product Code of product shipped in error or not received;  
ii) number of bottles or cases involved;  
iii) CLS invoice number; and  
iv) CLS invoice date.
- c) Within two (2) days of receipt of the order, a Product Delivery Claim Request (Form OP/WH/3599) must be completed and mailed or faxed with a copy of the signed Bill of Lading (with breakage or missing cases noted), to:

Connect Logistics Services Inc.  
Attention: Product Claims  
50 Corriveau Avenue  
St. Albert, Alberta  
T8N 3T5

Phone: (780) 458-4492  
Fax: (780) 458-8588

**NOTE:** A blank Product Delivery Claim Request form should be copied for future use.

- 7.4.7 Broken bottle necks complete with caps must be kept by the claimant for a minimum of 60 days after filing a Product Delivery Claim Request to allow for AGLC inspection.

**SECTION: 7. PICKUP, PAYMENT AND RETURNS**

7.4.8 Upon receipt of the Product Delivery Claim Request, (confirmed against the Bill of Lading), the claim will be processed and a refund issued. Refunds for claims under \$20.00 may be deferred for up to 90 days.

**7.5 FAULTY PRODUCT CLAIMS**

7.5.1 Any concerns from customers about alleged injury or illness resulting from a faulty liquor product are to be reported to Product and Pricing at:

Alberta Gaming and Liquor Commission  
50 Corriveau Avenue  
St. Albert, Alberta  
T8N 3T5

Attention: Product and Pricing  
Telephone: (780) 447-8832  
Fax: (780) 447-8919

7.5.2 Where the AGLC has confirmation that there is a problem of contaminated/unsaleable stock, specific instructions will be provided to stores regarding:

- a) removing product from sale; and
- b) making a claim for reimbursement.

7.5.3 Stores who purchase product directly from the AGLC may request a refund for the following types of faulty or unsaleable stock handled by the St. Albert warehouse:

- a) customer/consumer complaint where product is returned;
- b) bottle that is not completely full;
- c) bottle with a damaged cap or cork;
- d) bottle that contains foreign material; and
- e) bottle that is missing from a sealed case with no imprint in the case.

**SECTION: 7. PICKUP, PAYMENT AND RETURNS**

7.5.4 When customers return faulty product, obtain the person's name, address, phone number and nature of the complaint. Record this information on the back of the Faulty Product Claim Request.

7.5.5 Faulty product claims on product not handled by the AGLC warehouse shall be directed to the appropriate liquor supplier or liquor supplier/warehouse.

**NOTE:** Faulty kegs returned to the liquor supplier or liquor agency will be assessed by the AGLC and only kegs containing a minimum of 80% of full weight will be approved for credit.

7.5.6 Product damaged by staff or customers does not qualify for a refund.

7.5.7 Claimants must have purchased the product in question directly from the AGLC. For example, a store purchasing product from a retail liquor store must report a faulty product claim to the retail liquor store and the retail liquor store can initiate a claim with the AGLC for those products purchased directly from the AGLC.

7.5.8 Refunds shall be based on the original wholesale purchase price paid to the AGLC by the claimant.

7.5.9 In order to request a refund, the claimant must complete a Faulty Product Claim Request (Form OP/WH/3602) noting the 6-digit Product Code, description, invoice price, invoice number, invoice date and reason for the claim for each faulty product, and mail or fax it to:

Alberta Gaming and Liquor Commission  
50 Corriveau Avenue  
St. Albert, Alberta  
T8N 3T5

Attention: Product and Pricing  
Fax: (780) 447-8919

**NOTE:** A blank Faulty Product Claim Request form should be copied for future use.

**SECTION: 7. PICKUP, PAYMENT AND RETURNS**

- 7.5.10 Request for refunds for faulty stock must be received by Product Pricing within 30 days of receipt of product by the claimant, except product returned by customers. Customer returns may exceed the normal 30 day notification period, up to a maximum of one year from the date of invoice. If a product has been discontinued the AGLC may decline to provide a refund.
- 7.5.11 Faulty bottles and cases that are missing bottles (no imprints in case) must be kept by the claimant until their destruction is approved by an AGLC Inspector.
- 7.5.12 AGLC Product and Pricing will authorize those products on the Faulty Product Claim Request that are eligible for a refund. Product and Pricing will advise the store of products that are not eligible and why.
- 7.5.13 An AGLC Inspector shall contact the store to schedule an inspection of the liquor products recorded on the Faulty Product Claim Request.
- 7.5.14 The AGLC Inspector shall establish that the claim is legitimate and may involve product analysis.
- 7.5.15 Refunds will be processed within a maximum of 30 days from the receipt of the claim; regardless if an Inspector has confirmed the legitimacy of the claim. However, the licensee must retain all bottles and cases (see Subsection 7.5.11) until an Inspector can validate the claim. Should the Inspector find any product missing or invalid claims, a credit previously issued will be reversed.
- 7.5.16 Dry breaks should not be reported on a Faulty Stock Claim Request form. Dry break refunds are automatically processed each year, based on the previous year's purchases. Payment will be made to each licensee up to a maximum allowed in the Operating Guidelines (0.005% of wholesale purchases). Cheques for less than \$5.00 will not be issued.

**SECTION: 8. ADVERTISING**

**8.1 INTRODUCTION**

- 8.1.1 Advertising for general merchandise liquor stores shall be in accordance with the attached "Policy Guidelines Liquor Advertising for Liquor Suppliers, Liquor Agencies and Licensees."



**POLICY GUIDELINES**

**LIQUOR ADVERTISING  
FOR LIQUOR SUPPLIERS, LIQUOR AGENCIES  
AND LICENSEES**

**Revised May 1, 2004**



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## A. INTRODUCTION

1. Advertising refers to the use of media (e.g., newspapers, magazines, radio, internet, including E-Mail messaging, signage) to communicate a message to a wider audience. Advertising also refers to the wording and/or depictions on all forms of liquor packaging. It does not refer to menus, displays, posters, or other forms of product promotion within the licensed premises; these are covered under the policy guidelines "Product Promotions in Licensed Premises."
2. The purpose of these guidelines is to provide policy parameters under which legitimate advertising activities take place in accordance with the legislative authority provided the Board under Section 67(1) of the Gaming and Liquor Act.
3. For the purposes of this policy, references to:
  - a) a liquor supplier includes liquor agency and liquor representative; and
  - b) licensed premises include all Class A, B, C, D and Duty Free licensed premises unless a specific type of licensed premises is referred to.
4. The policies established by these guidelines shall be considered conditions applying to liquor suppliers, liquor agencies, liquor representatives and licensees.
5. In this policy:
  - a) a Class A licence refers to licensed premises open to the public (e.g., lounge, restaurant, tavern);
  - b) a Class B licence refers to licensed premises which require a fee or ticket to gain admission (e.g., recreation facility, race track, convention centre, theatre);
  - c) a Class C licence refers to private licensed premises (e.g., clubs);
  - d) a Class D licence refers to retail liquor stores, general merchandise liquor stores, general off sales (hotel), manufacturer off sales, delivery service licensees and commercial caterers. Duty free stores must adhere to the same legislation as all other Class D licensees;
  - e) a Class E licence refers to liquor manufacturers licensed in Alberta;
  - f) a licensee includes the owner, operator/manager and employees of the licensee;
  - g) "liquor" refers to all categories of beverage alcohol including spirits, beer, wine, liqueurs, and coolers.
6. Unless specifically covered or referred to in these guidelines, advertising is not permitted without the prior approval of the AGLC Regulatory Division.
7. Liquor suppliers and licensees are responsible for ensuring that their advertising is in compliance with these policy guidelines, including any advertising conducted by a third party, e.g., promotion company or media.

**B. BASIC PRINCIPLES**

1. Advertising must be within the limits of good taste and propriety.
2. It is the licensee's responsibility to ensure that all advertising is accurate and verifiable.
3. Advertising should encourage the legal, moderate and safe consumption of liquor and discourage abusive drinking patterns.
4. Advertising must not encourage non-drinkers to consume.
5. Advertising may not:
  - a) encourage or promote the irresponsible use, consumption or service of liquor;
  - b) depict excessive or prolonged consumption of liquor;
  - c) promote the consumption of liquor as being beneficial to health or personal well being; or
  - d) convey the impression that the consumption of liquor will improve an individual's status or standing.
6. Advertising must not be targeted at minors.
7. Advertising may not be used to disparage another company, business or product.
8. Except as specifically prohibited by these policy guidelines, advertising in any medium will be permitted (including television, radio, Internet, newspapers, magazines, flyers, billboards, transit shelters, inflatables, commercial vehicles or corporate vehicles).
9. Advertising must comply with the requirements of the Canadian Radio-Television and Telecommunications Commission (C.R.T.C.) and any other regulatory body having related jurisdiction.
10. Subject to B.9., the advertiser has discretion over the size and frequency of print advertisements and the length and frequency of television and radio commercials.
11. Advertising may refer to price unless otherwise stated elsewhere in these guidelines.
12. Brand advertising may only be undertaken by a liquor supplier, or a manufacturer's off-sale licensee. References to brand advertising are not applicable to special event licensees.
13. Advertising campaigns which promote the "responsible use" of liquor are highly recommended and supported by the AGLC.
14. Public service or community advertising which uses corporate or brand identification is permitted.
15. Cooperative advertising between a liquor supplier or liquor agency and a licensee is not permitted.
16. A liquor supplier or liquor agency is not permitted to pay any of the advertising costs incurred by a licensee, either directly or indirectly.

**C. ELEMENTS OF ADVERTISING**

**Drinking Scenes (Applicable to brand advertising by liquor suppliers)**

1. A legal drinking situation must be clearly presented according to relevant federal, provincial and local legislation.
2. Liquor product may be shown in a setting where consumption is not permitted if it is clearly a beauty shot and no people are shown, which would suggest prior or imminent consumption.
3. Liquor product may not exceed one drink per person in a social setting.
4. The activities shown in a commercial using licensed premise as a setting must be within the normal bounds of those which are permitted in the province.
5. The inclusion of food is encouraged.
6. Advertising may not show persons with liquor before or while operating a vehicle (motorized or other) or while engaging in any activity which requires care or involves elements of physical danger. The advertising must clearly show that the activity has been completed before the product is introduced.

**Minors**

1. Advertising must not appeal to minors or be placed in any medium that is targeted specifically to minors.
2. Minors or persons who may reasonably be mistaken for minors may not be depicted in liquor advertisements.
3. The use or imitation of children's fairy tales, jingles, nursery rhymes, children's songs, musical themes, or children's fictional characters is not permitted.

**Personal Endorsement**

1. No well-known personality (for example, an athlete or a youth-oriented musical group) or look-alike with strong appeal to minors may be used in liquor advertising.
2. The age of personalities and their current standing in the public eye should be taken into account when assessing appeal to minors.
3. Product endorsement by a well-known personality or look-alike should not imply that the consumption of liquor has contributed to the individual's success.

**Third Party Advertising**

1. Joint advertising between a licensee and a manufacturer of non-liquor products may be undertaken only if the advertising conforms to these policy guidelines.

**D. ADVERTISING BY CLASS D LICENSEES AND DUTY FREE STORES**

1. A Class D licensed premises may be advertised by indicating:
  - a) name of licensed premises;
  - b) location;
  - c) hours of operation;
  - d) products available, including sizes; and
  - e) product price (discount prices may be advertised).
2. Comparative price advertising is permitted subject to the requirements of B.7.
3. A Class D licensee may advertise brands of liquor providing the advertisement includes a price list and a featured product. Use of a liquor supplier's logo, typeset or trademark is permissible providing the owner/controller of the logo, typeset or trademark has given their prior permission. The following conditions must be met:
  - a) none of the advertising expenses of the licensee may be paid either directly or indirectly by a liquor supplier; and
  - b) the licensee is prohibited from receiving or requesting from a liquor supplier any consideration, benefit or inducement whatsoever for advertising a liquor supplier's brands.
4. Class D licensees may not redeem a liquor supplier's coupons for money off the price of liquor. A liquor supplier may, however, offer refund coupons whereby the consumer must mail the coupon to the manufacturer to receive a refund.
5. The common owner/operator who holds a Class D licence and another business or company may not conduct joint advertising of any kind, or participate in cross-market advertising or promotions between the Class D licensee and the other business or company.

