



# Liquor Agency Handbook

---

[aglc.ca](http://aglc.ca)

# LIQUOR AGENCY HANDBOOK

---

## Table of Contents

1. **General Information**
  - 1.1 Introduction
  - 1.2 Definitions
  - 1.3 Contacting the AGLC
  - 1.4 Legislation and Board Policies
  
2. **Agency Registration**
  - 2.1 General Information
  - 2.2 Application for Liquor Agency Registration
  - 2.3 ProServe Liquor Staff Training
  - 2.4 Sale or Change of Status of Liquor Agency
  - 2.5 Competitive and Prohibitive Relationships
  
3. **Liquor Products**
  - 3.1 Product Registration
  - 3.2 Product Code Assignment
  - 3.3 Archiving and Reactivating Products
  - 3.4 Non-Standard Sizes (Applies to Wine Only)
  - 3.5 Advanced Shipping Notice Registration
  - 3.6 Product Sales
  - 3.7 Consignment Payment
  - 3.8 Product Pricing - General
  - 3.9 Product Pricing - Beer (deleted)
  - 3.10 Allocated Product
  - 3.11 Insurance
  - 3.12 Private Labels

- 3.13** Containers
- 3.14** Warehouse Charges
- 3.15** Added Value Liquor (“On-Packs”)
- 3.16** Procurement of Samples by Liquor Agencies
- 3.17** Product Acquired By Liquor Agencies At Wholesale
- 3.18** Transfer of Agency Representation
- 3.19** Board to Board Transfers Originating in Alberta
- 3.20** Board to Board Transfers Originating in Other Canadian Jurisdictions
- 3.21** Futures
- 3.22** Direct Sourcing of Products
- 3.23** Faulty Product Claims
- 3.24** Product Returns and Recalls
- 3.25** Exclusivity Agreements (deleted)
- 3.26** Assisting Special Event Licensees
- 3.27** Personal Importation of Liquor

**4. Advertising**

- 4.1** General Information
- 4.2** Advertising by Class A, B, C Licensees (deleted)
- 4.3** Advertising by Class D Licensees (deleted)
- 4.4** Advertising by Special Event Licensees (deleted)
- 4.5** Advertising Content Restrictions
- 4.6** Event/Team Agreements & Sponsorships
- 4.7** Trade Shows
- 4.8** Market Research
- 4.9** Hosting No Sale Functions
- 4.10** Hospitality Rooms

**5. Product Promotions**

- 5.1** General Information

- 5.2 Prohibited Inducements and Benefits
- 5.3 Promotional Agreements
- 5.4 Licensee Promotions
- 5.5 Liquor Tastings
- 5.6 Product Sampling for Licensees
- 5.7 Product Sampling for Public
- 5.8 General Product Promotions
- 5.9 Added Value Promotions

6. **Enforcement of Legislation**

- 6.1 Incident Reports
- 6.2 Notice of Administrative Sanctions (deleted)
- 6.3 Penalty Guidelines (deleted)
- 6.4 Board Hearings (deleted)

7. **Forms**

**SUBJECT: INTRODUCTION**

**POLICIES**

- 1.1.1 Alberta Gaming, Liquor and Cannabis (AGLC) is established under the *Gaming, Liquor and Cannabis Act* (GLCA) and is governed by the requirements of the Criminal Code, the GLCA and the Gaming, Liquor and Cannabis Regulation (GLCR).
- 1.1.2 AGLC is the province's liquor authority, responsible for administering and regulating the liquor industry in Alberta.
- 1.1.3 Board policies are approved by the Board of AGLC and signed by its Chair, on behalf of the Board.
- 1.1.4 Board policies respecting the activities authorized by a registration, as detailed in this handbook, are conditions of the registration pursuant to Section 17 of the GLCR.
- 1.1.5 The Board may impose conditions in conjunction with a licence or registration that are in addition to the conditions referred to in this handbook.
- 1.1.6 Guidelines are best business practices designed to help agencies meet operating requirements.
- 1.1.7 *(Deleted Nov 2022)*
- 1.1.8 *(Deleted Dec 2020)*
- 1.1.9 Only those businesses and/or persons with a Class E manufacturer's licence pursuant to Section 55 of the GLCR or who are registered as a liquor agency with AGLC pursuant to Section 62 of the GLCA, and Section 73 of the GLCR, may conduct marketing, merchandising, and promotional activities of liquor in Alberta.
- 1.1.10 An activity not specifically permitted under these guidelines is prohibited.
- 1.1.11 Where a liquor agency's contact person does not have a working knowledge of the English language sufficient to understand the legislation and/or these policies, AGLC may request the agency to have an interpreter present whenever: *(Amended Nov 2022)*
- a) discussing details of an application;
  - b) discussing the operation of the agency with AGLC; and
  - c) the agency's contact person attends a Board meeting.



**SECTION: GENERAL INFORMATION**  
**NUMBER: 1.1**

**LIQUOR AGENCY HANDBOOK**

**PAGE 2 OF 2**

**SUBJECT: INTRODUCTION**

**GUIDELINES**

- 1.1.12 The purpose of this handbook is to provide information that will help agencies and their employees meet AGLC requirements for operating in accordance with the legislation and Board policies. The handbook does not replace the GLCA or the GLCR.
- 1.1.13 The Liquor Agency Handbook, that contains Board policies and guidelines, may be accessed on AGLC’s website at [aglc.ca](http://aglc.ca). *(Amended Nov 2022)*
- 1.1.14 The GLCA and GLCR may be accessed on the King’s Printer web site at [Alberta King’s Printer | Alberta.ca](http://Alberta King’s Printer | Alberta.ca). *(Amended Nov 2022)*

DATE ISSUED: November 29, 2022 AUTHORITY: Original signed by Len Rhodes

**SUBJECT: DEFINITIONS**

**POLICIES**

1.2.1 In this handbook,

- a) "AGLC" means Alberta Gaming, Liquor and Cannabis.
- b) "AGLC Authorized Warehouse" means warehouses that are approved by AGLC, pursuant to Section 99 of the GLCR, to store and distribute liquor. They include:
  - i) the "Central AGLC Authorized Warehouse" means the warehouse located in St. Albert, permitted to store and distribute spirits, wine, coolers, and beer; and
  - ii) "Other Authorized Warehouses" means approved warehouses other than the Central AGLC Authorized Warehouse permitted to distribute domestic beer products;  
(Added Dec 2019)
- c) "Board" means the Board of AGLC.
- d) "GLCA" means the *Gaming, Liquor and Cannabis Act*.
- e) "GLCR" means the Gaming, Liquor and Cannabis or Regulation.
- f) "Handbook" means the Liquor Agency Handbook.
- g) "Inspector" means an Inspector of AGLC, a police officer as defined in the Police Act or someone designated by AGLC as an Inspector under the GLCA.
- h) "licensee" means the individual, partnership or corporation holding a liquor licence.
- i) "liquor" means beverages that are intended for human consumption containing over 1% alcohol by volume (e.g., spirits, wine, liqueur, coolers, cider or beer).
- j) "liquor agency" (agency) means a corporation or individual who is in the business of representing a liquor supplier in the sale of the supplier's liquor.
- k) "liquor supplier" (supplier) means
  - i) a manufacturer;

**SUBJECT: DEFINITIONS**

- ii) a person who operates an establishment for making liquor outside Alberta;
- iii) a person, other than AGLC, who is a distributor of liquor, and
- iv) any person who has a connection, as specified in the regulations, to a manufacturer or a person described in subclause ii) or iii) above; and
- l) “manufacturer” means an AGLC licensed Class E liquor Manufacturer; and
- m) *(Moved to Subsection 3.1.17 Oct 2023)*
- n) “sampling” refers to liquor products being provided to licensees free of charge for the purpose of sampling an existing or new brand of product; and
- o) “staff” means any person employed by an agency/supplier or contracted by an agency, supplier or third party to perform staff duties.





SECTION: GENERAL INFORMATION

NUMBER: 1.3

LIQUOR AGENCY HANDBOOK

PAGE 1 OF 1

SUBJECT: CONTACTING AGLC

1.3.1 There are five (5) AGLC offices in the province. Normal office hours are 8:15 a.m. to 4:00 p.m. Monday to Friday, excluding statutory holidays. Outside normal office hours and when staff is unavailable, messages may be left on voice mail.

**St. Albert (Head Office)**

50 Corriveau Avenue	Phone: 780-447-8600
St. Albert, Alberta	Fax: 780-447-8911
T8N 3T5	Fax: 780-447-8912

**Calgary**

310, 6715 - 8 Street NE	
Calgary, Alberta	Phone: 403-292-7300
T2E 7H7	Fax: 403-292-7302

**Red Deer**

#3, 7965 – 49 Avenue	
Red Deer, Alberta	Phone: 403-314-2656
T4P 2V5	Fax: 403-314-2660

**Grande Prairie**

100, 11039 - 78 Avenue	
Grande Prairie, Alberta	Phone: 780-832-3000
T8W 2J7	Fax: 780-832-3006

**Lethbridge**

655 WT Hill Blvd South	
Lethbridge, Alberta	Phone: 403-331-6500
T1J 1Y6	Fax: 403-331-6506

1.3.2 AGLC's web site address is: [aglc.ca](http://aglc.ca)

DATE ISSUED: November 27, 2012

AUTHORITY: Original signed by Marguerite Trussler

**SUBJECT: LEGISLATION AND BOARD POLICIES**

**POLICIES**

- 1.4.1 Agencies and their staff must comply with:
- a) the GLCA;
  - b) the GLCR;
  - c) Board policies; and
  - d) all federal, provincial and municipal legislation.
- 1.4.2 Non-compliance with the legislation or Board policies may result in disciplinary action by the Board pursuant to Part 4 of the GLCA.
- 1.4.3 If an agency is at any time charged or convicted of an offence set out in any of the legislation listed in Section 1.4.1, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the liquor agency registration.
- 1.4.4 If an agency misleads the AGLC, fails to provide information or provides inaccurate information, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the liquor agency registration.



**SECTION: AGENCY REGISTRATION**

**NUMBER: 2.1**

**LIQUOR AGENCY HANDBOOK**

**PAGE 1 OF 1**

**SUBJECT: GENERAL INFORMATION**

**POLICIES**

- 2.1.1 Agencies must register with AGLC.
- 2.1.2 A supplier must either appoint a registered agency or register its own company as a liquor agency to represent its products.
- 2.1.3 A liquor supplier that is licensed (Class E licensee) by AGLC to manufacture liquor in Alberta will automatically be registered as a liquor agency and is not required to make a separate application to become registered.
- 2.1.4 An agency registration has a two (2) year term. The registration may be terminated if the agency has not shipped a liquor product to the Alberta market place for six (6) months.
- 2.1.5 If an agency's registration expires, the agency will be notified requesting the submission of a signed application form and the \$200 registration fee. If the agency does not provide the information and fee requested, AGLC will place the agency's product on hold, preventing any future sales of the agency's products. *(Amended Jul 2021)*
- 2.1.6 All products represented by an expired agency will, after a time period determined by AGLC, be deemed abandoned.
- 2.1.7 *(Deleted Jul 2021)*
- 2.1.8 A liquor agency is prohibited from selling liquor other than through AGLC.
- 2.1.9 A liquor agency may contract or employ the services of a different registered liquor agency (sub-agent) to represent its products.

DATE ISSUED: July 20, 2021

AUTHORITY: Original signed by  
Len Rhodes



**SECTION: AGENCY REGISTRATION**

**NUMBER: 2.2**

**LIQUOR AGENCY HANDBOOK**

**PAGE 1 OF 1**

**SUBJECT: APPLICATION FOR LIQUOR AGENCY REGISTRATION**

**POLICIES**

- 2.2.1 Liquor agency registration packages are subject to review and approval by AGLC (see Subsection 2.2.8). *(Amended Jul 2021)*
- 2.2.2 Reasons for registration refusal are listed under Sections 8 and 10 – 13 of the GLCR. *(Amended Nov 2022)*
- 2.2.3 *(Deleted Nov 2022)*
- 2.2.4 *(Deleted Nov 2022)*
- 2.2.5 *(Deleted Nov 2022)*
- 2.2.6 The Board may refuse to register an applicant if the applicant is a director or shareholder in a previous delinquent agency. A delinquent agency refers to an agency that has not addressed issues identified in Subsections 2.1.5, 3.7.2 and 3.14.4.

**GUIDELINES**

- 2.2.7 Individuals interested in being registered as a liquor agency may contact AGLC in St. Albert by telephone, by mail or by e-mail (see Subsection 1.3) and request a liquor agency package.
- 2.2.8 On receipt of the required documents the application will be reviewed and the applicant will be notified in writing as to whether its application to become registered as a liquor agency is approved.

