



LIQUOR MANUFACTURER HANDBOOK

aglc.ca

Liquor Manufacturer Handbook

Table of Contents

GENERAL INFORMATION

- 1.1 Introduction
- 1.2 Definitions
- 1.3 Contacting AGLC
- 1.4 Legislation and Compliance
- 1.5 ProServe Liquor Staff Training
- 1.6 Staff Training Sessions

APPLICATIONS

- 2.1 Licence Fees & Agency Registration
- 2.2 Application Review
- 2.3 Objection to an Application
- 2.4 Change of Status (Sale, Assignment, Transfer or Closure)

CLASSES OF LICENCES

- 3.1 Class E Licence - Small Manufacturer
- 3.2 Class E Licence - Manufacturer
- 3.3 Class E Licence - Packaging
- 3.4 Class D Licence - Manufacturer Off Sales
- 3.5 Class D Licence - Delivery Service
- 3.6 Class A Licence - Minors Allowed & Minors Prohibited
- 3.7 Class A Licence - Manufacturer Taproom

PRODUCT REGISTRATION

- 4.1 General Information
- 4.2 Product Code Assignment
- 4.3 Non-Standard Sizes (Applies to Wines Only)
- 4.4 Containers
- 4.5 Advanced Shipping Notice Registration

PRODUCT SALES

- 5.1 Product Pricing
- 5.2 Private Labels
- 5.3 Consignment Payment
- 5.4 Self-Distribution (Non-Consignment) Reporting and Payment
- 5.5 Warehousing & Warehouse Charges
- 5.6 Product Returns and Recalls

PREMISES MANAGEMENT – MANUFACTURING FACILITY

- 6.1 Storage
- 6.2 Collaboration and Contract Manufacturing

PREMISES MANAGEMENT – CLASS A LICENCES

- 7.1 Hours of Liquor Sales and Consumption
- 7.2 Liquor Pricing
- 7.3 Minors
- 7.4 Separation of a Licensed Premises

ADVERTISING

- 8.1 General Information
- 8.2 Advertising by Class A Licensees
- 8.3 Event/Team Agreements & Sponsorships
- 8.4 Trade Shows
- 8.5 Hosting No Sale Functions

PRODUCT PROMOTIONS

- 9.1 General Information
- 9.2 Prohibited Inducements and Benefits
- 9.3 Promotional Agreements
- 9.4 Licensee Promotions
- 9.5 Liquor Tastings
- 9.6 General Product Promotions
- 9.7 Added Value Liquor Products

INSPECTIONS

- 10.1 General Information
- 10.2 Liquor Seizure and Analysis

LICENSEE DISCIPLINE

- 11.1 Incident Reports

Please see the **Liquor Licensee Handbook** at aglc.ca for policies regarding:

- Liquor Service
- Supervision of Patrons
- Collection of Personal Information
- Intoxicated Persons
- Illegal Drugs
- General Entertainment, Games and Dancing
- Structural Changes
- Patio Extensions
- Caterers' Extension
- Food Service

Please see the **Liquor Agency Handbook** at aglc.ca for policies regarding:

- Archiving and Reactivating Products
- Market Research
- Procurement of Samples by Liquor Agencies
- Product Sampling for Licensees
- Product Sampling for Public
- Added Value Promotions

Please see the **Retail Liquor Store Handbook** at aglc.ca for policies regarding:

- Advertising by Class D Licensees
- Refunds for Faulty Product

Please see the **Liquor Warehouse Handbook** at aglc.ca for policies regarding:

- Insurance

Please see **Board Hearing Panel Rules** at aglc.ca for policies regarding:

- Notice of Penalty
- Board Hearings

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* (Canada), 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 related to liquor licence activities are conditions of the licence. This includes policies approved after the liquor licence is issued [Section 61(1) of the GLCA].
- 1.1.5 Guidelines are best business practices designed to help liquor manufacturers meet operating requirements.
- 1.1.6 An activity not specifically permitted under these policies is prohibited.
- 1.1.7 Where a liquor manufacturer'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 liquor manufacturer to have an interpreter present whenever:
- a) discussing details of an application;
 - b) discussing the liquor manufacturer's operation with AGLC; and
 - c) the liquor manufacturer's contact person attends a Board meeting.

GUIDELINES

- 1.1.8 The purpose of this handbook is to provide information that will help liquor manufacturers 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.
- 1.1.9 The GLCA and GLCR may be accessed on the King's' Printer web site at Alberta King's Printer | Alberta.ca.

SUBJECT: DEFINITIONS

POLICIES

1.2.1 The following definitions apply:

- 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;
- c) "Board" means the Board of AGLC;
- d) "GLCA" means the *Gaming, Liquor and Cannabis Act*;
- e) "GLCR" means the Gaming, Liquor and Cannabis Regulation;
- f) "Handbook" means the Liquor Manufacturer 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) "Licensed premises" means all areas associated with the operations of the licensee, including but not limited to:
 - i) areas liquor may be sold or consumed; and
 - ii) any store room, lobby, kitchen, hallway or other service areas used by the licensee in support of the areas where liquor may be sold or consumed;
- i) "Licensee" means the individual, partnership or corporation holding a Class A - D liquor licence;
- j) "Liquor" means beverages that are intended for human consumption containing over 1% alcohol by volume (e.g., spirits, wine, liqueur, coolers, cider or beer);

SUBJECT: DEFINITIONS

- k) "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;
- l) "Liquor supplier" (supplier) means:
 - i) a liquor manufacturer;
 - ii) person who operates an establishment for making liquor outside Alberta;
 - iii) a person, other than AGLC, who is a distributor of liquor; or
 - iv) any person who has a connection, as specified in the regulations, to a liquor manufacturer or a person described in subclause ii) or iii) above;
- m) "Licensed facility" means the facility that an AGLC licensed Class E Manufacturer or Small Manufacturer operates and has legal control of, for the purpose of manufacturing liquor;
- n) "Liquor manufacturer" means an AGLC licensed Class E Liquor Manufacturer;
- o) "Manufacturer" means a liquor manufacturer as defined in Subsection 3.2.1;
- p) "NQAC" means the National Quality Assurance Committee;
- q) "Sampling" refers to liquor products being provided to licensees free of charge for the purpose of sampling an existing or new brand of product;
- r) "Small manufacturer" means a liquor manufacturer as defined in Subsection 3.1.1; and
- s) "Staff" means any person employed by the liquor manufacturer or contracted by the liquor manufacturer or third party to perform assigned or delegated duties.



SECTION: GENERAL INFORMATION

NUMBER: 1.3

LIQUOR MANUFACTURER HANDBOOK

PAGE 1 OF 1

SUBJECT: CONTACTING AGLC

GUIDELINES

1.3.1 There are five AGLC offices in the province. AGLC hours are 8:15 a.m. to 4:00 p.m. Monday to Friday, excluding statutory holidays and between Christmas and New Year's Day. Outside 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 Toll Free: 1-800-272-8876
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 web site address is: aglc.ca

1.3.3 **AGLC's Liquor Manufacturer Liaison:**
Liquor Planning & Reporting,
Liquor Services Division Phone: 780-447-8600
Email: liquorservices@aglc.ca

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: LEGISLATION AND COMPLIANCE

POLICIES

- 1.4.1 Liquor manufacturers 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 Pursuant to Section 100 of the GLCA, liquor manufacturer records are subject to review and audit by AGLC. Records are to be maintained in a manner acceptable to AGLC, AGLC-appointed auditors and the Canada Revenue Agency, and be produced upon request.
- 1.4.3 Non-compliance with the legislation or Board policies may result in disciplinary action by the Board pursuant to Part 4 of the GLCA.
- 1.4.4 The liquor manufacturer or manager approved by AGLC must notify AGLC immediately if charged with or convicted of an offence under:
- a) the *Criminal Code* (Canada);
 - b) the *Excise Act* (Canada);
 - c) the *Food and Drugs Act* (Canada);
 - d) the *Controlled Drugs and Substances Act* (Canada);
 - e) a foreign Act or Regulation substantially similar to an offence under a), b), c) or d);
 - f) the GLCA; or
 - g) the GLCR.
- 1.4.5 If a liquor manufacturer is at any time charged or convicted of an offence set out in any of the legislation listed in Subsection 1.4.4, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the liquor licence.
- 1.4.6 If a liquor manufacturer misleads 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 licence.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: PROSERVE LIQUOR STAFF TRAINING

POLICIES

- 1.5.1 A liquor manufacturer 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 to have their certificate recognized.
- 1.5.2 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:
 - 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;
 - 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 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.

DATE ISSUED: November 27, 2024

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.

1.5.3 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) where liquor is provided under the authority of a Private Special Event licence;
- c) 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); and
- d) as a volunteer at a Class B licensed premises

1.5.4 Persons requiring ProServe must be certified:

- a) within 30 days of the employment start date for all new hires to positions identified in Subsections 1.5.2a) and 1.5.2d) or;
- b) before a SEL Public Resale for staff in positions identified in Subsection 1.5.2 b) and c).

1.5.5 A ProServe certificate must be maintained by successfully repeating the ProServe program, including passing the exam before the certificate expires.

1.5.6 Liquor manufacturer staff must provide proof of ProServe certification at the request of an AGLC Inspector. Proof of ProServe certification includes:

- a) printed certificate that has a QR code; or
- b) a clear digital image of the above (e.g., screen shot) saved on the staff member's mobile device.

1.5.7 It is the responsibility of the liquor manufacturer to ensure at least one ProServe certified staff member is on shift at all times.

1.5.8 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:

SUBJECT: PROSERVE LIQUOR STAFF TRAINING

- a) Section 75 of the GLCA: give, sell, or supply liquor to a minor;
- b) Section 75.1 of the 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.

1.5.9 Industry workers 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.

1.5.10 An Industry worker whose ProServe certificate is placed into conditional status may appeal their 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.

1.5.11 Industry worker whose violation appeal is unsuccessful will have 30 days from the date of the appeal outcome to recertify.

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

GUIDELINES

1.5.13 To aid compliance with ProServe Liquor Staff Training certification requirements, it is suggested liquor manufacturers keep a log of employees that are ProServe certified. The log should include the following information:

- a) employee name as it appears on their certificate;
- b) SMART Training registration number; and
- c) expiry date.

1.5.14 The ProServe Liquor Staff Training program is found at smartprograms.aglc.ca.



SECTION: GENERAL INFORMATION

NUMBER: 1.6

LIQUOR MANUFACTURER HANDBOOK

PAGE 1 OF 1

SUBJECT: STAFF TRAINING SESSIONS

GUIDELINES

- 1.6.1 AGLC Inspectors are available to provide training sessions to liquor manufacturer staff to help them gain a better understanding of their responsibilities and authority regarding liquor manufacturing, sales, and service; and the operation of a licensed premises.
- 1.6.2 To arrange a staff training session, contact your nearest AGLC office (see Section 1.3 for AGLC contact information).

DATE ISSUED: November 27, 2024

AUTHORITY: Original signed by
Len Rhodes

SUBJECT: LICENCE FEES & AGENCY REGISTRATION

POLICIES

- 2.1.1 A one-time, non-refundable fee of \$200 must be submitted with all new liquor licence applications, with the following exceptions:
- a) No application fee is required for a new licence following expiry of the existing licence.
 - b) A single fee of \$200 is required when an application is made for more than one licence for the same premises at the same time.
- 2.1.2 An annual licence fee is due on the date of licence issue according to the following schedule:
- | | |
|-------------------------------------|-------|
| a) Class A | \$200 |
| b) Class D - Manufacturer Off Sales | \$100 |
| c) Class E | \$500 |
- 2.1.3 A liquor manufacturer is automatically registered as a liquor agency; and not required to make a separate application to become registered.
- 2.1.4 If a liquor manufacturer's liquor licence is terminated, the agency registration is also terminated.

