

## Liquor Tastings



Alberta Gaming, Liquor & Cannabis (AGLC) recently concluded a stakeholder consultation on liquor tasting policy.

As a result of this consultation, changes were made to the tasting policy. Specific areas where amendments were made or new policies introduced include:

- Clarifying liquor agencies are not permitted to charge a fee to customers for liquor tastings;
- Allowing liquor agencies or manufacturer representatives to be involved in tastings; and
- Permitting a liquor agency to conduct free tastings for a charitable fundraising event or activity.

The revised liquor tasting policy, which is effective immediately, may be found under:

- Section 7.5 of the Retail Liquor Store Handbook
- Section 7.5 of the General Merchandise Liquor Store Handbook
- Section 8.5 of the Licensee Handbook
- Section 9.5 of the Liquor Manufacturer Handbook
- Sections 5.4 and 5.5 of the Liquor Agency Handbook

These handbooks may be accessed on the AGLC website at <https://aglc.ca/liquor/liquor-legislation-and-policies>.

If you have any questions regarding the amendments to policy, please contact the AGLC Compliance Branch at [Inspections.mailbox@aglc.ca](mailto:Inspections.mailbox@aglc.ca).