DATE ISSUED: November 29, 2022

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: PROSERVE LIQUOR STAFF TRAINING**

**POLICIES**

- 2.3.1 Agencies must meet ProServe Liquor Staff Training certification requirements. Equivalency may be granted for certificates issued by other provinces if it was acquired within the last five years. The worker must apply to [info@smartprograms.aglc.ca](mailto:info@smartprograms.aglc.ca) to have their certificate recognized. *(Amended Nov 2022)*
- 2.3.2 ProServe certification is mandatory for the following full time and part time staff:
- a) positions where liquor is provided under the authority of a Class A, B, D, E, F and Duty Free licence (excluding Class D - Sacramental Wine Resale licence): *(Amended Oct 2018)*
    - i) licensed premises owners that are responsible for directly managing a licensed premises;
    - ii) licensed premises managers, supervisors, retailers, bartenders, servers, greeters, hosts and delivery service drivers; *(Amended Dec 2020)*
    - iii) security staff (directly employed or contracted by the licensee); and
    - iv) owners and managers of a company contracted to provide security.
  - b) positions where liquor is provided under the authority of a Special Event Licence (SEL) Public Resale - Commercial:
    - i) managers, supervisors, bartenders, servers, and drink ticket sellers;
    - ii) security staff (directly employed or contracted by the licensee); and
    - iii) owners and managers of a company contracted to provide security.
  - c) positions where liquor is provided under the authority of a SEL Public Resale - Community:
    - i) the licensee and designate(s); and
    - ii) a minimum of 25% of all bartenders/servers on-site. *(Amended July 2019)*

DATE ISSUED: November 29, 2022

AUTHORITY:

Original signed by  
Len Rhodes

**SUBJECT: PROSERVE LIQUOR STAFF TRAINING**

- d) persons registered with AGLC as a liquor agency and their employees, or a third-party agent acting on their behalf, whose duties include the sampling of liquor products. *(Amended Oct 2020)*

2.3.3 ProServe certification is not required for staff working full time or part time:

- a) as kitchen staff, bus persons, and cleaning staff in licensed premises;
- b) *(Deleted Mar 2019)*
- c) where liquor is provided under the authority of a Private Special Event licence;
- d) where liquor is provided under the authority of a Class C licence (Note: the Board may require the licensee to meet ProServe training requirements if the Class C licensee has violated the GLCA, GLCR, or Board policies);
- e) where liquor is provided under the authority of a Class D Sacramental Wine Resale licence; and
- f) as a volunteer at a Class B licensed premises. *(Added Jul 2021)*

2.3.4 Persons requiring ProServe must be certified:

- a) within 30 days of the employment start date for all new hires to positions identified in Section 2.3.2 a) and 2.3.2 d) or;
- b) before a SEL Public Resale for staff in positions identified in Section 2.3.2 b) and c). *(Amended Mar 2019)*

2.3.5 *(Deleted Dec 2020)*

2.3.6 *(Deleted Dec 2020)*

2.3.7 A ProServe certificate must be maintained by successfully repeating the ProServe program, including passing the exam, before the certificate expires. *(Amended Nov 2022)*

2.3.8 Agency staff must provide proof of ProServe certification at the request of an AGLC Inspector. Proof of ProServe certification includes: *(Amended Dec 2020)*

- a) printed certificate that has a QR code; or *(Amended Nov 2022)*
- b) *(Deleted Dec 2020)*
- c) *(Deleted Nov 2022)*

**SUBJECT: PROSERVE LIQUOR STAFF TRAINING**

d) a clear digital image of the above (e.g. screen shot) saved on the staff member's mobile device. *(Amended Nov 2022)*

2.3.9 An industry worker's ProServe certificate will be placed into conditional status when an employee at a licensed premises is found to violate any of the following: *(Amended Nov 2022)*

- a) Section 75 GLCA: give, sell, or supply liquor to a minor;
- b) Section 75.1 GLCA: sell or provide liquor to an intoxicated person, permit an intoxicated person to consume liquor or take part in a gaming activity or provincial lottery that is conducted in the licensed premises; and
- c) AGLC Board policy: failure to ask for proof of age for those persons who appear to be under 25 years of age.

2.3.10 An industry worker whose ProServe certificate is placed into conditional status may continue working at a licensed premises, however, they are required to successfully retake the ProServe Liquor Staff training program and pay all required fees within 30 days from the date of notification by AGLC. Failure to do so will cancel their ProServe certificate. *(Amended Nov 2022)*

2.3.11 An industry worker whose ProServe certificate is placed into conditional status may appeal the violation in writing to the Vice President, Regulatory Services, within 14 days of the date of notification by AGLC. The decision of the Vice President is final. *(Amended Nov 2022)*

2.3.12 An industry worker whose violation appeal is unsuccessful will have 30 days from the date of the appeal outcome to recertify. *(Amended Nov 2022)*

2.3.13 If an industry worker incurs three violations within a five-year period they will be ineligible for further ProServe certification.

**GUIDELINES**

2.3.14 To aid compliance with ProServe Liquor Staff Training certification requirements, it is suggested agencies keep a log of employees that are ProServe-certified. The log should include the following information: *(Added Dec 2020)*

- a) employee name as it appears on their certificate; *(Amended Nov 2022)*
- b) SMART Training registration number; and



**SECTION: AGENCY REGISTRATION**  
**NUMBER: 2.3**

**LIQUOR AGENCY HANDBOOK**

**PAGE 4 OF 4**

**SUBJECT: PROSERVE LIQUOR STAFF TRAINING**

c) expiry date.

2.3.15 *(Deleted Dec 2020)*

2.3.16 The ProServe Liquor Staff Training program is at [smartprograms.aglc.ca](http://smartprograms.aglc.ca). *(Amended Nov 2022)*

DATE ISSUED: November 29, 2022 AUTHORITY: Original signed by Len Rhodes



**SUBJECT: SALE OR CHANGE OF STATUS OF LIQUOR AGENCY**

**POLICIES**

2.4.1 A registration is not transferable.

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

- a) that is a sole proprietorship, a partnership or a corporation; or
- b) that is a distributing corporation as defined in the *Business Corporations Act*, and
- c) under which the activities authorized by a registration are carried out;

must be reported to and approved by AGLC prior to the effective date of the sale, assignment or transfer.

*(Amended Dec 2020)*

2.4.3 *(Deleted Dec 2020)*

2.4.4 AGLC 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.

2.4.5 Where AGLC refuses to approve a sale, assignment or transfer under Subsection 2.4.4d), after the effective date of the sale, assignment or transfer, AGLC may treat the registrant as ineligible to hold a registration and apply sanctions as outlined in Section 92 of the GLCA.

**SUBJECT: COMPETITIVE AND PROHIBITIVE RELATIONSHIPS**

**POLICIES**

- 2.5.1 The relationship between a liquor supplier or agency and a liquor licensee must be competitive in nature.
- 2.5.2 A liquor licensee, or employee or agent of the licensee, is not permitted to own, operate or manage a liquor supplier or agency.
- 2.5.3 An employee or agent of a liquor licensee is not permitted to be employed by a liquor supplier or agency unless prior approval is obtained by AGLC. The employee or agent cannot be an owner, supervisor or manager of the liquor licensee.
- 2.5.4 A liquor licensee or employee or agent of the licensee is not permitted to act as an advisor or provide financial support to a liquor supplier or agency.
- 2.5.5 A liquor supplier or agency cannot be set up to exclusively supply a licensee or a group of licensees.

**GUIDELINES**

- 2.5.6 *(Deleted Jul 2021)*
- 2.5.7 *(Deleted Jul 2021)*
- 2.5.8 *(Deleted Jul 2021)*

**SUBJECT: PRODUCT REGISTRATION**

**POLICIES**

- 3.1.1 All liquor products in Alberta must be sold through AGLC. AGLC is the purchaser (importer of record) while the liquor agency is the consignee.
- 3.1.2 All liquor suppliers must complete, sign and submit a “Letter of Authorization” that designates the appointed liquor agency for their particular product brands and identifies the party who will receive consignment payment. This letter cannot be altered unless it is to specify the particular product brand(s) being represented (see Section 7.1).
- 3.1.3 All liquor agencies must complete, sign and submit a “Letter of Understanding” that confirms their agreement with the liquor supplier and identifies the party who will receive consignment payment. This letter cannot be altered unless it is to specify the particular product brand(s) being represented (see Section 7.1).
- 3.1.4 Each particular product brand must not be represented by more than one (1) liquor agency at the same time.
- 3.1.5 If a registered liquor agency or direct source licensee has a signed agreement on file with AGLC with a supplier/manufacturer for a particular product, AGLC will not honour any agreements with other importers/sources for the same product. *(Amended Jul 2021)*
- 3.1.6 If a supplier and the registered agency the supplier has designated to represent its products in Alberta become involved in a dispute regarding the ownership of, payment for, or representation of liquor products or any sort of conflict, AGLC will not become involved in resolving the dispute. AGLC will rely upon direction agreed to by the parties involved or by court order.
- 3.1.7 All products must be registered with AGLC. A “New Product Registration” form (see Section 7.1) must be completed and submitted to AGLC in order to register each new product being introduced into the Alberta market. **Note:** It will take AGLC up to three (3) weeks to process a product registration. *(Amended Oct 2023)*
- 3.1.8 Liquor suppliers or liquor agencies are responsible for obtaining and providing a “Certificate of Origin” form in order to provide relief against the imposition of certain duties or customs for

**SUBJECT: PRODUCT REGISTRATION**

qualifying trade agreements under the *Customs Tariff Act*. A blanket certificate is acceptable for all products manufactured by a specified supplier, as long as the dates are for the current calendar year, beginning January 1 and ending December 31. “Certificate of Origin” forms are available on the Canada Border Services Agency website at [cbsa.gc.ca](https://cbsa.gc.ca) under the tab “Publications and Forms”. **Note:** A “Certificate of Origin” form must be provided no later than December 15 of the current year for customs relief duty to be in effect for January 1 of the following year.

3.1.9 *(Deleted Jul 2021)*

3.1.10 The product description must be an accurate reflection of the actual product.

3.1.11 Each product must have its own unique product registration. One AGLC product code cannot be used for different, multiple product registrations/sales entries (e.g., seasonal listings). *(Added Oct 2023)*

3.1.12 If the product has an attached on-pack (liquor either originating from the manufacturer or assembled by CLS for sale to licensees), the product description must indicate the inclusion of the on-pack.

3.1.13 An agency must advise AGLC immediately if it becomes aware of changes to sales units per case or alcohol by volume on registered products.

3.1.14 A liquor supplier or liquor agency of domestic beer products must notify AGLC of which warehouse(s) they have appointed to handle and distribute their liquor. *(Added Sep 2021)*

3.1.15 A liquor supplier or agency of domestic beer products must provide in writing a minimum of 90 days notice of a change of warehouse to handle and distribute their liquor, unless otherwise approved by AGLC. *(Added Sep 2021)*

3.1.16 All products must comply with Canadian labelling requirements. Liquor suppliers and liquor agencies should read “Labelling Requirements for Alcoholic Beverages” at [inspection.canada.ca](https://inspection.canada.ca). *(Added Oct 2023)*

**SUBJECT: PRODUCT REGISTRATION**

3.1.17 For the purposes of registration liquor product categories are defined as follows: *(Added Oct 2023)*

- a) “Beer” has the meaning given to it in Section B.02.130 of the Canadian Food and Drug Regulation;
- b) “Brandy” is a type of spirit with the meaning given to it in Section B.02.050 of the Canadian Food and Drug Regulation;
- c) “Cider” has the meaning given to it in Section B.02.120 of the Canadian Food and Drug Regulation;
- d) “Gin” is a type of spirit with the meaning given to it in B.02.040 of the Canadian Food and Drug Regulation;
- e) “Kombucha beverage” means a fermented beverage made from brewed tea and sugar;
- f) “Liqueur” is a type of spirit with the meaning given to it in Section B.070 of the Canadian Food and Drug Regulation;
- g) “Mezcal” is a type of spirit with the meaning given to it in Section B.091 of the Canadian Food and Drug Regulation;
- h) “Refreshment beverage” refers to a beverage alcohol product produced from a base of wine, spirits, beer, and/or cider, where the base components of wine, spirits, beer, and/or cider are defined in the *Food and Drugs Act* and Regulations. Other liquids and/or ingredients such as sugar, fruit juices, vegetable juices, natural or artificial flavouring preparations, water or mineral water, herbs, spices, or other botanical substances and/or carbon dioxide may be added either individually or in any combination to the base component(s);  
*(Amended Oct 2023)*
- i) “Spirituous Cordial” is a type of spirit with the meaning given to it in Section B.02.070 of the Canadian Food and Drug Regulation;
- j) “Tequila” is a type of spirit with the meaning given in Section B.02090 of the Canadian Food and Drug Regulation;
- k) “Vodka” is a type of spirit with the meaning given in Section B.02080 of the Canadian Food and Drug Regulation;

**SUBJECT: PRODUCT REGISTRATION**

- l) “Whisky” is a type of spirit given meaning in Section B.02.010 and B.02.020 of the Canadian Food and Drug Regulation; and
- m) “Wine” has the meaning given to it in Section B.02.100 of the Canadian Food and Drug Regulation.

**GUIDELINES**

3.1.18 *(Deleted Jul 2021)*

3.1.19 *(Deleted Oct 2023)*

3.1.20 *(Deleted Jul 2021)*



**SECTION: LIQUOR PRODUCTS**  
**NUMBER: 3.2**

**SUBJECT: PRODUCT CODE ASSIGNMENT**

**POLICIES**

3.2.1 National Canadian Standard Product Codes (CSPCs) are no longer available. If there is an existing National CSPC for the product, AGLC will register the product in Alberta using that number. AGLC will continue to assign its own internal Product Code to new products. If there is an existing Product Code from another province AGLC will attempt to register that number providing it is not already in use in AGLC’s database.

3.2.2 Agencies must use the Product Code when quoting price changes to AGLC or requesting any product information updates.

3.2.3 *(Deleted Jul 2021)*

**GUIDELINES**

3.2.4 *(Deleted Jul 2021)*

**SUBJECT: ARCHIVING AND REACTIVATING PRODUCTS**

**POLICIES**

3.3.1 Products may be placed into “Archive” status or reactivated at anytime by the agency that represents the product.

3.3.2 Agencies may request to archive the products they represent at any time; however, the product must have no on-hand inventory at the time of the request. Inactive ("archived") product may be reactivated at a later time. In order to have a product updated to “Archive” status or reactivated, agencies must submit a written request to AGLC ([product@aglc.ca](mailto:product@aglc.ca)) with the following information:

- a) the Product Code;
- b) the product description;
- c) the agency’s invoice price; and
- d) the UCC-13 and UCC-14 barcodes.

*(Amended Nov 2021)*

3.3.3 *(Deleted Jul 2021)*

3.3.4 Products with no activity for one year will automatically be updated by AGLC to “Archive” status.

**GUIDELINES**

3.3.5 Agencies are encouraged to contact AGLC ([product@aglc.ca](mailto:product@aglc.ca)) when a product becomes inactive or discontinued.

3.3.6 For excise reporting purposes, if there is activity against a product an agency has requested to archive within the previous three months and/or there is an open advanced shipping notice record, the archive request will be delayed until such time as there is no activity.

3.3.7 Once a product is archived by AGLC, it is not deleted from Central AGLC Authorized Warehouse reporting until 91 days after the archive date is set by AGLC. *(Amended Jul 2021)*





SECTION: LIQUOR PRODUCTS

NUMBER: 3.4

LIQUOR AGENCY HANDBOOK

PAGE 1 OF 1

SUBJECT: NON-STANDARD SIZES (APPLIES TO WINE ONLY)

**POLICIES**

3.4.1 Wine may only be offered for sale by AGLC to liquor licensees if the container size has a net quantity of 50ml, 100ml, 200ml, 250ml, 375ml, 500ml, 750ml, 1L (litres), 1.5L, 2L, 3L or 4L. Wines that do not fall within these parameters are in violation of Section 36 1(c) of the *Federal Consumer Packaging and Labelling Regulation*. Non-standard size wine may only be sold by AGLC to liquor licensees:

- a) for use in the food service industry;
- b) for use by special event licensees; or
- c) for promotional purposes (this does not include on-packing or added-value promotions).