SUBJECT: APPLICATION REVIEW

POLICIES

- 2.2.1 Liquor licence applications are subject to review and approval by AGLC.
- 2.2.2 When reviewing applications, AGLC considers:
- a) the appropriateness of the proposed premises;
 - b) the applicant's eligibility; and
 - c) the expressed views of the local community.
- 2.2.3 If AGLC does not support a licence application, the applicant may request a Board hearing.
- 2.2.4 If a licence expires, liquor manufacturing, sales and service are prohibited until a new licence is issued.

Reasons for Licence Refusal

- 2.2.5 Reasons for licence refusal are listed under Sections 8 and 10 - 13 of the GLCR.
- 2.2.6 AGLC may also refuse to issue a liquor licence:
- a) if the applicant is not eligible to receive the licence; and
 - b) if the requirements of the GLCA, GLCR and Board policies have not been met.
- 2.2.7 An application for a Class D Manufacturer's Off Sales licence will not be approved:
- a) unless the primary purpose of the Manufacturer Off Sales store is the sale of liquor to the general public and to licensees; and
 - b) if the primary purpose of obtaining the Manufacturer's Off Sales licence is to establish a warehousing and distribution system for liquor licensees.

GUIDELINES

- 2.2.8 First-time applicants should contact AGLC (see Section 1.3 for AGLC contact information).
- 2.2.9 A liquor manufacturer should first consult this handbook and then contact AGLC when:
- a) seeking a new licence or a new class of licence;



SECTION: APPLICATIONS

NUMBER: 2.2

MANUFACTURER HANDBOOK

PAGE 2 OF 2

SUBJECT: APPLICATION REVIEW

- b) seeking an endorsement to an existing licence (e.g., a patio or banquet room endorsement);
- c) planning to renovate their premises; or
- d) planning to relocate.

2.2.10 Liquor manufacturers are sent a reminder notice before their existing licence expires.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes



SECTION: APPLICATIONS
NUMBER: 2.3

SUBJECT: OBJECTION TO AN APPLICATION

POLICIES

Class A, D or E Premises

2.3.1 AGLC will post all applications for the following types of licences on its website (aglc.ca/licences):

- a) Class A, D and E liquor licence(s) for new premises;
- b) existing licensed premises applying for additional Class A, D or E licence(s);
- c) changes to the Class of liquor licence; and
- d) relocations of existing licensed premises.

2.3.2 The following information will be posted on AGLC website:

- a) name of the applicant;
- b) name of the proposed premises;
- c) municipal address of the proposed premises;
- d) licence(s) applied for; and
- e) the date that a written objection must be received by AGLC.

2.3.3 AGLC may not consider objections of the following nature as they are considered the responsibility of the municipality:

- a) number of licensees in a community;
- b) location;
- c) space between licensed premises;
- d) matters involving retail competition, community image and property values; and
- e) objections of a social/moral concern regarding the sale of liquor, generally.

2.3.4 For all new premises, objections must be submitted in writing and received by AGLC within seven calendar days from the date the application is posted on AGLC website in order for the objection to be considered during the current licensing process (See Subsection 2.3.12).

SUBJECT: OBJECTION TO AN APPLICATION

- 2.3.5 For existing licensed premises, only written objections received by AGLC at least 90 days prior to the expiration of the current licence will be provided to the Board for consideration.
- 2.3.6 The applicant will be notified in writing of all objections received, other than those described in Section 2.3.3.
- 2.3.7 The applicant will be given 14 days from the date of notification to respond in writing to the objection; an extension may be requested by the applicant. No licence(s) will be issued until the objection and the applicant's response, if any, have been considered by the Board.
- 2.3.8 If no objections to the issue of a new licence are received within the seven calendar days AGLC will continue with the licensing process.
- 2.3.9 If no objections to the issue of an existing licence are received within the 90 calendar days prior to the expiration of the current licence AGLC will continue with the licensing process.
- 2.3.10 The Board will not consider an objection for an existing licensed premises where there is a sale, transfer or change in control. Should an objection be received during a sale, transfer or change in control, the Board will deal with the objection at least 90 days before the expiration of the new licence term.

Appearances Before the Board

- 2.3.11 If an application is to be heard by a Panel of the Board under Section 94 of the GLCA, AGLC may, at its discretion, call an objector as a witness before such a hearing.

Other Liquor Licence(s)/Registrations

- 2.3.12 Any objection to an application for a licence received after the specified time frames noted above will not be taken into consideration. The objector(s) will be advised accordingly.

GUIDELINES

- 2.3.13 A person requesting the floor plan/site plan of the applicant's proposed premises will be given seven days from the date the application is posted to view the plans and to submit a written objection.



SECTION: APPLICATIONS
NUMBER: 2.3

SUBJECT: OBJECTION TO AN APPLICATION

2.3.14 Objections and/or requests to view the plans of proposed premises may be forwarded to:

Alberta Gaming, Liquor and Cannabis
Director, Compliance
50 Corriveau Avenue
St. Albert, AB. T8N 3T5
Fax: 780-447-8913
Email: Inspections.Mailbox@aglc.ca

2.3.15 If a request to view the plans is received, AGLC will contact the stakeholder to arrange a time to view the floor plan/site plan at the nearest AGLC office to the proposed premises. (See Section 1.3).

SUBJECT: CHANGE OF STATUS (SALE, ASSIGNMENT, TRANSFER OR CLOSURE)

POLICIES

- 2.4.1 A liquor manufacturer cannot sell, assign or transfer a liquor licence.
- 2.4.2 A liquor manufacturer's liquor licence is automatically cancelled when:
- a) a liquor manufacturer 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.
- 2.4.3 A sale, assignment or transfer of 5% or more of a business:
- a) that is a sole proprietorship, a partnership or a corporation; or
 - b) that is a distributing corporation as defined in the *Business Corporation Act*; and
 - c) under which the activities authorized by a liquor licence are carried out;
- must be reported to and approved by AGLC prior to the effective date of the sale, assignment or transfer.
- 2.4.4 AGLC may, with respect to a sale, assignment or transfer as per Subsection 2.4.3:
- a) approve it without conditions;
 - b) approve it with conditions;
 - c) approve it with changes to or removal of existing conditions; or
 - d) refuse to approve it.
- 2.4.5 Where AGLC refuses to approve a sale, assignment or transfer, after the sale, assignment or transfer takes effect AGLC may treat the licensee as ineligible to hold a liquor licence and:
- a) cancel or suspend the licence; (**Note:** A licensee may request a Board hearing if the licence is cancelled or suspended)
 - b) require a person to dispose of an interest in the business under which the activities authorized by the licensee are carried out; and/or
 - c) require a person to dispose of an interest in a licensed premises.

SUBJECT: CHANGE OF STATUS (SALE, ASSIGNMENT, TRANSFER OR CLOSURE)

- 2.4.6 When a licensed premises must be closed due to significant damage by fire or other natural events, the licence is cancelled by AGLC. However, the licensee may obtain a new licence if the premises is restored to an acceptable condition, complies with current policies and the licensee continues to qualify to hold a liquor licence.
- 2.4.7 Existing licences may remain in effect if a licensee is placed in receivership or bankruptcy. The licence may continue for a period determined by the Board of AGLC and is subject to any conditions imposed on the licence by the Board.
- 2.4.8 AGLC shall refuse to grant a licence to a new owner when an Incident Report or disciplinary action is in progress against the existing licensee until such time as the Incident Report or disciplinary action has been dealt with by AGLC.
- 2.4.9 A licence application fee will not be charged when:
- a) individual owners incorporate and a controlling interest in the business continues to be held by the original owners;
 - b) the transfer or assignment of shares does not result in a transfer of control of the business; or
 - c) only the name of the company or premises changes.
- 2.4.10 The seller of a licensed premises may apply for a refund of the annual licence fee when the premises has been sold.
- 2.4.11 A refund will not be paid when:
- a) the premises are destroyed by fire;
 - b) the premises are closed or licence surrendered;
 - c) the licence has been cancelled by the Board;
 - d) there is a change of licence class; or
 - e) the licence is seasonal.
- 2.4.12 Refunds are based on the original annual licence fee less:
- a) the prorated portion during which the licence was in effect; and
 - b) a \$100 administration charge.

SUBJECT: CHANGE OF STATUS (SALE, ASSIGNMENT, TRANSFER OR CLOSURE)

GUIDELINES

- 2.4.13 Prospective applicants wishing to purchase a licensed premises can find a list of the documents required by AGLC at aglc.ca.
- 2.4.14 A liquor manufacturer selling or closing their premises permanently may sell their remaining liquor stock to another licensee. The purchaser of the liquor stock is responsible to ensure the product is legal and of acceptable quality (i.e., not adulterated or contaminated).

POLICIES

3.1.1 A Small Manufacturer's licence may be issued to a qualified applicant to manufacture:

- a) Less than 180,000 hectolitres (hl) of beer in total annual worldwide production (AWP);
- b) Less than 48,000 hl of cider, refreshment beverages (e.g. coolers), or kombucha in total AWP (i.e. any combination of cider, refreshment beverages or kombucha totalling less than 48,000 hl);
- c) Less than 20,000 hl of wine or mead in total AWP (i.e. any combination of wine and mead totalling less than 20,000 hl); or
- d) Less than 240,000 Litres of Absolute Alcohol (LAA) of spirits in total AWP [for example 240,000 L or 2,400 hl of Absolute Alcohol = 600,000 L or 6,000 hl AWP of finished product at 40% Alcohol by Volume (ABV)].

(Amended Feb 2025)

Annual Worldwide Production (AWP)

3.1.2 AGLC includes the total AWP in the facility/facilities (based on the previous calendar year) where the liquor manufacturer is or was producing or obtaining its liquor products. This includes all liquor products and all contracted or leased volumes being produced for the liquor manufacturer by other parties. This does not include contracted volumes being produced by the liquor manufacturer declaring production for another liquor manufacturer and/or agency.

Note: If a liquor manufacturer or associate of the liquor manufacturer [as defined in Section 1(7) of the GLCR] has controlling interest [as defined in Section 1(2) of the GLCR] in another manufacturing facility, the AWP of all products in all facilities will be added together to determine the AWP.

3.1.3 A Small Manufacturer must submit a Declaration of Production (DOP) to AGLC within 90 days of the previous calendar year, or within a timeframe specified by AGLC, for the purpose of determining AWP.

- a) The Small Manufacturer must provide independent verification to AGLC that reported production volumes of all products are accurately reflected in the DOP.

