

New Brunswick 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 New Brunswick Liquor Laws.

All liquor advertising must comply with:

- **Liquor Control and Licensing Regulation**, [<https://www.canlii.org/en/nb/laws/stat/rsnb-1973-c-l-10/latest/rsnb-1973-c-l-10.html>] ;
- 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 **New Brunswick Liquor Advertising and Online Promotions Regulations**, [<https://www2.gnb.ca/content/dam/gnb/Departments/ps-sp/pdf/Publications/lin-e.pdf>]

Signs and Advertisements Cannot:

- exhibit, publish or display an advertisement that states or implies that liquor is to be provided free of charge,
- encourage or promote the consumption of liquor by minors,
- depict family scenes that in any way involve use of liquor, including any group of adults accompanied by children,
- refer in any way to persons who may be minors,
- portray drinking or party scenes that show immoderate or excess use of liquor, indicate that liquor may be consumed in any way, manner or place prohibited by any federal or provincial law or municipal by-law,
- convey the impression that the consumption of liquor is necessary or helpful in obtaining any social prestige, business success, popularity or escape from personal problems,
- make any claim that implies or attributes to any liquor, either alone or as a mixture, any healthful, nutritive, dietary, curative, sedative or stimulative quality or properties,
- contain an endorsement of any liquor, personally or by implication, by any person, character or group who is or is likely to be a role model for minors because of achievement, reputation or exposure in the media.

Retailers of Alcoholic Beverages

The holder of a dining-room licence, a lounge licence, a special facility licence, a special events licence, a club licence other than a forced canteen or an in-house brewery licence.

- **May**

- exhibit, publish or display an advertisement advertising such activities as champagne brunches, beer gardens or wine and cheese or similar activities or events,
- exhibit, publish or display an advertisement on radio or on television, if the advertisement does not air on the same radio station or same television station more than twenty-five times in a week, and in any other media or form,
- exhibit or display any advertisement or notice of or concerning liquor by an electric or illuminated sign, contrivance or device or on any boarding, signboard, billboard or other place in public view or may advertise liquor by any of those means,
- exhibit or display, any sign or poster containing the words "bar", "bar-room", "saloon", "spirits", or "liquor" or words of like import,
- this advertisement may portray glasses, barrels, taps, bottles and product, but
- shall not portray a specific brand of a distiller, brewer or winery,
- advertise in conjunction with a holder of a manufacturers licence, inside and outside licensed premises.

- **Shall Not**

- exhibit, publish or display an advertisement that states or implies that liquor is to be provided free of charge, advertise liquor, directly or indirectly, in conjunction with a holder of a special occasion permit.