DATE ISSUED: November 27, 2012

AUTHORITY: Original signed by  
Marguerite Trussler



**SECTION: LIQUOR PRODUCTS**

**NUMBER: 3.5**

**LIQUOR AGENCY HANDBOOK**

**PAGE 1 OF 1**

**SUBJECT: ADVANCED SHIPPING NOTICE REGISTRATION**

**POLICIES**

- 3.5.1 A liquor manufacturer/agency is required to provide the Central AGLC Authorized Warehouse operator with a completed advanced shipping notice. Freight carriers are required to schedule unloading at the warehouse facility. No appointments will be scheduled without a registered advanced shipping notice. Any questions regarding advanced shipping notices should be directed to the Central AGLC Authorized Warehouse. Additional information on advanced shipping notices can be found in the Central AGLC Authorized Warehouse (CLS) Liquor Agency Handbook. *(Amended Jul 2021)*
- 3.5.2 All liquor advanced shipping notices are on a consignment basis only.
- 3.5.3 All shipments must be made to the consignee (the liquor agency) in care of AGLC and shipped to an AGLC liquor warehousing agent (e.g. CLS). Consignees must ensure the freight forwarder has their agency name for third party liability (AGLC is not liable).

**GUIDELINES**

- 3.5.4 *(Deleted Jul 2021)*
- 3.5.5 *(Deleted Jul 2021)*
- 3.5.6 *(Deleted Jul 2021)*

DATE ISSUED: July 20, 2021

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: PRODUCT SALES**

**POLICIES**

3.6.1 The liquor supplier warrants that all goods supplied to AGLC:

- a) are of merchantable quality, fit and intended for human consumption and free from defects or corruption of any kind;
- b) are manufactured, packaged and labelled in safe containers and packages and in compliance with the *Controlled Drugs and Substances Act (Canada)*, the *Food and Drugs Act (Canada)* and any regulations passed under this legislation as may be amended from time to time;
- c) fall within the maximum allowable limits as specified in AGLC Quality and Health Standards and Alcohol Tolerances; and
- d) comply with AGLC Standards for Tamper Evident Packaging.

3.6.2 The liquor supplier must indemnify and hold harmless AGLC, its employees and agents from any claims, demands, actions, liability, loss, expense or damage that may arise directly or indirectly out of the production, sale or consumption of goods produced by the liquor supplier or out of any act or omission of the liquor supplier, its employees or agents, including without limiting the generality of the foregoing:

- a) infringement of copyrights, patents or trademark rights arising out of the sale by AGLC of goods supplied by the liquor supplier;
- b) any defect, flaw, fault or corruption alleged or proven in any goods supplied by the liquor supplier;
- c) any failure by the liquor supplier to manufacture, package or label goods supplied by the liquor supplier as warranted above;
- d) non-compliance with the *Controlled Drugs and Substances Act (Canada)* and Regulations;
- e) non-compliance with the *Food and Drugs Act (Canada)* and Regulations;
- f) non-compliance with AGLC Quality and Health Standards and Alcohol Tolerances; and
- g) non-compliance with AGLC Standards for Tamper Evident Packaging.

DATE ISSUED: July 20, 2021

AUTHORITY: Original signed by  
Len Rhodes



**SECTION: LIQUOR PRODUCTS**  
**NUMBER: 3.6**

**LIQUOR AGENCY HANDBOOK**

**PAGE 2 OF 2**

**SUBJECT: PRODUCT SALES**

- 3.6.3 AGLC retains the right to request a sample for analysis, if required.
- 3.6.4 All warranties and indemnifications shall survive this agreement and any purchase made by AGLC pursuant to this agreement.
- 3.6.5 Agencies are not permitted to impose a minimum order quantity per product per licensee.

**GUIDELINES**

- 3.6.6 *(Deleted Jul 2021)*
- 3.6.7 For a list of non-liquor products a liquor store may sell, agencies should refer to Subsection 4.3 of the Retail Liquor Store Handbook (link: [Retail Liquor Store Handbook](#)).
- 3.6.8 Agencies may impose a maximum order quantity per product per licensee.

DATE ISSUED: July 20, 2021 AUTHORITY: Original signed by Len Rhodes



**SECTION: LIQUOR PRODUCTS**  
**NUMBER: 3.7**

**SUBJECT: CONSIGNMENT PAYMENT**

**POLICIES**

- 3.7.1 Payments for consignment orders will be made weekly for all product sold the previous week. *(Amended Jul 2021)*
- 3.7.2 If consignment payments are returned to AGLC, the payee will be notified by letter requesting proper information to allow the consignment payment to be made. If the payee does not respond to the letter within the time period specified in the letter, the remaining product related to this payee will be deemed abandoned and may be destroyed. The unclaimed consignment payments will be offset against any amounts owing to AGLC related to this product with the remaining amount transferred to AGLC miscellaneous revenue one year after destruction of the product, or, if there is no inventory, one year after the point when product would have been deemed abandoned. *(Amended Jul 2021)*

**SUBJECT: PRODUCT PRICING - GENERAL**

**POLICIES**

- 3.8.1 The price of liquor must be the same, at any one time, for all licensees regardless of the quantity purchased.
- 3.8.2 Price changes are permitted on a weekly basis. Deadlines for the weekly price quotes are 4:00 p.m. Wednesday for implementation on the Friday of the following week. If a price change deadline falls on a statutory holiday, the date of the holiday still remains the deadline date. *(Amended Jul 2021)*
- 3.8.3 Pricing of a product that is at “New Listing” status may be changed at any time up until the time of the initial release of the first shipment. At that time, the status is updated to “Active.” After a product has been updated to “Active” status and released for sale, price changes can then be implemented as per the regular AGLC Price Change Schedule (See Subsection 3.8.2).
- 3.8.4 The liquor agency must ensure the price of a product’s single unit is equal to the price of the same product’s single unit when the same product is packaged in a different case configuration, a mixed case or any such variation. If a product’s single unit is contained in an enclosed package for sale to the consumer (e.g. beer/cooler packs) then the pricing per single unit may be different.
- 3.8.5 The liquor agency must ensure the liquor component(s) of a gift pack is listed at a wholesale price equal to or greater than the price of the liquor’s base sales unit.

**GUIDELINES**

- 3.8.6 It is the agency’s responsibility to review AGLC’s confirmation of the price change to verify its accuracy. If an error/omission is found, the agency must contact AGLC immediately by email at [pricing@aglc.ca](mailto:pricing@aglc.ca) or by calling 780-447-8675.
- 3.8.7 Agencies having submitted their changes through LAP will receive an automatic confirmation through the report function on the application. During the week following the price change deadline, agencies who submitted price changes via email will receive written confirmation of the price change submission.



SECTION: LIQUOR PRODUCTS  
NUMBER: 3.9

LIQUOR AGENCY HANDBOOK

PAGE 1 OF 1

SUBJECT: PRODUCT PRICING - BEER

*(deleted Aug 2016)*

***For information regarding Product Pricing, see Section 3.8.***

DATE ISSUED: August 5, 2016 AUTHORITY: Original signed by Susan Green

**SUBJECT: ALLOCATED PRODUCT**

**POLICIES**

- 3.10.1 Allocation of a product means a product which has been specifically held for select customers upon request of a liquor agency.
- 3.10.2 Allocation of a product is limited to 1,000 cases per Product Code in a calendar year. Product allocations will not be allowed if the following conditions apply:
- a) a product had case sales greater than 2,000 in the previous calendar year; or
  - b) a product attains 2,000 case sales in the current calendar year.
- If a case configuration change occurred in the previous or current calendar year, the case sales of the original product will be included when calculating case sales, both allocated and total.
- 3.10.3 A new vintage can qualify as a new product for the 1,000 case limit if the following conditions are met:
- a) a new vintage year is printed on the front label of the product;
  - b) the product registration specifies the vintage year (the “V” designation is not sufficient; and
  - c) a new Product Code is registered each time the vintage changes.
- 3.10.4 Board to Board transfers to other liquor jurisdictions in Canada will not be included in the 1,000 case maximum.
- 3.10.5 Only those customers who have been designated by the agency, through the allocation process, will be allowed to purchase the product.
- 3.10.6 AGLC will not be responsible for the unauthorized purchase of product (at any price) if it is left unallocated.

**GUIDELINES**

- 3.10.7 In order to set up product allocations, a liquor agency should contact the Central AGLC Authorized Warehouse (CLS), Inventory Control, Allocations Clerk via telephone at 780-458-4509 or email at [ConnectSCM@exel.com](mailto:ConnectSCM@exel.com). *(Amended Jul 2021)*
- 3.10.8 AGLC, at its sole discretion, may approve exceptions to the limit of 1,000 cases for special and/or unique products or circumstances.





**SECTION:** LIQUOR PRODUCTS  
**NUMBER:** 3.10

**SUBJECT: ALLOCATED PRODUCT**

3.10.9 Requests for exceptions must be made in writing to the Manager, Product & Pricing, and shall include the reason for the exception.

3.10.10 *(Deleted Oct 2023)*



**SECTION: LIQUOR PRODUCTS**  
**NUMBER: 3.11**

**SUBJECT: INSURANCE**

**GUIDELINES**

- 3.11.1 AGLC will be responsible for insuring the liquor under the terms of its all risk property insurance coverage in force at the time of the loss. Coverage for the liquor shall apply from the time the liquor is accepted at the Central AGLC Authorized Warehouse by the issuance of a signed delivery receipt until such time as it has been loaded for outbound shipment and accepted by the carrier for transport by the issuance of a bill of lading. *(Amended Jul 2021)*
  
- 3.11.2 In the event of loss or damage to liquor, the basis of settlement under AGLC insurance coverage will be the liquor agency's invoice price.

**SUBJECT: PRIVATE LABELS**

**POLICIES**

3.12.1 Private label means a product with a label which includes any of the following:

- a) a licensed premises-specific name; or
- b) a licensed premises trademarked name; or
- c) a statement such as “Imported/Manufactured exclusively for name of licensed premises.”

Strip labels or stickers that bear the text above are not acceptable.

*(Amended Oct 2023)*

3.12.2 Private label products that comply with Section 3.12 of this Handbook may exceed the allocation limit of 1,000 cases of sales per Product Code.

3.12.3 For new product registrations, liquor agencies must indicate to AGLC if the product is a private label. An example of the private label must be submitted with the registration form of the new product. All private label products must be approved by AGLC, Product & Pricing, prior to being registered.

3.12.4 The liquor agency shall ensure private label products are listed at a wholesale price equal to or greater than the lowest general listed products that the liquor agency has in the same category and product type. If a liquor supplier or liquor agency has only one product in a category and product type, the wholesale price must be equal to or greater than the lowest general listed product of all liquor suppliers or liquor agencies in the same category and product type.

3.12.5 The liquor agency shall ensure the lowest general listed product is available at all times (see Subsection 3.12.4). If the product is out of stock for more than a two-month period, the agency will be contacted and advised to comply with the private label policy.

3.12.6 There are no restrictions on package sizes for private labelled products other than wine, as noted in Section 3.4.

3.12.7 Private labelled products are subject to all applicable taxes, duties and markups applicable to liquor products in that category.

3.12.8 Private labelled products:

DATE ISSUED: October 4, 2023

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: PRIVATE LABELS**

a) may only be sold by the premises whose name appears on the label; and

b) cannot be sold by a Class D licensee to other Class D licensees.  
*(Amended Oct 2023)*

3.12.9 AGLC will not be responsible for the unauthorized purchase of product (at any price) if it is left unallocated.

3.12.10 Liquor agencies supplying licensees with private labelled liquor products are subject to the following:

a) *(Deleted Jul 2021)*

b) any licensee wanting a private labelled product who will meet the minimum order quantity, as set by the liquor agency, will receive equal consideration from the liquor agency; and

c) private labels cannot be used by liquor agencies as an inducement to licensees whereby they receive a premium product at a discounted price.

**GUIDELINES**

3.12.11 Private label products are not automatically allocated. Arrangements to allocate product should be made through the Central AGLC Authorized Warehouse. For further information please refer to Section 3.10. *(Amended Jul 2021 and Oct 2023)*

3.12.12 Custom label products are not considered private label products and do not require a separate product registration code. A custom label is a label for a wedding or corporate event or company logo, etc. It is not for a licensed premises. *(Added Oct 2023)*

**SUBJECT: CONTAINERS**

**POLICIES**

- 3.13.1 Beverage containers in Alberta are governed by the *Environmental Protection and Enhancement Act* and the Beverage Container Recycling Regulation.
- 3.13.2 This legislation requires all beverage containers to be registered. AGLC will only accept liquor containers that are currently registered with the Beverage Container Management Board (BCMB) (see Section 3.13.6). *(Amended Feb 2024)*
- 3.13.3 Liquor agencies requesting products to be listed which are not in a container of a type currently registered in Alberta, must have the container registered with the BCMB. AGLC will not list the product until the container is registered.

**GUIDELINES**

- 3.13.4 For de-alcoholized beverages, and other non-liquor beverages, where a container deposit and recycling costs are applicable, the agency is responsible for reporting sales to the BCMB.

3.13.5 *(Deleted Jul 2021)*

- 3.13.6 For information on how to register a container, please contact the BCMB:

Beverage Container Management Board

Phone: 780-424-3193

Toll Free: 1-888-424-7671

[bcmb.ab.ca](http://bcmb.ab.ca)

[registrations@bcmb.ab.ca](mailto:registrations@bcmb.ab.ca)

*(Added Feb 2024)*

**SUBJECT: WAREHOUSE CHARGES**

**POLICIES**

- 3.14.1 All warehousing charges are determined by the Central AGLC Authorized Warehouse as indicated in the CLS Liquor Agency Handbook. The Non-Registered Advanced Shipping Notice Surcharge and the Non-Registered Product Listing Surcharge will be incurred when an agency does not follow the procedures referred to in Subsections 3.1.1 and 3.1.4 of this handbook. All warehousing charges are automatically deducted from the designated consignment payee's account (see Subsection 3.14.5). *(Amended Jul 2021)*
- 3.14.2 The New Product Listing Set up charge is applied by the Central AGLC Authorized Warehouse not only to products received in the province for the first time, but also to products which have been inactive for two years and have been re-activated. If the product is re-activated within the two year period, the set-up charge is waived. *(Amended Jul 2021)*
- 3.14.3 Consignment payments made to agencies are net of warehouse charges. If the consignment payments do not equal or exceed warehouse charges, agencies must pay the outstanding difference to AGLC. *(Amended Jul 2021)*
- 3.14.4 Agencies will be notified by letter of any outstanding warehouse charges. If an agency does not pay the outstanding warehouse charges within the time period specified in the notification letter, the agency's remaining product will be deemed abandoned by AGLC and may be destroyed.