SUBJECT: CLASS E LICENCE - SMALL MANUFACTURER

- b) The DOP is subject to review and audit by AGLC.
- 3.1.4 A Small Manufacturer may qualify for a reduced markup rate ([Markup Rate Schedule](#)) if the following conditions are met:
- a) AGLC receives a complete and accurate DOP within the 90 days of the previous calendar year, or within a timeframe specified by AGLC; and
 - b) the Small Manufacturer complies with the conditions set out in Section 5.4.
- 3.1.5 When applying for a Class E licence, a liquor manufacturer must provide proof of application for a Federal Excise Licence (e.g. confirmation email from the Canada Revenue Agency).
- 3.1.6 Liquor manufacturers must operate and have legal control of the manufacturing facility and any equipment used in the production of the liquor. Any equipment used must be commercially made equipment, intended for the commercial manufacture of liquor. The facility must be dedicated to the manufacture of liquor and be physically separate from other businesses (i.e. its own entrance and exit separate from the entrance and exit of other businesses; a floor to ceiling wall between the businesses; and its own receiving and storage area separate from other businesses). The facility must receive municipal approval. In addition, a residence as defined in Section 1(1)(z) of the GLCA, is not an allowable location for a manufacturing facility.
- 3.1.7 The use of neutral spirits and/or other beverage alcohol obtained in bulk is permitted as an input in the manufacturing of liquor products. Starting materials may include neutral spirits and existing beverage alcohol (i.e., liquor made by another manufacturer).
Note: "Bulk" means alcohol that is not packaged or sold to consumers.
- 3.1.8 A liquor manufacturer may blend or flavour liquor products obtained in bulk from other liquor manufacturers/suppliers. A liquor manufacturer that provides blending or flavouring services to other liquor manufacturers/suppliers is considered to be contract manufacturing (refer to Section 6.2).
- 3.1.9 A liquor manufacturer may provide packaging services (as defined in Section 3.3) to other liquor suppliers.

SUBJECT: CLASS E LICENCE - SMALL MANUFACTURER

- 3.1.10 Liquor products manufactured by a liquor manufacturer are subject to periodic chemical analysis by AGLC.
- 3.1.11 The liquor manufacturer warrants that all products manufactured:
- a) are of merchantable quality, fit and intended for human consumption and free from defects or corruption of any kind;
 - b) fall within the maximum allowable limits as specified in the NQAC Quality and Health Standards and Alcohol Tolerances (as mentioned in the [Liquor Agency Portal](#));
 - c) comply with NQAC standards for Tamper Evident Packaging (as mentioned in the [Liquor Agency Portal](#)) ; and
 - d) are 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.
- 3.1.12 AGLC retains the right to request a sample for analysis if required.
- 3.1.13 The liquor manufacturer must indemnify and hold harmless the AGLC, its employees and agents from any claims, demands, actions, liability, loss, expense or damage that may arise directly or indirectly from the production, sale or consumption of goods produced by the liquor manufacturer or from any act or omission of the liquor manufacturer, its employees or agents, including without limiting the generality of the foregoing:
- a) infringement of copyrights, patents or trademark rights by the Class E licensee;
 - b) any defect, flaw, fault or corruption alleged or proven in any goods supplied by the liquor manufacturer;
 - c) any failure by the liquor manufacturer to package or label goods 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;

SUBJECT: CLASS E LICENCE - SMALL MANUFACTURER

- f) non-compliance with NQAC Quality and Health Standards and Alcohol Tolerances (as stated in the [Liquor Agency Portal](#)); and
- g) non-compliance with NQAC Standards for Tamper Evident Packaging (as stated in the [Liquor Agency Portal](#)).

3.1.14 A liquor manufacturer is not permitted to produce vaporized alcoholic beverages.

3.1.15 A liquor manufacturer may not enter into a contract or any other relationship with another licensee that results in an exchange of money, benefits or services except as allowed under Section 6.2 and Section 9.

3.1.16 A liquor manufacturer's products are subject to provincial markup. Markup rates depend on product type, alcohol percentage and a liquor manufacturer's AWP ([Markup Rate Schedule](#)).

3.1.17 Small Manufacturers may:

- a) apply for one or more Class A liquor licences (i.e. Minors Allowed, Minors Prohibited and Manufacturer's Taproom) for the sale and consumption of liquor on licensed premises (see Sections 3.6 and 3.7);
- b) apply for a Class D Manufacturer's Off Sales licence for the sale of products made by the Small Manufacturer for off-premises consumption, including delivery (see Sections 3.4 and 3.5);
- c) sell their products at farmers' markets, artisan markets and tradeshow (see Section 3.4);
- d) establish a hospitality room in a private reception area within the manufacturing facility for the purposes of a Special Event Hospitality licence; and
- e) distribute products that are sold through AGLC directly from the Small Manufacturer to other liquor licensees (see Section 5.4).

3.1.18 If a Small Manufacturer exceeds the total AWP specified in Subsection 3.1.1 and also owns more than one Class A premises and/or Class A premises located on a different property than the Class E licensed premises, the Small Manufacturer must divest itself of these Class A premises within a year of declaring its total annual worldwide production to AGLC.



SECTION: CLASS OF LICENCES
NUMBER: 3.1

LIQUOR MANUFACTURER HANDBOOK

PAGE 5 OF 5

SUBJECT: CLASS E LICENCE - SMALL MANUFACTURER

3.1.19 If there is a sale, assignment or transfer of a portion of the Small Manufacturer’s business to a Manufacturer, the Manufacturer must divest itself of any Class A premises located on different property than the Class E licensed premises within a year of the sale, assignment or transfer.

DATE ISSUED: February 28, 2025 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: CLASS E LICENCE - MANUFACTURER

POLICIES

3.2.1 A Manufacturer's licence may be issued to a qualified applicant to manufacture:

- a) 180,000 hectolitres (hl) or more of beer in total annual worldwide production (AWP);
- b) 48,000 hl or more of cider, refreshment beverages (e.g. coolers), or kombucha in total AWP (i.e. any combination of cider, refreshment beverages or kombucha totalling 48,000 hl or more);
- c) 20,000 hl or more of wine or mead in total AWP; (i.e. any combination of wine and mead totalling 20,000 hl or more); or
- d) 240,000 Litres or more of Absolute Alcohol (LAA) of spirits in total AWP [for example 240,000 L or 2,400 of Absolute Alcohol = 600,000 L or 6,000 hl AWP of finished product at 40% Alcohol by Volume (ABV)].

(Amended Feb 2025)

3.2.2 Manufacturers must comply with the manufacturing policies specified in Subsections 3.1.2 – 3.1.15.

3.2.3 Manufacturers are not permitted to sell their products at farmers' markets, artisan markets or trade shows.

3.2.4 Manufacturers may:

- a) apply for a Class A Minors Allowed or Minors Prohibited licence, for the sale and consumption of liquor on a licensed premises if the manufacturing facility and Class A liquor licence are located on the same property (see Section 3.6);
- b) apply for a Class A Manufacturer Taproom licence for the sale and consumption of liquor on licensed premises (see Section 3.7);
- c) apply for a Class D Manufacturer's Off Sales licence for the sale of products made by the Manufacturer for off-premises consumption, including delivery (see Sections 3.4 and 3.5); and
- d) establish a hospitality room in a private reception area within the manufacturing facility for the purposes of a Special Event Hospitality licence.

DATE ISSUED: February 28, 2025

AUTHORITY: Original signed by
Len Rhodes



SECTION: CLASSES OF LICENCES
NUMBER: 3.2

LIQUOR MANUFACTURER HANDBOOK

PAGE 2 OF 2

SUBJECT: CLASS E LICENCE - MANUFACTURER

GUIDELINES

3.2.5 An out-of-province manufacturer that supplies product to AGLC does not require a Class E licence.

DATE ISSUED: February 28, 2025 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: CLASS E LICENCE - PACKAGING

POLICIES

3.3.1 In Section 3.3:

- a) “blend” means to combine or mix liquor with other liquor or non-liquor ingredients;
- b) “finished product” means the final packaged product intended for human consumption;
- c) “flavour” means to deliberately alter the taste of; and
- d) “package” means to transfer liquor into a container such as a bottle, can, box or other receptacle used for holding liquor and/or into any package that holds the containers.

3.3.2 A Class E - Packaging licence will only be issued to blend, flavor and/or package liquor for, or on behalf of, a liquor supplier as approved by AGLC.

3.3.3 A Class E – Packaging licensee will be permitted to:

- a) blend, flavour and package liquor in its licensed premises;
- b) possess and store the liquor it blends, flavours and packages in its licensed premises; and
- c) deliver the liquor it blends, flavours and packages to:
 - i) AGLC on behalf of the liquor supplier; or
 - ii) the liquor supplier.

3.3.4 A Class E - Packaging licensee is prohibited from manufacturing or selling liquor.

3.3.5 Before a Class E - Packaging licence is issued, the applicant must obtain a Federal Excise Licence.

3.3.6 The Class E - Packaging licensee 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) fall within the maximum allowable limits as specified in the AGLC Quality and Health Standards and Alcohol Tolerances (as mentioned in the [Liquor Agency Portal](#));

SUBJECT: CLASS E LICENCE - PACKAGING

- c) comply with AGLC Standards for Tamper Evident Packaging (as mentioned in the [Liquor Agency Portal](#)); and
- d) are 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.

3.3.7 The Class E - Packaging licensee 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 Class E – Packaging licensee or out of any act or omission of the Class E – Packaging licensee, its employees or agents, including without limiting the generality of the foregoing:

- a) infringement of copyrights, patents or trademark rights by the Class E – Packaging licensee;
- b) any defect, flaw, fault or corruption alleged or proven in any goods supplied by the Class E – Packaging licensee;
- c) any failure by the Class E – Packaging licensee to package or label goods 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 the AGLC Quality and Health Standards and Alcohol Tolerances (as mentioned in the [Liquor Agency Portal](#)); and
- g) non-compliance with AGLC Standards for Tamper Evident Packaging (as mentioned in the [Liquor Agency Portal](#)).

3.3.8 AGLC retains the right to request a sample for analysis, if required.

SUBJECT: CLASS D LICENCE - MANUFACTURER OFF SALES

POLICIES

3.4.1 A Small Manufacturer or Manufacturer holding a valid Class E licence may obtain a Class D Off Sales licence authorizing the sale of products made by the liquor manufacturer for off-premises consumption with the following conditions:

- a) the liquor manufacturer operates and has legal control of the facility in which the off sales outlet is located;
- b) unless otherwise approved by the Board, only products manufactured under the Class E licence may be sold through off sales;
- c) the liquor manufacturer must collect and remit the per-litre flat markup on behalf of AGLC for all off sales;
- d) the liquor manufacturer must collect and remit the following to AGLC for all off sales:
 - i) container deposit;
 - ii) environmental fees; and
 - iii) applicable GST charges.
- e) if the licensee sells liquor directly to consumers in other Canadian provinces or territories as agreed in a Memorandum of Understanding between the province of Alberta and the other participating province or territory, the licensee must follow the respective Government's process for reporting sales and remitting all applicable fees for shipments to the other province or territory;
(Added Dec 2024)
- f) liquor sold under a Class D licence must be in sealed containers and removed from the premises by the patron for off-premises consumption.

3.4.2 A Small Manufacturer holding a Class D Manufacturer's Off Sales Licence will have an endorsement on its licence to allow the sale of product at farmers' markets approved by the Ministry of Agriculture and Irrigation under the following conditions:

- a) all provisions of Subsection 3.4.1b) - e) must be met;
- b) a designated, self-contained area must be available for product storage, display and sales;

DATE ISSUED: December 9, 2024

AUTHORITY:

Original Signed by
Len Rhodes

SUBJECT: CLASS D LICENCE - MANUFACTURER OFF SALES

- c) minors must not be served or sold any liquor;
- d) must obtain approval from the appropriate health authority; and
- e) must obtain approval from the desired event.

