

INFORMATION BULLETIN – No. 002

Liquor Licence Act Regulatory Changes

(October 2002)

The Alcohol and Gaming Commission of Ontario (AGCO) is pleased to announce a number of regulatory changes under the *Liquor Licence Act* that take effect October 2, 2002.

The following revisions to Ontario's regulatory regime have been undertaken to eliminate unnecessary regulatory requirements and to modernize and update laws relating to the licensing, and sale and service of beverage alcohol in the Province:

- **Permit a brewery to operate a liquor sales licence premise (Tied House) at the location of the manufacturing site.**
Brewery manufacturers are now permitted to operate a liquor sales licensed facility at their manufacturing site. This regulation change is consistent with wineries and distilleries that are allowed to operate a tied house.
- **Permit a brew on premise facility licensee to re-locate their business without filing a new application.**
In an effort to eliminate red tape and reduce costs to licensees, licensed brew on premise facility operators may relocate their business without having to submit a new brew on premise application. Brew on premise facility operators must notify the Alcohol and Gaming Commission of Ontario in writing of their intention to relocate 30 days prior to the proposed relocation.
- **Allow manufacturers to provide samples of their liquor products.**
Manufacturers' sampling of beverage alcohol to liquor sales licence-holders and individuals was restricted to new brands only. This change eliminates the restriction and allows manufacturers to sample both new and existing brands.

Requirements on sampling, set out in the Liquor Advertising Guidelines for Liquor Sales Licensees and Manufacturers, to ensure moderate and responsible service and consumption of beverage alcohol continue, including

Sample size for a liquor sales licensee does not exceed an annual total of:

- (a) 48 (355 ml) bottles of beer or cooler, or equivalent,
- (b) 10 (750 ml) bottle of wine, or equivalent,
- (c) 3 (750 ml) bottle of spirits, or equivalent.

Sample size for any one individual does not exceed an annual total of:

- (a) 6 (355 ml) bottles of beer or cooler, or equivalent,
- (b) 1 (750 ml) bottle of wine, or equivalent,
- (c) 1 (375 ml) bottle of spirits, or equivalent.

- **Permit a manufacturer's representative or a Liquor Control Board of Ontario employee to provide samples of beverage alcohol to a liquor sales licensee on the premises of the licensed establishment.**

Manufacturer's representatives and LCBO employees are now permitted to bring liquor samples onto a liquor sales licensed premise for sampling purposes only. Once the sampling session is complete, the representative or LCBO employee must properly seal and remove the bottle from the premises.

- **Permit winery, brewery and distillery retail stores, and The Beer Store to provide samples of liquor products to consumers.**

This change facilitates a manufacturer's marketing efforts by continuing to permit sampling of beverage alcohol to consumers at manufacturer retail stores authorized by the Registrar of Alcohol and Gaming.

Prior to July 2001, sampling at retail stores was permitted when the Liquor Control Board of Ontario was responsible for authorizing the outlets. Requirements to ensure moderate and responsible service and consumption of beverage alcohol have been maintained.

For more information about liquor licensing and the regulatory framework, please visit our website at www.agco.on.ca or contact our head office at (416) 326-8700 or toll free at 1-800-522-2876.