**GUIDELINES**

- 3.14.5 The Central AGLC Authorized Warehouse will email the Receiving Reports and Receiving Surcharges the night the product is received to a valid email address the Central AGLC Authorized Warehouse has on file. All other warehousing charge details will accompany the consignment payment detail an agency receives once each week. *(Amended Jul 2021)*

**SUBJECT: ADDED VALUE LIQUOR (“ON-PACKS”)**

**POLICIES**

- 3.15.1 Provincial markup is assessed on all added value liquor products (on-packs).
- 3.15.2 If the added value liquor product is a registered product and there is inventory on hand, the liquor agency may order the product and do its own on-packing. When the order is picked up, the wholesale price is paid, therefore, markup is collected.
- 3.15.3 If the added value liquor product is attached by the agency prior to shipment to AGLC, or the agency contracts the Central AGLC Authorized Warehouse to attach the added value liquor products, then a listing application must be submitted in order to assign the added value liquor product (i.e., the 750 ml plus the 50 ml) a separate Product Code. This ensures the added value liquor product is included in the pricing calculation and, therefore, markup is collected. *(Amended Jul 2021)*
- 3.15.4 If the added value liquor product is attached by the agency prior to shipment to AGLC, or the agency contracts the Central AGLC Authorized Warehouse to attach the added value liquor products, there must be one added value liquor product attached to every base unit in each case. *(Amended Jul 2021)*
- 3.15.5 An agency’s representative may attach added value liquor products in any quantity at a Class D licensed premises. The liquor licensee may only attach the on-packs by arrangement with the agency.
- 3.15.6 *(Deleted Jul 2021)*
- 3.15.7 All added value liquor products must be labelled with either of the following phrases: “Sample” or “Not For Resale.” (Refer to Subsection 5.9.2(a)(ii) for additional details). *(Amended Jul 2021)*
- 3.15.8 The liquor agency shall ensure added value liquor products are listed at a wholesale price equal to or greater than the price of the base sales unit.

**GUIDELINES**

- 3.15.9 Refer to Section 5.9: Added Value Product Promotions for further details regarding added value liquor products. *(Added Jul 2021)*

**SUBJECT: PROCUREMENT OF SAMPLES BY LIQUOR AGENCIES**

**POLICIES**

3.16.1 Liquor agencies may only acquire product samples from manufacturers if:

- a) the product has never been previously registered in Alberta; or
- b) the product has been previously registered, but is archived and is acquired on a one-time basis per agency; or
- c) the product is registered in Alberta and the manufacturer is moving its representation to a new agency; or
- d) the product is used to support:
  - i) a purchase proposal by Alberta licensees (all purchases must be made from AGLC); or
  - ii) other approved promotional purposes (See Sections 3.17, 5.6 and 5.7). (Amended Oct 2020)

3.16.2 The following product sample amounts are allowed free of AGLC's markup:

- a) four - 750 ml or three - 1,140 ml bottles of spirits;
- b) eight - 750 ml or six - 1,000 ml bottles of wine;
- c) 36 - 355 ml or 18 - 750 ml containers of beer, refreshment beverages, or ciders (or total volume less than or equal to these sizes); and (Amended Jul 2022)
- d) one keg of beer.

**Note:** Keg samples may be provided in an approved container in the smallest keg size utilized by the liquor agency.

3.16.3 Liquor agencies are responsible to pay the following costs for all product received as samples prior to the product being released by AGLC (including the quantities that are free of AGLC's markup):

- a) applicable freight charges;
- b) applicable customs and excise duty; and
- c) GST on declared Value for Duty (VFD), customs and excise duty and excess mark-up.

3.16.4 Freight arrangements are the responsibility of the liquor agency.

3.16.5 Any samples not shipped "Delivered at Place" (DAP), may be refused by AGLC. If AGLC accepts the shipment, all charges incurred, not paid for by the shipper, will be charged to the liquor agency.



**SUBJECT: PROCUREMENT OF SAMPLES BY LIQUOR AGENCIES**

- 3.16.6 AGLC is not liable for any charges incurred through the shipment of samples and shall not bear any responsibility for the quality content of any product received as a sample.
- 3.16.7 The liquor agency that has requested samples must forward written notification of all sample requests to AGLC, Customs & Excise Supervisor at [agency.samples@aglc.ca](mailto:agency.samples@aglc.ca).
- 3.16.8 *(Deleted Jul 2021)*
- 3.16.9 Liquor agencies may only request samples directly from the manufacturer and shall advise the manufacturer of the following procedures:
- a) Sample shipments destined for St. Albert are to be consigned and shipped to AGLC, Attention: Sample Room, care of the liquor agency;
  - b) Sample shipments destined for liquor agency offices in Alberta are to be consigned to the liquor agency, care of AGLC (address of the liquor agency must be an address registered with AGLC). The shipment is held at the bonded carrier's facility until commercial invoices and a manifest/air waybill are received by AGLC St. Albert office. Once AGLC clears the shipment, it can be sent directly to the liquor agency;
  - c) All samples (including those shipped via courier and samples arriving with inventory) are to be shipped directly from the manufacturer.  
*(Amended Jul 2021)*
  - d) Canada Border Services Agency (CBSA) defines the information that is required when importing goods, in order to determine duties payable. For each product this includes:
    - i) product description (including number of bottles, size of bottles in mL, and alc./vol. as per label)
    - ii) country of origin (as per label)
    - iii) value for duty (i.e. normal wholesale price)  
*(Added Jul 2021)*
  - e) Commercial invoices, listing the liquor agency's name, address and information outlined in d) above must be attached to the samples.  
*(Amended Jul 2021)*
  - f) All sample shipments must be shipped "DAP". "DAP" means the liquor manufacturer is responsible to deliver the goods to the liquor agency. The liquor agency is responsible for the costs outlined in Subsection 3.16.3.



**SECTION:** LIQUOR PRODUCTS  
**NUMBER:** 3.16

**SUBJECT:** PROCUREMENT OF SAMPLES BY LIQUOR AGENCIES

g) Sample shipments shipped via courier must not contain items other than liquor samples including food items or promotional materials.

**SUBJECT: PRODUCT ACQUIRED BY LIQUOR AGENCIES AT WHOLESALE**

**POLICIES**

- 3.17.1 Liquor products purchased at wholesale prices by liquor agencies must only be used as follows:
- a) The product is for the personal use of licensees or their staff;
  - b) The product is donated to a special event licensee for a private non-sale or resale function approved by AGLC;
  - c) The product cannot be sold to patrons in any licensed premises; and
  - d) The product cannot be shipped out of Alberta.
- 3.17.2 Liquor agencies that purchase liquor at wholesale prices are prohibited from selling the liquor under any circumstances.
- 3.17.3 Each liquor agency wanting to purchase liquor at wholesale prices will be given an Agency Registration Number, which must be used when placing an order. When placing an order the Product Code and case quantity are required.
- 3.17.4 Payment for orders from the Central AGLC Authorized Warehouse must be made before the product is picked up. Payment options are as follows: *(Amended Jul 2021)*
- a) certified cheque;
  - b) bank draft;
  - c) bank money order; or
  - d) an AGLC approved electronic payment option [e.g. electronic bank transfer or IVR (Interactive Voice Response)]. For details about electronic methods of payment, see [aglc.ca/licences](http://aglc.ca/licences) or contact AGLC at 780-447-7554.
- 3.17.5 AGLC will not accept returns of product.
- 3.17.6 All liquor agencies are required to keep detailed records of each bottle or container or product purchased from AGLC as follows:
- a) name of product purchased;
  - b) product Code;
  - c) quantity purchased;

**SUBJECT: PRODUCT ACQUIRED BY LIQUOR AGENCIES AT WHOLESALE**

- d) name of liquor agency and employee sampling the product;
- e) name and address of licensee (that is, licensed premises and employee or staff) receiving product, date of receipt, and quantity of product provided as a sample on this date; and
- f) amount of the product provided to the licensee in the past.

3.17.7 Information for each bottle or container purchased must be made available upon request from AGLC.

**GUIDELINES**

3.17.8 For additional information regarding agency orders and samples (ie. ordering, pickup), refer to Connect Logistics Liquor Agency Handbook. *(Amended Jul 2021)*

3.17.9 Liquor agencies may buy product for purposes outlined in Subsection 3.17.1 from retail liquor stores, general off-sales or general merchandise liquor stores at a price that is equivalent to the licensee's cost. *(Amended Jul 2021)*

**SUBJECT: TRANSFER OF AGENCY REPRESENTATION**

**POLICIES**

3.18.1 Agency representation transfers refer to the representation of liquor products being transferred from one registered agency to another.

3.18.2 There are several different scenarios which occur when a transfer of agency representation is pending. In order for AGLC to implement an agency transfer AGLC requires certain documentation. The documentation differs depending on the scenario:

a) If there is inventory on hand and the current agency is the consignment payee because it owns the inventory, AGLC requires:

- a Letter of Authorization from the supplier indicating the new agency as its representative;
- *(Deleted Oct 2023)*
- an Agency Letter of Understanding from the new agency acknowledging its relationship with the supplier; and
- a letter or email from the current agency releasing the inventory on hand to the new agency (this letter/email is normally received after the new agency has purchased the inventory from the current agency and payment has actually been received). *(Amended Oct 2023)*

b) If there is inventory on hand and the supplier is the consignment payee because it owns the inventory, AGLC requires:

- a Letter of Authorization from the supplier indicating the new agency as its representative;
- a letter from the supplier cancelling its current agency/supplier agreement; and
- the new agency acknowledging its relationship with the supplier. *(Amended Oct 2023)*

c) If there is no inventory on hand, regardless of who the consignment payee or owner of the product is, AGLC requires:

- a Letter of Authorization from the supplier indicating the new agency as its representative;
- *(Deleted Oct 2023)*

**SUBJECT: TRANSFER OF AGENCY REPRESENTATION**

- an Agency Letter of Understanding from the new agency acknowledging its relationship with the supplier.

3.18.3 *(Deleted Jul 2021)*

**GUIDELINES**

3.18.4 All necessary documentation related to an agency transfer must be submitted no later than 12:00 p.m. each Wednesday for implementation the following week. The documentation may be submitted via email to [transfers@aglc.ca](mailto:transfers@aglc.ca). *(Amended Mar 2024)*

3.18.5 *(Deleted Mar 2024)*

3.18.6 *(Deleted Jul 2021)*

**SUBJECT: BOARD TO BOARD TRANSFERS ORIGINATING IN ALBERTA**

**POLICIES**

- 3.19.1 In this section, “Board to Board transfers” mean transfers of liquor product from Alberta to other Canadian liquor jurisdictions.
- 3.19.2 A liquor agency may initiate a transfer of product from Alberta to another provincial liquor jurisdiction at any time.
- 3.19.3 The liquor agency shall obtain a purchase order from the liquor jurisdiction buying the product. *(Amended Jul 2021)*
- 3.19.4 The liquor agency shall then submit a written request for the Board to Board transfer along with a copy of the purchase order to [Boards@Connect-Logistics.com](mailto:Boards@Connect-Logistics.com). *(Amended Jul 2021)*
- 3.19.5 Designated consignment payees are not paid for Board to Board transfers through the consignment payment program, as the product is not sold in Alberta. *(Amended Jul 2021)*
- 3.19.6 For an “In Bond” transfer, the normal charge to the other liquor jurisdiction is the agency's current invoice price plus the Customs Duty (if applicable). The Customs Duty must be added to the price for the other liquor jurisdiction because in Alberta (upon receipt of inventory) the Customs Duty is paid to CBSA and then deducted from the liquor agency’s account. The liquor agency will not recover the Customs Duty amount unless the Customs Duty is added to the price for the other liquor jurisdiction. The liquor agency is not limited to charging only the invoice price. The liquor agency can negotiate a different price with the other liquor jurisdiction if desired. *(Amended Jul 2021)*
- 3.19.7 For a “Duty Paid” transfer, the normal charge to the other liquor board is the agency's current invoice price plus the Excise Duty, Customs Duty and GST. If AGLC is responsible to pay these duties and tax in order to ship the product “Duty Paid” then AGLC must, in turn, deduct the duties and tax from the designated consignment payee's account in order to recover them (including the GST). The liquor agency must also add the Customs Duty to the price for the other liquor jurisdiction because in Alberta (upon receipt of inventory) the Customs Duty will be paid to CBSA and then deducted from the liquor agency’s account. The liquor agency will not recover the Customs Duty amount unless the Customs Duty is added to the price for the other liquor jurisdiction. The liquor agency is not limited to charging only the invoice price. The

DATE ISSUED: October 4, 2023

AUTHORITY: Original signed by  
Len Rhodes



**SECTION: LIQUOR PRODUCTS**  
**NUMBER: 3.19**

**SUBJECT: BOARD TO BOARD TRANSFERS ORIGINATING IN ALBERTA**

liquor agency can negotiate a different price with the other liquor jurisdiction if desired. *(Amended Jul 2021 and Oct 2023)*





SECTION: LIQUOR PRODUCTS

NUMBER: 3.20

LIQUOR AGENCY HANDBOOK

PAGE 1 OF 1

SUBJECT: BOARD TO BOARD TRANSFERS ORIGINATING IN OTHER CANADIAN JURISDICTIONS

**POLICIES**

- 3.20.1 In this section, “Board to Board transfers” means transfers of liquor products from other Canadian liquor jurisdictions to Alberta.
- 3.20.2 A liquor agency may initiate a transfer of product from another provincial liquor jurisdiction to Alberta at any time.
- 3.20.3 The liquor agency must submit an advanced shipping notice to the Central AGLC Authorized Warehouse as outlined in Subsection 3.1.1. The liquor agency must indicate on the advanced shipping notice that the shipment is a provincial transfer. *(Amended Jul 2021)*
- 3.20.4 The liquor agency must identify how the other liquor jurisdiction is shipping the product – “In Bond” or “Duty Paid”. The liquor agency should then determine if the current product registration/inventory is at the same status. AGLC’s Product & Pricing Section may be contacted by email at [pricing@aglc.ca](mailto:pricing@aglc.ca) to assist in this determination. If the Board to Board transfer is at a different status than that of the current registration/inventory then a new product must be registered in order for the Central AGLC Authorized Warehouse to receive the shipment. *(Amended Jul 2021)*

DATE ISSUED: July 20, 2021

Original signed by  
AUTHORITY: Len Rhodes

**SUBJECT: FUTURES**

**POLICIES**

- 3.21.1 In this section, Futures are defined as liquor products which are purchased by a liquor agency a minimum of 12 months prior to being bottled. Liquor Agency Futures Deposits (LAFD) are the deposits received from licensees for payments made by agencies to liquor manufacturers, or their representatives, for Futures products.
- 3.21.2 Licensees may pay a LAFD amount to an agency for Futures.
- 3.21.3 When registering the Futures product the agency must provide an invoice price which includes the LAFD received from the licensees. Due to the nature of Futures products, price changes will be allowed to be made as required, rather than on the normal bi-weekly basis.
- 3.21.4 When registering the Futures product, the agency must provide AGLC with a list of the LAFDs paid by all licensees for each product code. The following information is required by licensee:
- a) licence number;
  - b) product code;
  - c) number of cases of each product code allocated to this licensee;
  - d) LAFD amount per case for each product code, which must be in whole dollars; and
  - e) total LAFD amount for each licensee for each product code [must agree to c) and d) above].
- 3.21.5 As is standard procedure, licensees will pay AGLC for the product when purchased. The payment will equal the wholesale amount less the LAFD paid to the agency.
- 3.21.6 Through the consignment payment process, AGLC will pay the agency its price, less the LAFD paid by each licensee.
- 3.21.7 The onus is on the agency to provide complete and accurate data on the LAFD received from licensees. AGLC will not be responsible for assuming any financial liability due to incomplete or inaccurate submissions. Any disagreements in the amount of the deposits paid by the licensee or received by the agency must be resolved between the two parties.