3.4.3 A Small Manufacturer holding a Class D Manufacturer's Off Sales Licence will have an endorsement on its licence to allow the sale of product at artisan markets approved in advance by AGLC. In addition to meeting the conditions specified in Subsection 3.4.2a) – e), the artisan market must have a have a written jurying process (or similar show entry or vendor selection process) that ensures:

- a) the market focus is on high-quality, handmade goods;
- b) the market is at minimum composed of 80% vendors/manufacturers who sell self-produced goods and not commercially produced goods
- c) no used goods;
- d) each Small Manufacturer has its own booth that must be staffed by the Small Manufacturer or its direct employees;
- e) the market is comprised of a variety of artisan vendor types; and
- f) liquor products and/or work assembled from commercial kits or materials are not allowed.

3.4.4 A Small Manufacturer holding a Class D Manufacturer's Off Sales Licence will have an endorsement on its licence to allow the sale of product at trade shows approved in advance by AGLC. In addition to meeting the conditions specified in Subsection 3.4.2a) – e), the trade show must:

- a) feature businesses in a particular industry promoting their products and services;
- b) be held at a public facility (e.g. convention centre, exhibition centre, expo centre); and/or
- c) be a ticketed event.

3.4.5 No one under age 18 may be admitted to an off sales outlet unless accompanied by a parent, guardian or spouse who is an adult and who is on the licensed premises to purchase liquor for off-premises consumption.



SECTION: CLASS OF LICENCES
NUMBER: 3.4

LIQUOR MANUFACTURER HANDBOOK

PAGE 3 OF 3

SUBJECT: CLASS D LICENCE - MANUFACTURER OFF SALES

- 3.4.6 A Class D – Manufacturer’s Off Sales licensee may deliver liquor subject to the conditions specified in Section 3.5.
- 3.4.7 A liquor manufacturer may designate a self-contained area within the off sales outlet for hospitality purposes. Products used for hospitality purposes must be purchased from AGLC.
- 3.4.8 A liquor manufacturer is authorized to set their own prices for off sales to consumers, however sales to other licensees must be at the product’s registered wholesale price.

DATE ISSUED: December 9, 2024 AUTHORITY: Original Signed by Len Rhodes

SUBJECT: CLASS D LICENCE – DELIVERY SERVICE

POLICIES

- 3.5.1 A Small Manufacturer or Manufacturer holding a valid Class D Manufacturer's Off Sales licence, is automatically approved for a Class D Delivery Service licence.
- 3.5.2 Liquor to fill orders must be purchased from a liquor manufacturer's off sales licence.
- 3.5.3 Liquor delivery is subject to the following conditions:
- a) liquor must only be delivered to locations where liquor possession and consumption is legal (i.e., a private residence, temporary residence or office).
 - b) the delivery person must be at least 18 years of age and either be:
 - i) the liquor manufacturer; or
 - ii) staff of the liquor manufacturer, including contracted staff, whose actions are the responsibility of the liquor manufacturer; or
 - iii) a delivery service licensee. If a store contracts with an individual or company (e.g. taxi) to deliver orders, that party must have a delivery service licence and only deliver to locations within Alberta. The store must demand proof that a licence is in effect.
 - c) liquor may be delivered by a common carrier.
 - d) liquor must not be delivered to a minor or intoxicated person.
 - e) when an order is to be delivered to an individual who appears to be under age 25, the delivery person must check photograph identification (see Section 7.3).
- 3.5.4 Liquor delivery to another licensee is subject to the following conditions:
- a) liquor must only be delivered to a valid liquor licensee.
 - b) the delivery person must be at least 18 years of age and either be:
 - i) the liquor manufacturer; or
 - ii) staff of the liquor manufacturer, including contracted staff, whose actions are the responsibility of the licensee.



SECTION: CLASS OF LICENCES
NUMBER: 3.5

LIQUOR MANUFACTURER HANDBOOK

PAGE 2 OF 2

SUBJECT: CLASS D LICENCE – DELIVERY SERVICE

c) only liquor the liquor licensee orders may be delivered to the licensee.

3.5.5 A liquor order must leave the licensed premises during regular business hours; however, delivery may continue for 30 minutes after closing.

3.5.6 A liquor manufacturer may charge a fee for delivery services.

DATE ISSUED: November 27, 2024 AUTHORITY: Original signed by Len Rhodes

SUBJECT: CLASS A LICENCE: MINORS ALLOWED & MINORS PROHIBITED

POLICIES

- 3.6.1 A Class A licence may be issued for the sale and consumption of liquor on licensed premises that serves the general public where food is the primary source of business. Sealed liquor may also be sold for consumption off the licensed premises (see Subsection 3.6.11).
- 3.6.2 The licensee must post AGLC's Fetal Alcohol Spectrum Disorder poster in a prominent location in its licensed premises. The poster is available for download on AGLC website at: <https://aglc.ca/liquor/responsible-liquor-service/posters-and-brochures>.
- 3.6.3 Class A licensees must normally store their liquor products on site. The Board may approve a separate warehouse to enable a Class A licensee to service multiple restaurants/bars licensed under the same legal entity as the licensee. All liquor orders and payment for liquor orders must be made at each licensed premises. Licensees may pick up liquor orders assembled at the warehouse. If a separate warehouse is approved by the Board, it must be controlled and operated by the licensee and must be specifically listed, by address, on the licence.

Class A Minors Allowed

- 3.6.4 A Class A Minors Allowed licence may be issued for the sale and consumption of liquor on licensed premises that serves the general public where food is the primary source of business.
- 3.6.5 The licensed premises must be located in a permanent facility and contain equipment to support the primary business of food service. Food service must be available during all hours of liquor service.
- 3.6.6 Staff must be:
- a) available to prepare food, serve food and liquor and supervise patrons during all hours of liquor service; and
 - b) at least 18 years of age to carry or serve liquor, or to manage the licensed premises.
- 3.6.7 A Class A Minors Allowed licensee may apply to AGLC to change the style of operation during evening hours (usually after 9 p.m.) to a Minors Prohibited licensed premises (adults only including staff). If approved, no one under the age of 18 is allowed to enter the licensed premises during these hours.

SUBJECT: CLASS A LICENCE: MINORS ALLOWED & MINORS PROHIBITED

Class A Minors Prohibited

3.6.8 A Class A Minors Prohibited licence may be issued for the sale and consumption of liquor on licensed premises that are open to the general public and where liquor is the primary source of business.

3.6.9 The licensed premises must be in a permanent facility and meet the following requirements:

- a) full-height solid walls enclosing the premises [full height wall means a wall at least 2.44 metres (eight feet) high, normally floor to ceiling];
- b) food service comprising of a minimum of a snack-type food menu (e.g., potato chips, nuts or other preserved snacks); Food service is not required after 11 p.m;
- c) liquor service provided from a staffed and suitably equipped bar; and
- d) staff being:
 - i) available to provide liquor and food service and to supervise patrons during all hours of liquor service; and
 - ii) at least 18 years of age.

3.6.10 An adjacent Minors Allowed licensed premises may also share the liquor service bar.

3.6.11 If liquor is sold for off premises consumption, the liquor must be in a sealed, commercial container. In the case of draught beer, the cap design of the container (e.g., growlers or crowlers) should demonstrate the container has not been opened during transportation.

GUIDELINES

3.6.12 A Class A licensee may request:

- a) an extension to an adjoining patio area (see The Liquor Licensee Handbook); or
- b) a Caterer's Extension to provide food and liquor to events away from the licensed premises (see The Liquor Licensee Handbook).

3.6.13 A Class A licensee may deliver liquor subject to the conditions specified in Subsections 3.5.3 - 3.5.4.

SUBJECT: CLASS A LICENCE - MANUFACTURER TAPROOM

POLICIES

- 3.7.1 A manufacturer holding a valid Class E licence may obtain a Class A Manufacturer Taproom licence authorizing the sale and consumption of liquor on licensed premises that are open to the general public and where manufacturing is the primary source of business.
- 3.7.2 Sealed liquor may also be sold for consumption off the licensed premises. If liquor is sold for off premises consumption, the liquor must be in a sealed, commercial container. In the case of draught beer, the cap design of the container (e.g. growlers or crowlers) should demonstrate the container has not been opened during transportation.
- 3.7.3 The licensee must post AGLC's Fetal Alcohol Spectrum Disorder poster in a prominent location in its licensed premises. The poster is available for download on AGLC website at: <https://aglc.ca/liquor/responsible-liquor-service/posters-and-brochures>.

Physical Requirements

- 3.7.4 The licensed premises must be in a permanent facility and the licensee must operate and have legal control of the premises where the sale of the product will occur.
- 3.7.5 The taproom must meet the following requirements:
- a) the taproom must be located on the premises of the associated Class E manufacturing facility and the manufacturer must be producing liquor;
 - b) the premises must be suitably defined to separate the taproom from the manufacturing facility. Patrons must not be able to freely access the manufacturing area (e.g., enclosed by a physical barrier, solid walls or glass partition);
 - c) there must be a service bar;
 - d) there must be public washrooms in accordance with the Alberta Building Code; and
 - e) there may be an adjoining outdoor patio that meets the patio requirements (see Sec. 4.2 of the Liquor Licensee Handbook).

SUBJECT: CLASS A LICENCE - MANUFACTURER TAPROOM

Product Sales

- 3.7.6 Liquor products manufactured by the licensee and other Class E licensees may be sold at the premises.
- 3.7.7 Other liquor products may also be used with the manufacturer's primary liquor ingredient in drinks that showcases the manufacturer's products. These other products must not be sold exclusively on their own.
- 3.7.8 If the licensee has a Class D Manufacturer Off Sales licence, it may sell its manufactured products for off premises consumption. These products must be sold in sealed containers. Special considerations exist for draught beer and bulk wine sales, including:
- a) the cap design should enable the purchaser to demonstrate that the container has not been opened during transportation;
 - b) available quantities and related prices must be clearly displayed;
 - c) disposable containers are acceptable, however, a container deposit may become necessary to ensure environmental concerns are addressed; and
 - d) the federal government sets standards in areas such as acceptable container material and labelling content.
- 3.7.9 Tastings are permitted, but must comply with the Tastings policy listed under Sec. 9.5.
- 3.7.10 The licensee must maintain records of all sales satisfactory to AGLC.

Minors

- 3.7.11 Minors are permitted in the taproom, but must be accompanied by a parent, guardian or spouse who is an adult.
- 3.7.12 Minors are prohibited from working in the taproom.
Note: Additional policies regarding minors may be found in Sec. 7.3.

Food Service

- 3.7.13 Food service comprising of a minimum of a snack-type food menu (e.g., potato chips, nuts or other preserved snacks) must be made available in the taproom. Food service is not required after 11 p.m. This food service requirement may also be met by a third party, via a food service contract.

SUBJECT: CLASS A LICENCE - MANUFACTURER TAPROOM

Entertainment and Events

3.7.14 Licensees may have private events within the taproom area. During an event, food service must be provided.

3.7.15 Licensees may provide entertainment and games in the taproom premises (see Sec. 5.10 of the Liquor Licensee Handbook).

Special Event Licences (Manufacturer Taproom)

3.7.16 The licensee has the option to suspend its Class A Taproom licence to hold private Special Event Licences (SEL). The following conditions must be met in order to conduct such an event:

- a) an SEL must be issued to a qualified applicant prior to the event taking place;
- b) all liquor purchases and sales are the responsibility of the SEL holder;
- c) the Class A Taproom licence must be suspended for the duration of the SEL; and
- d) the SEL holder must comply to the SEL policies (Please see the Special Event Policies and Guidelines at aglc.ca).