- NOTES:**
- "Commonly owned" refers to those situations in which a retail liquor store and another business or company are owned or controlled in whole or in part by the same person.
  - These restrictions also apply to any retail liquor store that is using the trademark name of another business or company that is not commonly owned.
  - The following related activities are also prohibited under Section 50 Gaming and Liquor Regulation:
    - a) offer discounts on purchases in one business based on purchases in the other business;
    - b) operate a customer loyalty program in one business which recognizes purchases made in the other business; or
    - c) sell trademark or brand name products of the other business in the retail liquor store unless these products are also available for wholesale purchase by other licensees and are not referred to by the other business' name.

6. A liquor delivery service approved by the AGLC Regulatory Division may be advertised.
7. A hotel with a separate off-sales room approved by the Board and operated under the authority of a Class D licence may refer to that room as a "store".

#### **E. ADVERTISING BY CLASS A, B AND C LICENSEES**

1. A licensee may advertise the name of the premises and the services that are offered according to the type of licence(s) held.
2. A licensee may advertise brands of liquor providing the advertisement includes a price list and a featured product. Use of a liquor supplier's logo, typeset or trademark is permissible providing the owner/controller of the logo, typeset or trademark has given their prior approval. The following conditions must be met:
  - a) none of the advertising expenses of the licensee may be paid for either directly or indirectly by a liquor supplier; and
  - b) the licensee is prohibited from receiving or requesting from a liquor supplier any consideration, benefit or inducement whatsoever for advertising a liquor supplier's brand, except as permitted in accordance with policy guidelines.
3. A licensee may advertise liquor at reduced or discounted prices except as noted in E.4 below.
4. Free liquor specials, multiple drink specials (e.g., "2 for 1"), pour size specials (e.g., "doubles for the price of singles"), or "all you can drink" for a fixed cost promotions are not permitted and may not be advertised. "Buckets of Beer" may be advertised providing the actual price for a single beer product is posted and the purchase or ordering of a bucket of beer (regardless of the number of beer within a bucket) does not constitute a "special".
5. Happy hours may be advertised. There are no restrictions as to the duration of this activity.
6. A licensee may advertise feature drinks during named nights or days (e.g., Tequila Monday, shooter night, draught night, etc.). Reduced or discounted prices may be mentioned in the advertising.
7. A licensee may advertise an all-inclusive package which includes liquor in the price (e.g., "champagne brunch", Mother's Day special, New Year's Eve special). The amount of liquor to be provided must be specified.
8. A licensee may have a "radio remote unit" broadcast live music from the premises. The broadcaster may say on air the name and location of the premises or of any specific room within the premises in accordance with Section B – Basic Principles.
9. A licensee may have a "television remote unit" broadcast live entertainment from their licensed premises, if the patrons are aware they may be televised. The coverage should focus on the entertainment, although shots including portions of the audience are acceptable. Any advertising must be in accordance with Section B – Basic Principles.
10. A club (Class C licensee) may advertise a function for its members and bona fide invited guests if the restricted admittance is clearly indicated in the advertisement.

**F. ADVERTISING BY SPECIAL EVENT LICENSEES**

**Public Resale Licence**

1. Licensee guidelines (Section E.) apply to the advertising for special event functions.

**Private Non-sale and Private Resale Licences**

1. Advertising of the function may be undertaken if it is directed to members and bona fide invited guests only and not to the public at large. "Members and guests only" must be clearly shown in all advertising.
2. The licensee may display posters on community billboards.
3. The licensee may place an advertisement in the community news section of the local paper or on the TV cable community news channel.
4. A community league with its own hall may advertise a function on a sign including a free-standing illuminated sign located on community league property.

**G. SPONSORSHIPS**

1. The sponsorship or co-sponsorship of an event, activity or team which does not involve minors or is not otherwise geared towards minors may be undertaken using the corporate or brand name. A Class A, B, C or D licensee may sponsor an event involving minors if the references to the establishment do not mention liquor in any way.
2. A sponsorship may be supported by an unconditional donation, or by the provision of a trophy or prize.
3. Exclusive sponsorship is permitted, however, exclusivity of a specific brand of product in a Class A, B, or C premises is only permitted with Board approval.
4. Off site support advertising before and during the event, and on site signs during the event, are permitted if they follow these policy guidelines.
5. Where a licensed area is operated with a sponsored event, approved promotional material may be displayed in the licensed area. (See "Policy Guidelines - Product Promotions in Licensed Premises").
6. Sponsorships conducted on campus must have the prior approval of the institution's administration.
7. Corporate or brand identified items, other than liquor, may be given to charitable organizations which hold a Revenue Canada registered charities number, for their use as prizes, raffle items, etc. Liquor may be donated to a non-profit or charitable organization for auction purposes in conjunction with an auction authorized under the authority of a Special Event Licence - Private Resale.
8. Owning a sports franchise is permitted.
9. In sponsorship advertising, the ad should focus on the event or activity being sponsored, not on liquor or liquor suppliers.



**H. CORPORATE VEHICLE**

1. Corporate or brand name and logo may be displayed on a corporate vehicle.
2. A corporate vehicle may appear at the site of a sponsored event.

**I. ARENA SIGNS**

1. Corporate or brand identified signs (for example, scoreboard panels, rinkboards) may be rented in an arena or stadium used primarily for structured sporting or entertainment events.
2. Temporary signs (for example, banners) may be displayed in a community arena only during a sponsored event.
3. Signs which advertise liquor may not be used at events involving minors (for example, minor hockey week).

**J. CONTESTS**

1. Sponsorship or co-sponsorship of a publicly advertised contest may be undertaken.
2. A contest sponsored by a liquor supplier must be directed towards persons of legal drinking age.
3. An individual must not be required to purchase or consume liquor to participate in or qualify for a contest or draw.
4. If any portion of a contest is conducted on licensed premises, the activity must follow "Policy Guidelines - Product Promotions in Licensed Premises".
5. All applicable provincial and federal regulations must be followed.

**K. LIQUOR INDUSTRY TRADE SHOWS**

1. Participation in a liquor trade show may be undertaken with a display or display and sampling booth.
2. Liquor suppliers are permitted to sell or provide samples of their liquor at a liquor related trade show subject to both the requirements for participation set by the trade show operator and these guidelines.
3. A trade show operator may request that a retail liquor store be permitted to sell liquor products for off premises consumption at the location of the trade show.
4. All categories of liquor may be sampled. Maximum sample sizes are as follows:

beer	-	112 ml	(4 oz.)
coolers	-	112 ml	(4 oz.)
wine	-	56 ml	(2 oz.)
spirits	-	14 ml	(1/2 oz.)
liqueurs	-	14 ml	(1/2 oz.)

5. Liquor samples may only be offered from a display booth.
6. The booth must always be staffed during the show when liquor is involved. Agents/Representatives shall not serve liquor products while under the influence of liquor. Adequate measures must be taken to secure liquor supplies when the show is closed.
7. Minors are not permitted to serve or handle liquor.
8. Liquor samples may only be served to persons of legal drinking age.
9. An exhibitor may participate in a cooking demonstration at the booth or a designated cooking area. The products on display or being sampled may be used. Tasting of the prepared dishes is permitted.
10. An exhibitor may decorate his booth with related support advertising, and staff may wear promotional clothing. Promotional or educational advertising material may be given away.
11. An exhibitor's participation in a show may be advertised.
12. A retail liquor store may be permitted to sell liquor for off premises consumption at a non-liquor industry trade show. Participation requires the approval of the AGLC and is subject to any conditions imposed as part of the approval.

#### **L. CONSUMER MARKET RESEARCH**

1. An independent group or organization may be appointed to conduct consumer market research.
2. The research may include a survey of members of a target group. Such a survey must not be a promotional scheme designed to obtain direct or indirect advertising for a product, nor may the results form part of a public advertising program.
3. The survey may not be used to impart potentially disparaging information about another company or product.
4. All participating respondents must be of legal drinking age if the survey is liquor related.
5. A survey limited to a one-on-one question and answer situation may be conducted by telephone, in a private area or in a public area (for example, shopping mall, on the street).
6. Respondents may be invited to a market research office, hotel meeting room, or other location closed to the general public and acceptable to the AGLC for a product audit (taste test).
7. The organization conducting a product audit or packaging audit must ensure any licensing requirements are met. A packaging audit conducted in a non-licensed area will require a private non-sale licence. The licence will include the words "Not for Consumption" on it. This licence authorizes transportation of the liquor to and from the site and possession of liquor at the site of the survey.
8. A product audit must be conducted blind, that is, no identification of the samples other than by number or letter.
9. A product audit may be conducted using a product not available for sale in the province.

10. Respondents participating in a product audit must not be permitted to consume samples to the point of intoxication.
11. The organization conducting the survey may compensate the respondents for participating in the survey.

**M. HOSTING NO SALE FUNCTIONS**

1. A no sale function may be hosted by liquor suppliers or licensees at which invited guests may sample liquor.
2. Attendance must be by invitation only. There may be no advertising of the event.
3. The host is responsible for ensuring the licensing requirements are met, i.e. a special event licence has been obtained for unlicensed locations.
4. A liquor supplier, other than a manufacturer must be in possession of a hospitality licence issued by the AGLC to host no sale functions at their office premises.

**N. INTERPRETATION AND ENFORCEMENT**

1. The interpretation and enforcement of these policy guidelines are the responsibility of the AGLC Regulatory Division.
2. The advertiser (liquor supplier and/or licensee) is responsible for ensuring that their advertising meets the requirements of these policy guidelines. Any concerns about interpretation should be reviewed with the AGLC Regulatory Division.
3. An advertiser may submit advertising and related material covered by these guidelines to the AGLC Regulatory Division for approval before undertaking the advertising or activities.
4. Advertising will be checked for the message conveyed by all aspects of the advertisement whether expressed or implied.
5. Failure to comply with the spirit and intent of these policy guidelines will result in sanctions by the Board. Sanctions include, but are not limited to:
  - a) warnings;
  - b) the requirement that the advertiser remove advertising or withdraw from an activity;
  - c) the requirement that all further advertising and other activities covered by these guidelines be submitted for approval;
  - d) suspension of liquor supplier in-store advertising privileges for specified periods;
  - e) suspension of advertising and promotional support privileges for specified periods; and
  - f) any other sanction as determined by the Board consistent with the Gaming and Liquor Act.

**SECTION: 9. PRODUCT PROMOTIONS**

**9.1 INTRODUCTION**

- 9.1.1 Product promotion activities associated with general merchandise liquor stores are subject to the attached "Policy Guidelines Product Promotions in Licensed Premises."