**SUBJECT: DIRECT SOURCING OF PRODUCTS**

**POLICIES**

- 3.22.1 Former retail wine store licences that converted to Class D retail liquor store licences are permitted to continue to operate as direct source wine stores provided that the sales from these stores are restricted only to wine products, wine-based coolers and ciders.
- 3.22.2 If the direct source licensee wishes to change the status of the store to a full service liquor store, the direct source licensee will no longer be allowed to direct source any wine products.
- 3.22.3 Wine sales may be made to any class of licensee except if a current direct source store licensee:
- a) sells, assigns or transfers a portion of the business in which activities authorized by the liquor licence are carried out; and
  - b) the sale, assignment or transfer results in a change in control of the business,
- then the direct source licensee is not permitted to sell or provide direct source product to other Class D liquor stores owned wholly or in part by the direct source licensee.
- 3.22.4 For wines already registered with AGLC, the direct source licensee will order through the Central AGLC Authorized Warehouse. No direct orders of this product to the supplier can be made. *(Amended Jul 2021)*
- 3.22.5 Direct source licensee sales summaries and any other similar reporting are not required; however, AGLC retains the right to audit the direct source licensee in accordance with the provisions of the GLCA, GLCR or Board policies.
- 3.22.6 AGLC is the importer of record on all orders.
- 3.22.7 *(Deleted Jul 2021)*
- 3.22.8 *(Deleted Jul 2021)*
- 3.22.9 In situations where a strip label is to be used, the Central AGLC Authorized Warehouse may apply the label for a fee or the direct source licensee may apply the approved strip label on each bottle prior to display. *(Amended Jul 2021)*
- 3.22.10 *(Deleted Jul 2021)*

DATE ISSUED: October 4, 2023

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: DIRECT SOURCING OF PRODUCTS**

- 3.22.11 The direct source licensee must arrange for a “Direct Source Agreement” letter to be signed by the liquor supplier which states that the direct source licensee will pay the supplier directly for products shipped to AGLC and releasing AGLC from all associated liabilities.
- 3.22.12 The direct source licensee is required to provide the Central AGLC Authorized Warehouse operator with a completed advanced shipping notice. Freight carriers are required to schedule unloading at the warehouse facility. No appointments will be scheduled without a registered advanced shipping notice. Any questions regarding advanced shipping notices should be directed to the Central AGLC Authorized Warehouse. Additional information on advanced shipping notices can be found in Connect's Liquor Agency Handbook. *(Amended Jul 2021)*
- 3.22.13 The direct source licensee must make payment to AGLC prior to the product being shipped. Payment will be equal to the wholesale price less invoice price (markup, customs & excise, recycling, bottle deposit and GST). *(Amended Jul 2021)*
- 3.22.14 Once payment is received from the direct source licensee, the product may be picked up or storage arranged for by CLS.
- 3.22.15 The direct source licensee is responsible for paying the liquor supplier for all directly placed orders.
- 3.22.16 The direct source licensee is responsible for paying CLS for warehouse charges. *(Amended Jul 2021)*
- 3.22.17 All products must comply with Canadian labelling requirements. Liquor suppliers and liquor agencies should read “Labelling Requirements for Alcoholic Beverages” at [inspection.canada.ca](https://inspection.canada.ca). *(Added Oct 2023)*

**GUIDELINES**

- 3.22.18 *(Deleted Oct 2023)*

**SUBJECT: FAULTY PRODUCT CLAIMS**

**POLICIES**

3.23.1 Licensees that purchase products directly from AGLC through the Central AGLC Authorized Warehouse may request a refund from AGLC for faulty product. Faulty product includes:

- a) a sealed bottle(s) which:
  - i) is partially filled;
  - ii) has a damaged cap or cork; or
  - iii) is contaminated with a foreign material; and
- b) bottle(s) that are missing from a sealed case, with no imprint in the case; and
- c) faulty products included in a) or b) above and returned due to a customer complaint.

*(Amended July 2023)*

3.23.2 AGLC validates all faulty product claims.

3.23.3 Faulty product claims will be automatically deducted from consignment payments based on the product's duty paid price (invoice price plus any applicable customs duty/excise duty).

3.23.4 A claim for a refund must be received by AGLC within 30 days of product delivery, except for products returned by customers. Customer returns may be refunded up to one (1) year from the date of invoice. A return receipt is required for a faulty product return from a customer. If a product has been discontinued AGLC may decline to provide a refund. *(Amended July 2023)*

3.23.5 Requests for refunds beyond 30 days, excluding product returned by customers, will be allowed if the claim request includes written approval from the liquor agent.

3.23.6 Faulty bottles, and cases that are missing bottles, must be kept by the licensee until AGLC approves disposition.

3.23.7 Faulty products approved for credit by AGLC must immediately be destroyed. The product must not be made available for resale.

3.23.8 A licensee is authorized to destroy faulty liquor products under the following conditions:

DATE ISSUED: July 6, 2023

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: FAULTY PRODUCT CLAIMS**

- a) the faulty product claim has been approved and AGLC provides written consent to destroy the faulty liquor product;
- b) the product destruction is performed by an employee of the licensee on the licensed premises and in the presence of at least one witness; and
- c) the product and destruction process is clearly visible in a video recording and retained for a minimum of 90 days.

*(Added July 2023)*

3.23.9 Refund amounts are based on the original wholesale price paid by the licensee to AGLC.

3.23.10 Licensees purchasing product from a retail liquor store must report faulty product claims to the retailer. The retailer may then initiate a claim with AGLC for those products purchased directly from AGLC.

3.23.11 Faulty kegs returned to a warehouse are assessed by AGLC. Only kegs at least 80% full by weight are eligible for refund. *(Amended July 2023)*

3.23.12 *(Deleted July 2023)*

3.23.13 *(Deleted Dec 2020)*

3.23.14 When AGLC issues a product recall, the licensee must immediately suspend sales of these products and remove them from store shelves. *(Amended Dec 2020)*

3.23.15 Licensees must deal with the recalled product as directed by AGLC, which may include returning it to the warehouse for a full refund.

**GUIDELINES**

3.23.16 To make a claim for refund, a licensee must complete a Faulty Product Claim Request form. The form can be found at [aglc.ca](http://aglc.ca). Completed forms must be sent to [FaultyProduct@aglc.ca](mailto:FaultyProduct@aglc.ca).

3.23.17 *(Deleted Dec 2020)*

3.23.18 *(Deleted Dec 2020)*

3.23.19 Refund claims are normally processed within 30 days of receipt of the claim, even if not validated by AGLC within that timeframe. However, the licensee must keep all bottles and cases listed on the form until AGLC approves disposition. Should any of the product be missing or otherwise ineligible, the licensee will be required to repay the refund.

**SUBJECT: FAULTY PRODUCT CLAIMS**

- 3.23.20 Product analysis by AGLC for faulty product claims may be required.
- 3.23.21 If a product listed on a Faulty Product Claim Request is ineligible for refund, AGLC will advise the licensee and explain why. *(Amended Dec 2020)*
- 3.23.22 Dry breaks (no product spilled) should not be reported on a Faulty Product Claim Request form. Compensation for dry breaks is automatically processed each year, based on the licensee's purchases the previous year. Payment is made to each licensee to a maximum allowed in the Operating Guidelines (0.005% of wholesale purchases). Compensation for less than \$5 and compensation to terminated licensees will not be issued. *(Amended Dec 2020)*

**Products Causing Illness**

- 3.23.23 Customer allegations of injury or illness resulting from a faulty product must be reported immediately to AGLC Product and Pricing Department:

Alberta Gaming, Liquor and Cannabis  
50 Corriveau Avenue  
St. Albert, Alberta T8N 3T5  
Attention: Product and Pricing  
Telephone: 780-447-8832  
Email: [Product@aglc.ca](mailto:Product@aglc.ca)



SECTION: LIQUOR PRODUCTS  
NUMBER: 3.23

SUBJECT: FAULTY PRODUCT CLAIMS

**Products Causing Illness**

3.23.22 Customer allegations of injury or illness resulting from a faulty product must be reported immediately to AGLC Product and Pricing Department: *(Amended Jun 2018)*

Alberta Gaming, Liquor and Cannabis  
50 Corriveau Avenue  
St. Albert, Alberta T8N 3T5  
Attention: Product and Pricing  
Telephone: 780-447-8832  
Email: [Product@aglc.ca](mailto:Product@aglc.ca)



**SUBJECT: PRODUCT RETURNS AND RECALLS**

**POLICIES**

- 3.24.1 Product returns are allowed for the following reasons:
- a) recalled product (either issued by the Canadian Food Inspection Agency, AGLC or the liquor agency);
  - b) stale-dated product (Note: Stale-dated product refers to a product that has surpassed a “best before” date or “stale-date” indicated on the product label and/or container. Stale-dated does not refer to older/out-dated vintages of wine); or
  - c) faulty product (refer to Section 3.23). *(Amended Jul 2021)*
- 3.24.2 Return of inventory for reasons other than outlined in Subsection 5.7.1 are not allowed. *(Amended Jul 2021)*

**GUIDELINES**

- 3.24.3 The agency is responsible for approving all product returns from licensees. If the liquor agency approves a return, the authorization must specify which party (either the liquor manufacturer/agency or the licensee) will be responsible for the freight and re-stocking charges, if applicable. *(Amended Jul 2021)*
- 3.24.4 The agency is responsible for approving all product returns from licensees. If the liquor agency approves a return, the agency must provide written authorization to CLS Customer Service via email to: [connectcs@exel.com](mailto:connectcs@exel.com). The authorization must specify which party (either the liquor manufacturer/agency or the licensee) will be responsible for the freight and re-stocking charges. Re-stocking charges apply even if the product will be returned to the supplier or destroyed.

3.24.5 *(Deleted Jul 2021)*

3.24.6 *(Deleted Jul 2021)*

3.24.7 *(Deleted Jul 2021)*

**Product Recalls**

- 3.24.8 A liquor agency may voluntarily recall a product. Before the product is recalled the agency will:
- a) advise AGLC of the recall and the reason for the product recall;



**SECTION: LIQUOR PRODUCTS**  
**NUMBER: 3.24**

**SUBJECT: PRODUCT RETURNS AND RECALLS**

- b) arrange for the product to be returned and destroyed; and  
*(Amended Jul 2021)*
- c) advise licensees of the procedures to follow for returning the product.



SECTION: LIQUOR PRODUCTS

NUMBER: 3.25

LIQUOR AGENCY HANDBOOK

PAGE 1 OF 1

SUBJECT: EXCLUSIVITY AGREEMENTS

*(deleted Dec 2016)*

***For information regarding Exclusivity Agreements, see Section 4.6.***

DATE ISSUED: December 12, 2016

AUTHORITY:

Original signed by  
Susan Green

**SUBJECT: ASSISTING SPECIAL EVENT LICENSEES**

**GUIDELINES**

- 3.26.1 A liquor agency may provide assistance to the convenor of a special event licence function as follows:
- a) advise on variety, brands and quantities of liquor required for the function;
  - b) the availability, price range and nature of the recommended liquor; and
  - c) the procedure and information required to obtain the special event licence.
- 3.26.2 A liquor agency may make arrangements for delivery of liquor and pay for the delivery fees, however, a liquor agency may not pick up and deliver liquor from the point of purchase nor return it to the point of purchase for refund.

**SUBJECT: PERSONAL IMPORTATION OF LIQUOR**

**GUIDELINES**

3.27.1 Pursuant to Section 89 of the GLCR, an adult may import liquor purchased in a province or territory other than Alberta for personal use and consumption in Alberta in accordance with this policy:

- a) An adult may bring liquor into Alberta from another province or territory in any quantity for personal use if the liquor is:
  - i) in the direct possession of the individual; or
  - ii) as part of the individual's baggage, where the individual and individual's baggage are being carried on board the same vehicle, aircraft, boat, or other conveyance.
- b) An adult may cause liquor to be brought into Alberta from another province or territory in any quantity in the following manner:
  - i) contact a Class D (Retail Liquor Store) licensee and request that the product be brought into Alberta and the quantity desired; or
  - ii) contact a registered liquor agency and request that the product be brought into Alberta and the quantity desired.

**Note:** There are no minimum or maximum quantity requirements.

3.27.2 For the purposes of Subsection 3.27.1b)i) above, a retail liquor store licensee, requested by an adult to bring a product into Alberta will contact a registered liquor agency to arrange for the importation, or refer the adult to another retail liquor store licensee or directly to an agency to make the arrangements.

3.27.3 For the purposes of Subsections 3.27.1b)ii) or 3.27.2 above, the following process describes how a registered liquor agency will bring a product into Alberta when requested to do so:

- a) if the product is not already registered in Alberta, the agency or supplier can register the product pursuant to Section 3 of this handbook.
- b) product registration is completed within two weeks of AGLC's receipt of a completed New Product Registration Form (see Section 3.1); and

**SUBJECT: PERSONAL IMPORTATION OF LIQUOR**

c) once registered, products may be immediately shipped into Alberta via the Central AGLC Authorized Warehouse to licensees. *(Amended Jul 2021)*

3.27.4 Product imported pursuant to Subsections 3.27.1b)i) or 3.27.1b)ii) may be picked up from, or delivered by, the retail liquor store licensee to the adult who ordered it.

