

1. What is the FIFA World Cup?

The FIFA World Cup is a soccer tournament that attracts 32 national teams to a central location. It is hosted over the course of a month with 25 days of game action. It draws a massive audience. Over 3.2 billion people watched the 2014 event in Brazil.

2. Where do people watch the games?

People over the age of 18 will gather with fellow fans and other soccer fans at local, licensed establishments to watch the tournament unfold. In 2018, the event is taking place throughout Russia, which will lead to early start times in Alberta.

3. Is the AGLC granting exemptions for liquor service during the World Cup?

Yes. All establishments where liquor is served for on-site consumption are being given a blanket exemption to service alcohol outside of the regularly scheduled liquor service hours. They do not need to apply for an amended licence. As start times vary during the tournament, so will the liquor service hours. The adjustment only impacts the beginning of the liquor service hours and the end time remains unchanged.

4. What time can we start serving our patrons?

See the related charts.

Group Stage

Date	Liquor Start Time	Liquor End Time	Additional Notes
June 14, 2018	06:00	Regularly scheduled	First game at 09:00 local time
June 15, 2018	06:00	Regularly scheduled	
June 16, 2018	04:00	Regularly scheduled	Prior to admitting patrons (3:30), establishment must empty at 3:00 am.
June 17, 2018	06:00	Regularly scheduled	
June 18, 2018	06:00	Regularly scheduled	
June 19, 2018	06:00	Regularly scheduled	
June 20, 2018	06:00	Regularly scheduled	
June 21, 2018	06:00	Regularly scheduled	
June 22, 2018	06:00	Regularly scheduled	
June 23, 2018	06:00	Regularly scheduled	
June 24, 2018	06:00	Regularly scheduled	
June 25, 2018	06:00	Regularly scheduled	First game at 08:00 local time
June 26, 2018	06:00	Regularly scheduled	First game at 08:00 local time

June 27, 2018	06:00	Regularly scheduled	First game at 08:00 local time
June 28, 2018	06:00	Regularly scheduled	First game at 08:00 local time

Knockout Stage

Date	Liquor Start Time	Liquor End time	Additional Notes
June 30, 2018	08:00	Regularly scheduled	
July 1, 2018	08:00	Regularly scheduled	
July 2, 2018	08:00	Regularly scheduled	
July 3, 2018	08:00	Regularly scheduled	
July 6, 2018	08:00	Regularly scheduled	
July 7, 2018	08:00	Regularly scheduled	
July 10, 2018	08:00	Regularly scheduled	
July 11, 2018	08:00	Regularly scheduled	First game is at 12:00 local time
July 14, 2018	08:00	Regularly scheduled	
July 15, 2018	08:00	Regularly scheduled	First game is 09:00 local time (World Cup Final)

5. For the game that starts at 4 a.m. (June 16), will establishments stay open so I don't have to stop drinking?

It depends where you are. All Class A, Minors Prohibited establishments will have to close at the regularly scheduled time of 3 a.m. on June 16. Starting at 3:30 a.m., the business will be allowed to re-admit patrons who wish to watch the 4 a.m. match between France and Australia. They will then be allowed to begin serving liquor at 4 a.m.

Class A, Minors Allowed and Class B and C will be allowed to stay open but all liquor must be cleared and there can be no liquor service between 3 a.m. and 3:30 a.m.

6. Is this the first time the AGLC has changed the start time for a major sporting or special event?

No. Flexible liquor service hours are nothing new. From pancake breakfasts at the Stampede to large sporting events like the Olympics, the AGLC has granted early service hours for special events for years. In the past, licensees have been very supportive of early service hours for events such as this and there have been no safety incidents raised by municipalities or Edmonton or Calgary Police Services. No concerns have so far been reported with the AGLC about this practice. Regardless of the operating hours, licensees are required to follow all requirements for responsible liquor service.

7. Are there any additional rules for licensed establishments?

Those that are planning to open early for tournament games are required to have a breakfast menu and have viewing screens for the patrons to watch the games. Licensees are expected to continue to follow all policies related to responsible service to ensure a safe drinking environment.

8. Is there anything else the AGLC would like me to know?

The AGLC reminds Albertans to exercise their DrinkSense and make responsible drinking choices while enjoying the FIFA World Cup.