3.7.17 The taproom licensee may charge a fee to the SEL holder for its services.

3.7.18 If the taproom licensee has a Class D Off Sales licence within the taproom premises where the SEL is occurring, the Class D licence must be suspended along with the Class A Taproom licence.

3.7.19 If the Class D Off Sales licence is in a separate and defined area with its own entrance/exit, and operates independently of the Class A Taproom licence, the Class D licence may remain in effect for that area only.

3.7.20 The licensee may host functions at the premises directed at the education, tasting and promotion of their manufactured products (e.g., product launches, product anniversary events).

SUBJECT: GENERAL INFORMATION

POLICIES

- 4.1.1 All liquor products in Alberta must be registered with AGLC and sold through AGLC.
- 4.1.2 Liquor manufacturers must complete, sign and submit a “Letter of Authorization” regarding product registrations.
- 4.1.3 In addition, if a liquor manufacturer acts as its own liquor agency, the liquor manufacturer must complete, sign and submit a “Letter of Understanding.”
- 4.1.4 Each particular product brand must not be represented by more than one liquor agency at the same time, unless otherwise stated in Subsection 6.2.3j)iii).
- 4.1.5 The product description must be an accurate reflection of the actual product.
- 4.1.6 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).
- 4.1.7 A liquor manufacturer/agency must advise AGLC immediately if it becomes aware of changes to sales units per case or alcohol by volume on registered products.
- 4.1.8 If the product has an attached on-pack (liquor either originating from the manufacturer or assembled by an AGLC Authorized Warehouse for sale to licensees), the product description must indicate the inclusion of the on-pack.
- 4.1.9 Liquor manufacturers/agencies are not permitted to impose a minimum order quantity per product per licensee.
- 4.1.10 For the purposes of registration, liquor product categories are defined as follows:
 - 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;

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: GENERAL INFORMATION

- 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);
- i) "Rum" is a type of spirit with the meaning given in Section B.02.031 of the Canadian Food and Drug Regulation;
- j) "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;
- k) "Tequila" is a type of spirit with the meaning given in Section B.02090 of the Canadian Food and Drug Regulation;
- l) "Vodka" is a type of spirit with the meaning given in Section B.02080 of the Canadian Food and Drug Regulation;
- m) "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
- n) "Wine" has the meaning given to it in Section B.02.100 of the Canadian Food and Drug Regulation.

GUIDELINES

4.1.11 Liquor manufacturers/agencies may impose a maximum order quantity per product per licensee.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes



SECTION: PRODUCT REGISTRATION
NUMBER: 4.1

LIQUOR MANUFACTURER HANDBOOK

PAGE 3 OF 3

SUBJECT: GENERAL INFORMATION

[Empty content area]

DATE ISSUED: November 27, 2024 **AUTHORITY:** Original signed by Len Rhodes



SECTION: PRODUCT REGISTRATION

NUMBER: 4.3

LIQUOR MANUFACTURER HANDBOOK

PAGE 1 OF 1

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

POLICIES

4.3.1 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, 1.5L, 2L, 3L, or 4L (litres). 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, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: CONTAINERS

POLICIES

- 4.4.1 Beverage containers in Alberta are governed by the *Environmental Protection and Enhancement Act* and the Beverage Container Recycling Regulation.
- 4.4.2 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 Subsection 4.4.5).
- 4.4.3 Liquor manufacturers/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

- 4.4.4 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.
- 4.4.5 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

registrations@bcmb.ab.ca



SECTION: PRODUCT REGISTRATION

NUMBER: 4.5

LIQUOR MANUFACTURER HANDBOOK

PAGE 1 OF 1

SUBJECT: ADVANCED SHIPPING NOTICE REGISTRATION

POLICIES

- 4.5.1 A liquor manufacturer/agency is required to provide the Central AGLC 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.
- 4.5.2 For liquor manufacturers using Other Authorized Warehouses, information regarding advanced shipping notices must be covered in the terms and conditions set out in the agreement with warehouse (see The Liquor Warehouse Handbook).
- 4.5.3 All liquor advanced shipping notices are on a consignment basis only.
- 4.5.4 All shipments must be made to the consignee (the liquor manufacturer/agency) in care of AGLC and shipped to an AGLC liquor warehousing agent. Consignees must ensure the freight forwarder has their liquor manufacturer/agency name for third party liability (AGLC is not liable) and conditions set out in the agreement with the warehouse (see The Liquor Warehouse Handbook).

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: PRODUCT PRICING

POLICIES

- 5.1.1 The price of liquor must be the same, at any one time, for all licensees regardless of the quantity purchased.
- 5.1.2 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. All price submissions should include the Product Code, new invoice price and specific effective date. They must be entered through the [Liquor Agency Portal](#) or email: pricing@aglc.ca or fax: 780-447-8919.
- 5.1.3 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 (see Subsection 5.1.2).
- 5.1.4 The liquor manufacturer/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.
- 5.1.5 The liquor manufacturer/agency must ensure its 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

- 5.1.6 It is the liquor manufacturer/agency’s responsibility to review AGLC’s confirmation of the price change to verify its accuracy. If an error/omission is found, the liquor manufacturer/agency must contact AGLC immediately by email: pricing@aglc.ca or by calling 780-447-8675.
- 5.1.7 Liquor manufacturers/agencies having submitted their changes through [Liquor Agency Portal](#) will receive an automatic confirmation through the report function on the application. During the week following the price change deadline, agencies who submitted price



SECTION: PRODUCT SALES
NUMBER: 5.1

LIQUOR MANUFACTURER HANDBOOK

PAGE 2 OF 2

SUBJECT: PRODUCT PRICING

changes via email or fax will receive written confirmation of the price change submission.

DATE ISSUED: November 27, 2024 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: PRIVATE LABELS

POLICIES

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

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

(Amended Feb 2025)

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

Note: As per Section 1(1)(p) of the GLCA, licensed premises refers to the premises described in a liquor licence; and as per Section 1.2.1i) of this handbook, licensee refers to the individual, partnership or corporation holding a Class A - D liquor licence. *(Added Feb 2025)*

5.2.2 Private label products that comply with this section of the Liquor Manufacturer Handbook may exceed the allocation limit of 1,000 cases of sales per Product Code (see Section 3.10 of the Liquor Agency Handbook for more information regarding allocated products).

5.2.3 For new product registrations, the liquor manufacturer/agency 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.

5.2.4 The liquor manufacturer/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 manufacturer/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.

5.2.5 The liquor manufacturer/agency shall ensure the lowest general listed product is available at all times (see Subsection 5.2.4). If the product is out of stock for more than a two-month period, the liquor manufacturer/agency will be contacted and advised to comply with the private label policy.

DATE ISSUED: February 5, 2025

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: PRIVATE LABELS

5.2.6 There are no restrictions on package sizes for private labelled products other than wine, as noted in Subsection 4.3.1.

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

5.2.8 Private labelled products:

- a) may only be sold by the licensed premises or licensee whose name appears on the label; and *(Amended Feb 2025)*
- b) cannot be sold by a Class D licensee to other Class D licensees.

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

5.2.10 Liquor manufacturers/agencies supplying licensees with private labelled liquor products are subject to the following:

- a) any licensed premises or licensee wanting a private labelled product that will meet the minimum order quantity, as set by the liquor manufacturer/agency, will receive equal consideration from the liquor manufacturer/agency; and
- b) private labels cannot be used by liquor manufacturers/agencies as an inducement to licensed premises or licensees whereby they receive a premium product at a discounted price.

(Amended Feb 2025)

GUIDELINES

5.2.11 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 The Liquor Agency Handbook.

5.2.12 Custom label products are not considered private label products and do not require a separate product code registration. A custom label is a label for a wedding or corporate event or company logo, etc. It is not for a licensed premises or licensee. *(Amended Feb 2025)*



SECTION: PRODUCT SALES

NUMBER: 5.3

MANUFACTURER HANDBOOK

PAGE 1 OF 1

SUBJECT: CONSIGNMENT PAYMENT

POLICIES

5.3.1 Payments for consignment orders will be made weekly for all product sold the previous week.

5.3.2 If consignment payments are returned to AGLC, the liquor manufacturer will be notified by letter requesting proper information to allow the consignment payment to be made. If the liquor manufacturer does not respond to the letter within the time period specified in the letter, the remaining product related to this liquor manufacturer will be deemed abandoned and may be destroyed. The unclaimed consignment payments will be offset against any amounts owing to AGLC or the Central AGLC Authorized Warehouse (if the liquor manufacturer is using this warehouse) 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.

Note: For liquor manufacturers using Other Authorized Warehouses, please see Section 5.5.3.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes



SECTION: PRODUCT SALES

NUMBER: 5.4

LIQUOR MANUFACTURER HANDBOOK

PAGE 1 OF 2

SUBJECT: SELF-DISTRIBUTION (NON-CONSIGNMENT) REPORTING AND PAYMENT

POLICIES

- 5.4.1 Liquor cannot be distributed to a liquor licensee until the licensee buying the product has paid the AGLC for the liquor, in accordance with Section 80(3) GLCA.
- 5.4.2 When a Small Manufacturer sells to its Class A or D, AGLC must receive payment prior to the liquor product being moved physically, and/or on paper, from the Class E to its Class A or D.
- 5.4.3 Small Manufacturers may distribute products that are sold through AGLC directly from the Small Manufacturer to other liquor licensees.
- 5.4.4 It is the responsibility of the Small Manufacturer to produce the invoice to the liquor licensee for the liquor order. The invoice and payment shall be based on the product price in effect on the day the order is placed and this date shall be clear on the face of the invoice.
- 5.4.5 Liquor delivery from a Small Manufacturer to another licensee is subject to the following conditions:
 - a) Liquor must only be delivered to a valid licensee;
 - b) The delivery person must be at least 18 years of age and either be:
 - i) the Small Manufacturer; or
 - ii) staff of the Small Manufacturer, including contracted staff, whose actions are the responsibility of the Small Manufacturer.
 - c) Only liquor the liquor licensee orders may be delivered to the licensee.
- 5.4.6 A Small Manufacturer may institute minimum order thresholds for liquor licensee orders.
- 5.4.7 The Small Manufacturer is responsible for loss or damage to liquor until it is delivered to and accepted by the customer or liquor licensee.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: SELF-DISTRIBUTION (NON-CONSIGNMENT) REPORTING AND PAYMENT

- 5.4.8 A licensee buying the Small Manufacturer’s liquor product will pay AGLC the wholesale price. From the wholesale price received AGLC will:
- a) deduct deposit fee – if applicable;
 - b) deduct recycling fee – if applicable;
 - c) deduct markup;
 - d) deduct GST; and
 - e) pay the Small Manufacturer the invoice price.
- 5.4.9 Payments to Small Manufacturers for self-distributed liquor products will be based on:
- a) the corresponding wholesale payment being made to AGLC; and
 - b) the Small Manufacturer’s reporting of the sale.
- 5.4.10 A Small Manufacturer must report all wholesale sales transactions to AGLC on a monthly basis. (**Note:** the reports may be submitted more frequently). These transactions include:
- a) sales to another licensee; and
 - b) sales and transfers from the Small Manufacturer to other commonly owned Class A or D licensed premises.
- 5.4.11 A Small Manufacturer that does not have monthly sales shall notify AGLC at: liquorservices@aglc.ca.
- 5.4.12 Sales reporting and payments are subject to review and audit by AGLC.