3.27.5 Adults who wish to access liquor from inside of Alberta have several options:

a) Search for the product on [Liquorconnect.com](http://Liquorconnect.com). Thousands of liquor products are registered for sale in Alberta, but may not be stocked by all retail liquor stores. [Liquorconnect.com](http://Liquorconnect.com) shows which products are available, and at which stores;

b) Speak with staff or management at retail liquor stores. Products which are not on the shelves may be brought in at customer request;

c) If products are not currently available in Alberta, retail liquor stores are able to work with registered liquor agencies in order to have them brought in.

d) Individuals may also contact agencies directly by searching for similar products at [Liquorconnect.com](http://Liquorconnect.com). View agent details for similar(s) and contact the agency to request that the product be brought into Alberta.

e) Orders may be taken on-line by liquor stores that choose to offer this option. Retail liquor stores are authorized to sell and deliver liquor to adults in accordance with their liquor licence.

**SUBJECT: GENERAL INFORMATION**

**POLICIES**

4.1.1 For all of Section 4:

- a) "advertising" means the use of media to communicate a message to an audience through words, audio and/or visuals. It is communicated through various mass media, including but not limited to:
  - i) traditional media such as television, radio, newspapers, magazines, outdoor advertising, flyers, billboards, transit shelters, inflatables, commercial and corporate vehicles or direct mail; and
  - ii) new media, including but not limited to digital and social media advertising, organic social media posts on newsfeeds and/or profiles, email, search results, blogs, websites or short message service (SMS); *(Amended August 2019)*
- b) "liquor agency" includes all associated shareholders, directors, management, agents and employees of liquor agencies and suppliers; and
- c) "records" are electronic or paper documents that summarize a transaction and include the documents to support these transactions. These documents include, but are not limited to, financial statements, invoices, receipts, vouchers, contracts, cancelled cheques, credit card receipts and emails.

4.1.2 A liquor agency, a licensee or a third party acting on their behalf (i.e., marketing company) may advertise in any medium not specifically prohibited, as long as the advertising complies with these policies, the Canadian Radio-television and Telecommunications Commission (CRTC) and any other regulator with jurisdiction.

4.1.3 All advertising must be:

- a) accurate and verifiable; and
- b) within the limits of good taste and propriety (i.e., not offensive to the general population).

4.1.4 Advertising must not:

- a) *(Deleted Nov 2022)*

**SUBJECT: GENERAL INFORMATION**

- b) encourage non-drinkers to consume liquor;
- c) promote irresponsible liquor consumption or service;
- d) show heavy or prolonged liquor consumption;
- e) give the impression liquor benefits a person's health;
- f) disparage (put down) another company, business or product.

**4.1.5 Minors:**

- a) Advertising must not appeal to minors or be placed in any medium targeted specifically at minors.
- b) No minor or anyone who may reasonably be mistaken for a minor may appear in advertising for a liquor product.
- c) *(Deleted Nov 2022)*
- d) The use or imitation of children's fairy tales, jingles, nursery rhymes, songs, musical themes or fictional characters from children's books is prohibited in liquor advertising.

**4.1.6** A product endorsement by well-known personality or look-a-like should not imply that drinking liquor contributed to their success.

**4.1.7** Brand advertising is allowed by a liquor supplier or a manufacturer's off-sales licensee. Brand advertising by Class A, B and C licensees must comply with Subsection 7.2.3 of the Licensee Handbook and brand advertising by Class D licensees must comply with Subsection 6.2.3 of the Retail Liquor Store Handbook. *(Amended Jul 2021)*

**4.1.8** Co-operative advertising (advertising by licensees that includes the specific mention of liquor manufacturers/suppliers/agencies), is permitted under the following conditions:

- a) the licensee must pay all costs pertaining to the advertising; and
- b) all records for advertising must be kept by the licensee for a period of two years and provided to AGLC on request.

**4.1.9** A liquor agency is not allowed to pay any advertising costs for a licensee, either directly or indirectly.

**4.1.10** *(Deleted Jul 2022)*



**SUBJECT: GENERAL INFORMATION**

4.1.11 Liquor brand advertising by licensees is acceptable, with the following conditions:

- a) the licensee must receive permission in advance from the liquor agency (or whoever owns/controls the brand identification) to use the brand logo, typeset or trademark; and
- b) the licensee is prohibited from receiving or requesting any benefit (money or other) from a liquor agency for advertising its brands.

*(Added Jul 2021)*

**GUIDELINES**

4.1.12 Advertising which promotes the responsible consumption of liquor (i.e., legal, moderate and safe) is highly recommended and supported by AGLC.

4.1.13 *(Deleted Dec 2020)*

4.1.14 References to brand advertising do not apply to Special Event licensees.

4.1.15 Corporate or brand identification may be used in public service or community advertising.

4.1.16 *(Deleted Dec 2020)*

4.1.17 *(Deleted Jul 2021)*



SECTION: ADVERTISING  
NUMBER: 4.2

SUBJECT: ADVERTISING BY CLASS A, B AND C LICENSEES

*(deleted Jul 2021)*

***For information regarding Advertising by Class A, B and C Licensees, please see Section 7.2 of the Licensee Handbook.***



SECTION: ADVERTISING  
NUMBER: 4.3

SUBJECT: ADVERTISING BY CLASS D LICENCEES AND DUTY FREE STORES

*(deleted Dec 2020)*

***For information regarding Advertising by Class D Licensees, please see Section 6.2 of the Retail Liquor Store Handbook.***



SECTION: ADVERTISING  
NUMBER: 4.4

SUBJECT: ADVERTISING BY SPECIAL EVENT LICENSEES

*(deleted Dec 2020)*

***For information regarding Advertising by Special Event Licensees, please see the Special Event Licence Policies and Guidelines.***

**SUBJECT: ADVERTISING CONTENT RESTRICTIONS**

**POLICIES**

- 4.5.1 Drinking Scenes (applies to brand advertising by liquor agencies):
- a) Drinking scenes depicted in advertising must be legal (i.e., the situation shown must not contravene any federal, provincial or municipal laws).
  - b) The quantity of a liquor product shown in a social setting must not exceed one (1) drink per person.
  - c) Any scene showing a person with liquor before or while operating a vehicle (motorized or not) or doing any activity considered dangerous or requiring care is prohibited; the advertising must be clear the liquor is being consumed only after the activity has ended.

**GUIDELINES**

- 4.5.2 Drinking Scenes (applies to brand advertising by liquor agencies):
- a) A liquor product may be shown in a setting where consumption is not normally allowed only:
    - i) if it is clearly a beauty shot; and
    - ii) no people are present to suggest liquor had been or was about to be consumed.
  - b) Activities shown within a bar or lounge setting must reflect the type of activities normally seen in licensed premises in Alberta.
  - c) The presence of food is encouraged.

4.5.3 *(Deleted Dec 2020)*

**SUBJECT: EVENT/TEAM AGREEMENTS & SPONSORSHIPS**

**POLICIES**

**EVENT/TEAM AGREEMENTS**

4.6.1 *(Deleted Mar 2024)*

4.6.2 Event/Team Agreement (“EA”) means a document establishing the terms and conditions under which a licensee agrees to the use of an agency’s or supplier’s products during a specified event or at a specified venue. *(Amended Mar 2024)*

4.6.3 *(Deleted Mar 2024)*

4.6.4 EAs apply to the licensed area(s) only.

4.6.5 EAs are permitted for the following types of events which are open to the general public and where the primary purpose of public attendance is not for the consumption of liquor: *(Amended Jul 2021)*

- a) community-based entertainment (community-based means it is available to a significant segment of the community); or
- b) professional or semi-professional sports teams or sporting events; or
- c) a broad-based cultural event (broad-based means representative of the larger community).

4.6.6 Eligible locations for these event venues are: *(Amended Jul 2021)*

- a) convention centres;
- b) ski hills;
- c) the home arena or sports stadium of the team, or the venue where the professional or semi-professional sporting event takes place;
- d) municipally approved public areas with the licensed area located within a tent or fenced area; or
- e) other locations with a Class B recreational facility, tourist facility or theatre licence. *(Amended Mar 2024)*

4.6.7 A location that operates with only a Class A liquor licence does not qualify for an EAs. This restriction does not apply to licensed premises

**SUBJECT: EVENT/TEAM AGREEMENTS & SPONSORSHIPS**

located within a premises conducting an event mentioned in Subsection 4.6.5 (e.g. lounge within a team's arena). *(Amended Mar 2024)*

- 4.6.8 Each proposed agreement must specifically identify the following:
- a) all parties participating in the agreement, including the name and registration number of the agency or supplier and the name, licence number and class of licensed premises;
  - b) the type of event(s) taking place;
  - c) the location of the event(s) including identification of the licensed area(s);
  - d) the type of liquor licence in effect during the event(s);
  - e) the commencement and termination dates of the proposed agreement;
  - f) the date(s) of the event(s);
  - g) the specific dollar value being paid, the type and value of services offered and a list of all benefits that the agency/supplier will receive; and *(Amended Mar 2024)*
  - h) the brand and type of liquor products in the agreement. *(Added Mar 2024)*

4.6.9 The agency or supplier must submit an Event/Team Agreement Acknowledgement and Undertaking form to AGLC prior to the start date of the agreement. *(See Subsection 4.6.22) (Amended Mar 2024)*

4.6.10 EAs shall be provided to AGLC upon request *(Amended Mar 2024)*

4.6.11 *(Deleted Mar 2024)*

**SPONSORSHIPS**

4.6.12 Sponsorship may only involve a publicly advertised contest (see Subsection 4.6.14) or the donation of cash or non-liquor merchandise, a trophy and/or a prize by a licensee, agency or supplier, directly to an event or team. Donations to licensees are not permitted. *(Amended Mar 2024)*

4.6.13 *(Deleted Mar 2024)*

4.6.14 Sponsorship or co-sponsorship of a publicly advertised contest is allowed with the following restrictions:

DATE ISSUED: March 27, 2024

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: EVENT/TEAM AGREEMENTS & SPONSORSHIPS**

- a) participation in a contest or raffle must not be conditional on the purchase or consumption of liquor;
- b) a contest sponsored by a liquor supplier must be directed only towards persons of legal drinking age; and
- c) if the contest is conducted on licensed premises, the licensee must also comply with Subsection 5.7.1

4.6.15 Agencies and suppliers may not provide free liquor or exclusively provide liquor products under a sponsorship. *(Amended Mar 2024)*

4.6.16 *(Deleted Mar 2024)*

4.6.17 *(Deleted Mar 2024)*

4.6.18 *(Deleted Mar 2024)*

4.6.19 *(Deleted Mar 2024)*

4.6.20 *(Deleted Dec 2020)*

4.6.21 *(Deleted Mar 2024)*

**GUIDELINES**

4.6.22 EA Acknowledgement and Undertaking forms, located at [aglc.ca](http://aglc.ca), may be submitted to AGLC at [inspections.mailbox@aglc.ca](mailto:inspections.mailbox@aglc.ca). *(Amended Mar 2024)*

4.6.23 Items displaying a corporate or brand logo may be donated to a registered charity for use as give-aways and raffle prizes.



**SUBJECT: TRADE SHOWS**

**POLICIES**

4.7.1 Participation in a trade show may be undertaken with a display booth. The following conditions apply:

- a) participation in a trade show may be advertised;
- b) the display booth may advertise liquor and related products and staff may wear promotional clothing. Promotional and educational materials may be given away; and
- c) tastings may be sold or provided as long as the conditions specified in Sections 5.5.1 and 5.5.2 are followed.

*(Amended Jul 2021)*

4.7.2 *(Deleted Dec 2020)*

**GUIDELINES**

4.7.3 An agency participating in a trade show must also comply with the trade show operator's requirements for display booths and liquor tastings.

4.7.4 *(Deleted Jul 2021)*

**SUBJECT: MARKET RESEARCH**

**POLICIES**

- 4.8.1 A liquor agency may appoint an independent group or organization to conduct market research on their behalf.
- 4.8.2 Market research surveys are subject to the following conditions:
- a) A survey must not be:
    - i) used to directly or indirectly advertise a product, nor may the results be used in a public advertising program;
    - ii) used to communicate potentially damaging information about another company or product; and
    - iii) directed to or involve minors, if the survey is liquor-related.
  - b) A survey with a person-to-person, question-and-answer format may be conducted by telephone, in a private location or in a public area (e.g., in a shopping mall, on the street).
  - c) A survey which includes a product audit (taste test) may be conducted only in a private location acceptable to AGLC (e.g., market research office, hotel meeting room or other location closed to the general public).
  - d) A market research organization conducting a taste test or a packaging audit (test of consumer response to a product's packaging) must meet all licence requirements (see Subsection 4.8.3).
  - e) A taste test:
    - i) may only use liquor acquired in Alberta as samples [see Subsection 5.6.1c)] and
    - ii) is limited to a single tasting which also cannot exceed the allowed maximum tasting sizes (see Subsection 5.5.2).

*(Amended Jul 2021)*

**GUIDELINES**

- 4.8.3 A taste test conducted in a non-licensed area requires a Private Non-Sale Special Event licence. This licence, which includes the words "Not for Resale", authorizes transportation of the liquor to and from the



**SECTION: ADVERTISING**  
**NUMBER: 4.8**

**SUBJECT: MARKET RESEARCH**

location of the taste test and possession of liquor at the location.  
*(Amended Jul 2021)*

4.8.4 A market research organization conducting a survey may pay participants to take part.

**SUBJECT: HOSTING NO SALE FUNCTIONS**

**POLICIES**

- 4.9.1 A no sale function may be hosted by liquor agencies or licensees at which invited guests may sample liquor.
- 4.9.2 Attendance at a no sale function must be by invitation only. There may be no advertising of the event.
- 4.9.3 If the event is to be held in an unlicensed location, the host must obtain a special event licence beforehand.
- 4.9.4 Liquor agencies, other than manufacturers, must have a hospitality licence issued by AGLC to host no sale functions at their office premises.

