

Advertising Clarification



This bulletin is to advise all liquor licensees of **IMPORTANT AMENDMENT(S)** to advertising policy.

These policies have been amended to provide further clarification regarding advertising which include:

- an updated definition of the term 'advertising'; and
- removal of the word 'athlete'.

The amendments, effective August 7, 2019, are located in the following handbooks:

- Section 7.1.1 and 7.5.2 of the Liquor Licensee Handbook.
- Section 6.1.1 and 6.4.2 of the General Merchandise Liquor Store Handbook.
- Section 4.1.1 and 4.5.2 of the Liquor Agency Handbook.
- Section 6.1.1 and 6.4.2 of the Retail Liquor Store Handbook.

The updated policies may be accessed on the AGLC website at www.aglc.ca.

If you have any questions please contact the AGLC's Compliance Branch at inspections.mailbox@aglc.ca.