

Q&A:

Online Special Event Liquor Licences

The Alberta Gaming and Liquor Commission (AGLC) launched a new licence application process on aglc.ca on November 29, 2017, allowing Albertans to apply, pay for and receive Special Event Licences (SELs) online for liquor service at private events.

With the ease and ability to apply for an SEL online, paper-issued licences will be phased out.

For consumers

Why did the AGLC move to an online application for SELs for private events?

The AGLC is committed to improving the delivery of our services and products. This user-friendly online SEL application enables Albertans to quickly and efficiently apply and pay for their licence from wherever they are.

How do I apply for a SEL for a private event?

You can apply for a SEL for a private event online at aglc.ca/eventlicence. Simply follow the steps on the screen to apply and pay for your licence.

What qualifies as a private event?

A private event is a function that is only open to members and invited guests. To meet the licensing requirements, you cannot advertise your private event to the public.

Are there different types of licences for private events?

There are two types of SELs for private events: private non-sale and private resale. A private non-sale licence is for an event where guests do not pay for liquor or for their admission; while a private resale licence is for an event where guests must pay for liquor or for their admission.

What is the cost for a SEL for a private event?

The cost for a private non-sale licence is \$10 and a private resale licence is \$25.

Do I have to apply for a SEL online?

There will be an initial transition period of 60 days where you can purchase a SEL at a liquor store. After that time, this service will no longer be offered and SELs for private events must be purchased online. If you do not feel comfortable applying for a licence online, please contact us for help at 780-447-8846 or specialeventlicensing@aglc.ca.

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Can minors obtain a SEL for a private event?

As with all of our liquor licences, minors may not obtain a SEL. As such, applicants for SELs for private events are asked to self-declare they are of legal age and eligible to hold a liquor licence. Additionally, anyone purchasing liquor from one of Alberta's retail locations appearing under the age of 25 must provide proof of age.

Is customer payment information stored?

The AGLC does not store, process or transmit customers' credit or debit card information. To pay for a SEL online, customers are redirected to a secure page where credit card information is processed by a third-party service provider, TD Merchant Services. This means the AGLC collects your personal information (what you are paying for, event address, name etc.) but we never retain your payment information. Keeping your personal information separate from your payment information helps protect you against credit card fraud and identity theft.

Why am I not able to purchase a SEL online for an event on a bus?

The process to approve and issue a SEL for an event on a bus requires additional information above and beyond what is required for other types of private SELs, which is not captured through the online application. To purchase a SEL for an event on a bus, please contact Special Event Licensing at 780-447-8846 or specialeventlicensing@aglc.ca.

For liquor retailers

Will this impact my liquor sales?

Private event licence holders will continue to purchase liquor for their events from Alberta retail locations, as such, this change should not affect your liquor sales.

Will there be a transition period?

We understand that there will be a time of transition for both consumers looking for licences and liquor stores currently offering licences. As such, there will be a 60-day transition period, starting November 29, where liquor stores may continue to issue paper SELs.

Can I still sell SELs for private events in my store?

There will be an initial transition period of 60 days where you can continue to sell SELs for private events. After that time, all SELs for private events must be purchased online. You may explore ways to offer the online service within your store, whether through an on-site computer or other means.

How can I request a refund for licences I have already purchased?

You may return paper licences to the AGLC for a full refund for 90 days after the implementation of the online SEL application. Send your unused licences with your store name, licence number and mailing address to:

AGLC Special Event Licensing
50 Corriveau Avenue
St. Albert, AB T8N 3T5