**POLICY GUIDELINES**

**PRODUCT PROMOTIONS**

**IN**

**LICENSED PREMISES**

**Revised: May 16, 2005**



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## A. INTRODUCTION

1. Product promotion refers to activities within licensed premises to promote specific brands of liquor produced by a manufacturer. (For the purposes of this policy, references to liquor suppliers include liquor agencies and registered liquor representatives).
2. The purpose of these guidelines is to provide policy parameters whereby legitimate promotional activities may take place in licensed premises. (For the purposes of this policy, references to licensed premises include all Class A, B, C, and D premises, unless specifically referred to in these guidelines).
3. The policies established by these guidelines shall be considered conditions applying to licensees, liquor suppliers, liquor agencies and registered liquor representatives.
4. In this policy:
  - a) a Class A licence refers to licensed premises open to the public (e.g., lounge, restaurant, tavern);
  - b) a Class B licence refers to licensed premises which require a fee or ticket to gain admission (e.g., recreation facility, race track, convention centre, theatre);
  - c) a Class C licence refers to private licensed premises (e.g., clubs);
  - d) a Class D licence refers to retail liquor stores, general merchandise liquor stores, duty free stores, general off sales, manufacturer off sales, delivery service licensees and commercial caterers. Duty Free Stores are required to adhere to the same legislation and policies as all Class D licensees;

- e) a Class E licence refers to liquor manufacturers licensed in Alberta;
  - f) a licensee includes the owner, operator/manager and employees of the licensee;
  - g) "liquor" refers to all categories of beverage alcohol including spirits, beer, wine, liqueurs, and refreshment beverages.
5. Product promotions may not encourage the irresponsible use, consumption or service of liquor.
  6. Promotional activities between a liquor supplier and a licensee are primarily aimed at on-premises activities.
  7. Unless specifically covered or referred to in these guidelines, a promotion is not permitted without the prior approval of the AGLC Regulatory Division.
  8. The Board of the Alberta Gaming and Liquor Commission may approve exclusivity agreements between liquor suppliers/liquor agencies and licensees for community events and select sporting venues.
  9. Liquor suppliers and licensees are responsible for ensuring that their product promotions are in compliance with these policy guidelines.

## **B. INDUCEMENTS**

1. Liquor suppliers and licensees shall familiarise themselves with the provisions of Sections 80 to 85 of the Gaming and Liquor Regulation and are responsible for compliance with all of the provisions of this legislation.
2. Liquor supplier's promotional activities must be directed to consumers or patrons of licensed premises (excludes provision of samples as stated in Section E).
3. A liquor supplier is prohibited from directing promotional activities to licensees, whereby the licensees benefit directly



from the activity (e.g., contest for licensee's staff based on sales of the liquor supplier's product).

4. A liquor supplier is prohibited from participating in any way in the customer loyalty program of a licensee and no licensee shall request such participation.
5. A licensee is prohibited from requesting or accepting, and a liquor supplier or liquor agency is prohibited from 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. Travel expenses refer to, but are not limited to, airfare (or other similar transportation costs), accommodation costs, ground transportation costs, or meal costs. A liquor supplier or liquor agency is not permitted to provide reduced rate accommodation to a licensee at a winery, brewery, distillery or other venue that they own, represent or are otherwise associated with.
6. A liquor supplier is prohibited from paying the registration, tuition, conference fees, or similar costs for a licensee (excluding that seminar or training events organised by a liquor supplier, within the province, which are open to all licensees or certain classes of licensees).
7. A liquor supplier or a countries representative body (political and non-political) can not subsidize any of the expenses (includes travel by any means, accommodation costs and/or meals) incurred by a licensee, his employees or agents to attend seminars, conventions, meetings or exhibitions conducted outside of Alberta or Canada.
8. A liquor supplier may provide a licensee with tickets to sporting, cultural or entertainment events. If the value of an individual ticket exceeds \$450.00 Canadian, then prior approval must be obtained from the AGLC. Season tickets to any event may not be provided to the licensee by the liquor supplier.
9. A licensee is prohibited from requesting or accepting any promotional items from a liquor supplier and keeping them for the licensee's own use or providing them to the licensee's staff.

10. A liquor supplier may provide a licensee with items which are not essential to operating the licensed premises as approved by AGLC Regulatory Division.

### **C. LIQUOR SUPPLIER/LICENSEE BUY/SELL AGREEMENTS (BSA)**

1. A liquor supplier and a liquor licensee may enter into a buy/sell agreement which allows the liquor supplier to give items to a licensee in return for the promotion of specific brands or types of liquor by the licensee. Promotional items must conform to existing legislation and these guidelines, and must be directed to the consumer.
2. All agreements between a liquor supplier and a liquor licensee must be documented, verifiable and include the following (a buy/sell agreement format is attached):
  - a) Name and registration number of liquor supplier;
  - b) Name, licence number and class of licensed premises;
  - c) duration of agreement; (may not exceed a 12-month period)
  - d) list of items and/or services provided including their retail value; and
  - e) the terms of the agreement, e.g., the applicable brands or products and any quantities must be stipulated.
  - f) **extensions to buy/sell agreements are permissible providing both parties initial and date the original agreement.**
  - g) **the use of the term “while supplies last” or words to that affect are not acceptable when identifying quantity.**
3. Liquor Suppliers are permitted to provide retailers with liquor products as a draw or give-away item. No cash (cheques, etc.) may form part of a buy/sell agreement.

4. A buy/sell agreement between a liquor supplier and a liquor licensee (including all shareholders, directors, management and staff), may not exclude, bar or otherwise prohibit any competitor's product(s), unless specifically approved by the Board of the AGLC.
5. All promotional items provided to a licensee by a liquor supplier must be subject of a buy/sell agreement with the exception of value added items to promote existing inventory and Tasting sessions.
6. Buy/sell agreements complying with these guidelines do not have to be submitted to the AGLC for approval.
7. True copies of all buy/sell agreements must be retained in the licensed premises and provided to the AGLC immediately upon request. Liquor Suppliers must also retain true copies of all buy/sell agreements to which they are party and must be provided to the AGLC immediately upon request. Buy/sell agreements between liquor suppliers and licensees with multiple licensed premises (locations) are to be held in the provincial offices of the liquor supplier and at each location in which the actual liquor licence is posted.
8. All other AGLC policy guidelines pertaining to Product Promotion in Licensed Premises and Liquor Advertising for Liquor Suppliers, Liquor Agencies and Licensees must be met.
9. An acceptable buy/sell agreement format is attached. Each element within this format shall be adopted by all liquor suppliers and licensees.
10. Buy/Sell Agreements may not contain a condition requiring a licensee to confirm the purchase of a given supplier's product prior to the customer give-away items(s) being provided.

**D. LICENSEE PROMOTIONS IN LICENSED PREMISES**

1. A Class A, B, or C licensee shall not permit free liquor to be offered or given to a patron as a prize.
2. A Class D licensee may provide sealed bottles of liquor as a prize for consumption off the licensed premises.
3. A licensee shall not permit competitions, contests, draws, giveaways or similar promotions in the licensed premises which require the purchase and/or the consumption of a drink containing alcohol. Entrants to any contest must be verbally advised there is no requirement to purchase or consume any type or amount of alcoholic beverage(s). A licensee may require a person to be present at time of draw to receive a prize, however, the time, date and place of the draw must be prominently posted within the premises
4. A liquor supplier may participate in a licensee's promotion aimed at a bonafide charitable activity and must be subject of a buy/sell agreement.
  - a) for a charitable fundraising event, the liquor supplier may provide merchandise and/or liquor without a maximum limit.
  - b) the entire profits generated as the result of any charitable event must be turned over to the charity being advertised and promoted. The actual donor and the beneficiary of any financial support must be in possession of verifiable receipts.

**E. SAMPLING BY LIQUOR SUPPLIERS IN CLASS A, B, OR C LICENSED PREMISES**

1. A liquor supplier may provide an individual serving of liquor to a patron in a Class A, B or C licensed premises in order for the

patron to sample the liquor supplier's product. The following conditions must be met:

- a) The liquor product must be purchased from the licensee;
  - b) The licensee is responsible for serving the product to the patron, ensuring that the patron is of legal drinking age and is not being served to the point of intoxication; and
  - c) The tasting provisions of Sections G.1 through G. 8 apply.
2. The liquor supplier must maintain a written record of the sampling activities conducted under this section of the guidelines. The record must include the date, name and location of the licensed premises where the sampling took place, and the dollar cost of the sampling activity. These records must be made available for review upon the request by the AGLC.
  3. A representative of a liquor supplier/liquor agency must be present, on premises, at the time the samples are provided to patrons.

## **F. PROVISION OF SAMPLES TO LICENSED PREMISES**

1. A liquor supplier may provide liquor products to operators of licensed premises for the purpose of sampling an existing or new brand of product. The following conditions apply:
  - a) The sample is for consumption by the licensee and cannot be sold to patrons of the licensed premises.

**NOTE:** The licensee may, however, provide free samples of the product to selected patrons of the licensed premises for their assessment of the product.

- b) The size of samples per brand of liquor provided will be a maximum of:
  - i) beer - 36 x 355 ml bottles, or equivalent;
  - ii) coolers - 36 x 355 ml bottles, or equivalent;
  - iii) wine - 4 x 750 ml bottles, or equivalent;
  - iv) spirits - 2 x 750 ml bottles, or equivalent; and
  - v) liqueurs - 2 x 750 ml bottles or equivalent.

NOTE: Keg samples may be provided in an approved container in the smallest keg size used by the liquor supplier.

- c) The liquor supplier must maintain a written record of the sampling activities conducted under this section of the guidelines. The record must include the date, name and location of the licensed premises where the samples were provided, type, size and quantity of sample provided and the dollar cost of the samples. These records must be made available for review upon request by the AGLC.
2. Samples given to a licensee must be purchased from the AGLC to qualify for the wholesale price. Samples may also be purchased from a Class D licensee at a price negotiated directly with the licensee.
  3. A licensee may only be sampled with the same product once during a calendar year period. This provision does not apply if the licensed premises changes ownership.

## **G. TASTINGS BY LIQUOR SUPPLIERS**

1. A liquor supplier may provide free tastings of liquor to customers. The liquor used for tastings must be purchased by the liquor supplier from the licensed premises in which it is to be sampled at a price negotiated with the licensee.
2. Maximum tasting sizes are as follows:

beer	-	56 ml	(2 oz.)
coolers	-	56 ml	(2 oz.)
wine	-	28 ml	(1 oz.)
spirits	-	14 ml	(½ oz.)
liqueurs-		14 ml	(½ oz.)
3. The booth or area from which tastings are being offered must be staffed.
4. Liquor may only be served to those of legal drinking age and both the liquor supplier and licensee must ensure that no person is provided liquor to the point of intoxication.
5. Minors are not permitted to be involved in any manner in activities associated with the tasting of liquor products.
6. Food items complementary to the liquor product being tasted may be provided.
7. Licensees may conduct their own liquor product tasting independent of the liquor supplier at their own discretion and expense. Any tasting charges shall be based on the licensee's cost recovery for the product tasted. Licensees must maintain a written record of the tasting activities conducted and must include the date, name of product tasted and quantity provided to customers.
8. A liquor supplier and a licensee may enter into a written agreement where the licensee agrees to conduct tasting

session(s) on behalf of the supplier. Such activities are subject to the following conditions:

- a) activities of this nature must be recorded on a Buy Sell Agreement (BSA);
  - b) the BSA must be signed and in place prior to the tasting sessions commencing;
  - c) product names, dates and times for such “Tastings” must be recorded on the BSA;
  - d) no tasting charges for the customer are permitted under such agreements; and
  - e) total cost for a single “Tasting” may include:
    - i) the actual cost of the staff including wages, benefits, and administrative costs to a maximum of \$20.00 per hour.
    - ii) the negotiated cost of the product.
9. The liquor supplier must maintain a written record of the tasting activities conducted under this section of the guidelines. The record must include the date, name and location of the licensed premises where the tasting took place, the type and quantity of liquor purchased from the licensee and the dollar cost of the samples. These records must be made available for review upon request by the AGLC.
10. Class D licensees may provide customers with a sealed 50 ml bottle of spirits for off premises assessment of a given product.
11. Licensees are not permitted to charge back the costs of their own tasting to a particular liquor supplier.