SUBJECT: WAREHOUSING & WAREHOUSE CHARGES

POLICIES

- 5.5.1 A Small Manufacturer may deliver:
- a) product directly to another licensee in accordance with Section 5.4; or
 - b) product to an AGLC Authorized Warehouse for distribution per Subsections 5.5.2 and 5.5.3 below.
- 5.5.2 A Manufacturer shall deliver product to an AGLC Authorized Warehouse for distribution per Subsections 5.5.3 and 5.5.4 below.
- 5.5.3 A Small Manufacturer or Manufacturer that distributes liquor products through the Central AGLC Authorized Warehouse must adhere to the Sections of this Handbook that refer to Central AGLC Authorized Warehouse.
- 5.5.4 A Small Manufacturer or Manufacturer that distributes domestic beer through any other AGLC Authorized Warehouse agrees to the terms and conditions set out in an agreement with the warehouse which should include:
- a) warehousing charges;
 - b) timelines to process advanced shipping notices;
 - c) product returns and recalls; and
 - d) details and costs of any other services provided.
- Note:** The sections of this Handbook that refer to Central AGLC Authorized Warehouse do not apply.
- 5.5.5 If a Small Manufacturer or Manufacturer and the Warehouse indicated in Subsection 5.5.4 above become involved in a dispute resolving the terms of the agreement, AGLC will not become involved in resolving the dispute. AGLC will rely upon direction agreed to by the parties involved or by court order.
- 5.5.6 The agreement between the Small Manufacturer or Manufacturer and Warehouse indicated in Subsection 5.5.4 above is subject to review by AGLC, upon request.

SUBJECT: WAREHOUSING & WAREHOUSE CHARGES**CENTRAL AGLC AUTHORIZED WAREHOUSE**

- 5.5.7 All warehousing charges are determined by the Central AGLC Authorized Warehouse as indicated in the CLS Liquor Agency Handbook [\(link\)](#). The Non-Registered Advanced Shipping Notice Surcharge and the Non-Registered Product Listing Surcharge will be incurred when a liquor manufacturer/agency does not follow the procedures referred to in Subsections 4.1.1 and 4.1.3 of this Handbook. All warehousing charges are automatically deducted from the designated consignment payee's account (see Subsection 5.3.2).
- 5.5.8 The New Product Listing Set-up charge is applied by the Central AGLC Authorized Warehouse not only the products received in the province for the first time, but also to products which had been inactive for two years and have since been re-activated. If the product is re-activated within the two (2) year period, the set-up charge is waived.
- 5.5.9 Consignment payments made to a liquor manufacturer/agency are net of warehouse charges. If the consignment payments do not equal or exceed warehouse charges, the liquor manufacturer/agency must pay the outstanding difference directly to the Central AGLC Authorized Warehouse.
- 5.5.10 Manufacturers/agencies will be notified by letter in any outstanding warehouse charges. If a liquor manufacturer does not pay the outstanding warehouse charges within the time period specified in the notification letter, the liquor manufacturer/agency's remaining product will be deemed abandoned by AGLC and may be destroyed.
- 5.5.11 The Central AGLC Authorized Warehouse will fax or email the Receiving Reports and Receiving Surcharges the night the product is received, to a valid fax number or email address it has on file. All other warehousing charge details will accompany the consignment payment detail a manufacturer/agency receives once each week.

OTHER AUTHORIZED WAREHOUSES

- 5.5.12 For manufacturers using Other Authorized Warehouses, information regarding warehousing charges must be covered in terms and conditions set out in the agreement with the warehouse (see Subsection 5.5.3).

SUBJECT: PRODUCT RETURNS AND RECALLS**POLICIES**

- 5.6.1 Product Returns are allowed for the following reasons:
- a) recalled product (either issued by the Canadian Food Inspection Agency, AGLC or the liquor manufacturer/agency);
 - b) stale-dated product (**Note:** Stale-dated product refers to a product that has surpassed a “best before” date or “stale-date” as indicated on the product label and/or container. Stale-dated does not refer to older/out-dated vintages of wine); or
 - c) faulty product (see The Retail Liquor Store Handbook).
- 5.6.2 Return of inventory for reasons other than outlined in Subsection 5.6.1 are not allowed.

GUIDELINES

- 5.6.3 The liquor manufacturer/agency is responsible for approving all product returns from licensees. If the liquor manufacturer/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.

Product Recalls

- 5.6.4 A liquor manufacturer/agency may voluntarily recall a product. Before the product is recalled the liquor manufacturer/agency will:
- a) advise AGLC of the recall and the reason for the product recall;
 - b) arrange for the product to be returned and destroyed; and
 - c) advise licensees of the procedures to follow for returning the product.

SUBJECT: STORAGE

POLICIES

- 6.1.1 Liquor manufacturers may only store liquor products that:
- a) they manufacture;
 - b) they manufacture in collaboration with another liquor manufacturer (see Subsection 6.2.2); or
 - c) have been manufactured for another liquor manufacturer or the liquor manufacturer manufactures for a registered agency through a contract (see Subsection 6.2.3).
- 6.1.2 Liquor manufacturers may also store liquor products for blending, flavoring and packaging purposes (see Section 3.1).
- 6.1.3 Liquor manufacturers may apply for an extension of their licence to include additional locations for the purposes of aging liquor products and storing liquor products as outlined in Subsections 6.1.1 & 6.1.2.
- 6.1.4 As per section 14(1) GLCR, the separate storage facility must be under the legal care and control of the liquor manufacturer and is subject to existing storage and distribution policies (see Sections 5.4 and 5.5).

SUBJECT: COLLABORATION & CONTRACT MANUFACTURING

POLICIES

6.2.1 For the purposes of this section, the following definitions apply:

- a) “collaboration manufacturing” means two or more liquor manufacturers work together to produce liquor at a single AGLC licensed Class E manufacturing facility;
- b) “contract manufacturing” means a contract exists between a liquor manufacturer or an AGLC registered agency and another liquor manufacturer, to manufacture liquor;
- c) “contractee” means the entity that enters into a contract with a liquor manufacturer that produces the liquor;
- d) “contractor” means the liquor manufacturer that produces the liquor;
- e) “liquor manufacturer” means an AGLC licensed Class E Small Manufacturer or Manufacturer; and
- f) “manufacturing facility” means the facility that an AGLC licensed liquor manufacturer operates and has legal control of, for the purpose of manufacturing liquor.

Collaboration Manufacturing

6.2.2 Collaboration manufacturing must meet the following requirements:

- a) all participants must be licensed liquor manufacturers. The collaboration may start upon licensing and may involve different types of liquor manufacturers (e.g, a beer manufacturer may collaborate with a distillery).
Note: Entities registered solely as liquor agencies are not eligible for collaboration manufacturing;
- b) the manufacturing must take place at a licensed Class E manufacturing facility where the host liquor manufacturer operates and has legal control of the manufacturing facility and equipment;
- c) a manufacturing representative of the host liquor manufacturer must be present at all times during the collaboration process;

SUBJECT: COLLABORATION & CONTRACT MANUFACTURING

- d) the host liquor manufacturer and all participating liquor manufacturers must report the total collaboration production volume to AGLC and include it in their AWP;
- e) the product must be registered with AGLC, separately, by each liquor manufacturer that will be selling the product. Liquor manufacturers must register the product under the same name, and must include their own brewery, winery, distillery or cidery name in brackets at the end of the product name;
- f) distribution of collaboration liquor products must meet the following requirements:
 - i) the resultant product may be sold by all liquor manufacturers involved in the collaboration;
 - ii) the product may be sold in the liquor manufacturers' related Class A premises as long as no more than four collaboration products manufactured at a different licensed Class E manufacturing facility are offered, at one time; (**Note:** liquor that is contract brewed at another Class E manufacturing facility and then transferred back to the contractee's premises does not count toward this number)
 - iii) the product may be sold in the liquor manufacturers' related Class D premises; and

Contract Manufacturing

6.2.3 Contract manufacturing must meet the following requirements:

- a) the contractee must be licensed as a liquor manufacturer or registered as a liquor agency, with AGLC.;
- b) the contractor must have a Class E Small Manufacturer or Manufacturer licence issued by AGLC;
- c) contract manufacturing may start upon licensing for liquor manufacturers and registration for agencies;
- d) the manufacturing must take place at the contractor's licensed Class E manufacturing facility where the contractor operates and has legal control of the manufacturing facility and equipment;
- e) the liquor manufacturer may operate solely as a contractor without the need to manufacture their own products;

DATE ISSUED: November 27, 2024

AUTHORITY: Original signed by
Len Rhodes

SUBJECT: COLLABORATION & CONTRACT MANUFACTURING

- f) a manufacturing representative of the contractor must be present at all times during the manufacturing process;
- g) if contracted spirits require aging:
 - i) and the contractee is another liquor manufacturer, the product may be aged at either the contractee or contractor's manufacturing facility; or
 - ii) If the contractee is a registered agency, the product must be aged at the contractor's licensed Class E manufacturing facility;
- h) the contractee must report the total contracted production volume to AGLC and include it in their AWP;
- i) the product must be registered with AGLC, by the contractee, unless otherwise stated in j) & k) below;
- j) when the contractee is another liquor manufacturer:
 - i) the resultant liquor may be returned to the contractee's facility and self-distributed by the contractee;
 - ii) the resultant liquor may be distributed through an AGLC Authorized Warehouse; or
 - iii) the resultant liquor may be distributed by the contractor provided the following are met:
 - the contractor registers the product with AGLC;
 - the contractor has no claim to market the product; and
 - a contract agreement exists indicating the contractee owns the product.
- k) when the contractee is a registered agency, Subsections 6.2.3j) ii) – iii) apply.
- l) any disputes between the contractor and contractee must be resolved between the two parties. AGLC is held harmless from any disputes that may arise.

SUBJECT: HOURS OF LIQUOR SALES & CONSUMPTION**POLICIES**

7.1.1 The maximum hours of liquor sales or service are as follows:

Class A Licence:

Minors Allowed, Minors Prohibited,
Taproom licences: 9:00 a.m. - 2:00 a.m.

Class D Licence:

- a) Retail Liquor Store licence: 9:00 a.m. - 2:00 a.m.
- b) Manufacturer's Off Sales licence: 9:00 a.m. - 2:00 a.m.
- c) Delivery service licence: 9:00 a.m. – 2:00 a.m.,
however delivery may
continue for 30 minutes after
closing.

7.1.2 Where on-premises consumption is authorized, liquor consumption may continue for a maximum of one (1) hour after liquor service ends. All liquor must be cleared from patron areas by 3:00 a.m.

7.1.3 All patrons must leave a Class A Minors Prohibited and Class A Taproom licensed premises at the end of the one (1) hour consumption period. The only persons allowed to remain are the licensee's spouse and staff, and workers maintaining or making repairs to the licensed premises.

7.1.4 Subsection 7.1.3 applies equally to a Class A Minors Allowed licensed premises with a condition on the licence prohibiting minors during evening hours. The premises may not reopen to patrons for food service before 6 a.m. the next business day.

7.1.5 Class A Minors Prohibited and Class A Taproom licensed premises must be closed all times other than the hours endorsed for liquor service and consumption on the licence.

7.1.6 A Class D licensed premises must be closed all times other than the hours endorsed for liquor sales on the licence, unless the premises is also a Class A licensed premises.



SECTION: PREMISES MANAGEMENT - CLASS A LICENCES

NUMBER: 7.1

LIQUOR MANUFACTURER HANDBOOK

PAGE 2 OF 2

SUBJECT: HOURS OF LIQUOR SALES & CONSUMPTION

7.1.7 On the date Daylight Savings Time takes effect or ends, liquor sales or service must end before clocks are adjusted and may not re-start until the next business day.

