

Quick Facts – Liquor

(January 2012)

Liquor Retailing in Alberta – Before and After Privatization

Alberta privatized liquor retailing in September 1993.

CURRENTLY

(As of January 2012)

Retail liquor stores	1,279
Off-sales (<i>hotel/manufacturer/other</i>)	470
General merchandise liquor stores	97
Other liquor retailers (<i>commercial caterer/sacramental wine/ delivery service</i>)	113

Total liquor retailers 1,959

Products available 16,451

Retailers set shelf price based on market conditions and competition.

Sales by volume *In hectolitres (hl = 100 litres)*

(Annual Report 2010-11)

Spirits	253,472 hl
Wine	346,898 hl
Coolers/Ciders	144,370 hl
Beer	2,610,874 hl

Total: 3,355,614 hl

Revenue to government \$683.5 million
(Annual Report 2010-11)

BEFORE PRIVATIZATION

(From ALCB Annual Report, year ended Jan 5, 1993)

Alberta Liquor Control Board stores	208
Hotel off-sales	530
Private retailers (<i>beer / wine / agency</i>)	65

Total liquor retailers 803

Products available 2,200

Pricing: Government set shelf price, which was consistent in all AGLC stores.

Sales by volume *In hectolitres (hl = 100 litres)*

Spirits	163,900 hl
Wine	155,977 hl
Coolers/Ciders	35,062 hl
Beer	1,773,817 hl

Total: 2,128,756 hl

Revenue to government \$404.8 million

Liquor pricing and supply

- Manufacturers (or their agents) of spirits, wine and beer ship their product to privately operated warehouses approved by the AGLC.
- Licensees, including retailers, buy their liquor products at wholesale prices.
- The wholesale price includes the manufacturer's cost, federal customs and excise duties (where applicable), AGLC's flat mark-up, recycling costs, bottle deposit and GST.
- The province retains the revenue from the flat mark-up.

Liquor consumption

- 25 per cent of Albertans drink liquor less than once a month. P.E.I. is at 31 per cent, and New Brunswick is at 32 per cent. Rates in other provinces are similar to Alberta.
(The Canadian Addiction Survey Detailed Report March 2005)
- 32 per cent of Albertans drink liquor one to three times a week. Rates in other provinces are similar, with the exception of Quebec, at 40 per cent.
(The Canadian Addiction Survey Detailed Report, March 2005)

Public satisfaction

- 78 per cent of Albertans are satisfied with the conduct of Alberta's liquor business.
(AGLC Performance Measures Survey 2010-11)

Quick Facts – Liquor

(January 2012)

Liquor licences in effect

(As of January 2012)

Class A MINORS ALLOWED	3,516
Class A MINORS PROHIBITED	1,593
Class B	544
Class C	794
Class D	1,959
Class E	26
Other (Duty Free/Liquor Agency).....	403

Total licences	8,834
-----------------------	--------------

EXPLANATION OF LICENCE CLASSES

Class A: Applies to the sale and consumption of liquor in premises open to the public. This class has two categories:

MINORS ALLOWED (e.g. *Restaurant*)

MINORS PROHIBITED (e.g. *Nightclub*)

Class B: Applies to the sale and consumption of liquor in premises open to those who have paid an entrance fee, purchased a ticket, or are entitled to use the facility.

(e.g. *Convention centre, racetrack, stadium*)

Class C: Applies to the sale and consumption of liquor in premises restricted to members or other specified individuals.

(e.g. *Private club, military or police canteen*)

Class D: Applies to the retail sale of liquor for off-premises consumption.

(e.g. *Retail store, hotel off-sales*)

Class E: Applies to the manufacture of liquor.

(e.g. *Distillery, winery, brewery, brewpub*)

INSPECTIONS

- In 2010-11, AGLC inspectors conducted 34,059 inspections.
- Inspectors check licensees for compliance in a number of areas, including patron proof of age, selling to minors, serving to intoxicated patrons and serving after hours.
- 220 liquor licensees were issued penalties during fiscal 2010-11.

Encouraging Responsibility

AMENDMENTS TO RESPONSIBLE SERVICE

- As of August 1, 2008, at no time may a licensee sell a drink for less than:

Spirits / liqueur	\$2.75 /1 oz or less
Beer / cider / cooler	\$2.75 /341 ml bottle or 355 ml can
Draft beer	\$0.16 /oz
Wine	\$0.35 /oz

- Patrons may not possess more than two standard drinks at one time after 1 a.m.

TRAINING FOR LICENSED PREMISES

STAFF

ProServe

A liquor service training program available online, in a seminar or by home study.

ProServe certification is mandatory for anyone involved in the sale or service of liquor.

- Mandatory since January 1, 2010
- 151,444 certificates issued since program began in 2004

ProTect

Either a one-day classroom session or offered online, *ProTect* is training for security staff and managers of licensed premises. This training is mandatory for employees whose position requires them to respond to problems within a licensed premises.

- Mandatory since December 31, 2008
- 11,451 certificates issued since the program began in 2008

FUNDING FOR ALCOHOL TREATMENT

Addictions programs

Full funding for Alberta Health Services alcohol treatment programs is provided through the Alberta Lottery Fund.

Alberta Health Services Addiction Help Line:

1-866-332-2322