## H. GENERAL PRODUCT PROMOTIONS

1. A licensee may participate in a liquor supplier's local, regional, provincial or national corporate or brand promotion. The promotion must be directed to the customers of licensed premises.
2. A contest, competition or draw may form part of any promotion and may be administered by the licensee on behalf of the liquor supplier subject to the following:
  - a) there is no limit to the value of the prize;
  - b) no liquor purchase is required to enter the contest, competition or draw, however only those customers who have properly entered are eligible, as per the conditions stipulated by the liquor supplier;
  - c) minors may not participate;
  - d) the licensee must use each promotional item provided by the liquor supplier in the specific contest, competition or draw sponsored by the liquor supplier. No promotional item provided under this section may be used by the licensee in support of the licensee's own promotional activities or some other promotional activity not specifically identified by the liquor supplier.
  - e) the closing date of the contest, competition or draw must be posted in the licensed premises; and
  - f) unless the draw is conducted by the liquor supplier, all draws must take place in the licensed premises on the advertised date and time.
3. Liquor suppliers providing promotional items specifically for customer give-aways and the licensee receiving the items must ensure that these items are reaching the customer and not

remaining with the licensee. The liquor supplier and the licensee must maintain records of each promotion held in a licensed premise where the wholesale value of an individual give-away is in excess of \$100.00. The records must include the name of the licensed premises, the give-away provided and the wholesale value; and these records must be made available to the AGLC upon request.

4. Licensees conducting a promotion on behalf of a liquor supplier must record the name, address and telephone number of each recipient of an individual give-away which has a wholesale value in excess of \$100.00. The records must be made available to the AGLC upon request.
5. Clothing with corporate logos may be given to the licensee to wear during the promotion (for example, T-shirts, aprons, sweatshirts). The clothing may be kept by the licensee at the end of the promotion event. The clothing items provided may only be of a nominal value (e.g., \$20 maximum wholesale cost). The item provided can not become a mandatory "uniform".
6. The presence of the liquor supplier is not required during a promotion.
7. Co-sponsorship of a promotion by a third party (for example, airline company) is permitted.
8. A licensee may discount liquor prices on one or more products as part of a promotion.
9. A liquor supplier may provide the general public with liquor vouchers for the purpose of promoting a specific brand of liquor.
10. The decision to participate in such promotional schemes remains that of the retail liquor licensee.

11. The redemption of such vouchers must not be directed to a single licensee or chain of licensees.
12. A liquor supplier must not provide licensees with a redemption fee.
13. A maximum amount of liquor associated to a voucher is as follows:
  - Beer – 6 x 355 ml bottles or equivalent;
  - Refreshment Beverages – 4 x 355 ml bottles or equivalent;
  - Wine – 1 x 750 ml bottle or equivalent;
  - Spirits – 1 x 375 ml bottle or equivalent; and
  - Liqueurs – 1 x 375 ml bottle or equivalent.
14. Vouchers may not be included with or provided to a consumer through any in pack, on-pack or near-pack promotion.
15. Consumers shall not be provided with or receive a voucher based on the requirement to purchase a Supplier's product(s).

#### **I. ADDED VALUE PROMOTIONS**

1. A liquor supplier may conduct added value promotions for its brands of liquor in Class D liquor premises and at Duty Free Stores.
2. A liquor supplier's added value promotion is defined as a promotion of a specific brand of liquor in which the liquor supplier of the brand gives away an item to the customer who purchases that brand at Class D liquor premises or at Duty Free Stores.
3. The actual cost of an added value item shall not exceed 15 percent of the wholesale price of the liquor brand being promoted. Promotions will not be approved if it is proposed

that a redemption rate percentage be factored in when calculating the cost of an added value item. Promotions complying with those guidelines do not need the prior approval of AGLC Regulatory Division.

4. Any added value item supplied by a third party for a liquor supplier's promotion must not exceed 15% of the wholesale price of the liquor brand being promoted.
5. Cumulative added value promotions are prohibited.
6. A single added value item may only be provided with the purchase of a single container/unit.
7. Added value items may include:
  - a) Liquor:
    - i) must be provided only to Class D licensed premises and not to Class A, B or C licensees.
    - ii) must be clearly and plainly identified as "SAMPLE" or "NOT FOR RESALE". Either one of these wording options must appear on the container and be:
      - permanent using either a non-removable ink directly on the label of the container or appearing on a non-removable label affixed to the container other than on the label; and
      - clearly visible and legible (that is, no smaller than the largest type used on the product's container.
    - iii) normally, may be no more than a single serving of the liquor (e.g., 50 ml of distilled spirits, 200 ml of wine, or 355 ml of beer) and may not exceed the value requirement under 1.3, unless approved in writing by the AGLC Regulatory Division.

b) Non-liquor items:

i) Coupons:

- for money off liquor products - must be redeemed from the liquor supplier or third party (e.g., coupon clearing house);
- for non-liquor products - may be redeemed from the liquor supplier of the product or non-liquor retailer carrying the product.

ii) Non-perishable food or food-related item: for example, packaged snack food, food seasoning, powdered drink mix, etc.

iii) Item of nominal value: for example, key ring, golf ball, decal, figurine, music tape/disc, etc.

iv) Liquor-related item: for example, corkscrew, bottle opener, wine glass, beer mug or shot glass, etc.

v) Tobacco: pursuant to The Tobacco Act (Sections 11 and 29) no tobacco product may be used as part of an added value promotion.

8. Added value items may be promoted in any of the following ways:

On-Pack

a) An on-pack added value item may be attached directly to the liquor product by a plastic ring, elastic, shrinkwrap, etc.

b) An on-pack item may be placed on the liquor product by:

i) the liquor supplier at its plant;

- ii) the liquor supplier's liquor representative;
- iii) Connect Logistics Services Ltd. at the Liquor Distribution Centre in St. Albert (a fee will be charged for this service).

NOTES: ●A non-liquor on-pack may be placed on the liquor product by the staff of a retail liquor outlet by arrangement with the liquor supplier.

- The liquor supplier must maintain a record of all added value liquor provided to retail outlets.

#### Near-Pack

- a) A near-pack item shall normally be located immediately adjacent to the liquor product being promoted.
- b) A near pack item must be purchased, supplied and delivered to the retail liquor outlet by the liquor supplier or the supplier of the item.

#### In-Pack

- a) An in-pack valued added item is within the packaging that contains the liquor product (e.g., case of beer, liquor tin, wine box, etc.).
9. The provincial mark-up is not waived on added value liquor products (on-packs). The regular mark-up will be assessed on added value products.
10. The Board reserves the right to impose limits on the quantity of liquor provided to a licensee as added value items.

11. A liquor supplier shall not use any aspect of a licensee's business, either directly or indirectly, as an added value item (e.g., coupon for money off a purchase at a licensed premises; coupon for money off a ski lift ticket at a ski hill operated by a licensee), unless approved by the Board.
12. Added value items must not be provided to licensees, or to the staff of licensees.
13. Added value items provided by the liquor supplier may not be offered for sale or resold by the licensee.
14. Licensees shall not remove from a liquor product any added value item (on-pack or in-pack) provided by a liquor supplier. If the added value item is a near-pack, it must be utilized only in conjunction with the liquor product specified by the liquor supplier.
15. Licensees shall not deface, remove or attempt to remove, the "SAMPLE" or "NOT FOR RESALE" designation from any added value item.
16. Class D licensees may conduct their own added value promotions provided:
  - a) the items provided are of a nominal value;
  - b) the items are those included on the list of acceptable non-liquor products approved for sale in the retail outlet; or
  - c) the items may identify the retail outlet (e.g., key chains, T-shirt, ball hats, corkscrew).

**NOTE:** The use of coupons for "cents off" purchases (including liquor) is acceptable as an added value promotion.

17. A supplier may not purchase, order or obtain any article(s) planned or intended for use as an added value promotion item from a business entity in which there is any direct or indirect relationship between the Class D licensee and the other commonly owned business.

## **J. INTERPRETATION AND ENFORCEMENT**

1. The interpretation and enforcement of the guidelines are the responsibility of the AGLC Regulatory Division.
2. Failure to comply with the spirit and intent of the guidelines will result in sanctions limiting the liquor suppliers' and the licensees' ability to participate in product promotions in licensed premises. Sanctions include, but are not limited to:
  - a) warnings;
  - b) suspension of product promotion privileges for a specified period;
  - c) cancellation of product promotion privileges; and
  - d) any other sanction as determined by the Board consistent with the Gaming and Liquor Act and the Gaming and Liquor Regulation.



ATTACHMENT

**BUY/SELL AGREEMENT**

Between

**Parties:** \_\_\_\_\_ and \_\_\_\_\_  
 (Liquor Supplier/Liquor Agency) (Licensee)  
 \_\_\_\_\_  
 (Registration/Licence Number) (Licence Number and Class of Licence)

**Purpose:** The contractual obligation stated below are agreed to and will be adhered to by both Parties throughout the duration of this agreement.

**Duration:** Commencing: \_\_\_\_\_  
 Terminating: \_\_\_\_\_

**Terms:**  
 1. \_\_\_\_\_ hereby agrees to the following:  
 (Licensee)

A. \_\_\_\_\_ Of \_\_\_\_\_  
 (Volume) (Product Name and CSPC Number)  
 Will be either purchased or ordered over the duration period mentioned above.

(Option: Agreements could contain a clause identifying a requirement to maintain a certain level of inventory).

B. Placement of displays, merchandise, Point-of-Sale Material etc. within the premises located at:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 (Common Premise Name) (Actual Location)

and shall be situated within the named premise(s) as shown below:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. In return for the considerations noted above  
agrees to: \_\_\_\_\_  
(Liquor Supplier/Liquor Agency)

A. Provide \_\_\_\_\_  
\_\_\_\_\_ RETAIL VALUE: \_\_\_\_\_

B. Conduct \_\_\_\_\_  
\_\_\_\_\_ RETAIL VALUE: \_\_\_\_\_

C. Attach \_\_\_\_\_  
\_\_\_\_\_ RETAIL VALUE: \_\_\_\_\_

D. Other (specify) \_\_\_\_\_  
\_\_\_\_\_ RETAIL VALUE: \_\_\_\_\_

**Conditions and Understanding:**

Both Parties to this agreement acknowledge and agree that all benefits realized by way of this Agreement must be directed at and received by customers/consumers only.

This Agreement shall not, whether written or implied, exclude the purchase, sale, storage or displaying of a competitors similar type or class of liquor product(s).

Both Parties agree to maintain, on site, certifiable copies of this Buy/Sell Agreement and any related documents. All such documents must be available and provided, without delay, when requested by an employee of the Alberta Gaming and Liquor Commission.

***This Agreement and its contents have been read and are fully understood.***

**Authorized Signatory:**

\_\_\_\_\_ and \_\_\_\_\_  
(Liquor Supplier/Liquor Agency) (Licensee)

\_\_\_\_\_ (Position or Title) \_\_\_\_\_ (Position or Title)

Registration Number \_\_\_\_\_

Dated this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_  
at \_\_\_\_\_, Alberta.

**SECTION: 10. ENFORCEMENT OF LEGISLATION**

**10.1 INCIDENT REPORTS AND HEARINGS**

- 10.1.1 Where an Inspector has reasonable grounds for believing that a violation of the *Gaming and Liquor Act*, the Gaming and Liquor Regulation or board policy has occurred, the Inspector has under legislation authority to request the licensee to correct the situation.
- 10.1.2 An Incident Report setting out the circumstances of an alleged violation will be submitted to the Chief Executive Officer. A copy shall be hand delivered or mailed to the licensee within seventeen working days of the Incident Report being completed.
- 10.1.3 The Chief Executive Officer may refer an Incident Report to the Board for review and decision where circumstances warrant.
- 10.1.4 The Board shall decide whether to hold a hearing based on the Incident Report.
- 10.1.5 The Hearing File will be available for review by the licensee on the day of the hearing. Advance viewing may be arranged with the Board office.

