

Ontario 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 Ontario Liquor Laws. All liquor advertising must comply with:

- **Liquor Control and Licensing Regulation**, [<https://www.ontario.ca/laws/statute/19l15b>];
- **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 **Ontario Liquor Advertising and Online Promotions Regulations**, [<https://www.agco.ca/alcohol/guides/liquor-advertising-guidelines-liquor-sales-licensees-and-manufacturers>]

Advertisements:

- An advertisement cannot promote excessive consumption or depict excessive or prolonged consumption, or excessive quantity of liquor, or occasions of use or drinking situations, which are likely to involve risk to those present. An example of excessive consumption, which cannot be implied, is consumption of more than three drinks on an occasion.
- Advertisements may not promote the merits of consumption.
- Advertisements may not make claims, direct or implied, of healthful, nutritive, curative, dietetic, stimulative or sedative benefits of the liquor product.
- Advertisements cannot imply that consumption of liquor is required in obtaining or enhancing:
 - social, professional or personal success
 - athletic prowess
 - sexual prowess, opportunity or appeal
 - enjoyment of any activity
 - fulfillment of any goal
 - resolution of social, physical or personal problems
- Endorsement of a liquor product by well-known personalities shall not directly or indirectly suggest that the consumption of any liquor has contributed to the success of their particular endeavours.

- Advertisements cannot appeal, either directly or indirectly, to persons under the legal drinking age, or are not placed in media that are targeted specifically at people under that age.
- Advertisements cannot associate consumption of liquor with driving a motorized vehicle, or with any activity that requires care and skill or has elements of danger.
- Advertisements cannot depict motorized vehicles in motion in advertising showing consumption of liquor, unless the motorized vehicle is a form of public transportation.
- Advertisements cannot suggest any illegal sale, illegal purchase, illegal gift, illegal handling or illegal consumption of liquor.

Pricing and Promotion of Liquor by Liquor Sales Licensees

Liquor sales and licensees in Ontario are required to offer, promote, sell, and serve liquor in accordance with these directives.

- **A standard-sized drink may not be sold or supplied for less than the prices noted below.** As outlined in ss.20 (3) of Regulation 719, licensees may not offer for sale or supply a serving of beer, cider, or cooler; regular wine; or fortified wine; for a price below the minimum price of \$2, or a serving of spirits for a price below \$1.34, including taxes, whether the liquor is sold separately or as part of a package that includes other goods or services such as food, a haircut or a spa treatment.
 - A serving of liquor is defined as follows:
 - 341 ml (12 oz) of beer, cider or cooler;
 - 29 ml (1 oz) of spirits;
 - 142 ml (5 oz) of regular wine;
 - 85 ml (3 oz) of fortified wine.

- **The minimum price changes depending on the size of the serving of liquor provided to the patron.** If a licensee offers for sale a serving of liquor that differs in size from those listed above, the minimum price for that serving shall increase or decrease in direct proportion to the difference in volume of liquor contained in that serving.
- **Responsible drink price flexibility is permitted.** A licensee may vary the purchase price of liquor as long as it remains above the minimum price, whether offered in combination with food or other goods or services, such as 'wine with dinner', 'beer with wings', or 'a cocktail with a spa treatment' or for a specified time. For example, a licensee may offer a different price for a glass of wine provided with a certain meal on a regular basis, a different price for martinis on a certain day or a different price for domestic beers, house wine and bar shots during a certain period of a day as long as the cost of the liquor itself remains at or above the minimum price. It is important to remember that licensees are prohibited from requiring patrons to purchase liquor to enter or remain on the premises and are therefore required to offer other goods and services that do not require the purchase of alcohol.
- **Revised drink prices must always be posted or provided to patrons.** If there is a temporary change in the price of liquor, served alone or in combination with food or other goods or services, the licensee must post or provide a notice specifying the change and make it visible or available to all patrons attending the premises while the change is in effect to comply with s.53 of Regulation 719.
- **Liquor prices must be the same for all patrons.** A licensee is required to offer uniform liquor pricing to all patrons. Promotions that target certain segments of the population, such as students or women, are not permitted. A licensee, however, is permitted to offer different liquor prices in separate locations of their establishment. For example, a licensee may offer liquor prices to patrons in a patio area that are different from those offered in an indoor area. A licensee may accept items such as discounted gift cards for the purchase of liquor and food or other goods or services as long as the items are available to all segments of the population.
- **Drink prices may not be based on the purchase of other drinks.** A licensee is not permitted to offer a difference in the price of liquor which is contingent on another purchase of liquor or is offered at regular intervals. For example, promotions such as '2 for 1 drinks', '2nd drink is ½ off' or 'every 3rd drink is \$2' are prohibited under all circumstances.

- **The posting and advertising of prices and promotions must be responsible in nature.** A licensee is not permitted to advertise or post liquor prices and promotions, inside or outside of the licensed premises, in a manner that may promote immoderate consumption.
- **Patrons may be provided complimentary drinks under certain circumstances.** A licensee and/or the employee of a licensee may purchase liquor for a patron at the established listed price for purposes such as recognizing regular patronage, celebrating special events, expressing friendship, or acknowledging poor service. Liquor may not be purchased for patrons as part of a promotion or at regular intervals, or indiscriminately for patrons at the establishment (unless the licensed premises is a casino). For example, a licensee or employee may not purchase liquor to entice patrons to enter the establishment, make further liquor purchases, or advertise or announce the availability of liquor purchases for patrons in any manner.
- **All-inclusive vacation packages.** As outlined in ss.20(8) of Regulation 719, licensees may offer for sale a package including the cost of liquor and one or more of a trip, accommodation, food or other services. This enables premises such as resorts and hotels to package liquor with travel and vacation goods and services, such as offering one price for liquor service with a hotel stay, or food and drink vouchers to be used at the resort's restaurant or bar. As well, travel related licensees such as airport lounges, boats and railway cars may package liquor with the cost of a ticket.