**SUBJECT: HOSPITALITY ROOMS**

**POLICIES**

4.10.1 A hospitality room for hosting individuals, groups or organizations where liquor is served for consumption may be provided at a manufacturer's facility or the offices of a liquor agency as follows:

- a) the manufacturer designating an appropriate room in a private reception area which is registered and approved by AGLC; or
- b) the liquor agency designating an appropriate room in a private reception area on their premises and obtaining a Hospitality Licence from AGLC.

4.10.2 A manufacturer (Class E licensee) must purchase all liquor products from AGLC as follows:

- a) Report liquor transfers and submit cheques as prescribed below:
  - i) the manufacturer must maintain records of product transferred to the hospitality room;
  - ii) the manufacturer must report monthly product transfers to AGLC by the 15th day following each month end;
  - iii) the report will include a calculation of the markup, GST, container deposit, and recycling costs for all product transferred; and
  - iv) the manufacturer must submit a cheque payable to AGLC for the markup, GST, container deposit, and recycling costs with the report; or
- b) the manufacturer purchases product through the Class D manufacturer's off sales licence prior to transfer to hospitality room; and
- c) the manufacturer maintains a written record of all transfers and the amount of product used at each hosting. The record must be made available for review upon request of AGLC.

4.10.3 A liquor agency with a Hospitality Licence may purchase liquor product as follows:

- a) from a Class D licensee;
- b) product they represent from AGLC at wholesale prices when the product is used only for sampling licensees; and



**SECTION: ADVERTISING**

**NUMBER: 4.10**

**LIQUOR AGENCY HANDBOOK**

**PAGE 2 OF 2**

**SUBJECT: HOSPITALITY ROOMS**

c) a record must be maintained of all product purchased and the amount of product used at each hosting. The record must be made available for review upon request of AGLC.

4.10.4 Liquor service may only take place between the hours of 9:00 a.m. and 2:00 a.m. and consumption of liquor is permitted until 3:00 a.m.

*(Amended Dec 2020)*

4.10.5 A licensee must ensure no liquor service is provided to a minor.

4.10.6 A licensee must ensure no liquor service is provided to an intoxicated person and no intoxicated person is permitted to consume liquor.

4.10.7 A licensee must maintain a guest book and require all guests to sign in the book.

4.10.8 A licensee must not advertise hosting activities or the providing of samples.

DATE ISSUED: December 21, 2020

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: GENERAL INFORMATION**

**POLICIES**

- 5.1.1 For all of Section 5:
- a) "product promotion" means activities within licensed premises designed to encourage the sale of specific brand(s) of liquor;
  - b) "liquor agency" includes all associated shareholders, directors, management, agents, and employees of liquor agencies and suppliers; and
  - c) "records" are electronic or paper documents that summarize a transaction and include the documents to support these transactions. These documents may include, but are not limited to, financial statements, invoices, receipts, vouchers, contracts, cancelled cheques, credit card receipts, and emails. *(Amended Jul 2022)*
- 5.1.2 A product promotion must not encourage the irresponsible use, consumption or service of liquor.
- 5.1.3 A licensee may participate in a liquor agency's local, regional, provincial or national corporate or brand promotion, with the following conditions:
- a) Product promotions must be directed to consumers or patrons of a licensed premises, with the exception of tastings (see Section 5.5) and sampling (see Sections 5.6 and 5.7).
  - b) The promotion must take place in licensed premises.
- 5.1.4 *(Deleted Nov 2022)*
- 5.1.5 A product promotion may be co-sponsored by a third party.
- 5.1.6 As per Section 85 of the GLCR, product promotions not specifically addressed in Section 5 require the prior approval of AGLC. *(Amended Jul 2022)*

**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS****POLICIES**

- 5.2.1 A liquor agency is prohibited from directing any promotional activity or items to a licensee that could directly benefit the licensee or their staff, and a licensee may not request or accept any such inducements.
- 5.2.2 Licensees are prohibited from asking for or receiving items of value from an agency as an inducement to stock an agency's product, provide improved shelf positioning to an agency's brand of liquor or for any other consideration.
- 5.2.3 A liquor agency is prohibited from participating in any way in a licensee's customer loyalty program, and a licensee may not request that a liquor agency participate in such a program.
- 5.2.4 To increase awareness, knowledge or information of a liquor agency's products or brand of products, an agency may pay the following education-related expenses for a licensee.
- a) direct-route transportation, meals and accommodation to a winery, brewery or distillery or any other place the agency owns, represents or has an interest;
  - b) registration fees for conferences, seminars, workshops related to an agency's products; and
  - c) dinners/events designed to increase awareness of the liquor agency's products.
- (Amended Jul 2022)*
- 5.2.5 A liquor agency is prohibited from paying for a licensee's activities that are recreational or leisurely in nature. *(Amended Jul 2022)*
- 5.2.6 A liquor agency may not offer or provide to a licensee:
- a) cash, rebates, coupons or credits of any monetary value;
  - b) a deposit into any account held by the licensee, directly or indirectly;
  - c) free liquor products, other than for sampling purposes as specified in Section 5.6; or
  - d) compensation for expenses related to:



**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**

- i) interior decorating (e.g., painting, draperies, carpeting, decor), renovations or maintenance to a licensed premises, or any other property owned, rented or leased by a licensee or anyone directly or indirectly involved with the licensee;
- ii) furniture, kitchen and bar equipment, or fixtures; *(Amended Jul 2022)*
- iii) refrigeration or dispensing equipment; (exceptions for dispensing equipment noted in 5.2.12 and tap handles in 5.2.14) *(Amended Jul 2022)*
- iv) *(Deleted Jul 2022)*
- v) other items considered essential to operating a licensed premises including building infrastructure and utilities. *(Amended Jul 2022)*

5.2.7 A liquor agency may provide interior signs displaying the agency's brand to licensees. However, an agency is not permitted to provide signs that display the licensee's business name or signs necessary for the operation of the business (e.g. entry/exit signs and bathroom signs).

5.2.8 A liquor agency may offer a licensee tickets to sporting, cultural or entertainment events, with the following conditions:

- a) tickets must be for events not normally paid for by the licensee; and
- b) *(Deleted Jul 2022)*
- c) no season tickets may be provided.

5.2.9 A liquor agency may pay for live entertainment at a licensee's premises. The agency shall pay for the entertainment directly, not through the licensee. *(Added Jul 2022)*

5.2.10 *(Deleted Dec 2020)*

5.2.11 Liquor agencies may provide a Class D Retail Liquor Store licensee with promotional refrigeration and racking that is portable and standalone. The following specifications regarding the equipment must be met:

- a) Refrigerators:
  - i) a maximum size of 12 cubic feet;
  - ii) a maximum of two refrigerators from one particular agency;

**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**

- iii) a maximum of four, agency-provided refrigerators in a licensed premises;
- iv) ownership of the refrigerators must remain with the agency(s); and
- v) services associated with the installation or maintenance of the refrigerators (i.e. electrical and power) must be the sole responsibility of the licensee.

b) Racks:

- i) a maximum size of 36 inches x 48 inches x 72 inches;
- ii) *(Deleted Jul 2022)*
- iii) a maximum of four, agency-provided racks in a licensed premises
- iv) ownership of the racks must remain with the agency(s); and
- v) services associated with the installation of the racks (i.e. electrical and power) must be the sole responsibility of the licensee

5.2.12 An agency may loan towers and proprietary branded dispensing equipment non-essential to the operation of a licensed premises to a licensee. Proprietary branded dispensing equipment is defined as:

- a) stand-alone;
- b) maximum dispensing capacity not to exceed 10 litres;
- c) not utilized as the licensee's primary dispensing method; and
- d) services associated to the equipment, including power or any other installation, must be the sole responsibility of the licensee.

5.2.13 A loan agreement must be in place and specify the type of equipment being loaned and the term of the agreement. Loan agreements can take any form as long as they contain the aforementioned information. The loan agreement must be provided to AGLC on request. A Promotional Agreement is not to be used as a loan agreement.

5.2.14 A liquor agency may provide a licensee with non-essential items, including:

**SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**

- aprons or hats for staff
- bar towels
- bottle openers and corkscrews
- interior branded signs (must not contain or display the licensee's business name)
- clocks
- coasters
- condiment caddies
- draught tap handles
- drip mats
- flags, pennants and banners
- fruit slicers
- glasses and mugs
- ice buckets
- inflatables
- lapel pins
- menu printing *(Added Jul 2022)*
- mirrors
- napkins
- patio umbrellas
- place mats
- portable patio heaters *(Added Jul 2022)*
- posters
- promotional fridges (see 5.2.11a)
- promotional racks (see 5.2.11b)
- sandwich boards
- sanitation stations *(Added Jul 2022)*
- serving trays
- tent cards and inserts

5.2.15 The following conditions apply to the non-essential items listed in 5.2.14:

- a) branding and co-branding of these items is permitted;
- b) if liquor pricing is stated on any of these items, the prices must match those on the menu or the posted price and must be determined by the licensee; and
- c) they cannot be sold to customers.

**GUIDELINES**

5.2.16 Liquor agencies and licensees may contact AGLC if unsure whether an item is considered essential or non-essential.

**SUBJECT: PROMOTIONAL AGREEMENTS**

**POLICIES**

5.3.1 A liquor agency may provide a licensee with promotional items for its customers in exchange for the licensee promoting a specific brand(s) of liquor. Agencies and licensees must keep sufficient records of these activities in order to demonstrate compliance with legislation, regulation and policies. Records are not required for non-liquor items provided that are of an individual value of less than \$5.00 (e.g. bottle openers, corkscrews) and added value items for existing inventory.  
*(Amended Jul 2022)*

5.3.2 Records must be kept by the agency and by the licensee on the licensed premises for a minimum of two years and be provided to AGLC upon request. The records include:

- a) name of agency;
- b) name of licensee;
- c) duration of promotional agreement;
- d) list of promotional items, the value of each item and/or services provided and their retail value;
- e) the terms of the agreement, specifying product brands and quantities; and
- f) name, address and phone number of every person who receives a give-away item with a value of more than \$100.

*(Amended Jul 2022)*

5.3.3 Cash, cheques, gift cards or prepaid credit cards are prohibited as promotional items. *(Amended Jul.2022)*

5.3.4 Promotional agreements cannot result in excluding or prohibiting any competitor's product(s). *(Amended Jul 2022)*

5.3.5 *(Deleted Jul 2022)*

5.3.6 *(Deleted Jul 2022)*

5.3.7 Promotional agreements that comply with these policies do not require AGLC approval. *(Amended Jul 2022)*

5.3.8 *(Deleted Jul 2022)*

5.3.9 *(Deleted July 2021)*

5.3.10 *(Deleted July 2022)*

DATE ISSUED: July 28, 2022

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: LICENSEE PROMOTIONS**

**POLICIES**

5.4.1 A licensee may conduct promotional activities in the licensed premises with the following conditions:

- a) free liquor may not be awarded as a prize in a Class A, B or C licensed premises;
- b) a sealed bottle of liquor may be awarded as a prize on a Class D licensed premises, for off premises consumption;
- c) the purchase or consumption of liquor cannot be required in order to participate in a competition, contest, draw, giveaway or similar promotion, and participants must be told that there is no such requirement;
- d) participants may be required to be present at the time of a draw in order to receive a prize. However, the time, date and place of the draw must be clearly displayed on the premises.

5.4.2 A liquor agency may donate liquor or merchandise and/or conduct free tastings for a bona fide charitable fundraising event or activity on a licensed premises, with the following conditions:

- a) the liquor agency and licensee must keep sufficient records of each event (see Subsection 5.3.2); *(Amended Jul. 2022)*
- b) all liquor purchased must be from a Class D licensee or otherwise approved by AGLC; and
- c) *(Deleted Jul 2022)*
- d) all profits from the fundraising event or activity must be turned over to the charity.
- e) *(Deleted Dec 2020)*

**GUIDELINES**

5.4.3 There is no limit to the quantity of merchandise and/or liquor that may be donated in support of charitable fundraising.

**SUBJECT: LIQUOR TASTINGS**

**POLICIES**

- 5.5.1 A liquor tasting is an activity that allows patrons the opportunity to taste featured liquor products. Liquor tastings may be conducted on a Class A, B, C, D or E licensed premises under the following conditions:
- a) minors are not provided liquor;
  - b) no one is served the product to the point of intoxication;
  - c) the server has valid ProServe certification; and
  - d) tasting records are provided to AGLC on request. *(Added Mar 2018)*
- 5.5.2 Maximum tasting sizes are as follows:
- a) beer and ciders – 112 ml (4 oz.); *(Added Mar 2018)*
  - b) refreshment beverages (e.g. coolers/premixed) – 112 ml (4 oz.); *(Amended Mar 2018)*
  - c) wine – 56 ml (2 oz); *(Amended Mar 2018)*
  - d) spirits – 28ml (1 oz); and *(Amended Dec 2020)*
  - e) liqueurs – 28 ml (1 oz). *(Amended Dec 2020)*
- 5.5.3 Liquor agencies are not licensed to sell liquor and as a result may not charge a fee to customers for liquor tastings. This includes tastings conducted by a Class D licensee on behalf of an agency. *(Added Dec 2018)*
- 5.5.4 A liquor agency may provide free individual tastings of liquor to patrons on a Class A, B, C, D or E licensed premises with the following conditions:
- a) the liquor used for the tastings:
    - i) must be purchased from the licensee, at the licensee’s cost of the product, or
    - ii) may be an unfinished product from a previous tasting(s) at another location(s), if the licensee permits the agency to use the product; *(Added Mar 2018)*
  - b) the liquor agency or its employee must be present on the licensed premises;
  - c) the booth or area from which the tastings are offered must be staffed;

**SUBJECT: LIQUOR TASTINGS**

- d) the tastings may be served by the liquor agency's employee or the licensee;
- e) the liquor agency and licensee must maintain a written record of the tasting including:
  - i) the date, time and location; and
  - ii) the liquor product(s) along with the quantity and cost.

*(Added Mar 2018)*

5.5.5 Tastings by liquor agencies must not be conducted outside of the licensed premises (for example, on a patio outside the store, in a tent outside the store, etc.).

5.5.6 A Class D licensee may conduct free tastings of liquor to patrons on behalf of a liquor agency, with the following conditions:

- a) the liquor agency and the licensee must have a written Promotional Agreement. The Agreement must:
  - i) specify the date, time and location of the tasting; *(Amended Mar 2018)*
  - ii) identify the liquor product(s) that will be offered along with the quantity and the licensee's cost for the product(s); *(Amended Mar 2018)*
  - iii) identify staffing costs specific to the tasting (i.e., wages, benefits and administrative costs to a maximum of \$25/hour); and *(Amended Mar 2018)*
  - iv) be signed by both the liquor agency and licensee before the tasting can take place.
- b) the liquor agency representing the product(s) being tasted may be involved in the tasting; and *(Amended Dec 2018)*
- c) items charged by the licensee to the liquor agency are limited to staffing costs and the licensee's cost of the product(s) being tasted.