**10.2 DISCIPLINE WITHOUT A HEARING**

- 10.2.1 Pursuant to section 91(2) of the *Gaming and Liquor Act*, the Board may do any one or more of the following without a Board hearing:
- a) issue a warning;
  - b) impose conditions on a licence or registration or rescind or amend existing conditions on the licence or registration;
  - c) impose a fine of not more than \$200,000.00 and refuse to issue or reinstate a licence until the fine is paid; and/or
  - d) suspend or cancel a licence or registration.
- 10.2.2 The Chief Executive Officer may do any one or more of the following without a Board hearing:
- a) issue a warning;

**SECTION: 10. ENFORCEMENT OF LEGISLATION**

- b) impose conditions on a licence or rescind or amend existing conditions imposed by the Regulatory Division on a licence;
- c) offer specified penalties for the licensee's consent; or
- d) refer the Incident Report to the Board for review and decision.

10.2.3 Where a Board action is taken without a hearing, and a hearing is requested, the hearing will be scheduled within 60 days (Section 94(6) GLA).

**10.3 WAIVER OF BOARD HEARING WITNESSES**

10.3.1 The Board shall determine whether witnesses are required, or whether the licensee will be offered an opportunity to waive the requirement for witnesses to attend specific Board hearings.

10.3.2 If provided the opportunity by the Board, the licensee has complete discretion as to whether or not he/she will sign and accept a Waiver of Board Hearing Witnesses (Form LIC 5191),

10.3.3 Where there is no dispute as to the contents of the Incident Report and the licensee signs the Waiver of Board Hearing Witnesses, the licensee is agreeing to the facts in the Incident Report, and witnesses will not be called to the Board hearing.

10.3.4 Witnesses may be called by either party to deal with matters not covered in the Incident Report, regardless of the waiver decision.

10.3.5 When a signed of Board Hearing Witnesses is received, the licensee may determine if they wish to be present and make representations at the Board hearing or if they wish to submit a written presentation to the Board and not personally attend the hearing.

**SECTION: 10. ENFORCEMENT OF LEGISLATION**

**10.4 CONSENT TO PROPOSED BOARD DECISION**

- 10.4.1 A licensee may accept a proposed Board decision respecting disciplinary action (penalty) without a Board hearing, when the licensee does not dispute the circumstances in the Incident Report and is prepared to accept the proposed disciplinary action.
- 10.4.2 Where the Board establishes a proposed disciplinary action the licensee shall be advised by written notice including:
- a) Notice of Proposed Board Decision;
  - b) Consent to Proposed Board Decision;
  - c) Incident Report;
  - d) Penalty Guidelines; and
  - e) Waiver of Board Hearing Witnesses.
- 10.4.3 Upon receipt of the Notice of Proposed Board Decision the licensee shall review the material and complete the Consent to Proposed Board Decision (Form LIC/5198), electing to:
- a) admit to the violation(s) contained in the Incident Report, accept the penalty offered on the Notice of Proposed Board Decision or
  - b) admit to the violation(s) contained in the Incident Report but proceed with a Board hearing as directed by the Board. The licensee may elect to waive the requirement for witnesses by also completing the Waiver of Board Hearing Witnesses; or
  - c) not admit to the violation(s) contained in the Incident Report and proceed with a Board hearing as directed by the Board with witnesses to be available.
- 10.4.4 The Consent to Proposed Board Decision must be completed and returned to the Regulatory Division in St. Albert, within seven calendar days from the date the notice was received

**SECTION: 10. ENFORCEMENT OF LEGISLATION**

by the licensee. A Hearing will be convened if consent is not received within the specified time frame.

10.4.5 When a penalty decision involves a fine and/or a suspension, the date(s) of the suspension, the amount of the fine(s) and the date the fine is to be paid by, shall be included in the Notice of Proposed Board Decision and forwarded to the licensee.

10.4.6 Where a licensee accepts a proposed Board decision respecting disciplinary action (penalty), any seized liquor will be forfeited to the AGLC for destruction.

10.4.7 Where the Board stipulates that a Board hearing is to be held, the Board shall also determine whether witnesses are required or whether the licensee will be offered an opportunity to waive the requirement for witnesses to attend the Board hearing.

**10.5 CONSENT TO PROPOSED SPECIFIED PENALTY**

10.5.1 A licensee may accept a proposed specified penalty respecting disciplinary action (penalty) without a Board hearing when the licensee does not dispute the circumstances in the Incident Report and is prepared to accept the proposed disciplinary action.

10.5.2 Where the Chief Executive Officer establishes a proposed disciplinary action, the licensee shall be advised by written notice including:

- a) Notice of Proposed Specified Penalty;
- b) Consent to Proposed Specified Penalty;
- c) Incident Report;
- d) Penalty Guidelines; and
- e) Waiver of Board Hearing Witnesses.

10.5.3 Upon receipt of the Notice of Proposed Specified Penalty, the licensee shall review the material and complete the Consent to Proposed Specified Penalty, electing to:

**SECTION: 10. ENFORCEMENT OF LEGISLATION**

- a) admit to the violation(s) contained in the Incident Report, accepting the penalty offered on the Notice of Specified Penalty; or
- b) admit to the violation(s) contained in the Incident Report but proceed with a Board hearing as directed by the Board. The licensee may elect to waive the requirement for witnesses by also completing the Waiver of Board Hearing Witnesses; or
- c) not admit to the violation(s) contained in the Incident Report and proceed with a Board hearing as directed by the board with witnesses to be available.

10.5.4 The Consent to Specified Penalty must be completed and returned to the Regulatory Division in St. Albert within fourteen calendar days from the date that the Notice of Proposed Specified Penalty is dated.

10.5.5 When a Notice of Proposed Specified Penalty involves a fine and/or suspension, the date(s) of the suspension, the amount of the fine(s) and the due date of the fine payment shall be included in the Notice of Proposed Specified Penalty.

10.5.6 Where a licensee accepts a proposed specified penalty respecting disciplinary action (penalty), any seized liquor will be forfeited to the AGLC for destruction.

10.5.7 Where the Chief Executive Officer determines that a warning will be issued which will form part of the operating record, the licensee or registrant will be advised by written notice, including:

- a) letter of warning;
- b) Incident Report; and
- c) Penalty Guidelines.

**SECTION: 10. ENFORCEMENT OF LEGISLATION**

**10.6 PENALTY GUIDELINES**

- 10.6.1 The Board shall establish guidelines that will provide a framework for penalty decisions regarding licensee violations of the *Gaming and Liquor Act*, Gaming and Liquor Regulation and Board policy.
- 10.6.2 The circumstances of each individual case shall be considered by the Board and, as a result, disciplinary measures normally taken for violations may vary and fall outside the guidelines.
- 10.6.3 The AGLC Penalty Guidelines are as follows.



## AGLC PENALTY GUIDELINES

The following scale of penalties represents disciplinary measures normally taken by the Alberta Gaming and Liquor Commission respecting violations of the *Gaming and Liquor Act*, *Gaming and Liquor Regulation*, an Order of the Board or a condition of a licence, pursuant to Section 91 of the *Gaming and Liquor Act*. Penalties may vary from the guidelines in mitigating or extreme circumstances. The Board, when making an Order under Section 91(2) of the *Gaming and Liquor Act*, will consider the relevant disciplinary record of the licensee/registrant and that of any affiliated business or corporation which holds a licence or registration issued under the Act. The following list of violations includes those which arise most frequently. The *Gaming and Liquor Act* and the *Gaming and Liquor Regulation* should be referenced for the actual wording of these and other violations.

VIOLATION	PENALTY NORMALLY IMPOSED FOR SUCCESSIVE VIOLATIONS OF A SIMILAR NATURE			
	1st Hearing/ Violation(s)	2nd Hearing/ Violation(s)	3rd Hearing/ Violation(s)	Subsequent Hearing/Violation(s)
<b>ILLEGAL MANUFACTURE, IMPORTATION, PURCHASING, POSSESSION, STORAGE, SALE OR CONSUMPTION OF LIQUOR</b>				
1. Illegal manufacture of liquor [GLA s. 50].	Up to cancellation and/or up to \$200,000 fine.			
2. Illegal importation or transportation of liquor [GLA s. 50].	Up to cancellation and/or up to \$50,000 fine.			
3. Purchase of illegal liquor [GLA s. 50, GLA s. 68(1)(a)].	30 days to cancellation and/or up to \$25,000 fine.			
4. Possession or storage of illegal liquor [GLA s. 50].	Up to cancellation and/or up to \$25,000 fine.			
5. Sell or give illegal liquor [GLA s. 50].	Up to cancellation and/or up to \$200,000 fine.			
6. Use or consumption of illegal liquor [GLA s. 50].	Up to cancellation and/or up to \$25,000 fine.			
<b>ILLEGAL ACTIVITY</b>				
7. Permitting on licensed premises an activity which is contrary to any municipal bylaw or any Act or regulation of Alberta or Canada or detrimental to the orderly operation of the premises [GLA s. 69(1)(a)(b)].	Up to cancellation and/or up to \$20,000 fine.			
8. Permitting an activity which may be injurious to the health or safety of people in the premises [GLA s. 69(1)(c)].	Up to cancellation and/or up to \$20,000 fine.			
<b>INDUCEMENTS</b>				
9. Liquor supplier or liquor agency offering or providing inducements [GLR s. 81].	Up to cancellation and/or up to \$50,000 fine.			
10. Liquor supplier or liquor agency entering into an agreement with licensee to sell liquor of the supplier or agency [GLA s. 66(1)].	Up to cancellation and/or up to \$50,000 fine.			
11. Licensee entering into an agreement with liquor supplier or liquor agency to sell the liquor of the supplier or agency [GLA s. 66(2)].	Up to cancellation and/or up to \$50,000 fine.			

VIOLATION	PENALTY NORMALLY IMPOSED FOR SUCCESSIVE VIOLATIONS OF A SIMILAR NATURE			
	1st Hearing/ Violation(s)	2nd Hearing/ Violation(s)	3rd Hearing/ Violation(s)	Subsequent Hearing/Violation(s)
12. Licensee requesting or accepting inducements [GLR s. 82(2)].	Up to cancellation and/or up to \$50,000 fine.			
<b>BOARD POLICIES</b>				
13. Contravention of Board policies that are a condition of a liquor licence [GLA s. 61(1)].	Up to cancellation and/or up to \$5,000 fine.			
14. Contravention of Board policies that are a condition of a registration [GLR s. 17(1)].	Up to cancellation and/or up to \$5,000 fine.			
<b>MINORS</b>				
15. Permit a person to give or sell liquor to a minor in licensed premises [GLA s. 75].	Up to 12 days and/or up to \$5,000 fine.	Up to 16 days and/or up to \$10,000 fine and in Class B premises (pool halls) a restriction prohibiting minors.	Up to cancellation.	Up to cancellation.
16. Give or sell liquor to a minor in licensed premises [GLA s. 75].	Up to 12 days and/or up to \$5,000 fine.	Up to 16 days and/or up to \$10,000 fine and in Class B premises (pool halls) a restriction prohibiting minors.	Up to cancellation.	Up to cancellation.
17. Permit a minor in licensed premises where minors are prohibited [GLA s. 74(3)].	Up to 8 days and/or up to \$2,000 fine.	Up to 16 days and/or up to \$4,000 fine.	Up to cancellation.	Up to cancellation.
18. Failure to request identification from a person who appears to be under 25 [GLA s. 61(1)].	3 days and/or up to \$1,000 fine.	Up to 6 days and/or up to \$1,500 fine.	Up to 10 days and/or up to \$4,000 fine.	Up to cancellation.
<b>INTOXICATION</b>				
19. Selling or providing liquor to a person apparently intoxicated by alcohol or a drug [GLA s. 75.1(a)].	Up to 6 days and/or up to \$1,500 fine.	Up to 8 days and/or up to \$2,000 fine.	Up to 10 days and/or up to \$4,000 fine.	Up to cancellation.
20. Permitting a person apparently intoxicated by alcohol or a drug to consume liquor on licensed premises [GLA s. 75.1(b)].	Up to 6 days and/or up to \$1,500 fine.	Up to 8 days and/or up to \$2,000 fine.	Up to 10 days and/or up to \$4,000 fine.	Up to cancellation.
21. Permitting a person apparently intoxicated by liquor or a drug to take part in a gaming activity or provincial lottery that is conducted in the licensed premises [GLA s. 75.1(c)].	Up to 6 days and/or up to \$1,500 fine.	Up to 8 days and/or up to \$2,000 fine.	Up to 10 days and/or up to \$4,000 fine.	Up to cancellation.
<b>ILLEGAL REMOVAL OF LIQUOR</b>				
22. Removal of liquor from licensed premises other than in accordance with the Act and Regulation [GLA s. 68(2)].	1 to 5 days and/or up to \$1,000 fine.	6 to 15 days and/or up to \$3,000 fine.	16 to 30 days and/or up to \$20,000 fine.	Up to cancellation.
<b>SALE OR CONSUMPTION AFTER HOURS</b>				
23. Sell or provide liquor on a licensed premises during hours when not permitted, or on a day when not permitted [GLA s. 68(1)(b)].	1 to 5 days and/or up to \$1,000 fine.	6 to 15 days and/or up to \$3,000 fine.	16 to 30 days and/or up to \$20,000 fine.	Up to cancellation.

