

Nova Scotia 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 Nova Scotia Liquor Laws. All liquor advertising must comply with:

- **Liquor Control and Licensing Regulation**, [<https://novascotia.ca/just/regulations/regs/lclicens.htm>] ;
- **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>]

Guiding Principles:

- Advertising is consistent with Nova Scotia Liquor Corporation's values of respect and responsibility.
- Advertising is intended for adults of legal consumption age (19+) who choose to consume beverage alcohol or cannabis. These products are not advertised in any manner which may be directed to or significantly appeal to underage persons.
- Advertising portrays products and consumers in a responsible manner and emphasizes the social aspect of moderate consumption in our society.
- Advertising does not encourage consumers to participate excessively or irresponsibly.
- Advertising is not used to disparage or discredit another company, business, product or person.
- Potential reactions from public groups or society in general may be considered (safety, advocacy, current social concerns).

Responsible Content

- Underage Persons: Appeal to Minors:
 - No advertising in any manner is permitted that directly or indirectly appeals to underage persons. (i.e.: cartoon characters, songs, mythical characters, fairy tales and/or celebrities).
- Depiction of Images & Supporting Copy: Age & Appearance of Actors/Models:
 - No advertising of beverage alcohol is permitted to feature in any significant role, anyone who appears to be under 25 years of age.

- Quantity of Beverage Alcohol Shown
 - All advertising of beverage alcohol must either show a sealed bottle of product or in a single serving glass, poured to a maximum of a single standard drink.
 - In addition, advertising cannot promote consumption in general (must be focused on a specific brand).
 - The quantity of beverage alcohol or product shown in any image, must not exceed the number of individuals shown in the same image. (One standard drink per person).
- Offensive Language
 - All beverage alcohol and cannabis advertising must refrain from using offensive language, such as: racial slurs, misogynistic language, anti-LGBTQ+ and so on.
- Rite of Passage
 - Advertising does not suggest that consumption of beverage alcohol or cannabis is a rite of passage to adulthood.
- Implication of Health or Success
 - Advertising cannot directly or indirectly imply that the consumption of beverage alcohol or cannabis makes consumers stronger, healthier, more successful in their pursuits (job, sports, sexual prowess) or that it solves your problems.
- Association with Skilled Activities
 - Advertising cannot depict consuming alcohol or cannabis in tandem with a skilled activity, such as: driving, boating, playing sports, working.

- Association with Public Consumption
 - Advertising cannot depict, or be construed to depict, any location where consumption of beverage alcohol or cannabis is prohibited. (i.e. beach, park, picnic area).
 - Advertising must portray that outdoor scenes are located on private property. (i.e. background image of cottage, campground site with hookup, backyard patio)
- High Risk, Illegal or Excessive Use