

# Liquor Bulletin

## Loyalty Programs

July 2020

This bulletin is to advise all retail liquor stores of an amendment to Section 6.2 of the Retail Liquor Store Handbook (RLSH).

Effective immediately, a licensee who holds a retail liquor store licence and operates or is involved in another business may operate a customer loyalty program in one business which recognizes purchases made in the other business.

The amended RLSH may be accessed on AGLC's website at [aglc.ca](http://aglc.ca).

If you have any questions please contact AGLC's Compliance Branch at [inspections.mailbox@aglc.ca](mailto:inspections.mailbox@aglc.ca).