VIOLATION	PENALTY NORMALLY IMPOSED FOR SUCCESSIVE VIOLATIONS OF A SIMILAR NATURE			
	1st Hearing/ Violation(s)	2nd Hearing/ Violation(s)	3rd Hearing/ Violation(s)	Subsequent Hearing/Violation(s)
24. Permit the consumption of liquor on a licensed premises during hours when not permitted or on a day when not permitted [GLA s. 71(3)].	1 to 5 days and/or up to \$1,000 fine.	6 to 15 days and/or up to \$3,000 fine.	16 to 30 days and/or up to \$20,000 fine.	Up to cancellation.
25. Allowing unauthorized person on licensed premises when sale and consumption of liquor is prohibited [GLA s. 71(2)].	Up to 2 days and/or up to \$1,000 fine.	3 to 4 days and/or up to \$2,000 fine.	5 to 7 days and/or up to \$4,000 fine.	Up to cancellation.
<b>ENTERTAINMENT</b>				
26. Providing entertainment prohibited by the Board [GLR s. 95(2)].	Up to 2 days and/or suspension of entertainment authorization for a specified period and/or up to \$1,000 fine.	3 to 7 days and/or up to \$2,000 fine.	8 to 28 days and/or up to \$4,000 fine.	Up to cancellation.
<b>OBSTRUCTION</b>				
27. Obstruct, hinder or impede an inspector in the performance of his duties [GLA s. 99].	5 to 7 days and/or up to \$5,000 fine.	8 to 10 days and/or up to \$10,000 fine.	11 to 20 days and/or up to \$15,000 fine.	Up to cancellation.

**SECTION: 11. SAMPLE FORMS**

- 11.1 Application for Liquor Licence (Form: Regulatory Division – 04/02)
- 11.2 Delivery Order Slip (FORM LIC/5236 (05/01))
- 11.3 Faulty Product Claim Request (FORM FIN/3602 (05/01))
- 11.4 Special Event Licence Authorization Letter (FORM LIC/793 (99/09))
- 11.5 Special Event Licence Order Form (FORM LIC/5177 (01/11))
- 11.6 Sample Special Event Licence – Private Non-Sale, sample with two locations and multiple dates (FORM LIC/5014 (02/02))
- 11.7 Sample Special Event Licence – Private Non-Sale Bus Tour (FORM LIC/5014 (02/02))
- 11.8 Sample Special Event Licence – Private Resale, sample with multiple times (FORM LIC/5016 (02/02))
- 11.9 Sample Special Event Licence – Private Resale, multiple dates (FORM LIC/5016 (02/02))
- 11.10 Product Delivery Claim Request (sample form)

**DATE ISSUED:** February 28, 2005

**AUTHORITY:** Original signed by  
NORM PETERSON

50 Corriveau Ave., St. Albert, AB, T8N 3T5

NAME OF APPLICANT:

PREMISES:

APPLICATION IS MADE FOR A LIQUOR LICENCE ISSUED PURSUANT TO THE GAMING AND LIQUOR ACT, TO PURCHASE AND SELL LIQUOR IN ACCORDANCE WITH THE ACT, THE GAMING AND LIQUOR REGULATION AND ALL CONDITIONS PRESCRIBED BY THE BOARD.

THIS APPLICATION COVERS:

CLASS	LICENCE NUMBER	FEE
-------	----------------	-----

NAME OF BOARD APPROVED MANAGER:

**NOTE: CURRENT LICENCE(S) EXPIRE(S)**

INVOICE #:	PLEASE SUBMIT THE FOLLOWING FEES BY
------------	-------------------------------------

BY SIGNATURE I / WE CERTIFY THE ABOVE INFORMATION IS CORRECT AND THE APPLICANT IS THE OWNER OR LESSEE OF THE PREMISES COVERED BY THIS APPLICATION AND IS IN ACTUAL POSSESSION AND CONTROL OF THOSE PREMISES.

DATE \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
SIGNATURE OF APPLICANT / AUTHORIZED OFFICER

Store Name:

Address:

Phone Number:

**DELIVERY ORDER SLIP**

Purchaser:

Address:

Phone Number:

Date: \_\_\_\_\_ Time: \_\_\_\_\_

This liquor is being delivered in accordance with AGLC policy under Class D Licence No. \_\_\_\_\_

QUANTITY	DESCRIPTION	PRICE
		Sub-Total
		Delivery Charge
		GST
		TOTAL

## FAULTY PRODUCT CLAIM REQUEST

BUSINESS NAME: \_\_\_\_\_ LICENSE / REGISTRATION NUMBER: \_\_\_\_\_

PREMISES ADDRESS: \_\_\_\_\_

(Street)

(City)

CSPC NUMBER	DESCRIPTION	BOTTLE SIZE	AGLC INVOICE NUMBER	AGLC INVOICE DATE	REASON # (SEE BELOW)	BOTTLE INVOICE PRICE	QUANTITY (BOTTLES)	REFUND CLAIM
						X	=	
						X	=	
						X	=	
						X	=	
						X	=	
						X	=	
						X	=	
						X	=	
						X	=	

REASON: (PLEASE FILL THE SPACE ABOVE WITH THE CORRESPONDING NUMBER)

**TOTAL REFUND CLAIMED**

1. Foreign Material in Bottle
2. Short-filled Bottle
3. Damaged Cap/Cork
4. Missing Bottle in Sealed Case/No Imprints (Save Case)

5. Customer/Consumer Complains (Record customer's name, address, telephone number and the nature of the complaint on the back of this form.)

6. Other (Please Explain): \_\_\_\_\_  
\_\_\_\_\_

RETURN **ORIGINAL** TO:

Alberta Gaming and Liquor Commission

50 Corriveau Avenue

St. Albert, Alberta T8N 3T5

Attention: Quality Control **Fax: (780) 447-8919**

(keep a copy for your records)

\_\_\_\_\_  
Signature (Owner / Manager)

\_\_\_\_\_  
Date

**FOR AGLC USE ONLY**

\_\_\_\_\_  
Quality Control Approval

\_\_\_\_\_  
Date

\_\_\_\_\_  
Inspector Approval

\_\_\_\_\_  
Destruction Date

**CUSTOMER COMPLAINT**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Complaint: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**CUSTOMER COMPLAINT**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Complaint: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**CUSTOMER COMPLAINT**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

Complaint: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**SPECIAL EVENT LICENCE  
AUTHORIZATION LETTER  
(BEARER ORDER FORM)**

**THIS FORM MUST BE COMPLETED IF SOMEONE OTHER THAN THE LICENCE APPLICANT IS OBTAINING:**

- A. A PRIVATE NON-SALE LICENCE AND LIQUOR; OR
- B. A PRIVATE RESALE LICENCE AND LIQUOR

This form must be completed and signed by the licence applicant, authorizing the liquor supplier or liquor agency representative or other second party, to obtain a Special Event Licence and/or liquor. The Special Event Licence will be made out in the name of the organization or individual hosting the licence function.

**PART ONE - SPECIAL EVENT LICENCE INFORMATION**

NAME: \_\_\_\_\_  
(Individual or Organization)

ADDRESS: \_\_\_\_\_

TELEPHONE: Business \_\_\_\_\_ Residence \_\_\_\_\_

**DETAILS OF LICENCE FUNCTION**

PLEASE CHECK ONE:  Private Non-Sale Licence  Private Resale Licence

TYPE OF FUNCTION: \_\_\_\_\_  
(e.g., Wedding, Club Dance, School Reunion, etc.)

LOCATION: \_\_\_\_\_  
(name of building)

ADDRESS: \_\_\_\_\_

\_\_\_\_ DAY OF \_\_\_\_\_, \_\_\_\_\_ LIQUOR SERVICE \_\_\_\_\_ A.M. TO \_\_\_\_\_ A.M. CONSUMPTION TO \_\_\_\_\_ A.M.  
P.M. P.M. P.M.

\_\_\_\_ DAY OF \_\_\_\_\_, \_\_\_\_\_ LIQUOR SERVICE \_\_\_\_\_ A.M. TO \_\_\_\_\_ A.M. CONSUMPTION TO \_\_\_\_\_ A.M.  
P.M. P.M. P.M.

\_\_\_\_ DAY OF \_\_\_\_\_, \_\_\_\_\_ LIQUOR SERVICE \_\_\_\_\_ A.M. TO \_\_\_\_\_ A.M. CONSUMPTION TO \_\_\_\_\_ A.M.  
P.M. P.M. P.M.

\_\_\_\_ DAY OF \_\_\_\_\_, \_\_\_\_\_ LIQUOR SERVICE \_\_\_\_\_ A.M. TO \_\_\_\_\_ A.M. CONSUMPTION TO \_\_\_\_\_ A.M.  
P.M. P.M. P.M.

MAXIMUM NUMBER OF PEOPLE ATTENDING: \_\_\_\_\_

**PART TWO - LIQUOR REPRESENTATIVE, OR OTHER PARTY, INFORMATION**

PLEASE ISSUE TO: \_\_\_\_\_  
Name (Please Print)

ADDRESS: \_\_\_\_\_

**NOTE TO RETAILER:**  
Please attach this Special Event Licence  
Authorization Letter to the AGLC (yellow)  
copy of the licence issued.

\_\_\_\_\_  
Signature  
(Special Event Licence Applicant)

## SPECIAL EVENT LICENCE ORDER FORM

NAME OF RETAIL STORE: \_\_\_\_\_ DATE: \_\_\_\_\_

LICENCE NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_, Alberta \_\_\_\_\_  
(Postal Code)

### ORDER SUMMARY

LICENCE TYPE	QUANTITY	VALUE	DOLLAR VALUE
Private Non-Sale		x \$10.00	=
Private Resale		x \$25.00	=
<b>TOTAL</b>			

**A cheque payable to the AGLC for the total value of this order is required to process the order.**

### REPLACEMENT LICENCES REQUESTED

LICENCE TYPE	LICENCE NUMBER	REASON FOR REPLACEMENT
Private Non-Sale		
Private Resale		

**I certify that the above replacement information is true, complete and correct, to the best of my knowledge.**

\_\_\_\_\_  
STORE MANAGER

**NOTE:**

1. A claim for replacement licences must be accompanied by the customer (white), AGLC (yellow), and store (pink) copies of the spoiled or refunded licence.
2. Please return the AGLC (yellow) copies of recently issued licences, if you have not done so already.
3. Mail the white and yellow copies of this order form with a cheque payable to the AGLC to:  
 Alberta Gaming and Liquor Commission  
 Regulatory Division  
 50 Corriveau Avenue  
 St. Albert, Alberta T8N 3T5
4. Any questions may be directed to the Regulatory Division at (780) 447-8846.