7.1.8 Maximum hours of liquor sales or service are the same under a licence and a licence extension, unless otherwise specified by the Board.

GUIDELINES

7.1.9 "Last call" must be timed to ensure patrons who order liquor are served within the hours of liquor service specified on the licence.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: LIQUOR PRICING

POLICIES

- 7.2.1 For on-premises consumption, the amount of liquor in a drink (i.e., # of ounces or millilitres) and the price must be specified on a menu or price list.
- 7.2.2 Class A licensees may set their own liquor prices for on-premises consumption, subject to the minimum prices specified below. A licensee is authorized to set their own prices for off sales as well, however sales to licensees must be at the registered wholesale price.
- 7.2.3 Class A licensees, may not sell, or offer to sell, for on-premises consumption, liquor at less than the following minimum prices:
- Spirits and liqueurs: \$2.75 / 28.5 ml (1 oz) or less;
Wine: \$0.35 / 28.5 ml (1 oz);
Draught beer: \$0.16 / 28.5 ml (1 oz); and
Bottled/Canned Beer,
Coolers or Cider: \$2.75 /341 ml bottle or 355 ml can.
Note: GST is not included in the above prices.
- 7.2.4 If a serving of spirits or liqueurs exceeds 28.5 ml, including mixed drinks offered for off premises consumption, the minimum price of the drink must be based on the single serving menu price and increase in direct proportion to the volume served based on the minimum price of \$2.75. For example, if a single serve drink has a menu price of \$5.00, the following minimum prices apply to similar drinks containing more than 28.5 ml of spirits or liqueurs:
- a) drinks containing 43 ml (1.5 oz) of spirits or liqueurs – the minimum price required is \$6.37 (\$5.00 + \$1.37);
 - b) drinks containing 57 ml (2 oz) of spirits or liqueurs – the minimum price required is \$7.75 (\$5.00 + \$2.75); and
 - c) drinks containing 85.5 ml (3 oz) of spirits or liqueurs – the minimum price required is \$10.50 (\$5.00 + \$2.75 + \$2.75).
- 7.2.5 A Class A licensee is not allowed to offer:
- a) free liquor specials;
 - b) more than one (1) drink for a single price (e.g., “2 for 1” specials, or “triples for the price of a single”); and

SUBJECT: LIQUOR PRICING

c) "all you can drink" specials for a fixed cost.

7.2.6 "Buckets of Beer and/or Refreshment Beverages" pricing is permitted as long as the full menu price is charged for the first drink and a minimum of \$2.75 is charged for each subsequent drink. For example, if the menu price of a beer is \$5.00 and a bucket contains three beers, the minimum total price of the bucket will be \$10.50 (\$5.00 + \$2.75 + \$2.75).

7.2.7 Liquor sale activities must not promote intoxication.

7.2.8 Gift certificates may only be redeemed for liquor if they are purchased at face value (for example, in order to redeem a \$10 gift certificate for liquor, the gift certificate must be purchased for at least \$10).

7.2.9 Food specials must not be dependent on liquor purchases by patrons.

7.2.10 Food items, along with a selection of non-alcoholic beverages, must be listed on a printed menu or on a menu display board, with each item individually priced.

SUBJECT: MINORS**POLICIES**

- 7.3.1 It is an offence under the GLCA to sell or provide liquor to anyone under 18 years of age. Management and staff of a licensed premises are responsible to ensure liquor is not sold or provided to minors.
- 7.3.2 No minor may enter a Class A Minors Prohibited licensed premises or any other licensed premises where minors are prohibited, except as specified in Subsections 7.3.12 and 7.3.13.
- 7.3.3 No minor may enter a Class E licensed premises unless accompanied by a parent, guardian or spouse who is an adult and who is in the licensed premises to:
- a) to purchase liquor for on-premises consumption in a Class A Minors Allowed or Taproom premises;
 - b) to purchase liquor for off-premises consumption from a Class D off-sales premises; or
 - c) for a tour of the facility.
- 7.3.4 No minor may enter a licensed premises where nude entertainment is being performed.
- 7.3.5 No minor may work as staff in a Class A Minors Prohibited licensed premises, a manufacturer's off sales room, or any other premises where a "minors prohibited" condition has been imposed on the licence.
- 7.3.6 No minor may be employed in a Class E licensed premises.
- 7.3.7 Staff are required to obtain valid identification and verify proof of age whenever a person who appears to be under 25 years of age attempts to buy liquor or to enter a licensed premises where minors are prohibited. If unsatisfied that a person is at least 18 years of age, staff must refuse entry or ask the person to leave.
- 7.3.8 For the purposes of Subsection 7.3.9, valid primary identification must:
- a) have a photo;
 - b) have a name;
 - c) be Government issued;
 - d) include date of birth;

SUBJECT: MINORS

- e) not be expired;
- f) have a unique identifier number; and
- g) be an original (not a copy).

7.3.9 If the identification appears not to be genuine, staff must request a second piece of identification. Valid secondary identification must:

- a) have a name;
- b) be Government issued;
- c) have a unique identifier number; and
- d) include date of birth.

7.3.10 A minor child or spouse of a Class A Minors Prohibited licensee or manager may enter and remain on the licensed premises during hours of no liquor service.

7.3.11 Under the supervision of the licensee, a minor may enter a Class A Minors Prohibited licensed premises to repair or service equipment or furnishings and remain on the premises for the time required to complete the service.

7.3.12 A Class A Minors Prohibited licensee, or other licensee of the premises where minors are prohibited, wishing to employ a minor as an entertainer must seek the approval of AGLC prior to contracting the individual in question. The minor cannot be employed as a nude entertainer.

GUIDELINES

7.3.13 A condition prohibiting minors may be imposed on a Class A, B or C licensee when no minors may enter or remain on the licensed premises.

7.3.14 A Class A Minors Prohibited licensee may apply to AGLC in writing for permission to allow minors onto the licensed premises during a family-oriented occasion (e.g., Christmas Day, Easter Sunday, Mother's Day, Father's Day, etc.). The request will be considered only if the premises will be operated for family dining.

7.3.15 A Class A Minors Prohibited licensee may request temporary suspension of the licence (i.e., no liquor service will be permitted) to allow minors onto the premises for an unlicensed event.

SUBJECT: MINORS

- a) A suspension may be granted if:
 - i) the entertainment will end no later than 12 a.m. (midnight) and all minors will be off the premises by 12:30 a.m.; and
 - ii) police, fire, municipal, health and related authorities have no objections.
- b) A suspension will not be granted if the premises have video lottery terminals (VLTs).

7.3.16 A Class A Minors Prohibited licensee may request a licence endorsement or permission for a single occasion to allow minors onto the premises for food service between the hours of 6 a.m. and 9 a.m. If approved, it is the responsibility of the licensee to ensure no minors remain on the premises after 9 a.m.

7.3.17 Identification should be carefully examined under good lighting and/or a black light should be used to ensure the:

- a) photograph is a true likeness and has not been substituted;
- b) the plastic laminate has not been tampered with; and
- c) the lettering of the name, date of birth and other data have not been altered (lettering that has been altered will show up under a black light).

7.3.18 Staff may telephone police whenever a minor attempts to purchase liquor, is found consuming liquor or is found in a licensed premises where minors are prohibited.

SUBJECT: SEPARATION OF A LICENSED PREMISES

POLICIES

- 7.4.1 Class A Minors Prohibited premises must be enclosed with full height solid walls, unless otherwise approved by AGLC. "Full height wall" means a wall at least 2.44 metres (eight feet) high, normally floor to ceiling.
- 7.4.2 All licensed premises must be suitably defined by a permanent or portable barrier such as planters, ropes, railings or similar items, unless otherwise approved by AGLC.
- 7.4.3 The physical separation between the manufacturing area and a Class A licensed area in the same premises must be suitably defined by a permanent barrier. The barrier should be a minimum of one metre in height. Examples of barriers include half walls, railings, or similar items, unless other approved by AGLC.
- 7.4.4 The physical separation between a licensed premises and another licensed or unlicensed area must be suitably defined by a permanent or portable barrier such as planters, ropes, railings or similar items, unless otherwise approved by AGLC.
- 7.4.5 A wall separating two licensed premises may have a single opening for access to the other licensed premises if both premises are operated by the same licensee.
- 7.4.6 Full height solid walls are required for any premises providing nude entertainment. Nude entertainment must not be visible from outside the premises.

SUBJECT: GENERAL INFORMATION

POLICIES

8.1.1 For all of Section 8:

- 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);
- b) "liquor agency" includes all associated shareholders, directors, management, agents and employees of liquor manufacturers/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.

8.1.2 A liquor manufacturer/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.

8.1.3 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).

8.1.4 Advertising must not:

- a) encourage non-drinkers to consume liquor;

SUBJECT: GENERAL INFORMATION

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

8.1.5 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) 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

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

8.1.7 Brand advertising is allowed by a liquor supplier or a manufacturer's off-sales licensee. Brand advertising by Class A licensees must comply with Subsection 8.2.3 and brand advertising by Class D licensees must comply with Subsections 8.2.2 and 8.2.3.

8.1.8 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.

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

GUIDELINES

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



SECTION: ADVERTISING
NUMBER: 8.1

LIQUOR MANUFACTURER HANDBOOK

PAGE 3 OF 3

SUBJECT: GENERAL INFORMATION

- 8.1.11 References to brand advertising do not apply to Special Event licensees.
- 8.1.12 Corporate or brand identification may be used in public service or community advertising.
- 8.1.13 A licensee and a manufacturer of non-liquor products may advertise jointly, as long as the advertising complies with these policies.

DATE ISSUED: November 27, 2024 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: ADVERTISING BY CLASS A LICENSEES**POLICIES**

- 8.2.1 A licensee may advertise the name of the licensed premises and the services offered according to the type of licence(s) held.
- 8.2.2 Brand advertising is acceptable, with the following conditions:
- a) the licensee must receive permission in advance from the liquor manufacturer/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 manufacturer/agency for advertising its brands.
- 8.2.3 A licensee may advertise liquor at reduced or discounted prices as long as the prices are not below the minimum prices specified in Subsections 7.2.3 and 7.2.4.
- 8.2.4 Advertising for packages which include liquor in the price (e.g., Champagne Brunch, Mother's Day special, New Year's Eve special) are allowed, as long as the ad specifies the amount of liquor to be provided and it complies with the minimum drink prices specified in Subsections 7.2.3 and 7.2.4.

GUIDELINES

- 8.2.5 A licensee may use a television remote unit to broadcast live entertainment from its licensed premises as long as patrons are aware they may be televised.
- 8.2.6 A licensee may use a radio remote unit to broadcast live music from its licensed premises and promote the premises' name and location (or a specific room within the premises).

SUBJECT: EVENT/TEAM AGREEMENTS & SPONSORSHIPS

POLICIES

EVENT/TEAM AGREEMENTS

- 8.3.1 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.
- 8.3.2 EAs apply to the licensed area(s) only.
- 8.3.3 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:
- 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).
- 8.3.4 Eligible locations for these event venues are:
- 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.
- 8.3.5 A location that operates with only a Class A liquor licence does not qualify for EAs. This restriction does not apply to licensed premises located within a premises conducting an event mentioned in Subsection 8.3.3 (e.g. lounge within a team’s arena).

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: EVENT/TEAM AGREEMENTS & SPONSORSHIPS

- 8.3.6 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
 - h) the brand and type of liquor products in the agreement.

8.3.7 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 8.3.12).

