

Alberta Liquor Laws

The following disclaimer must be added to the Terms & Conditions of every offer containing liquor.

“Must be of legal drinking age. Valid ID is required upon purchase. The establishment reserves the right to refuse service at any time. Additional offer restrictions may apply in-store. Please drink responsibly. See your local liquor laws for further information.”

- *The GetintheLoop liquor law advertising documents provide you with reference information about the liquor laws in your province.*
- *They may not be an exhaustive list of all the rules, regulations and laws to be followed.*
- *Consider them to be a guide to ensure offers are within the liquor laws for your province.*
- *Where you cannot find the information you seek, please err on the side of caution.*

When creating offers or doing quality checks for partners primarily in the 'Food + Drink' loop, it is important to align the offers to the Alberta Liquor Laws. All liquor advertising must comply with:

- **Liquor Control and Licensing Regulation**, <https://aglc.ca/liquor/liquor-legislation-and-policies>,
- **the Canadian Radio-television and Telecommunications Commission's Code for Broadcast Advertising of Alcoholic Beverages** <http://www.crtc.gc.ca/eng/television/publicit/codesalco.htm>, and
- **the Alberta Liquor Advertising and Online Promotions Regulations** [<https://www.commb.ca/alcohol-advertising-guidelines/alberta/>]

Advertising must be accurate, verifiable and within the limits of good taste and propriety, and advertising should encourage the legal, moderate and safe consumption of liquor and discourage abusive drinking patterns

Signs and advertisements cannot:

- be targeted at minors depict excessive or prolonged consumption of liquor
- encourage non-drinkers to consume liquor
- promote irresponsible liquor consumption or service
- show heavy or prolonged liquor consumption
- give the impression liquor benefits a person's health
- disparage (put down) another company, business or product

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

A liquor supplier, a licensee or a third party acting on 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 and Television Commission (CRTC) and any other regulator with jurisdiction.

Comparative price advertising is allowed, but must not disparage a competitor or competitor's product

Advertising may take the following form:

- posters on community billboards

Advertising content restrictions:

- drinking scenes depicted in advertising must be legal
- the quantity of a liquor product shown in a social setting must not exceed one drink per person
- any scene showing a person with liquor before or while operating a vehicle (motorized or not) or doing any activity considered dangerous or requiring care is prohibited
- advertising must not appeal to minors or be placed in any medium targeted specifically at minors
- no minor or anyone who may reasonably be mistaken for a minor may appear in advertising for a liquor product
- no well-known personality or look-alike with strong appeal to minors may be featured in liquor advertising
- 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

Online Advertising and Social Media

- A licensee may advertise the name of the licensed premises and the services offered according to the type of licence(s) held
- A Class C (Club) licensee may advertise a club function only if the advertising clearly indicates admission is restricted to members and their bona fide (genuine) invited guests

- Brand advertising is acceptable, with the following conditions:
 - the licensee must receive permission in advance from the liquor agency (or whoever owns/controls the brand identification) to use the brand logo, typeset or trademark;
 - the licensee is prohibited from receiving or requesting any benefit (money or other) from a liquor agency for advertising its brands.
- A licensee may advertise:
 - liquor at reduced or discounted prices as long as the prices are not below the minimum prices specified in Subsections 5.2.3 and 5.2.4 of the Licensee Handbook)
 - "Happy Hours", as long as they comply to Subsections 5.2.6 and 5.2.7 of the Licensee Handbook;
 - daily specials, as long as the prices are in effect for all hours of liquor service on a specified day;
 - "Buckets of Beer," providing the pricing complies to Subsection 5.2.9 of the Licensee Handbook.
- Advertising for packages that 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 5.2.3 and 5.2.4 of the Licensee Handbook.

Contests and giveaways

- Liquor and gift-cards for liquor must not be offered as a prize in contests and giveaways.
- For more information about this policy, contact the Gaming Policy and Enforcement Branch