

**INFORMATION BULLETIN – No. 011**  
***‘By the Glass’***  
***Manufacturer’s Limited Liquor Sales Licences***  
**(May 2007)**

Effective May 2007, the Alcohol and Gaming Commission of Ontario (AGCO) will accept applications from Ontario wineries and breweries for a Manufacturer’s Limited Liquor Sales Licence to allow them to sell and serve their wine and beer to patrons for consumption in single servings at their manufacturing site. The sale and service of the wine and beer must be primarily aimed at promoting the manufacturer’s product and either providing an enhanced tourist experience or fulfilling an educational purpose.

‘By the Glass’ licensing is designed to enhance the Ontario tourism experience and provide wineries and breweries with an added tool that can be used to educate guests about their products in an interactive manner.

A Manufacturer’s Limited Liquor Sales Licence allows for the sale and service of the manufacturer’s wine or beer to patrons in quantities that do not exceed 341ml (12 oz.) for beer and 142 ml (5oz.) for Ontario wine between 11 a.m. and 6 p.m. on any day.

A manufacturer must submit an Application for a Manufacturer’s Limited Sales Licence (#1222) to the AGCO, along with a site plan of the manufacturing site, written confirmation that a municipal resolution has been passed in support of the licence and the appropriate fee. The proposed licensed areas must be outlined in a clearly defined manner on the site plan.

***The application needs to be fully approved by the AGCO before a licensee may permit the sale and service of wine or beer for consumption by patrons at the manufacturing site.***

Areas eligible for licensing under a Manufacturer’s Limited Liquor Sales Licence must be located on or immediately adjacent to a manufacturing site and under the sole control of the manufacturer, including touring routes and vineyards. Wine and beer will not be permitted in such areas as public roads, thoroughfares, driveways and parking lots, or in other areas that may raise public safety concerns.

For further information about ‘By the Glass’ licensing, please visit the AGCO website at [www.agco.on.ca](http://www.agco.on.ca), or contact AGCO Customer Service at (416) 326-8700 or toll free in Ontario at 1-800-522-2876.