8.3.8 EAs shall be provided to AGLC upon request.

SPONSORSHIPS

8.3.9 Sponsorship may only involve a publicly advertised contest (see Subsection 8.3.10) 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.

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

- 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

SUBJECT: EVENT/TEAM AGREEMENTS & SPONSORSHIPS

c) if the contest is conducted on licensed premises, the licensee must also comply with privacy legislation as outlined in Section 5.7 of the Licensee Handbook.

8.3.11 Agencies and suppliers may not provide free liquor or exclusively provide liquor products under a sponsorship.

GUIDELINES

8.3.12 EA Acknowledgement and Undertaking forms, located at aglc.ca, may be submitted to AGLC at inspections.mailbox@aglc.ca.

8.3.13 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

8.4.1 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 Subsections 9.5.1 and 9.5.2 are followed.

GUIDELINES

8.4.2 A liquor manufacturer participating in a trade show must also comply with the trade show operator's requirements for display booths and liquor tastings.

8.4.3 See Subsection 3.4.4 regarding the sale of products made by a liquor manufacturer for off-premises consumption.



SECTION: ADVERTISING

NUMBER: 8.5

LIQUOR MANUFACTURER HANDBOOK

PAGE 1 OF 1

SUBJECT: HOSTING A NO SALES FUNCTION

POLICIES

- 8.5.1 A no sale function may be hosted by liquor agencies, liquor manufacturers or licensees at which invited guests may sample liquor.
- 8.5.2 Attendance at a no sale function must be by invitation only. There may be no advertising of the event.
- 8.5.3 If the event is to be held in an unlicensed location, the host must obtain a special event licence beforehand.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: GENERAL INFORMATION**POLICIES**

9.1.1 For all of Section 9:

- 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 manufacturer/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.

9.1.2 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.

9.1.3 A product promotion must not encourage the irresponsible use, consumption or service of liquor.

9.1.4 A licensee may participate in a liquor manufacturer's/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 tasting (see Section 9.5) and sampling (see The Liquor Agency Handbook).
- b) The promotion must take place in licensed premises.

9.1.5 A product promotion may be co-sponsored by a third party.

9.1.6 As per Section 85 of the GLCR, product promotions not specifically addressed in Section 9.4 require the prior approval of AGLC.

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS**POLICIES**

- 9.2.1 A liquor manufacturer/agency is prohibited from directing any promotional activity or items to a licensee that could directly benefit the licensee or their staff, unless the manufacturer and licensee are the same entity pursuant to Section 84 of the GLCR, and a licensee may not request or accept any such inducements.
- 9.2.2 A liquor manufacturer/agency is prohibited from participating in any way in a licensee's customer loyalty program, and a licensee may not request that a liquor manufacturer/agency participate in such a program.
- 9.2.3 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.
- 9.2.4 A liquor manufacturer/agency is prohibited from paying for a licensee's activities that are recreational or leisurely in nature.
- 9.2.5 A liquor manufacturer/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 of the Liquor Agency Handbook; or

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS

- d) compensation for expenses related to:
- 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;
 - iii) refrigeration or dispensing equipment (exceptions for tap handles noted in Subsection 9.2.10); or
 - iv) other items considered essential to operating a licensed premises, including building infrastructure and utilities.

9.2.6 A liquor manufacturer/agency may provide interior signs displaying the manufacturer's/agency's brand to licensees. However, a manufacturer/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).

9.2.7 A liquor manufacturer/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) no season tickets may be provided.

9.2.8 A liquor manufacturer/agency may pay for live entertainment at a licensee's premises. The manufacturer/agency shall pay for the entertainment directly, not through the licensee.

9.2.9 Proprietary owned branded dispensing units and towers may be loaned to a licensee. 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.

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS

9.2.10 A liquor manufacturer/agency may provide a licensee with non-essential items, including:

- 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
- mirrors
- napkins
- patio umbrellas
- place mats
- portable patio heaters
- posters
- sandwich boards
- sanitation stations
- tent cards and inserts

9.2.11 The following conditions apply to the non-essential items listed in Subsection 9.2.10:

- 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

9.2.13 Liquor manufacturers/agencies and licensees may contact AGLC if unsure whether an item is considered essential or non-essential. (see Section 1.3).

SUBJECT: PROMOTIONAL AGREEMENTS**POLICIES**

- 9.3.1 A liquor manufacturer/agency may provide a licensee with promotional items for its customers in exchange for the licensee promoting a specific brand(s) of liquor. Liquor manufacturers/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.
- 9.3.2 Records must be kept by the liquor manufacturer/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 liquor manufacturer/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.
- 9.3.3 Cash, cheques, gift cards or prepaid credit cards are prohibited as promotional items.
- 9.3.4 Promotional Agreements cannot result in excluding or prohibiting any competitor's product(s).
- 9.3.5 A Promotional Agreement that complies with these policies does not require AGLC approval.

SUBJECT: LICENSEE PROMOTIONS**POLICIES**

9.4.1 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 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.

9.4.2 A liquor manufacturer/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 manufacturer/agency and licensee must keep sufficient records of each event (see Subsection 9.3.2);
- b) all liquor purchased must be from a Class D licensee or otherwise approved by AGLC; and
- c) all profits from the event or activity must be turned over to the charity.

GUIDELINES

9.4.3 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**

9.5.1 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.

9.5.2 Maximum tasting sizes are as follows:

- a) beer and ciders – 112 ml (4 oz.);
- b) refreshment beverages (e.g. coolers/premixed) – 112 ml (4 oz.);
- c) wine – 56 ml (2 oz);
- d) spirits – 28 ml (1 oz); and
- e) liqueurs – 28 ml (1 oz).

9.5.3 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.

9.5.4 A liquor manufacturer/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;
- b) the liquor manufacturer/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.



SECTION: PRODUCT PROMOTIONS
NUMBER: 9.5

LIQUOR MANUFACTURER HANDBOOK

PAGE 2 OF 2

SUBJECT: LIQUOR TASTINGS

- d) the tastings may be served by the liquor manufacturer's/agency's employee or the licensee;
- e) the liquor manufacturer/agency 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.

DATE ISSUED: November 27, 2024 **AUTHORITY:** Original signed by Len Rhodes

SUBJECT: GENERAL PRODUCT PROMOTIONS**POLICIES**

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

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

9.6.2 Both the liquor manufacturer/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 manufacturer/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
- b) a licensee conducting a promotion on behalf of a liquor manufacturer/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.

SUBJECT: GENERAL PRODUCT PROMOTIONS

- 9.6.3 A liquor manufacturer/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);
 - b) cannot become a mandatory “uniform”; and
 - c) may be kept by the licensee when the promotion ends.
- 9.6.4 A licensee may reduce the price of one or more products as part of a promotion, as long as the price complies with the minimum prices specified in Section 7.2.

GUIDELINES

- 9.6.5 There is no limit to prize value.
- 9.6.6 The liquor manufacturer/agency is not required to be present during these types of product promotions.

SUBJECT: ADDED-VALUE LIQUOR PRODUCTS ("ON-PACKS")**POLICIES**

- 9.7.1 Provincial markup is assessed on all added value liquor products.
- 9.7.2 A liquor manufacturer/agency 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 liquor manufacturer/agency.
- 9.7.3 All Canadian labelling requirements must be met on the added-value liquor product.
- 9.7.4 All added value liquor products must be labelled with either of the following phrases: "Sample" or "Not For Resale."
- 9.7.5 The liquor manufacturer/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.
- 9.7.6 If the added value liquor product is attached by the liquor manufacturer/agency prior to shipment to AGLC, or the liquor manufacturer/agency contracts an 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.
- 9.7.7 If the added value liquor product is attached by the liquor manufacturer/agency prior to shipment to AGLC, or the liquor manufacturer/ agency contracts an AGLC Authorized Warehouse to attach the added value liquor products, there must be one (1) added value liquor product attached to every base unit in each case.
- 9.7.8 If the added value liquor product is a registered product and there is inventory on hand, the liquor manufacturer/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.

SUBJECT: GENERAL INFORMATION

POLICIES

- 10.1.1 When an AGLC Inspector finds a liquor manufacturer in contravention of the GLCA, the GLCR or Board policy, the Inspector may request the liquor manufacturer take appropriate steps to comply with the legislation or policy.
- 10.1.2 Any alleged violation observed by an AGLC Inspector, or a report of potential problems received from police, fire, health, other government official or the general public, will be investigated and may result in an Incident Report.

GUIDELINES

- 10.1.3 AGLC Inspectors visit licensed premises to:
- a) check for compliance with the GLCA, GLCR and Board policies;
 - b) confirm no structural changes have been made to the premises affecting compliance with the licence;
 - c) advise liquor manufacturers that want to apply for a new class of licence, a licence endorsement or a licence extension;
 - d) investigate complaints;
 - e) conduct audits on liquor manufacturer books and records;
 - f) conduct training seminars; and
 - g) respond to liquor manufacturer concerns about the operation of the licensed premises.
- 10.1.4 Inspections provide liquor manufacturers with an opportunity to discuss with AGLC Inspectors:
- a) proposed structural changes;
 - b) sale of the licensed premises;
 - c) change in shareholders or management; and/or
 - d) any questions they might have about the GLCA the GLCR and Board policies.
- 10.1.5 All AGLC Inspectors carry photo identification while on duty. A liquor manufacturer may ask to see an Inspector's identification before providing any information.



SECTION: INSPECTIONS

NUMBER: 10.1

LIQUOR MANUFACTURER HANDBOOK

PAGE 2 OF 2

SUBJECT: GENERAL INFORMATION

- 10.1.6 AGLC Inspectors are available to meet with liquor manufacturers to assist them in the interpretation of legislation and Board policies; however, Inspectors may report any violations they observe to the Board.
- 10.1.7 AGLC supports and encourages police “walk through” programs. Every police officer is considered an Inspector under the GLCA, and liquor manufacturers and their staff are required to cooperate fully with police officers who enter the licensed premises.

DATE ISSUED: November 27, 2024

AUTHORITY:

Original signed by
Len Rhodes

SUBJECT: LIQUOR SEIZURE AND ANALYSIS

POLICIES

10.2.1 Unauthorized or illegal liquor is not permitted in a licensed premises.

10.2.2 Unauthorized or illegal liquor includes, but is not limited to, liquor that has been:

- a) obtained from an unauthorized source;
- b) adulterated (diluted with water or mixed with another liquor product or substance not requested by a patron);
- c) re-labelled by a liquor manufacturer or licensee; or
- d) provided to a licensee as an added-value item then offered for sale.

10.2.3 An Inspector will submit an Incident Report which may result in disciplinary action, up to and including suspension or cancellation of licence.

GUIDELINES

10.2.4 The liquor may be analyzed to confirm it has not been adulterated and that "short pouring" of mixed drinks is not taking place.



SECTION: LICENSEE DISCIPLINE
NUMBER: 11.1

LIQUOR MANUFACTURER HANDBOOK

PAGE 1 OF 1

SUBJECT: INCIDENT REPORTS

POLICIES

- 11.1.1 An AGLC Inspector who observes an alleged violation may prepare an Incident Report detailing the circumstances.
- 11.1.2 The President & Chief Executive Officer or delegate may propose a penalty or refer the Incident Report to the Board for review and decision where circumstances warrant.
- 11.1.3 On reviewing an Incident Report, the Board may decide to impose a penalty with or without a hearing.

DATE ISSUED: November 27, 2024 **AUTHORITY:** Original signed by Len Rhodes