*(Added Mar 2018)*

5.5.7 *(Deleted Dec 2020)*

5.5.8 *(Deleted Dec 2020)*

5.5.9 *(Deleted Oct 2020)*

**SUBJECT: PRODUCT SAMPLING FOR LICENSEES**

**POLICIES**

5.6.1 A liquor agency may provide a licensee with liquor products for sampling, with the following conditions:

- a) Product samples are for consumption by the licensee and cannot be sold to patrons of the licensed premises.
- b) The maximum sample size for each brand of liquor is:
  - beer/cider – 36 X 473 ml bottles, or the smallest keg used by the supplier (approved container), or equivalent; *(Amended Jul 2022)*
  - refreshment beverages – 36 X 473 ml bottles, or equivalent; *(Amended Jul 2022)*
  - wine – 4 X 750 ml bottles, or equivalent;
  - spirits – 2 X 750 ml bottles, or equivalent; and
  - liqueurs – 2 X 750 ml bottles, or equivalent.
- c) Liquor products for sampling must be purchased from AGLC to qualify for the wholesale price. Product samples may also be purchased from a Class D licensee at a price that is equivalent to the licensee's cost. (See Section 3.16 for information on procurement of samples.)
- d) The liquor agency must keep a written record of sampling activities for two years, including the date, name and location of the licensed premises where the products for sampling were provided, the type, size and quantity of the products and the cost. These records must be provided to AGLC on request.
- e) A licensee may be provided with samples of a specific product only twice per calendar year.

5.6.2 A liquor agency or licensee may host a no-sale function for liquor sampling, with the following conditions:

- a) Attendance must be by invitation only.
- b) No public advertising is allowed.
- c) A no-sale function at an unlicensed location requires a Private Non-Sale Special Event licence (see Section 9.2 of the Licensee Handbook).





**SECTION: PRODUCT PROMOTIONS**  
**NUMBER: 5.6**

**SUBJECT: PRODUCT SAMPLING FOR LICENSEES**

- d) A no-sale function at a licensee's office premises requires a hospitality licence from AGLC, unless the host is a liquor manufacturer.

**SUBJECT: PRODUCT SAMPLING FOR PUBLIC**

**POLICIES** (Added Oct 2020)

5.7.1 A liquor agency may provide free liquor product samples publicly to adults, under the following conditions:

- a) Liquor samples provided are purchased by the agency through AGLC. The price includes markup, container deposit, environmental fees and applicable GST.
- b) Samples are distributed by the agency, or its representatives to the individual in person or through a Class D Delivery Service Licensee. Samples cannot be mailed or provided by indirect methods.
- c) Product samples are clearly marked as “not for resale” and “for off-site consumption only”.
- d) Liquor product samples provided to any one individual cannot:
  - i) exceed one per consumer per day; and
  - ii) exceed the following size limits:
    - One (1) - 473ml bottles of beer or cider, or equivalent;  
(Amended Jul 2022)
    - One (1) - 473ml bottle of refreshment beverages, or equivalent; (Amended Jul 2022)
    - One (1) - 200 ml bottle of wine, or equivalent; and
    - One (1) - 50ml bottle of spirits, or equivalent.
- e) Liquor agencies must keep a written record of sampling activities for two years, including the date, name and location where the products for sampling were provided, the type, size and quantity of the products and the cost. These records must be provided to AGLC on request.
- f) Agencies are prohibited from offering samples of products they do not represent.

DATE ISSUED: July 28, 2022

AUTHORITY: Original signed by  
Len Rhodes

**SUBJECT: GENERAL PRODUCT PROMOTIONS**

**POLICIES**

5.8.1 A product promotion may involve a contest, competition or draw, and may be administered by a licensee on behalf of a liquor agency with the following conditions:

- a) all patrons who enter a contest, competition or draw must be eligible under the conditions set by the liquor agency. Minors are not eligible;
- b) participation cannot be conditional on the purchase or consumption of liquor;
- c) all promotional items provided to a licensee by a liquor agency must be used only for the specified contest, competition or draw;
- d) the closing date of a contest, competition or draw must be posted in the licensed premises; and
- e) all draws must take place in the licensed premises on the date and time advertised (except draws conducted by the liquor agency).

5.8.2 Both the liquor agency and the licensee providing promotional give-away items must ensure the items reach patrons as intended and must meet the following conditions:

- a) both the liquor agency and the licensee must maintain sufficient written records for two years of every promotional activity in a licensed premises involving a give-away item with an individual wholesale value of more than \$100. The records must include the name of the licensed premises, a description of the give-away item and its wholesale value. The records must be provided to AGLC on request; and *(Amended Jul 2022)*
- b) a licensee conducting a promotion on behalf of a liquor agency must keep a sufficient written record of the name, address and telephone number of every person who receives a give-away item with a wholesale value of more than \$100. The records must be provided to AGLC on request. *(Amended Jul 2022)*
- c) *(Deleted Jul 2022)*

**SUBJECT: GENERAL PRODUCT PROMOTIONS**

- 5.8.3 A liquor agency may provide a licensee with clothing items with corporate or brand logos for staff to wear during a promotion (e.g., t-shirts, aprons, sweatshirts). The clothing items:
- a) must have a maximum \$100 wholesale cost per item); *(Amended Jul 2022)*
  - b) cannot become a mandatory “uniform”; and
  - c) may be kept by the licensee when the promotion ends.

5.8.4 *(Deleted Jul 2021)*

- 5.8.5 A liquor agency may provide the general public with liquor vouchers redeemable only at Class D licensed premises for the purpose of promoting a specific brand, with the following conditions:

- a) The maximum amount of liquor that can be exchanged for a voucher is as follows:
  - Beer or Cider – 6 x 473 ml bottles, or equivalent; *(Amended Jul 2022)*
  - Refreshment Beverages (e.g. coolers/premixed – 6 x 473 ml bottles, or equivalent; *(Amended Jul 2020 and Jul 2022)*
  - 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.
- b) A liquor agency may not provide a licensee with a redemption fee.
- c) Vouchers may not be distributed on-pack, in-pack or near-pack as an added-value item (see Section 5.9).
- d) Receipt of a voucher must not be conditional on the purchase of a liquor agency's product.
- e) *(Deleted Jul 2022)*

**GUIDELINES**

- 5.8.6 There is no limit to prize value.
- 5.8.7 The liquor agency is not required to be present during these types of product promotions.
- 5.8.8 A licensee has the right to decide whether or not to participate in a voucher promotion.

**SUBJECT: ADDED VALUE PROMOTIONS**

**POLICIES**

5.9.1 An "added value promotion" promotes a specific brand of liquor by offering consumers who purchase the brand at a retail liquor outlet a second item at no charge.

5.9.2 Acceptable added value items include:

- a) Liquor
  - i) A liquor agency may provide liquor added value items to Class D licensees only. The liquor agency must maintain a record of all added value liquor provided.
  - ii) The words "SAMPLE" or "NOT FOR RESALE" must be clearly and permanently marked on the container of the added value item, either in non-removable ink on the label or on a non-removable tag affixed to the container, in a type size the same or larger than the largest type used on the product label. A licensee may not deface, remove or attempt to remove the label or tag.
  - iii) The quantity of liquor provided as an added value item must normally be no more than a single serving (i.e., 50 ml of distilled spirits, 200 ml of wine, or 473 ml of beer, cider or refreshment beverages), and its value may not exceed the 20% maximum value allowed under Subsection 5.9.4b), unless otherwise approved in writing by AGLC.  
*(Amended Jul 2022)*
  - iv) Added value liquor items are subject to regular provincial markups.
- b) Money-off coupons for:
  - i) a liquor product, redeemable only by the liquor agency or a third party (i.e., coupon clearing house); or
  - ii) a non-liquor product, redeemable by the liquor agency or by a non-liquor retailer of the product.
- c) Non-perishable food items (e.g., packaged snack food, food seasoning, powdered drink mix).
- d) Objects of nominal value, either:

**SUBJECT: ADDED VALUE PROMOTIONS**

- i) liquor-related (e.g., corkscrew, bottle opener, wine glass, beer mug or shot glass); or
- ii) not liquor-related (e.g., key ring, golf ball decal, figurine, CD, etc.).

5.9.3 An added value promotion may be conducted as an on-pack, in-pack or near-pack promotion:

a) On-Pack

A liquor on-pack item must be attached to the liquor product with a plastic ring, elastic band, shrink wrap or similar method by:

- i) the liquor agency, at its plant;
- ii) the liquor agency's employee;
- iii) the Central AGLC Authorized Warehouse (a fee is charged for this service); or (Amended Jul 2021)
- iv) the staff of a retail liquor store by arrangement with the liquor agency.

b) In-Pack

An in-pack item must be placed within the packaging of the liquor product (e.g., a case of beer or wine box) by the liquor agency at its plant.

c) Near-Pack

- i) A near-pack item must be purchased, supplied and delivered to the retail liquor outlet by the liquor agency or the agency of the item.
- ii) The item must be offered only with the purchase of the specified product.

5.9.4 A liquor agency may conduct an added value promotion in a retail liquor outlet (i.e., a Class D licensed premises or Duty Free Store), with the following conditions:

- a) The promotion must be directed at consumers.
- b) The cost of an added value item must not exceed 20 per cent of the wholesale price of the liquor product being promoted,

**SUBJECT: ADDED VALUE PROMOTIONS**

whether provided by the liquor agency or by a third party. A redemption rate may not be factored in when calculating cost.

*(Amended Jul 2022)*

- c) Only one added value item may be offered with the purchase of each bottle or unit (e.g., case of beer) of the liquor being promoted.
- d) Added value items cannot be changed based on the amount of liquor purchased. For example, if an added value item associated with a particular liquor product is a bottle opener and a customer buys three bottles of the product, a customer is entitled to three bottle openers, not another value added item of a higher value.
- e) Added value items provided by a agency may not be:
  - i) removed from a liquor product by a licensee;
  - ii) offered for sale separately; or
  - iii) provided to a licensee or licensee staff for their personal use or benefit (see Section 5.9.10).
- f) A liquor agency may not purchase, order or obtain any non-liquor item to be used in an added value promotion from any business in which a participating Class D licensee has a direct or indirect interest. *(Amended Oct 2023)*
- g) A liquor agency may purchase liquor products to be used in an added value promotion from a participating Class D licensee at the licensee's cost of the product. *(Added Oct 2023)*

5.9.5 A Class D licensee may conduct their own added value promotion, independent of a liquor agency, with the following additional conditions:

- a) The items provided are of nominal value;
- b) The items are those included on the list of acceptable non-liquor products approved for sale in the retail outlet (see Subsection 4.3.4 of the Retail Liquor Store Handbook);
- c) The items may identify the licensee's premises; and
- d) Money-off coupons for liquor purchases are acceptable.



**SECTION: PRODUCT PROMOTIONS**

**NUMBER: 5.9**

**LIQUOR AGENCY HANDBOOK**

**PAGE 4 OF 4**

**SUBJECT: ADDED VALUE PROMOTIONS**

- 5.9.6 Tobacco products are prohibited as an added-value item, pursuant to Sections 11 and 29 of the *Tobacco Act*.
- 5.9.7 No aspect of a licensee's business may be used as an added value item, either directly or indirectly, without the prior approval of the Board (e.g., coupon for money off a purchase at a licensed premises operated by the licensee; coupon for money off a ski lift ticket at a ski hill operated by the licensee).
- 5.9.8 Added value promotions which do not comply with all of the policies in this section require the prior approval of AGLC.
- 5.9.9 The Board reserves the right to set limits on the quantity of liquor provided to a licensee for an added value promotion.
- 5.9.10 Added value items may not be taken by a licensee for their personal use or provided to staff.

DATE ISSUED: October 4, 2023

AUTHORITY: Original Signed by  
Len Rhodes





**SECTION: ENFORCEMENT OF LEGISLATION**  
**NUMBER: 6.1**

**SUBJECT: INCIDENT REPORTS**

**GUIDELINES**

- 6.1.1 An AGLC Inspector who observes an alleged violation may prepare an Incident Report detailing the circumstances. *(Amended Dec 2020)*
- 6.1.2 The Chief Executive Officer or delegate may propose a penalty or refer the Incident Report to the Board for review and decision where circumstances warrant (see Section 6.2).
- 6.1.3 On reviewing an Incident Report, the Board may decide to impose a penalty with or without a hearing (see Sections 6.2 and 6.3).



SECTION: ENFORCEMENT OF LEGISLATION  
NUMBER: 6.2

SUBJECT: NOTICE OF ADMINISTRATIVE SANCTION

*(deleted Nov 2019)*

***Please see the Board Hearing Panel Rules and Procedures document at [aglc.ca](http://aglc.ca) for information on Notice of Administrative Sanction.***



SECTION: ENFORCEMENT OF LEGISLATION  
NUMBER: 6.3

LIQUOR AGENCY HANDBOOK

PAGE 1 OF 1

SUBJECT: PENALTY GUIDELINES

*(deleted Nov 2019)*

***Please see the Board Hearing Panel Rules and Procedures Document at [aglc.ca](http://aglc.ca) for information on Penalty Guidelines.***

DATE ISSUED: November 28, 2019 AUTHORITY: Original signed by Len Rhodes



SECTION: ENFORCEMENT OF LEGISLATION  
NUMBER: 6.4

LIQUOR AGENCY HANDBOOK

PAGE 1 OF 1

SUBJECT: BOARD HEARINGS

*(deleted Nov 2019)*

***Please see the board hearing panel rules and procedures document at [aglc.ca](http://aglc.ca) for information on board hearings.***

DATE ISSUED: November 28, 2019 AUTHORITY: Original signed by Len Rhodes

**SUBJECT: FORMS**

**GUIDELINES**

7.1.1 Forms may be accessed on the aglc website at [aglc.ca](http://aglc.ca) or through the [Liquor Agency Portal](#). These forms include:

- a) Registration Application;
- b) Liquor Agency Particulars of Incorporation of Company;
- c) Particulars of Individual;
- d) Acknowledgement and Undertaking (Liquor Supplier or Liquor Agency);
- e) Supplier Letter of Authorization;
- f) Agency Letter of Understanding; and
- g) New Product Registration.