GAMING AND LIQUOR ACT  
**SAMPLE SPECIAL EVENT LICENCE – PRIVATE NON-SALE**  
 FEE: \$10.00

NAME (INDIVIDUAL, ORGANIZATION OR COMPANY): JANE DOE

ADDRESS: 10001 - 101 AVENUE, EDMONTON

TELEPHONE: BUS 900 - 9111 TYPE OF FUNCTION: WEDDING/GIFT OPENING

RES 989 - 9898

COPYING THIS DOCUMENT  
 IS CONTRARY TO THE  
 CRIMINAL CODE OF CANADA

IS ENTITLED TO PURCHASE LIQUOR, WINE AND BEER WHICH MAY BE CONSUMED AT THE PLACE AND BETWEEN THE HOURS DESIGNATED BELOW, AND UNDER THE CONDITIONS STATED IN THE REGULATION. LIQUOR PURCHASED UNDER AUTHORITY OF THIS LICENCE MAY BE CONSUMED ON THE PREMISES KNOWN AS:

LOCATION: (A) EDMONTON COMMUNITY HALL (B) EDMONTON CHURCH HALL  
 (name of building)

ADDRESS: (A) 10001 - 116 STREET, EDMONTON (B) 10010 - 100 AVENUE, EDMONTON

<u>(A)</u> 10	DAY OF	<u>AUG</u>	<u>20</u>	<u>00</u>	LIQUOR SERVICE	<u>6:00</u>	<u>(AM)</u> <u>(PM)</u>	<u>2:00</u>	<u>(AM)</u> <u>(PM)</u>	CONSUMPTION TO	<u>3:00</u>	<u>(AM)</u> <u>(PM)</u>
<u>(B)</u> 11	DAY OF	<u>AUG</u>	<u>20</u>	<u>00</u>	LIQUOR SERVICE	<u>2:00</u>	<u>(AM)</u> <u>(PM)</u>	<u>5:00</u>	<u>(AM)</u> <u>(PM)</u>	CONSUMPTION TO	<u>6:00</u>	<u>(AM)</u> <u>(PM)</u>
	DAY OF		<u>20</u>		LIQUOR SERVICE		<u>AM</u> <u>PM</u>		<u>AM</u> <u>PM</u>	CONSUMPTION TO		<u>AM</u> <u>PM</u>
	DAY OF		<u>20</u>		LIQUOR SERVICE		<u>AM</u> <u>PM</u>		<u>AM</u> <u>PM</u>	CONSUMPTION TO		<u>AM</u> <u>PM</u>

Service Fee (Maximum \$2.00)	<u>0</u>
G.S.T.	<u>0</u>
Sub Total	<u>0</u>
Licence Fee	<u>\$10.00</u>
Amount Due	<u>\$10.00</u>

MAXIMUM NUMBER OF PEOPLE WHO WILL ATTEND THIS FUNCTION (Not to exceed occupant load) (A) 200 (B) 125

MINORS MAY NOT BE SERVED, CONSUME OR HANDLE LIQUOR  
 UNDER NO CIRCUMSTANCES MAY HOMEMADE LIQUOR PRODUCTS BE TAKEN TO AND CONSUMED AT LICENSED FUNCTIONS

THIS LICENCE IS GRANTED TO THE PARTY NAMED ABOVE ON THE UNDERSTANDING OF THE PERSON WHOSE SIGNATURE APPEARS BELOW AND WHO AGREES OR AGREES ON BEHALF OF THE ORGANIZATION HE REPRESENTS (WHICHEVER IS APPLICABLE), TO CARRY OUT ALL THE TERMS AND THE CONDITIONS STATED IN THE REGULATION.

ISSUED BY CORNER LIQUOR STORE  
 Business Name

DATE 30 MAY 00  
 (Day, Month, Year)

984512 VSA  
 (Store Licence/Registration Number)

JANE DOE  
 CUSTOMER NAME (Print)

Mary Brown  
 SIGNATURE OF ISSUER

Jane Doe  
 CUSTOMER SIGNATURE

## **CONDITIONS FOR SPECIAL EVENT LICENCE – PRIVATE NON-SALE FUNCTIONS**

1. **MAXIMUM HOURS OF SERVICE**
  - liquor service may take place between 10:00 a.m. and 2:00 a.m. with a one hour consumption period to 3:00 a.m., unless otherwise approved by the Licensing Division
  - premises rental contracts may restrict hours of liquor service
2. **MINORS**
  - minors may be present at functions but may not be in possession of or consume liquor
  - minors may not serve liquor or sell liquor tickets
  - minors should be discouraged from attending functions which operate in a similar style to cabarets or pubs
3. **INTOXICATION**
  - intoxicated persons may not be served liquor or allowed to consume liquor
4. **AUTHORIZED LIQUOR**
  - homemade spirits, beer or wine **MAY NOT** be served or stored at functions
  - only liquor legally purchased in Alberta from approved AGLC sources may be served and stored at functions
  - liquor purchase receipts must be attached to the licence
  - unauthorized liquor may be subject to seizure by police or AGLC inspectors and violators may be charged under the Gaming and Liquor Act
5. **ATTENDANCE**
  - access to functions is limited to **MEMBERS AND GUESTS ONLY**
  - the general public may not be invited or allowed into a function
  - maximum number of people may not exceed occupant load of premises
6. **ADVERTISING**
  - all advertising for functions must state “for members and invited guests only”
  - advertising must not invite the general public or suggest the general public is welcome
7. **SUPERVISION AND CONTROL**
  - responsible supervision must be provided at each function with one supervisor for every 50 people recommended
  - supervisors and bartenders may not consume liquor while on duty
  - illegal activities are not permitted at functions and police should be informed of any illegal activity encountered
8. **INSPECTIONS**
  - special event licence functions may be inspected by police or AGLC inspectors who must be allowed entry
9. **SPECIAL EVENT LICENCES**
  - the licence must be posted in a prominent location during the entire function
  - licensees are legally responsible to ensure all liquor laws and regulations are followed

SHOULD ADDITIONAL INFORMATION BE REQUIRED, PLEASE CALL AGLC LICENSING DIVISION AT 447-8846 (ST. ALBERT), 292-7300 (CALGARY) OR 314-2656 (RED DEER)



GAMING AND LIQUOR ACT  
**SAMPLE SPECIAL EVENT LICENCE – PRIVATE NON-SALE**  
 FEE: \$10.00

NAME (INDIVIDUAL, ORGANIZATION OR COMPANY): SUNSHINE TOUR ASSOCIATION

ADDRESS: 10000 - 100 STREET, EDMONTON

TELEPHONE: BUS 400-2000 TYPE OF FUNCTION: SKI TRIP - BUS TOUR

RES \_\_\_\_\_

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IS ENTITLED TO PURCHASE LIQUOR, WINE AND BEER WHICH MAY BE CONSUMED AT THE PLACE AND BETWEEN THE HOURS DESIGNATED BELOW, AND UNDER THE CONDITIONS STATED IN THE REGULATION. LIQUOR PURCHASED UNDER AUTHORITY OF THIS LICENCE MAY BE CONSUMED ON THE PREMISES KNOWN AS:

LOCATION: #1 EDMONTON TO BANFF  
 (name of building)

ADDRESS: #2 BANFF TO EDMONTON

#1	23	DAY OF	JAN	20	00	LIQUOR SERVICE	4:00	<u>AM</u> <u>PM</u>	9:00	<u>AM</u> <u>PM</u>	CONSUMPTION TO	9:30	<u>AM</u> <u>PM</u>
#2	25	DAY OF	JAN	20	00	LIQUOR SERVICE	8:00	<u>AM</u> <u>PM</u>	1:00	<u>AM</u> <u>PM</u>	CONSUMPTION TO	2:00	<u>AM</u> <u>PM</u>
		DAY OF		20		LIQUOR SERVICE		<u>AM</u> <u>PM</u>		<u>AM</u> <u>PM</u>	CONSUMPTION TO		<u>AM</u> <u>PM</u>
		DAY OF		20		LIQUOR SERVICE		<u>AM</u> <u>PM</u>		<u>AM</u> <u>PM</u>	CONSUMPTION TO		<u>AM</u> <u>PM</u>

Service Fee (Maximum \$2.00)	2.00
G.S.T.	.14
<b>Sub Total</b>	<b>2.14</b>

Licence Fee	\$10.00
Amount Due	\$12.14

Attach All Liquor Receipts

MAXIMUM NUMBER OF PEOPLE WHO WILL ATTEND THIS FUNCTION (Not to exceed occupant load) 45

MINORS MAY NOT BE SERVED, CONSUME OR HANDLE LIQUOR UNDER NO CIRCUMSTANCES MAY HOMEMADE LIQUOR PRODUCTS BE TAKEN TO AND CONSUMED AT LICENSED FUNCTIONS

THIS LICENCE IS GRANTED TO THE PARTY NAMED ABOVE ON THE UNDERSTANDING OF THE PERSON WHOSE SIGNATURE APPEARS BELOW AND WHO AGREES OR AGREES ON BEHALF OF THE ORGANIZATION HE REPRESENTS (WHICHEVER IS APPLICABLE)), TO CARRY OUT ALL THE TERMS AND THE CONDITIONS STATED IN THE REGULATION.

ISSUED BY CORNER LIQUOR STORE  
 Business Name

DATE 19 JAN 00  
 (Day, Month, Year)

\* APPROVED BY LICENSING DIVISION (JIM)

984512  
 (Store Licence/Registration Number)

MIKE SMITH  
 CUSTOMER NAME (Print)

Mary Brown  
 SIGNATURE OF ISSUER

Mike Smith  
 CUSTOMER SIGNATURE

## **CONDITIONS FOR SPECIAL EVENT LICENCE – PRIVATE NON-SALE FUNCTIONS**

1. **MAXIMUM HOURS OF SERVICE**
  - liquor service may take place between 10:00 a.m. and 2:00 a.m. with a one hour consumption period to 3:00 a.m., unless otherwise approved by the Licensing Division
  - premises rental contracts may restrict hours of liquor service
2. **MINORS**
  - minors may be present at functions but may not be in possession of or consume liquor
  - minors may not serve liquor or sell liquor tickets
  - minors should be discouraged from attending functions which operate in a similar style to cabarets or pubs
3. **INTOXICATION**
  - intoxicated persons may not be served liquor or allowed to consume liquor
4. **AUTHORIZED LIQUOR**
  - homemade spirits, beer or wine **MAY NOT** be served or stored at functions
  - only liquor legally purchased in Alberta from approved AGLC sources may be served and stored at functions
  - liquor purchase receipts must be attached to the licence
  - unauthorized liquor may be subject to seizure by police or AGLC inspectors and violators may be charged under the Gaming and Liquor Act
5. **ATTENDANCE**
  - access to functions is limited to **MEMBERS AND GUESTS ONLY**
  - the general public may not be invited or allowed into a function
  - maximum number of people may not exceed occupant load of premises
6. **ADVERTISING**
  - all advertising for functions must state “for members and invited guests only”
  - advertising must not invite the general public or suggest the general public is welcome
7. **SUPERVISION AND CONTROL**
  - responsible supervision must be provided at each function with one supervisor for every 50 people recommended
  - supervisors and bartenders may not consume liquor while on duty
  - illegal activities are not permitted at functions and police should be informed of any illegal activity encountered
8. **INSPECTIONS**
  - special event licence functions may be inspected by police or AGLC inspectors who must be allowed entry
9. **SPECIAL EVENT LICENCES**
  - the licence must be posted in a prominent location during the entire function
  - licensees are legally responsible to ensure all liquor laws and regulations are followed

SHOULD ADDITIONAL INFORMATION BE REQUIRED, PLEASE CALL AGLC LICENSING DIVISION AT 447-8846 (ST. ALBERT), 292-7300 (CALGARY) OR 314-2656 (RED DEER)



GAMING AND LIQUOR ACT  
**SAMPLE SPECIAL EVENT LICENCE – PRIVATE RESALE**  
 FEE: \$25.00

NAME (INDIVIDUAL, ORGANIZATION OR COMPANY): ALBERTA DAIRY SOCIAL CLUB

ADDRESS: 10003 - 1954 STREET, CALGARY

TELEPHONE: BUS 231 - 1111 TYPE OF FUNCTION: DINNER

RES 261 - 1111

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IS ENTITLED TO PURCHASE LIQUOR, WINE AND BEER WHICH MAY BE CONSUMED AT THE PLACE AND BETWEEN THE HOURS DESIGNATED BELOW, AND UNDER THE CONDITIONS STATED IN THE REGULATION. LIQUOR PURCHASED UNDER AUTHORITY OF THIS LICENCE MAY BE CONSUMED ON THE PREMISES KNOWN AS:

LOCATION: XYZ COMMUNITY HALL  
 (name of building)

ADDRESS: 10633 - 111 AVENUE, CALGARY

<u>10</u> DAY OF <u>JUNE</u> 20 <u>00</u>	LIQUOR SERVICE	<u>3:00</u>	<u>AM</u> <u>PM</u>	<u>7:00</u>	<u>AM</u> <u>PM</u>	CONSUMPTION TO	<u>8:00</u>	<u>AM</u> <u>PM</u>
<u>10</u> DAY OF <u>JUNE</u> 20 <u>00</u>	LIQUOR SERVICE	<u>3:00</u>	<u>AM</u> <u>PM</u>	<u>7:00</u>	<u>AM</u> <u>PM</u>	CONSUMPTION TO	<u>8:00</u>	<u>AM</u> <u>PM</u>
<u>10</u> DAY OF <u>JUNE</u> 20 <u>00</u>	LIQUOR SERVICE	<u>8:00</u>	<u>AM</u> <u>PM</u>	<u>12:00</u>	<u>AM</u> <u>PM</u>	CONSUMPTION TO	<u>1:00</u>	<u>AM</u> <u>PM</u>
____ DAY OF _____ 20 _____	LIQUOR SERVICE	_____	<u>AM</u> <u>PM</u>	_____	<u>AM</u> <u>PM</u>	CONSUMPTION TO	_____	<u>AM</u> <u>PM</u>

Service Fee  
 (Maximum \$2.00) 1.00  
 G.S.T. .07

Sub Total 1.07

Licence Fee \$25.00

Amount Due \$26.07

Attach All Liquor Receipts

MAXIMUM NUMBER OF PEOPLE WHO WILL ATTEND THIS FUNCTION (Not to exceed occupant load) 200

MINORS MAY NOT BE SERVED, CONSUME OR HANDLE LIQUOR  
 UNDER NO CIRCUMSTANCES MAY HOMEMADE LIQUOR PRODUCTS BE TAKEN TO AND CONSUMED AT LICENSED FUNCTIONS

THIS LICENCE IS GRANTED TO THE PARTY NAMED ABOVE ON THE UNDERSTANDING OF THE PERSON WHOSE SIGNATURE APPEARS BELOW AND WHO AGREES OR AGREES ON BEHALF OF THE ORGANIZATION HE REPRESENTS (WHICHEVER IS APPLICABLE)), TO CARRY OUT ALL THE TERMS AND THE CONDITIONS STATED IN THE REGULATION.

ISSUED BY CORNER LIQUOR STORE  
 Business Name

DATE 09 JUNE 00  
 (Day, Month, Year)

984512 VSA  
 (Store Licence/Registration Number)

JANE WHITE  
 CUSTOMER NAME (Print)

Mary Brown  
 SIGNATURE OF ISSUER

Jane White  
 CUSTOMER SIGNATURE

## **CONDITIONS FOR SPECIAL EVENT LICENCE – PRIVATE RESALE FUNCTIONS**

1. **MAXIMUM HOURS OF SERVICE**
  - liquor service may take place between 10:00 a.m. and 2:00 a.m. with a one hour consumption period to 3:00 a.m., unless otherwise approved by the Licensing Division
  - premises rental contracts may restrict hours of liquor service
2. **MINORS**
  - minors may be present at functions but may not be in possession of or consume liquor
  - minors may not serve liquor or sell liquor tickets
  - minors should be discouraged from attending functions which operate in a similar style to cabarets or pubs
3. **INTOXICATION**
  - intoxicated persons may not be served liquor or allowed to consume liquor
4. **AUTHORIZED LIQUOR**
  - homemade spirits, beer or wine **MAY NOT** be served or stored at functions
  - only liquor legally purchased in Alberta from approved AGLC sources may be served and stored at functions
  - liquor purchase receipts must be attached to the licence
  - unauthorized liquor may be subject to seizure by police or AGLC inspectors and violators may be charged under the Gaming and Liquor Act
5. **ATTENDANCE**
  - access to functions is limited to **MEMBERS AND GUESTS ONLY**
  - **TICKETS MAY NOT BE SOLD TO THE GENERAL PUBLIC** nor sold from business outlets
  - the general public may not be invited or allowed into a function
  - maximum number of people may not exceed occupant load of premises
6. **ADVERTISING**
  - all advertising for functions must state “for members and invited guests only”
  - advertising must not invite the general public or suggest the general public is welcome
7. **SUPERVISION AND CONTROL**
  - responsible supervision must be provided at each function with one supervisor for every 50 people recommended
  - supervisors and bartenders may not consume liquor while on duty
  - illegal activities are not permitted at functions and police should be informed of any illegal activity encountered
8. **INSPECTIONS**
  - special event licence functions may be inspected by police or AGLC inspectors who must be allowed entry
9. **SPECIAL EVENT LICENCES**
  - the licence must be posted in a prominent location during the entire function
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SHOULD ADDITIONAL INFORMATION BE REQUIRED, PLEASE CALL AGLC LICENSING DIVISION AT 447-8846 (ST. ALBERT), 292-7300 (CALGARY) OR 314-2656 (RED DEER)





GAMING AND LIQUOR ACT  
**SAMPLE SPECIAL EVENT LICENCE – PRIVATE RESALE**  
 FEE: \$25.00

NAME (INDIVIDUAL, ORGANIZATION OR COMPANY): ROYAL ABC SOCIETY

ADDRESS: 11111 - 999 STREET, EDMONTON

TELEPHONE: BUS 411 - 1199 TYPE OF FUNCTION: SOCIAL

RES 424 - 2424

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IS ENTITLED TO PURCHASE LIQUOR, WINE AND BEER WHICH MAY BE CONSUMED AT THE PLACE AND BETWEEN THE HOURS DESIGNATED BELOW, AND UNDER THE CONDITIONS STATED IN THE REGULATION. LIQUOR PURCHASED UNDER AUTHORITY OF THIS LICENCE MAY BE CONSUMED ON THE PREMISES KNOWN AS:

LOCATION: ABCD COMMUNITY HALL  
 (name of building)

ADDRESS: 12121 - 222 AVENUE, EDMONTON

<u>1&amp;2</u>	DAY OF	<u>JUNE</u>	<u>20</u>	<u>00</u>	LIQUOR SERVICE	<u>6:00</u>	<u>PM</u>	<u>2:00</u>	<u>AM</u>	CONSUMPTION TO	<u>3:00</u>	<u>PM</u>
<u>3&amp;4</u>	DAY OF	<u>JUNE</u>	<u>20</u>	<u>00</u>	LIQUOR SERVICE	<u>5:00</u>	<u>PM</u>	<u>1:00</u>	<u>AM</u>	CONSUMPTION TO	<u>2:00</u>	<u>PM</u>
<u>5&amp;6</u>	DAY OF	<u>JUNE</u>	<u>20</u>	<u>00</u>	LIQUOR SERVICE	<u>12:00</u>	<u>PM</u>	<u>8:00</u>	<u>AM</u>	CONSUMPTION TO	<u>9:00</u>	<u>PM</u>
<u>7&amp;8</u>	DAY OF	<u>JUNE</u>	<u>20</u>	<u>00</u>	LIQUOR SERVICE	<u>6:00</u>	<u>PM</u>	<u>2:00</u>	<u>AM</u>	CONSUMPTION TO	<u>3:00</u>	<u>PM</u>

Service Fee  
 (Maximum \$2.00) 2.00  
 G.S.T. .14  
 Sub Total 2.14

Licence Fee \$25.00  
 Amount Due \$27.14

Attach All Liquor Receipts

MAXIMUM NUMBER OF PEOPLE WHO WILL ATTEND THIS FUNCTION (Not to exceed occupant load) 400

MINORS MAY NOT BE SERVED, CONSUME OR HANDLE LIQUOR  
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ISSUED BY CORNER LIQUOR STORE  
 Business Name

DATE 30 MAY 00  
 (Day, Month, Year)

984512 VSA  
 (Store Licence/Registration Number)

JANET JONES  
 CUSTOMER NAME (Print)

Mary Brown  
 SIGNATURE OF ISSUER

Janet Jones  
 CUSTOMER SIGNATURE

## **CONDITIONS FOR SPECIAL EVENT LICENCE – PRIVATE RESALE FUNCTIONS**

1. **MAXIMUM HOURS OF SERVICE**
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**Connect**  
Logistics

**PRODUCT DELIVERY CLAIM REQUEST**

Customer Service Call Number: \_\_\_\_\_

Claims Log Book Number: \_\_\_\_\_ Date: \_\_\_\_\_

Business name: \_\_\_\_\_

Licensee number: \_\_\_\_\_

Date shipment received: \_\_\_\_\_

Name of Carrier: \_\_\_\_\_

CLS Pro Number \_\_\_\_\_ (see upper right corner of Bill of Lading)

CSPC NUMBER	PRODUCT DESCRIPTION	BOTTLE SIZE	CLS ORDER NUMBER	CLS ORDER DATE	REASON # (See below)	INVOICE BOTTLE PRICE	BOTTLE QUANTITY	CLAIM AMOUNT
						X	=	
						X	=	
						X	=	
						X	=	
<b>TOTAL AMOUNT CLAIMED</b>								

**REASON:**

1. Breakage
2. Short shipment
3. Over shipment (Fill in the **reason** above with the corresponding number)

**REASON FOR CLAIM:** (provide detailed information regarding this claim) \_\_\_\_\_

In accordance with Section 7.4 of the AGLC Operating Guidelines, all evidence of breakage must be maintained (and produced upon investigation) by the claimant for a minimum of 60 days OR until a claim cheque has been received.

All claims (breakage, shortages, overages) must be completed and mailed or faxed to CLS Customer Service within two (2) days of receipt of goods, **All breakage and/or shortages must be noted on the bill of lading in order to process the claim. Please attach a copy of the bill of lading with the claim.**

**Return this form to:** Connect Logistics Customer Service – Claims  
50 Corriveau Avenue,  
St. Albert, Alberta T8N 3T5

Signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

Position \_\_\_\_\_

FAX to 780-458-8588 or 1-800-727-8960